Rotary Club of Durham

Connect. Collaborate. Serve.

Be a gift to the world

February 1, 2016

Volume XXIII, Issue 24 Post Office Box 51572 – Durham, North Carolina 27717 www.DurhamRotaryClub.org

The mission of Rotary International is to support its member clubs in fulfilling the Object of Rotary by:

- Fostering unity among member clubs
- Strengthening and expanding Rotary around the world
- Communicating worldwide the work of Rotary; and
- Providing a system of international administration

THE 4-WAY TEST

Of The Things We Think, Say or Do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

PROGRAM SCHEDULE

02/01	OFFSITE MEETING AT THE LEVIN JEWISH COMMUNITY CENTER Marion Johnson, Jr. and Team NBMBAA, Lot Business Case Team Introduction: Don Stanger
02/08	Arles Taylor: IP Law In A Changing Research Triangle Introduction: Don Stanger
02/15	No Meeting!! In Observance of President's Day
02/22	Lynn Richardson: African American Archives at Durham County Library and Geer Street Cemetery: A Historical Tour Introduction: Lois Deloatch
02/29	Andra Watkins, New York Times Best Selling Author: Not Without My Father – Journey On The Natchez Trail Introduction: Rob Everett

SERVICE SCHEDULE FOR FEBRUARY 1, 2016

Music

Vocalist: Sherry DeVries

"Star Spangled Banner"

Invocation/Rotary Minute: Chris Gergen

DRC Raffle: RI Foundation Programs

Contribution: $1/Ticket; $5/6 Tickets

Proceeds: ½ RI Foundation; ½ Winner

Rotary International: $44 Raffle Winner: $43

Total: $87

Raffle Winner: Carolyn Aaronson

CART Fund (*Coins For Alzheimer's Research Trust*)

1/25 $TBD

DAN SHANNON
Founder & President of Shannon Media

Fooled again. As I mopped up the gravy with the last of my Salisbury steak patty, I was anticipating Dan Shannon promoting the annual Taste of Durham Event in the Spring. Dan is the Founder and President of Shannon Media, which publishes both The Durham Magazine, which sponsors the Event in the Spring, and Chapel Hill Magazine. Dan was introduced by Rob Everett.

But the foodies in the room who managed to navigate ice-clogged side streets to get to the meeting were not disappointed because Dan and his associates, Senior Vice-President, Rory Gillis, and Content Vice-President, Andrea Cash, left plenty of copies of last September's Foodie Issue on the tables. Information on the event is available on the Magazine's website Here.

Since I'm not much of a foodie (I *love* Salisbury steak), I was pleased that what Dan did talk about was a changing Durham and a changing media landscape. The term "millennials" came up several times and the two executives Dan brought with him are clearly closer to that generation than either he or I. Indeed, Dan's discussion evoked a nostalgia for a dominant print media, especially when he described his company's three-year effort to publish a weekly newspaper in Chapel Hill.

Some of his angst might be for show. Although he may have wanted to leave the impression that his younger executives were dragging him kicking and screaming into 21st Century media, it is also clear that Durham Magazine is no longer just a magazine under his leadership. Besides their website, they are heavily into other social media as well, including Facebook, Twitter, and even podcasting.

In fact, Andrea took a couple of pictures during the meeting and tweeted them out during the presentation, all on her smart phone. When they hit the twitter stream, Dan's Apple Watch vibrated on his wrist making the point of the immediacy required in journalism today. "Who gets the sports scores from the newspaper anymore," he asked, "or weather report?" Dan also mentioned, almost as an aside, that they now manage the social media platforms for other organizations, as well as produce specialty publications.

Mr. Shannon also described the decline of journalism generally and their discussions about exploring topics beyond what are typical in a lifestyle magazine. Durham Magazine fits nicely into the lifestyle genre. This means a heavy emphasis on the food, shelter, travel, clothing, and healthcare of the demographic slice of the population whose assets and income give them choices in these areas. He pointed out that city magazines do very well and 2015 was their best year ever.

