

Palo Alto Rotary Pinion

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PRESIDENT ELECT KATIE SEEDMAN chaired the meeting

IRIS KOROL gave the Opening Remarks, featuring several inspirational quotes by famous thinkers, actors and politicians, including "If not us, who? If not now, when?" by John F Kennedy. She made the point that doing good is a simple and universal vision, and that it fits right in to the Rotary way.



DICK FREEMAN reminded us all about the Memorial Visit to the Memorial Grove in Big Basin on Sunday April 26. Deceased members to be honored: Syd Akselrad, Billy Alhouse, John Bracken, Bob Brown, Harry Browne, John Childress, Gary Fazzino, Arthur Gleim, Sy Greenstone, Sam Gordon, Jack Hendricks, Warren Higgins, Joe Jedd, Vera Kallmeyer, Lou Kavanau, Ralph Keller, Al Kenrick, Bill Love, Andy Moser, David Negrin, Daryl Pearson, John Riddle, Allan Mike Traugott, Warren Thoits, Ed Schleh, Robert Smithwick, Sharon Wagner, and Sam Webster.

The Rotary Foundation certificates and pins were presented to 26 members by TRF Chair **STEVE EMSLIE**, assisted by **GINNY LEAR**. Receiving their first Paul Harris Fellows recognition with a certificate and a pin are: **OLIVER COOLIDGE, STEVE EMSLIE, BILL JOHNSON, DENNIS MCGINN, JOE SINNOT, MARK STEVENSON, JIM SUTHERLAND, and DANA TOM.**



Those receiving advanced Paul Harris recognition pins at levels from one sapphire to three rubies are: **JIM BAER, BETSY BECHTEL, DICK BUSH, BILL BUSSE, TONY CARRASCO, JOYCE CUSICK, LEN ELY, GLORIA HOM, JOHN KIDD, CARL KING, ROB LANSFIELD, DON LANGENDORF, SUSAN LUTTER, ROB LYMAN, AXEL MERK, HANNA MERK, RUTH SCHNEIDER, and MONIQUE ZIESENHENNE.** Those absent will receive their pins soon.



SALLY TOMLINSON introduced our Guest speaker, Isabela Moi, who is a Knight Fellow in journalism Fellow at Stanford, one of 20 outstanding individuals around the world who are selected for Knight Fellowships. Isabela has been a full time journalist for two decades of journalism and editing in Brasil at the daily paper Fohla de S.Paulo. she joined the blog Mural project in 2010 to put all of the small stories together. She coordinated stories to include underrepresented districts in the outskirts of the City. Moi believes that a democracy can only be strong when the stories we tell include unrepresented and unheard voices.

Isabela Moi's talk was titled "Bringing new voices into the mainstream media – a case from Sao Paulo, Brazil". Sao Paulo has a population of 12

million people, 20 million including the districts around the Central city. She showed us a Human development index map that measures quality of life, infrastructure (schools, hospitals) and income. The higher income residents are clustered in the downtown area, surrounded by inequality. The favelas are very close to the rich districts. The poor usually work for the rich.



Isabela worked for the central S. Paulo newspaper with a distribution of 300,000, plus there is a network of 200 neighborhood papers. The resulting news is very fragmented, and as a consequence, inaccurate news prevails,

strengthening coverage stereotypes. The majority of stories come from higher income districts.

In 2010 Isabela was promoted to training editor and took up a challenge: to close the gap between mainstream and community media, while capturing and growing the use of more diverse voices in the stories, minimizing news blind spots when covering large urban areas.

She started a Blog mural – a news blog hosted by central paper, where the contributors were Journalism school students and journalists, to cover neighborhoods that had not been covered before. The idea was to integrate news stories into the large paper. The project has been successful, growing from 20 to 100 collaborators, covering 35 neighborhoods, and it has won 2 national journalism prizes.

In running the Mural Blog, Isabela provided principles that guide the work – such as "don't cover crime stories" and don't cover "good deeds" from NGOs that do not come from the community. She also insisted that her bloggers not use "local language", slang, or poor grammar, when reporting; if stories are to be read by all, mainstream standard must apply. Muralistas (the journalists) cover their particular region from the point of view of its residents; but it is one of the objectives to change the viewpoint of the pressroom that hosts the blog. muralistas live in the districts where they cover. Isabela is proud of stories that changed mainstream news, for instance in covering elections and in describing the new middle class in Brazil.

Three new projects are planned for 2015, in order to grow and expand the muralistas relationship with the districts they serve. Live exhibitions – "offline" reading. Print out stories and talk with residents. Visits to public schools, introduce idea of media education and mentoring. . Reaching to new neighborhoods where there is no local correspondent. Began woman's group, special website, stories of women in the neighborhoods.

UPCOMING EVENTS

April 13- New Member Talks: Richard Keller, Lee Lippert, Lisa Akselrad

April 20- Scott Sagan, "The Nuclear Future: Can we have the Spread of Nuclear Power without the Spread of Nuclear Weapons?"

April 27 , Charles Wasser or Jim Mealy, Global Polio Eradication and the Endgame Strategy