


# The Appleknocker


## Sebastopol Rotary Club's Weekly Bulletin

**Investigative Reporting – Lowell Bergman**



**SERVE TO CHANGE LIVES**

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<b>President 2021/2022:</b>	<b>Ellen Harrington</b>



“All the News that Fits We Print”

### 🍏 BEFORE THE BELL 🍏

WOW – Lowell Bergman as guest speaker on the topic of Investigative Reporting. Can you imagine the pressure on The AppleKnocker Team? *Pulitzer Prize Winner. 60 Minutes.* A good issue could put the AppleKnocker into the BIG TIME.

Your AppleKnocker Team will fan out and investigate everything that happens in the Memorial Hall for the lunch meeting of The Rotary Club of Sebastopol. Investigative Reporting? We are on this. Maybe if we really work hard, we can uncover something. FAME for the AppleKnocker is just around the corner.

### 🍏 AT THE BELL 🍏



**President Ellen Harrington** called the meeting to order but it didn't sound like a bell was struck. Get the team on that. It sounds promising.

**Mark Fink** led the group in the Pledge of Allegiance. It sounded fine to me but that's because **Frank Mayhew** was right next to me and reciting very loudly.



**Bob Boyd** brought us some thoughts for the day. Nice job Bob.

...Thought for today...  
*From Bob Boyd*

Age is an issue of mind over matter. If you don't mind, it doesn't matter.

*Mark Twain*

Life is 10% what you make it and 90% how you take it.

*Irving Berlin*



## VISITING ROTARIANS & GUESTS



**Richard Power** introduced return guest Carl Tennenbaum



## Future Programs



**August 27**  
**Richard Corriea**  
**Policing in America**

## Coming Events

**September 18**  
**Apple Blossom Parade**



## Miscellany



**MAKEUP NOTIFICATIONS:** [scottbriggs50@yahoo.com](mailto:scottbriggs50@yahoo.com)

**On-line Make-Ups:**  
[www.RotaryEClubOne.org](http://www.RotaryEClubOne.org)

**Domestic Violence Hotline:**  
**707-546-1234**

**[sebastopolrotary.com](http://sebastopolrotary.com)**

From Santa Rosa East/West we greeted Marilyn Lira. She was accompanied by one of her club's newer members Maria Robinson. Maria is equivalent of a Green Apple in Santa Rosa so Marilyn brought her along.



Kathy Hicks was back to visit for the third time. Welcome back Kathy.

And so to tuck in for lunch. But the AppleKnocker investigative team was on duty. There must be something here that we can report on.



## RECOGNITIONS



**Pam Graber** was in attendance and was recognized for her birthday on 8/18. The investigative team started work on finding out her age but soon gave up. No one cares.



She had family and friends in town for the celebration. They all went to a benefit concert.



A man with grey hair and glasses, wearing a white surgical mask, is speaking into a black microphone. He is wearing a grey polo shirt. A tattoo is visible on his left forearm. The background is a blurred indoor setting with other people.

**Jeff and Jean Boal** recently celebrated 52 years of marriage. The highlight of the celebration was a trip to Ft Bragg and a breakfast at EggHeads in Ft Bragg. The staff comped the breakfast. Awesome.

A man with short grey hair and glasses is speaking into a microphone. He is wearing a light blue button-down shirt. A grey cloth is held over his mouth, obscuring his facial features. He is holding the microphone with his right hand. The background is an indoor setting with a doorway visible behind him.

# North to Alaska...



 **POLIO PLUS SOCIETY** 

**Bob Rogers** took the lectern to welcome and laud eleven new members to the District 5130 Polio Plus Society. Rotary recently met the \$50,000,000 challenge and raised even more than that. The Bill and Melinda Gates Foundation will match as pledged. What a great accomplishment.



The Polio Plus Society inducts members who donate at least \$100 a year until Polio is wiped out. New members include **Kelly Back, John Blount, Patti Blount, Scott Briggs, Aleia Coate, Mark Fink, Bob Hirsch, Dave Madsen, Dorothy Rodella, Jerry Warren and Edwin Wilson**. This brings the club total up to 30 members. Bob wants to get 100% of the club to join. Why not?

