

8 MARCH 2006

Interim Editor: Kasser

GOLF OUTING APRIL 24

DEADLINE FOR SPONSORSHIPS APRIL 10

Please print the forms Darren Loew emailed to the members on Sunday. Use them to sign up for golf and to sell sponsorships! Registrations received by April 1 are discounted \$15. Any questions? Call Darren at 782-7626 or e-mail him at drloew@loeworthodontics.com.

"TICKED OFF" BY NINE THINGS THE MEDIA DO

John O'Brien, who manages the state's newspaper trade association, pulled from the perspective of his long and distinguished career in journalism to analyze what he sees as a deterioration of news coverage by the nation's media.

"News informs and enlightens the citizens of a free society," he said, "but media have the potential to erode the public trust upon which they depend."

"The fragmentation of media channels due to cable and the Internet have made the situation worse, since it is easier for some media elements to drift into their own mindset and cater to a small, opinionated audience. In a worst-case scenario, the media can even erode the democratic system of which they are a crucial part."

"The remedy is for journalists to seek facts and truths, rather than merely seeking ratings and profits." Having said that, John listed his pet peeves:

News or Entertainment. "There is an increased blurring of lines between journalism and entertainment. News coverage that puts too high a priority on entertainment is always destined to distort and mislead. Even worse, entertainment that masquerades as news taints and tarnishes real journalism. We don't even know who a journalist is any more, since politicians moonlight at moderating news shows and political editors become political consultants and celebrity journalists accept \$25,000 fees for speaking engagements."

News or Opinion. "There is a blurring of lines between news and opinion — once a clear distinction. Newspapers still have a format — news pages and editorial pages — that helps maintain these distinctions. TV and most magazines don't. Part of the problem lies in fashionable new philosophies that argue that there are no basic values of right and wrong and that objectivity is impossible. This view is a "dagger in the heart" of genuine journalism."

Pack Journalism. "Most journalists are decent, fair-minded people, individualists, not conformists. But when a few dozen reports chase the same story, they sometimes become a pack of hounds in pursuit of a quarry, losing standards of accuracy and decency."

Covering the Extremes. "While most Americans have moderate views of social and political issues, media tend to cover extreme views and extreme actions. 'If it bleeds, it leads.' Journalists need to recognize that such portrayals can shape our society and distort public opinion. The fragmentation of media channels exacerbates this problem."

UPCOMING PROGRAMS

- Mar 15 – Paul Sauerland
- Mar 22 – Peter Christ of "LEAP":
Law Enforcement Against [Drug] Prohibition
- Mar 29 – Club Assembly, Long-Range Planning II

IMPORTANT DATES

- Apr 24 – 11th Annual Golf Outing**
at Copper Hill Country Club
- Jun 3 – Rotary Pedals for Progress Collection**
- Sep 16 – 3rd Annual Ride for Rotary**

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- 1st Wednesdays – Food Pantry Collections**
 - 3rd Tuesdays – Board Meetings**

Exaggerated Pessimism. "An exaggerated tendency toward pessimism can distort news coverage. This is not to be confused with skepticism, which is essential for good news coverage. War coverage is a prime example where pessimism 'pays' for the media, since gloom and doom sell papers."

"Lorena Bobbitt Journalism." "A growing fascination with the bizarre, perverse and pathological magnifies the significance of crackpots and criminals and, by implication, legitimizes deviant behavior. Editors need to ask whether such stories are news at all."

Political Correctness. "The job of journalism is to get beyond stereotypes, heroes and villains, to question, probe and challenge conventional views. Reporters should reveal whether so-called leaders speak for real constituencies, or for cliques and narrow interests, and examine more than one side to every issue."

"The danger grows as political leaders and social pressure groups have become increasingly sophisticated in feeding and manipulating the media. For example, we have a public relations presidency and a host of social activists and self-interested class action lawyers who rely on the media to amplify often simplistic, self-serving messages."

Short Attention Span. "While the larger issues and bigger problems in our society require sustained attention, the media bombard the public with simplistic sound bites lacking in perspective. On the other hand, the public is complicit in demanding overly simplified coverage."

Power. "While the media are responsible for increasing public skepticism toward large and powerful institutions, the media themselves have become powerful institutions. They have more influence on public opinion than members of Congress or many of the corporations they cover."

"Accuracy, fairness, open-mindedness, the pursuit of various views, accountability, modesty and human decency should be standards imposed by the media themselves since, given the immense power of media organizations, there are fewer externally imposed standards."

"Most media attempt to provide serious news for serious people. But both the media and the public need to pay attention when news drifts into entertainment, oversimplification, opinion, extremism, sensationalism or distortion — due to a herd mentality, conflicts of interest or the power of media organizations themselves."

— **AREA ROTARY MEETINGS** —

- Branchburg** Wednesdays 7:30 am, Loukas' Last American Diner
- Clinton Sunrise** Thursdays 7:15 am, Clinton Holiday Inn
- Lambertville-New Hope** Mondays 6:30 pm, Lambertville Station
- North Hunterdon** Fridays 12:15 pm, Beaver Brook Country Club
- Somerville-Bridgewater** Thursdays 12:15 pm, Bridgewater Manor
- Whitehouse** Tuesdays 12:15 pm, La Casa Bianca

ROTARY FOUR-WAY TEST

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?


*Service
Above
Self*

ROTARY ATTENDANCE REQUIREMENTS

1. Attend at least **60%** of club meetings in each half of the Rotary year, including make-ups.
2. Attend at least **30%** of the meetings in one's home club in each half of the Rotary year.
3. Miss no more than **4** consecutive meetings.
4. Make up missed meetings within **14** days, before or after absence.