This leaves more controversial topics to "citizen journalists" to blog about. He mentioned as an example Bull Citing Rising, which is currently drilling down into The Durham Public Schools budget to try to understand why we seem to spend more and get less for the money than other communities in the State. That's an important topic but probably would not fit the lifestyle genre.

You could get the impression that this new media is only for millennials. Not true. I'm in the early years of my eighth decade and I'm thoroughly caught up in the new media. During the first half of my life, I read Time every week – cover to cover. This was perfect preparation for dominating Trivial Pursuit when that was first introduced in 1982. Recently, I took advantage of a great offer to re-subscribe to Time but usually threw it away or barely skimmed it. On the other hand, when the subscription finally ran out, they didn't stop sending the email synopsis of their political coverage, which I review religiously. I also get the "curated" newsletter Vox daily from Vox Media and "Wonkbook" from The Washington Post, both with a lot of politics and national news. You can also curate your own news feed on Facebook by "liking" sources of news, including Durham Magazine (which I just did).

Club Statistics as of February 1, 2016:
Club Members: 245;
Active: 210
Active-LOA: 5; Honorary: 30
Staff Positions: 1

FEBRUARY 2016 BIRTHDAYS!

MARK HIGGINS	FEBRUARY 05
MARTY MORRIS	FEBRUARY 10
KIM SHAW	FEBRUARY 12
JOE WEBSTER	FEBRUARY 12
CHIP DENTON	FEBRUARY 14
DAX HILL	FEBRUARY 17
EMILEE COLLINS	FEBRUARY 17
ELLEN RECKHOW	FEBRUARY 19
MIKE WOODARD	FEBRUARY 20
ANDREW LAKIS	FEBRUARY 20
ERIN WILLS	FEBRUARY 23
BOB STEVENS	FEBRUARY 27

Pending New Members:
Malcolm White (Sponsored By: Kim Cameron)
Burton King (Sponsored By: TBD)
Sunny Wooden (Sponsored By: Lois Deloatch)

2015-2016 ROTARY LEADERSHIP
RI President: K. R. Ravindran
District Governor: Newman Aguiar
ADG-Area 7: Joyce McKinney
2015-2017 Club Officers
President: Lois Deloatch
Immediate Past-President: Vandana Dake
President-Elect: B. C. Dash
Vice-President: Shelly Green
Secretary: Phyllis Coley
Treasurer: Susan Miller
Sergeant-at-Arms: Janene Tompkins
Finance Advisor: Barry Curtis
Legal Advisor: Deana Labriola
2015-2017 Board of Directors
Eric Miller
David Reese
Andy Esser
Blake Strayhorn
Meg Solera
Marge Nordstrom
Jen Noble
Ari Medoff
Danielle Kaspar
Club Website Master
Jay Zenner, Designer; Updates

I mention this to make two points. The first is that using social media is not something that is beyond us older folks in the Club. The second point is that it is absolutely necessary to attract younger folks to Rotary Clubs. We're not nearly as far along as Durham Magazine. However, when I went to Durham Magazine's website, it had a familiar feel. Turns out it was created in Wordpress – just like our site. They even use the same event calendar plugin that we use.

Validation! Wanna help? Click here for more information.

Submitted By: Jay Zenner

DISTRICT CONFERENCE 2016

April 29th, 30th, & May1st, 2016

Let's Support District Governor, Newman!! Visit The District Conference Website To Register: www.2016districtconference.org

(*See Sharon If You Need Assistance In Registering*)

District Conference Co-Chair, Arthur Rogers, Encourages Members To Register

Immediate Past-President, Vandana Dake's Dad Visits Us At Our January 25th Meeting
Vandana Speaks Out About the Latrine Project In Pune India Where Her Dad Lives

Reception at The Rotary Centennial Exhibit At The Durham Museum of History Hub

Club Facebook link: www.facebook.com/DurhamRotaryClub
Executive Secretary: Sharon Lassiter
slassiter38@nc.rr.com