**Bob** noted that the Rotary Club of Sebastopol Sunrise runs a close second to our club in percentage membership. Representing the Sunrise Club was Michael McGlothlin who said that he was going to round up a lot more members in his club. A Challenge. The gauntlet is thrown down. We finally found something big. Alert the Media!

**Bob** said that anyone who wants to join should contact him or **Lu Frazier**



## ANNOUNCEMENTS



There will be a memorial for George Riley on 9/18.

## Annual Picnic.....



September 11<sup>th</sup>  
Save the date...



The Club picnic will be on September 11 at **Peg and Bob Rogers** house. Sign ups begin soon.

September 18 is the Apple Blossom Parade and a chance to march. **Hal Kwalwasser** is in charge and is working with the Sunrise Club.

Next workday at Redwood Empire Food Bank is August 26 from 2-4.



## THE RAFFLE



The winning number belonged to **Tim Moore**. **Tim** spun the Wheel of Misfortune and landed on **President Ellen Harrington**. His total winnings equaled one dollar.



Knowing **Tim**, he will hand it over to a financial advisor to make it grow.



## THE PROGRAM



Famed journalist **Rollie Atkinson** introduced our guest speaker Lowell Bergman. Lowell is supposedly retired from a long and illustrious career as an Investigative Journalist. He worked for several publications, 60 Minutes, and UC Berkeley School of Journalism. Even though retired, he continues to work on documentary films, one of which will be on Netflix in the near future. He lives in Freestone.



As an editorial comment, your scribe can recommend a recent Hollywood movie entitled "The Insider". This movie tells the true story of our speaker, Lowell Bergman, as played by Al Pacino in his interactions with Mike Wallace, 60 Minutes and a tobacco company whistleblower Jeffrey Wigand played by Russell Crowe. If you haven't seen it, check it out. If you have seen it, watch it again. It is awesome. And right now you can stream it on Amazon Prime.





Lowell Bergman spoke about the history of investigative journalism. When he first began in the business, he was working with an alternative press in San Diego that was pushing up against the establishment line on the VietNam war. The powers that be were able to easily silence voices that didn't comport. Lowell and several of his friends had to leave San Diego and ended up in Guerneville at the end of Neeley Road. ( Scribe note- that's right across the river from my house. More pressure on the AppleKnocker team.)

During the 70s and 80s, various court decisions changed the face of journalism. The deregulation of the industry with the demise of the Fairness Doctrine led to one-sided reporting. No more did the government take an interest in what went out over the airwaves. Reporting was not required to be " in the public interest."

The advent of the Internet put a strain on local news reporting until there are fewer and fewer actual reporters doing work today. Reporting on the Internet is not bound by any search for truth and anything goes. Court decisions have not only allowed deregulation but in some areas forbidden government interference with whatever is published or printed. (Reno v ACLU 1997)

Mr. Bergman presided over a lively question and answer session but, alas, was unable to provide a panacea to the general lack of truth telling in media. It is recommended that Rotarians, when following any news, go back to the Four Way Test.



## 🍏 THE FINAL BELL 🍏

**President Ellen Harrington** thanked our distinguished guest and noted that the Club has made a donation in his name to the Overcoming Obstacles Scholarship Fund.

## 🍏 AFTER THE BELL 🍏

Well – The AppleKnocker Team may not have come up with anything that will make headlines or collapse the Internet with its import. But we had a good time.



## FUTURE PROGRAMS



### **August 27, 2021 - Policing In America - Richard Corriea**

Policing in America: A front-row-seat perspective on policing after 35 years with the SFPD, and a commentary on the history, culture and contemporary issues in policing.

Richard Corriea is a former San Francisco Police Department Commander. He headed up the department's Metro Division, where his span of responsibility included five district stations and over 600 sworn personnel. He will offer insight from his numerous areas of command including the Police Academy, San Francisco International Airport, Internal Affairs, Muni Transit Division, the Sexual Assault Unit and the SFPD's Crisis Intervention Team.

Policing in America has come under intense scrutiny in recent years for reasons we see nightly on television news. Commander Corriea has the perfect view point to help us understand the history, culture and contemporary issues in this critically important vocation, also known as The JOB. Richard is also a master story teller that you won't want to miss.