



Rotary Notary

Week of October 30th

At Rotary Today:

Greeter: Jaren Johnson

Invocation, Flag Salute & 4-Way Test:

Kelly Dandurand

Member Birthdays:

Fred Heismeyer - 10/31

John Hurst - 11/6

Steve Peterson - 11/6

Wedding Anniversaries:

Scott & Amanda Holder

11/5 - 14 years

Rotary Anniversaries

Craig Burns - 11/1

26 years

John McEwan - 11/1

23 years

Anthony Ndungu - 11/1

2 years

Joyce Heismeyer - 11/2

8 years

Quote of the Year:

"Let's accomplish great things together."

-Anne Schneider

Current State of Local Media

This week's speaker was Tom Shine from KMUW. Tom is formerly of the Wichita Eagle and has been in Wichita since 1980 when he arrived from Chicago. Tom has a wife, Sharon, and 3 children. Tom used his time, Wednesday, to give us a brief history of The Wichita Eagle and share, with us, the challenges that today's local media face.

The Wichita Eagle printed it's first issue in 1872, 2 years after the city was established. The belief at the time, just as it is today, was that "Nothing can be accomplished without an informed citizenry." The paper's creator, Marshall Murdock, had originally wanted to name the publication 'The Victor' after his wife, Victoria. She, however, wanted to name it The Eagle after the national emblem. A coin was flipped, and the Eagle was born.

Since it's inception, in the late 19th century, The Eagle, and most local media, has served a vital role in not only informing citizens, but also bringing people together. As Tom put it, "good media brings people together to discuss their ideas and strengthen the community". Unsurprisingly, however, the presence of new technology has had a drastic impact on local media. In 2013, The Eagle's staff was cut in half, followed by the discontinuing of the Saturday paper. This trend in newspaper offices around the world is one Tom thinks will continue, with fewer issues being printed to offset their shrinking staffs.

Even television has not escaped the effects. Wichita, which was once a 2nd or 3rd job market, is now viewed as a 1st job market for new journalists. This leads to a younger and more inexperienced crew throughout the media landscape. It also jeopardizes the presence of original, 1st-hand, reporting; which is the largest expense for most local media efforts. When anyone holding a Smartphone becomes a potential news source, it's not hard to see how this would morph an entire industry.

This morphing of the local news has led to a strategy of collaboration between would-be competitors to accomplish more together. For KMUW, they have actually been able to grow their news content as well as their station. Their openness to collaboration has generated partnerships with The Knight Foundation and the Community Foundation to continue to cover the local stories that our community requires. The shift, however, does not appear to be finished, and Tom anticipates more to come as they continue to try and incorporate Television, the lone stand-out, into the Collaborative effort as well. 1





Lord's Diner:

Our next Service Project will be at The Lord's Diner on **November 5th**. You can sign up at Kim's table or by email.

Turkey Donations:

Turkey Dinner donations are being accepted now until Nov. 17th. The cost is \$65 per meal. Delivery of the meals will be on November 26th followed by a Rotary Mixer!

NO MEETING on November 27th on account of Thanksgiving.

Christmas Party:

This year's Christmas Party will be on **December 12th** at Intrust Bank Arena. Contact Kim or Shane Pullman for details.

Next Week:

Dr. Ragnar Peterson, Via Christi



Turkey Dinner Families

REMINDER: The board is in search of recipient families for this year's Thanksgiving Dinners. If you know of a family in need, or may know someone who would, please contact Denise Hearson or Kim.

You can also get signed up with Kim for Turkey Deliveries. They will be delivered on November 26th!



4 months into the Rotary year. Michael and Anne have delivered on several of their campaign promises! Be sure to Thank them for their service whenever you get a chance.

*message sponsored by the Schneider/Moeder re-election SuperPac