

Palo Alto Rotary Pinion

Weekly Newsletter

Date: September 24, 2012

Reporter: DON MORGAN

Editor: LYLE CONNELL

PRESIDENT-ELECT STEVE called the meeting to order at 12:25, saying he wanted to move expeditiously in order to leave sufficient time for the main speaker. Audrey Rust led the Pledge.

INTRODUCTIONS

YORIKO KISHIMOTO presided over introductions of visiting Rotarians and Members with guests:

Visiting Rotarians

Stu Hunzo of the San Jose Club

Martin Grojalva, who gave his club as Mexico.

Guests of Members

Clay Jones, guest of KATIE SEEDMAN

Alex Scollon, guest of BEN THRELKELD

Kenton Sweet, guest of KASH ALEE

WE CARE COMMITTEE

DICK FREEMAN asked for volunteers to drive several Members needing assistance to and from meetings.

OPENING REMARKS

ROB LANCEFIELD observed that in dealing with or trying to understand others, "We see things as we are, not as they are." He then discussed the relationships of rational thought to emotions, using an elephant and its not-always-in-control rider as examples.



DISCUSSION OF BALLOT MEASURES

ANDY COE and GLORIA HOM presented the first two of seven



ballot measures the Club has scheduled for brief discussions at this and following meetings. They reviewed the pros and cons respectively of Proposition 34 which among other things



would eliminate the death penalty statewide, and Proposition 36 which would revise the three-strike rule.

At this point in the meeting the waitperson staff distributed a plate of moon cakes to each table. VICKY CHING explained she was presenting the cakes to mark an upcoming Chinese holiday. She received thanks from PRESIDENT-ELECT STEVE.

INDUCTION OF NEW MEMBER

PRESIDENT-ELECT STEVE formally inducted ANDREW PIERCE into Membership in the Club. Steve presented ANDY with



a Red Badge, a folder of information about Rotary, and last but not least, a bill for dues. ANDY and his sponsor DAVE MULLIN welcomed the addition to the

Membership.

ANNOUNCEMENTS

DON MORGAN asked for volunteers to lead Microsoft volunteers at a large scale tree planting that the Canopy organization will conduct

On October 6. Reporter's Note: Canopy would also welcome Members who want to help but do not want to act as leaders.

PRESIDENT-ELECT STEVE thanked those responsible for the meeting arrangements. He noted the upcoming social on October 3 at IRIS KOROL's home in honor of PRESIDENT HAL, and asked those who had not already signed up to do so.

THE PROGRAM

BILL JOHNSON, Palo Alto Weekly, as newspapers die, what becomes of journalism & democracy?

DARRYL SAVAGE noted that today's featured speaker was a Club Member with a long and distinguished list of credentials and achievements, very much making him a Renaissance Man. BILL smiled as he thanked her for that warm introduction.



At the outset he mentioned a talk he had given about three years ago in which he foresaw the decline of print media over several years. Particularly for national media, that decline has accelerated, due to various economic and social factors. Business advertising expenditures for print media have declined sharply. Business now spends more on Internet organizations, primarily Google and Facebook. Local media, however, such as the Palo Alto Weekly he publishes, are doing better financially than national ones. How long the locals' good fortunes will continue seems quite uncertain. Whether experimental financial alternatives to advertising such as charging for access to on-line versions of national print media will enable them to survive also is fraught with uncertainty. Public trust in print media has declined significantly. Fewer and fewer individuals rely on print media for news. The once very widely held view that the media's most important role is to protect democracy has fallen by the wayside. A recent poll shows only 42% believe the media support and defend democracy. An equal percentage believes the media oppose or harm democracy.

In a lively Q&A session BILL expanded on his remarks and addressed questions and comments from the audience.

The meeting adjourned shortly after 1:30.

UPCOMING PROGRAMS

October 1 Proposition 30 Pros and Cons, Governor Brown's Income and Sales Tax Initiative

October 8 Walt Hays, Rotary World Community Service

October 15 Jeff Rosen, District Attorney, Topic TBA

October 22 Robert Walker, From 6 Billion to 7 Billion How Population Growth is Changing and Challenging our World

October 29 Speaker TBA, Knight Fellow, Topic TBA

Rotary Meeting Information www.rotarypaloalto.org