

September 2017



PRESIDENT: MIKE VAN HORNE

PRESIDENT-ELECT: ERIC PAHLKE

SECRETARY: KEN HEINZ

TREASURER: AL BASKIN

2017-18 Rotary International Theme:

Rotary: Making a Difference

"Whether we're building a new playground or a new school, improving medical care or sanitation, training conflict mediators or midwives, we know that the work we do will change people's lives — in ways large and small — for the better."



PRESIDENT'S MESSAGE ... September does not seem to have a Rotary theme - at least that I could readily locate while preparing this message. I have noticed in recent emails from Rotary sources, and in the September 2017 issue of *The Rotarian* magazine that, as I shared with you from PETS, Rotary has been re-branding itself in recent years. This fall they are rolling out a new "public image" campaign, tagging materials on Rotary with the descriptor "PEOPLE of ACTION." In September we traditionally celebrate The Rotary Foundation and its many accomplishments and projects with a seminar, this year titled the "People of Action Foundation Seminar." The seminar is Saturday, September 23, 2017, at the Poway Center for Performing Arts, conveniently in our backyard so to speak. If you are unable to attend or just not enthused about one more seminar, join our Club's "People of Action" event this Fall as we host the 30th Annual Rotary Fun Run. I guarantee there will be plenty of action as we show our community Rotary "Making a Difference" in the lives of elementary and middle school students. Plan now on coming out and pitching in! Mike

ASSIGNMENTS

	<u>PLEDGE</u>	<u>INSPIRATION</u>
September 7	Al Baskin	Danny Kazmarek
September 14	Brent Clous	Eric Pahlke
September 21	Bryan Gust	Denise Yaeger
September 28	Jean Heinz	Al Baskin
October 5	Ken Heinz	Brent Clous

HAPPY, HAPPY ... there are no birthdays or Rotary anniversaries of current club members this month ... BUT ... be HAPPY anyway!

LINKS ... to other Rotary web pages ...

San Diego North Click here to see the schedule of programs and other late-breaking club news.

District 5340 Click here for the DG's newsletter, training schedules, and district and other club events.

Rotary International Click here for professional resources on a wide range of club management issues.

THIS DAY IN HISTORY QUIZ

ROTARIANS ARE CHALLENGED TO CORRECTLY ANSWER THE FOLLOWING QUESTIONS.

THE ANSWERS WILL BE REVEALED AT THE MEETINGS DURING "THIS DAY IN HISTORY."

September 7	On this day in 1921, this pageant was first held in Atlantic City, NJ. (Hint: the two-day event was pre-Trump)
September 14	On this day in 1994, this major sports league season was canceled because of a players' strike. (Hint: Tony Gwynn recorded a .394 batting average, and many thought he would have hit .400 if the season had been completed)
September 21	One of the largest aircraft operational during WW II, this heavy bomber made its maiden flight on this day in 1942. (Hint: it was a "Super" replacement for its predecessor, Boeing's B-17 Flying Fortress)
September 28	This Portuguese navigator arrived at what is now San Diego on this day in 1542. (Hint: there's a statue of him at the Cabrillo National Monument at the southern tip of Point Loma)

FAKE NEWS AND ALTERNATIVE FACTS ... The following article was posted on the web site for the Skidaway Island Rotary Club of Savannah, GA. The speaker was Jim Toedtman, a journalist who covered the White House and the federal government during most of his 46-year career. He traveled to 36 countries with six presidents.

"Do you remember," Jim asked us, "when there were three major networks?" These three together with radio, newspapers, and magazines, took raw data, publicity information, advertisements, propaganda items, and entertainment, and subjected them all to fact finding, fact checking and historical investigation. Then, and only then, were items considered suitable for circulation or broadcast. Since those days, newspaper circulation has fallen 19%; newsroom budgets have fallen and staffs such as reporters and editors are far fewer than they used to be.

And now? President Donald Trump has 24 million twitter account followers – vs. – NBC News has 8 million viewers, CBS has 8 million viewers, and ABC has 5 million viewers. There are 1 billion websites, 3 million daily blogs – vs. – 1385 daily newspapers, 15,000 radio stations, 189 TV channels.

The consequences of this huge revolution are that each person is besieged by information which may be of dubious accuracy, and which the recipient is, for the most part, incapable of checking and mostly unaware of any reason to try. Entities which used to check facts are hard to find, all the free media is easy and cheap, and the audience follows the line

of least resistance. This reduced resistance is aided by the tendency of all, or most, of us, to accept as correct those items with which we agree and reject those which we know nothing about or don't agree with. In other words, we resist "cognitive dissonance" and take the easy route. And what do we get? Fake News!!

In his presentation to us, Jim gave instances of news which has had huge circulation and which is false – on Hillary Clinton, on the Pope (influencing our election), on fraudulent votes and inaccurate counts, and more. We do have defenses, however, and Jim gave us a "toolkit," of which the first may prove the most difficult: "turn off the news for three days." He told us to beware of all-caps headlines, ask questions like, "sez who?" check the facts, seek a contrary view, think, "how do I know it's true?" He provided us with a list of ten trustworthy services which can be relied on for true facts on finance, Federal monies, National Security and foreign affairs, for health matters and public opinion poll conclusions. Make no mistake, Jim told us, Fake News is not accidental, it's not just satire or just a mistake. It is purposeful with a (sometimes hidden) agenda, and it's dangerous. Jim was an engaging and informative speaker, what he said resonated with most of us, and we thanked him for his timely warning.

FUN ROTARY FACTS ...

Typical Responsibilities of Service Directors

Every Rotary Club gets to organize as best fits its membership, goals, activities, and projects. Over the past few years, our club's basic structure has responsibilities assigned by the typical Rotarian service areas. Here's how President Mike Van Horne has divided things up for the coming year ...

Club Service

Fellowship Programs	Facebook
Newsletter	Publicity
District Grants	Web Page

Community Service

Rotary Bowl	Fun Run
Dictionaries	Rotarians at Work

International Service

Rotary Foundation	Thousand Smiles
Door of Faith Orphanage	Global Grants

Vocational Service

Scholarships	4 Way Speech Contest
Interact Clubs	Rotary Youth Leadership Award (RYLA)

Two other major club activities that everyone is responsible for are Membership and Fund Raising.

IMPORTANT INFORMATION

Meeting Location	Broken Yolk Cafe 11630 Carmel Mountain Road San Diego, CA 92128 (858) 675-9655 Thursdays, 7:00 a.m. – 8:15 a.m.
Club Mailing Address	San Diego North Rotary P.O. Box 721986 San Diego, CA 92172
Club Website	www.SanDiegoNorthRotary.org
Club Email	SanDiegoNorthRotary@gmail.com
District Website	www.rotary5340.org
Club Number	29196
Member Number	Refer to the mailing label for The Rotarian
Federal Tax Number	EIN: 33-0566439