



Date of Meeting: Jan 26, 2023

Day Editor and Publisher: Steve Clark

People of Action

Rotarians and Guests to our January 26, 2023 meeting were greeted by Team 1 Greeters **Tom Semingson**, **Pat Corey** and **Mary Brace**, and Keyway Greeters **Steve Clark** and **Ken Freigher**, all lead by team Captains **Mary Brace** and **Maggie Redmon** in absentia. **Trisha Funk** managed ticket sales for **President Mark's** "Operation" fundraiser. **Colin Duffy** offered the Invocation along with a brief yarn concerning Rabbi's circumcising bears. **Tom Semingson** introduced guests and visiting Rotarians, during which he levied a dubious \$100 fine on **Eva Jimenez** for hawking the non-profit **Shield** without authorization. Since **Eva** deserves to get her money's worth, please contact her or **RPD officer Mark Montgomery** to learn more about their May fundraiser. "Unusually good job, Tom. Thank you."



ANNOUNCEMENTS

Jerry Kelley informed the club we will be having a new audio system installed on February 6th, and on February 8th there will be a training on how to use it. Please contact **Jerry** if you are interested in attending.

President Mark shared that on February 9th we will host our District Governor, **Suzanne Bragdon**.

Jason Salter, standing in for **Amelia Ward**, reminded the club that "your big chance" to enrich your lives with new friends and relationships is upcoming as **I-House** students still need sponsors. Please contact **Amelia Ward**.

RECOGNITIONS



Randy Smith proudly shared that his daughter met with the wife of **Ukrainian President Zelensky** while attending the **World Economic Forum's** annual meeting in **Davos** (pictured left);



worth donating the rest of his pledge to the club. **Mary Brace** then shared

some alleged video of **Randy** doing voluntary trail clean up in Davos. Thanks **Randy!**

Andy McCurdy enjoyed celebrating the new year and his birthday with family in **Cabo San Lucas**, and promises to try and remain sober the rest of the month. \$100 to his **Paul Harris**.



Pat Corey admitted that while the rest of the club was working on the Haunted House (don't kid us, **Pat**, we know you contributed plenty) he was enjoying a rather successful two days in



Colorado, as **Pat**, being the eldest, harvested the largest buck.

But then our resident hidden camera aficionado **Mary Brace** shared surreptitious video of the "one that got away"; worth \$20/point.



Rachel Hatch started a new position recently, working remotely for **Institute for the Future**. Thanks to more



covert video from our crack team of investigators, Rachel eagerly ponied up \$100 to hide the evidence of her training.

PROGRAM

Today's program was a panel discussion regarding the state of local media, led by **Rachel Hatch**. Six local journalists/reporters from the North State shared their perspectives.

Kelly Saam is an Emmy Award winning journalist with Action News Now. She is optimistic about local journalism as polls indicate local news is trusted more than national news; however she feels traditional media is having a difficult time reaching the Gen Y and Z audience. When not broadcasting she listens to **Clay Travis, Tom Sullivan**, numerous podcasts and true crime.

Dave Benda has been a reporter for the **Record Searchlight** since 2000 covering business and development and most recently government. Dave shared the challenges of maintaining a productive schedule of reporting in the midst of an industry that has seen precipitous decline in one medium while attempting to recover in another, and the affect that has had on recruiting staffers. As **Dave** put it, "There's more news than ever now, and less people to report on it". Dave prefers to keep a balance in his news consumption.

Jenny Espino has been with the Record Searchlight since 2012 and is their local news editor. She also noted the challenges of reporting with a smaller crew but is glad there is so much to cover. She feels misinformation is a major challenge that can be resisted by honest reporting. She feels Redding is fortunate to have a stable newsroom. She relies on Twitter and seeking out local news reports from across the country to remain informed.

Mike Mangas is Redding Rotaries own local newscaster for KRCR TV. Mike loves sports and lamented the consequences of pre-defined media markets that discount local viewers like those in Siskiyou County, who essentially "don't count" when it comes targeting viewers. Mike agreed that Gens Y and Z are difficult groups to reach and sees all media merging into one. He enjoys absorbing local news sources and lots and lots of sports.

Annelise Pierce is a journalist and founder of ShastaScout.org. Launched in 2021, she considers ShastaScout to be more of a service than a product. She views trust in media as a major issue, especially with underrepresented and marginalized groups, and seeks to change how we manage and share information. Her favorite news sources are The Daily podcast, NPR, Cal Matters and The Objective.

Donni Chamberlain is a journalist and 15 years ago founded the A News Café website, a site focused on local news in Shasta Co and a little beyond. She admitted their coverage has been a little negative for her tastes these last few years, but that being due to the nature of the news needing to be covered. She called the last two years the "broccoli stage" and she hopes for the "ice cream stage" to begin soon. She feels lucky to be mostly free from restrictive connections to large advertisers, and bemoaned the nature of website news that causes relevant stores to fall below "the fold" and be lost and forgotten before their time. She tries to keep her news consumption balanced, watching both Fox News and CNN regularly. She also enjoys podcasts and true crime.

Jerry Kelley won President Mark's raffle while manning the Operation board, only learning of his victory after scurrying back to his table to check his ticket. Alas, it was for naught, as he buzzed out on the Adam's Apple. Leslie Morgan won the lunch raffle.

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