

CHAIR: Ray Senesac **INVOCATION:** Jim Morgan **MUSIC:** Carol Rumba / Mike Merrill
PIG: Don Winger **MAILER:** John McClellan **EDITOR:** John Mier

CALENDAR

May 9 Annual Day of Caring at Pinecrest, 10 a.m. to 11 a.m.. Sam Choo.
May 12 Annual PIG Auction (Community Center Barstow Room). Don Winger.
May 15 Annual Golf Outing Fundraiser, Pohl Cat Golf Course. Renee Yates.

ANNOUNCEMENTS AND PRESENTATIONS

***Renee Yates: Please turn in foursome sheets for the Golf Outing as soon as possible!
***Lt. Governor Elect Designate Sam Choo (whew) urged everyone to come to Pinecrest at 10 a.m. this Saturday (May 9) for our “Day of Caring”. Bring gloves and yard tools.
***Stan Englund asked for volunteers to transport clothes from the Memorial Presbyterian Church rummage sale to Pinecrest. Be at the church at noon on May 7 if you can help.
***Mike Feider congratulated the six members who joined the club in May. He added that seven new members have joined Kiwassee since October 1, 2008, but we’ve lost six during the same period of time. (New members remain a top priority for Kiwassee!!) Mike also reported that 17 members had a perfect attendance record during the first quarter of 2009.
***Alex Rapanos said the Prayer Breakfast INTERCLUB at Apple Mountain (Thomas Township Kiwanis) will be this Thursday morning. Meet at MCFTA at 6:35 a.m.. Alex also announced that the “Kids Against Hunger” packaged meals will be our lunch at the Pig Auction next week.
***Dave Bender reported that the Northwood Circle K club had a successful fund raiser with their wheel chair basketball game last week. They’re planning another event next year, and would like to have more participants—such as a team entry from Kiwassee.
***Pigmaster Winger reminded members that our Annual Pig Auction will be next week in the Barstow Room of the Community Center (Senior Wing). Bring your “stuff”—and lots of money, because there really will be some good quality things you’ll want to buy.

MDN EDITOR JACK TELFER: NEWSPAPER INDUSTRY IN CRISIS

President Ray introduced Jack Telfer, Editor of the Midland Daily News. Jack, who has been MDN Editor for about 18 years, gave an interesting and compelling talk about the current crisis in the newspaper industry. Hearst and many other papers saw peak profits in 1999. Business was still strong in 2007, but began to decline significantly in October of that year and has since been going downhill at a rapid rate. Many publishers are going to three papers a week delivered to subscribers (Thursday, Friday, and Sunday when advertising is strong), and some papers are closing their doors. Nearly all are cutting salaries and staff. The problem, in addition to the recession, is that our culture and demographics are changing to the point that more people get their news from the internet and other sources. (Ironically, the internet relies on newspapers for much of their news and reporting). Jack said our challenge is to find ways to build a new model based on new technologies, but also maintain the values inherent in the old system. Advertising provides 80% of a paper’s revenue and is a key part of the problem and the ultimate solution. The MDN is fortunate in that we have a small niche market with a strong base of local subscribers and a good local advertising base. The paper also has low debt. Newspapers, Jack said, play a critical role in our democracy—which is why our Constitution guarantees freedom of the press. The Detroit Free Press (as just one example) played a major role in exposing the crime and corruption in the Detroit Mayor’s office. Papers motivate people to vote in elections and thus reinforce our democracy. We must, Jack said, find a way to solve this problem.