

# Flint Rotary World

Charter No. 220 – Rotary Club of Flint, Michigan – Organized April 7, 1916  
Rotary theme for 2008-2009—“Make Dreams Real”

Doug Kurn Lee, Seoul, Korea, President, Rotary International, - Carl “Kelly” Fotheringham, Mildmay, Canada Governor, District 6330

## NO MEETING THIS WEEK: MEMORIAL DAY WEEKEND

### THE FLINT JOURNAL IN TRANSITION

Rotarian Rob Jewell said, “As you can tell by today’s meeting we are in a state of transition as well as The Flint Journal”. As a prelude to the introduction of our guest speaker, Rotarian Jewell introduced two special guests. First introduced was John Hiner, Executive Editor of The Flint Journal, Saginaw News and Bay City Times. Next Rotarian Jewell introduced John Foren, Editor of The Flint Journal, who is moving on to new endeavors at the end of the month. Then today’s speaker, Matt Sharp, who was named publisher of the Flint Journal, Saginaw News and the Bay City Times in April, was introduced.

Matt Sharp is married to Brook and they have two boys. He is a native of South Dakota and graduated from the University of Nebraska.

Publisher Sharp reminded everyone that this is your paper, actually more your paper than it is his paper. In general newspapers across the country are in transition and more specifically your newspaper - The Flint Journal. You already know what is happening on the national scene with the newspaper business.

Years ago the concept of mass media was ABC, CBS, NBC and the daily newspaper. The majority of us got information from these sources. About 1991, during the first Gulf War, was the beginning of the end of mass media. With the explosion of cable news, people want information in real time. Since that date TV, radio, and newspapers have changed their business models. The acceleration of this whole speed concept for information was the rise of the internet, plus satellite radio and hundreds of new TV stations. Social media has re-defined the definition of community. Community on line can be in any community you want at anytime.

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### VITAL STATISTICS

**For the May 15 meeting:**

**Rick Warmbold** served as the greeter, with introduction of guests and visiting Rotarians provided by **Cheryl Gifford**. **Mike Chaffee** led us in song and **Michael Dach** offered the inspirational message. **Gary Alter** sold 50/50 tickets. Set up and take down was performed by **Craig Frederlein**. As always, thanks to pianist **Paul Vanston**.

### Upcoming Programs

**May 22 – No meeting – Memorial Day weekend**

**May 29 - Dr. Kirk Heinze, MSU**

#### Officers and Directors

President.....	Roxanne Caine
President Elect.....	
Vice President .....	James Franklin
Vice President .....	Jerry Johnson
Director .....	Joe Fioroni
Director .....	Don Rockwell
Director .....	Tiffany Flynn
Director .....	Joy Martinbianco
Past President.....	Michael Dach
Secretary/Treasurer .....	Richard Cordell
Club Administrator .....	Amy van der Putte

## Other Rotary News:

**Rotarian Katherine Gonser** is leading the Literacy Program for our club. She still needs volunteers to read and distribute books to our local elementary school classrooms.

**Rotarian Sherlynn Everly** thanked the Flint Rotary Club for the donation made to “Memorial Park” to establish a new playscape in the Grand Traverse Neighborhood Association area.

**Rotary After Hours Make Up** meeting is May 28<sup>th</sup> at Blackstone’s Pub & Grill – 5 p.m. to 7 p.m. This is a great opportunity to introduce guest, who might want to know more about Rotary and for Rotarians to come to a new restaurant in downtown Flint.

### District Conference – June 5, 6 & 7

**The Third Annual “Service Above Self Award”** nomination forms must be submitted by Monday, June 1, 2009 to: Linda Moxam, Flint Cultural Center Corporation, 601 E. Second Street, Flint, MI 48503

### Where to make up:

#### Monday

Saginaw Valley 12:15 p.m.  
*Horizons Conference Center*

#### Tuesday

Clio 7:15 a.m.

*Roger’s Lodge*

Durand Noon

*Papa Joe’s Restaurant*

Grand Blanc 7:15 a.m.

*Sophie’s Kitchen*

Fenton 7:15 a.m.

*Spring Meadows Country Club*

Genesee Valley (Flint) 12:15

*Blue Collar Grill, Corunna Road*

Lapeer 12:10 p.m.

*Lapeer County Center Bldg.*

Columbiaville 6:30 p.m.

*Rotary Building*

#### Wednesday

Greater Flint Sunrise 7 a.m.

*Sarvis Center*

Owosso 12:15 p.m.

*Owosso Memorial Hosp. Annex*

Saginaw Noon

*Saginaw Club*

Davisburg 7 p.m.

*Don Hart Community Center*

#### Thursday

Flushing 7 a.m.

*Sorrento’s Restaurant*

Burton 12:10 p.m.

*Brookwood Golf Club*

Frankenmuth 12:10 p.m.

*Zehnder’s Restaurant*

Corunna Noon

*United Methodist Church*

### Make-ups:

4/17/2009

4/24/2009

5/8/2009

5/9/2009

5/12/2009

5/12/2009

5/13/2009

5/13/2009

Howard Shand

Howard Shand

Robert Gerholz

Sandra Staffne

Douglas Speck

Michael Thorp

Michael Lindemann

Richard Warmbold

Sarasota Sunrise, FL

Sarasota Sunrise, FL

Punta Gorda, FL

Grand Blanc-

Pancake Breakfast

Genesee Valley

Genesee Valley

Flint Sunrise

Flint Sunrise

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Advertisors are trying to get their message out to a fragmented world. The old newspaper model doesn't work. The newspaper industry has used the dead tree model, which means hacking away at the dead branches, instead of planting a new tree.

The Flint Journal feel they can produce a better newspaper three days a week – Thursday, Friday and Sunday with quality local journalist. The issues will be news focused with in-depth contents and with more local issues. They believe they can be best at local news, will double their efforts in this area, and will be the cornerstone of their franchise. Presently, on line, they are the largest internet provider in the State of Michigan. They have as many readers on line as in print readers.

They are not looking at cutting back the quality of the product. The sections will include Entertainment (locally driven), Business, People (more locally), Social (lots of photos), Milestone (weddings and anniversaries) and etc. They will be the paper of record as they move forward. The most often asked question is about obituaries. Obituaries will have several options: on-line obituary, guest book, daily e-mail alerts, reflections and a local telephone call-in line.

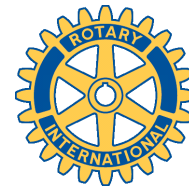
The newspaper is going to be different, not the current model of a seven day publication. There will be no exception that The Flint Journal will continue to be a strong community partner. In fact in many cases stronger, making sure they are partnering with the right organization that are driving our region forward and helping them drive their mission across the board with every employee we have.

Mr. Sharp concluded his remarks by saying, "I look forward to building a better newspaper and to help build a stronger community".

### **Budget Recommendations For 2009 – 2010**

President Caine presented the 2009 – 2010 budget recommendations to the membership and the budget was approved by all present.

Special thanks to the committee for reviewing and strategically planning the finances and programs for the coming year.



### **The Rotary Four 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**

### **New Member Proposal – Second Reading**

Name	Classification	Sponsor
Dr. James E. Weber	Medicine	Rick Warmbold

*Any objections should be sent to the Club Secretary or Administrator in writing.*

**May 15 meeting Bulletin Editor: Donald D. Lada Phone: 810-606-1300**  
**E-mail: DDLada@aol.com**