



The Official Publication of the Rotary Club of Davis

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www.rotaryclubofdavis.com

Monday, July 31, 2017

Weekly Programs

July 31: UC Davis Interim Chancellor Ralph Hexter

Aug. 7: "The Forest of Davis," by Julia Jones, urban forestry supervisor, city of Davis

Aug. 14: Jesse Salinas, Yolo County assessor/clerk-recorder/registrar of voters

Aug. 21: "Conversation with the Guv," with District 5160 Governor Gary Vilhauer, Rotary Club of Danville

Sept. 4: Labor Day holiday; no meeting

Meals on Wheels

Coordinator: J.D Denton
8/3: Jonathan Bayless and Mark Kisting
8/4: Andrew Dowling and Don Fish

Coordinator: Greg Phister
8/10: Fred Conte and Ron Fisher
8/11: Jeff Kowes and Michael Goodman

Coordinator: Randy Alston
8/17: Patti McReynolds and Paul Hart
8/18: Bruce Hartsough and Mohini Jain

Coordinator: Dave Scheiber
8/24: Gamani Jayaweera and Bob Johnston
8/25: Roger Gambatese and Dean Labadie

Coordinator: Nicole Davis
8/31: Paul Lacoste and David Macko
9/1: Anand Mamidi and John Hamel

Upcoming Events

Save the date! Our next potluck will be Sunday, Oct. 8, at the home of Pat and Lou Below

Agrotarian Contact

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News & Notes

Monday, July 24, 2017

We welcomed as guests **Claudia Morain**, our speaker's wife; **Dan Tancredi**, an associate professor of pediatrics at the UC Davis School of Medicine; **Jason Young**, a colleague of Mark Kisting's at First Northern Bank; and Jerry Suran's wife **Helen**.

Announcements

Kay Resler reported that Judy Wolf is on the mend. She should be coming home from the URC rehab unit very soon.

Randy Alston continues to take signups for the Rotary beer booth at the Yolo County Fair. The fair runs Aug. 16-20 in Woodland. All net profits go to the participating clubs' general funds, not to Rotary Charities.

Would you believe **Allan Telford** won the draw again, for the second straight week?!? He pulled the queen of diamonds, however, so the pot will continue to grow.

Sergeant **J.D. Denton** recognized himself, for hiring a terrific new manager for Fleet Feet. She takes over Sept. 1 and is looking for a place to live in Davis.

Kay Resler has been traveling, to Atlanta for the Rotary International Convention, to North Carolina to visit her daughter and on a cruise to Bermuda.

Ryndie Azevedo also has been abroad; she and her boyfriend Wyatt drove Iceland's ring road. "You've never seen anything like it," she says.

Steve Bick avoided a crash with a big rig in Woodland, saw a bicyclist get a ticket for running a stop sign and also saw a speeding motorist get at ticket early one morning. He's living right!

Rochelle Swanson is safely home from Kenya, where Rotary's health-care program "got stuck in presidential politics," she said. But the trip offered some good bonding with fellow Rotarians.

Jerry Adler is celebrating the birth of his third great-granddaughter; she joins her big sisters, 20-month-old twins.

Samer Alssaad reports that his family is back from a long holiday in Turkey. Samer was able to join them for a one-week beach resort vacation.

Program

Dan Morain, Sacramento Bee editorial page editor

Dan Morain joined the Sacramento Bee editorial board in 2010 after working for 27 years at the Los Angeles Times. He's lived in Davis for 25 years where he and his wife Claudia have raised their three children.

Dan started his talk by saying, "Thanks for reading your hometown newspaper, whatever that may be." During his 40-year newspaper career, Dan's written about pretty much every major issue in California. He says a journalist's greatest calling is "comforting the afflicted and afflicting the comfortable."

But newspapers are facing growing challenges, chief among them the loss of 50% of their advertising revenue since the Great Recession. While advertising made up 77% of a typical newspaper's revenue in 1958, today it's only 47%, while circulation and other revenue-generating ideas make up the remainder.

And newspapers have always had an odd business model: While the Bee took on the pharmaceutical industry last Monday in editorial, you'll find lots of pharmaceutical ads on the Bee's website. "We write about car defects and we're always soliciting ads from car dealers," he says. "We are proud to write stories about issues as they are without regard to the consequences."

Despite these challenges, "In every city, the daily newspaper remains the go-to source for information," Dan says. "Print editions may be slimmer, but our principles can't change. We're a mission-driven organization."

Dan said he and his colleagues are most proud of the Bee's enterprise stories — such as about the roots of homelessness in Sacramento and defects in the Oakland-San Francisco Bay Bridge.

The future, of course, is online. Even the New York Times' recent earnings report acknowledges this, describing the print publication as a "cash-generating, time-limited project."

One Rotarian observed that trust in institutions, including the media, is at an all-time low. Dan's response: "We just have to keep doing our job ... following the facts. Credibility matters." But one reason the media may have lost trust is that readers don't distinguish between a legitimate newspaper and a blogger. "All you need is a Twitter account and you can be a publisher," he says.