

**Chair: Doug Snoddy Pig Master: Dick Jellum Invocation: Jim Morgan Editor: Martha Briggs**

### CALENDAR

**January 24:** Aktion Club's Jolly January Party (**Martha Briggs**)

**January 25:** Kiwassee Board of Directors meeting (**Doug Snoddy**)

**January 31:** Kiwassee featured service club at the Dow Tennis Classic (**Doug Snoddy/Diane Stevens**)

### ANNOUNCEMENTS

**Doug Snoddy:** Kiwassee will be the featured non-profit January 31 at the Dow Tennis Classic! Our information table will be courtside from 5:30-8:30, and Doug and CarolAnne Guillemette will appear on Center Court at 7:30.

**Roger Briggs:** Check out Chuck Gartner's tee shirt: "Kiwanis is My Superpower." Ain't it the truth?

**Mike Cronenberger:** Come to the First United Methodist Men's Breakfast this Saturday (Jan 20), from 8:30-9:30, when John Congleton will speak about New Hope Village. If you plan to attend, **CONTACT TERE BEASLEY** ([tbeasley@fumcmid.org](mailto:tbeasley@fumcmid.org)) **ASAP** to add your name to the head count!

**Al Forster:** Pay your first quarter club dues!

**Brian Goodwill:** Human and Spiritual Values will meet after next week's meeting. Also, please sign up to give the invocation at a meeting; a clipboard is circulating.

**Dick Jellum:** The fire sale was a rousing success! Please settle your bill if you haven't already done so: Dick knows who you are.

**Bill Krueger:** For those of you who still need to submit your payment, Bill will take your money for the next few weeks, after which his good friend Gordon Rogers will accept it.

**Heather McLaughlin:** Please consider serving as Kiwassee's representative on the CROP Planning Team. In addition to attending monthly meetings prior to the October 7 Walk, you'll solicit and supervise volunteers for various logistics tasks the day of the event. See Heather or Doug with questions.

**Bruce Rayce:** Senior Youth meets after today's meeting. See Bruce if you're interested in boarding a player or two for the Dow Tennis Classic January 27-February 4; the #1 Seed is looking for a place to bunk!

**Ray Senesac:** After Bullock Creek High School's BlitzCreek Robotics Team's program last week, Ray contacted his alma mater Purdue University to learn more about girls and science. Check this link to see the numbers: <http://www.purdue.edu/wiep/AboutUs/Facts-and-Figures.html>.

**Doug Snoddy:** The Board will meet after today's meeting to consider funding for members of Dow High's Key Club to attend the District Service Leadership Conference in Kalamazoo at the end of February. Also, the group may need a driver and a chaperone.

**Diane Stevens:** Club News and Publicity will meet after next week's regular meeting.

**MEMBER NEWS:** It's great to see Jack Higgins at today's meeting! He and Nancy are headed into three weeks of intensive chemo and radiation treatments at the UM Comprehensive Cancer Center.

### PROGRAM: Dave Shane, Editor, Midland Daily News

Club News & Publicity chair Diane Stevens introduced Dave, who began his remarks by thanking us for our service to the community. His interest in journalism was sparked by a high school journalism class and, although he majored in math at Western Michigan University, he worked on the campus newspaper. He began working as a reporter right out of college and has enjoyed a lengthy career working for many small-town newspapers around the state, including the Midland Daily News 25 years ago (and he may remember his men's soccer team soundly defeating the Grasshoppers at that time). Dave was a news and sports reporter as well as an assistant sports editor, city editor, and editor-in-chief before replacing replacing Jack Telfer last April as editor-in-chief of the Midland Daily News. He admits that he was ambivalent about becoming THE head of our daily rag, given the pressures of the position, but has warmed to the position.

Many local newspapers have consolidated under general management in recent years. Currently, the Midland Daily News is one of several mid-Michigan newspapers owned by the Hearst Corporation. In another cost-saving measure, our newspaper is printed in Big Rapids, along with over 100 other publications that include city, high school, and college newspapers. The money saved from that change has gone directly to the MDNpaper's reporters and staff.

The success of any newspaper is tied to the local retail economy; retailers like subscribers because they have discretionary income. Advertising revenue declined after 9/11 and the 2008 recession, requiring local papers to examine closely how they spend their dollars. As a result, the MDN's writing staff has shrunk from six full-time reporters 25 years ago to 3.5 today, and the paper employs free lancers to take up the slack.

In response to a question about the paper's 24-hour news cycle, Dave explained that it typically runs from 1 p.m. to 6 p.m., when tomorrow's front page is finalized. Sports news always has a later deadline to accommodate high school evening game results, and the staff will come in after hours to be sure major events like election results will be the next day's issue. The "Drop Dead" deadline for news is midnight.

Dave said he's troubled by readers who cancel their subscription simply because they disagree with what is written; he told members that "we won't let dollars influence what we choose to print." Noting that virtually every local letter to the editor will be printed, Dave suggested that writers provide attribution for declarations they make and to avoid criticizing bad service from a local business, which is a consumer issue. That said, he welcomes letters concerning mistreatment by any representative of local government.

Asked if he knew Don Winger, Dave told members he worked side-by-side with Don for many years and expressed his admiration for the former Kiwassee member. Sam Choo encouraged him to join our club!