Rotary Club of Flemington

Our 83rd Year
 Founded October 3, 1923 • Charter #1529 • District 7510



"Service Above Self"
 RI President's Call for Action in 2005-2006

Rotary Club of Flemington

President Catherine Langley
President-Elect Bob Chittenden
Secretary Bob Burgard
Treasurer, General Bob Bowden
Treasurer, Lunch Terry Ownes
Assistant Treasurer, Lunch Harry Mazujian
Board Members Ruth Green,
 Gwen Doremus, Charlie Fisher, Lee Seitz, Chris Venditti
Sergeant-at-Arms Jeff Mattison
District Governor Andy Calamaras
RI President Karl-Wilhelm Stenhammar

Meetings: Wednesday, 12:15 pm, Copper Hill Country Club
 100 Copper Hill Road, Ringoes 08551
Board Meetings: Third Tuesday of the month,
 5:45 pm at president's home

Revised March 8, 2006

2005 • Committees & Projects • 2006

Club Service — Chittenden
Family of Rotary McWilliams, Burgard, B. Fisher, Doremus, Harrison, Stess
Fellowship Venditti, B. Fisher, Fuzo, Krieg, Loew, Mattison, Miller, Nastasi, Ownes, Proctor, Shallo, Steinly, Zanetti
Historian Bohler, C. Fisher, Harrison, Langley, Rogow, Stothoff
Greeters Mattison, Bowlby, Mazujian, Sivilli, all new members
Invocations Reinbacher, Mazujian, O'Dwyer, Proctor
Membership Development Copeland, Phillips, Randolph, Rogow, Sivilli, Wisé, Woske
Newsomonger (1950) Kasser, S. Clark, Langley, Ownes
Paul Harris Stothoff, Barlow, all PHF recipients
Programs Schaible, Cox, Ferrari
Publicity Gwidt, Bohler, Kasser
Rotarian of the Year Solner, all ROY recipients
Website (200-?) Franklin, Bohler, S. Clark, Duncan, Parente
Budget & Finance Barlow, Bowden, Burgard, Langley, Mazujian, Ownes
International Service — Green

PEDALS FOR PROGRESS (1991) Ziegler, J. Clark, Deardorff, C. Fisher, Kraus, Newland
ROTARY FOUNDATION Reinbacher, Green, Herr, Liebross
YOUTH EXCHANGE (1931) Copeland, Langley

CAREER NIGHT (19-) Brown, Angelo, Kraus, McWilliams, Shallo, Skowronek, Weinstein, Wright
INTRACT (1967) Wright, Davidson, Gwidt, Loew, Skowronek, Steinly
ROTARACT (2004) Green, Wright

Vocational Service — Burgard
SCHOOLSHIP (1927) Weinstein, Kamnitsis, Davidson, Morris, Reinbacher, Sansky, Van Gulik, Widico
RIDE FOR ROTARY (2004) Chittenden, Angelo, Brown, Burgard, J. Clark, Cox, Ferrari, Franklin, Fuzo, Harrison, Kamnitsis, Kraus, Krieg, Langley, Muller, Nastasi, Ownes, Proctor, Reinbacher, Sansky, Van Gulik, Widico
READING WITH KIDS (1992) Angelo, Martin, Mazujian, Proctor, Sivilli, Weinstein
TRIPLE LIGHTING (1923) Stothoff, Bowlby, Chittenden, S. Clark, Cunningham, Doremus, Duncan, Seitz
Widico Berkowitz, J. Clark, S. Clark
SERVICE ACTION COMMITTEE (1982) Rehbacher, Stess, Woske, Zullo
SCHOLARSHIP (1927) Weinstein, Kamnitsis, Davidson, Morris, Rehbacher, Sansky, Van Gulik, Widico
MULLER, NASTASI, OWNES, PROCTOR, HARRISON, KAMNITSIS, KRAUS, KRIEG, LANGLEY, J. CLARK, COX, FERRARI, FRANKLIN, FUZO, CHITTENDEN, ANGELO, BROWN, BURGARD, WIDICO, BERKOWITZ, J. CLARK, S. CLARK, CUNNINGHAM, DOREMUS, DUNCAN, SEITZ

SCHOOLSHIP (1927) Weinstein, Kamnitsis, Davidson, Morris, Rehbacher, Sansky, Van Gulik, Widico
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PANCAKE DAY (1974) Seitz, Shallo, Venditti, Wise
GOLF OUTING (1995) Loew, Bowden, J. Clark, Cunningham, Ferrari, Lupo, Mattison, Newland, Parente, Seitz, Shallo, Venditti, Wise
FRESH AIR PROGRAM (1931) Doremus, Berkowitz, Bowlby
FOOD DISTRIBUTION (1989) Zullo, Herr, Sivilli, Skowronek
DONATIONS Martin, S. Clark, Liebross, Wisé, Zullo
Community Service — Langley

FLEMINGTON ROTARY CLUB • 2005-2006 • MEMBERSHIP ROSTER

- Angelo, John 2004Mortgage Services
- Barlow, Frank 1976 ● ■Public Accounting
- Barrick, Steve 1981 ■ ▲Program Publishing
- Berkowitz, Max 1973 ■ ▲Agricultural Mgmt
- Bohler, Herb 1977 ●Specialty Advertising
- Bowden, Bob 1973Dentistry
- Bowlby, Don 1966 ■Dairy Farming
- Brown, Fred 1997 ●Law Enforcement
- Burgard, Bob 1992 ■ ▲Ins. Benefits Planning
- Chittenden, Bob 2003 ▲Consulting Engineering
- Clark, Jim 2005Retail Hardware
- Clark, Sandy 1987 ■ ▲Printing
- Copeland, Harrie III 1976 ● ■ ▲Auctioneering
- Cox, Dennis 2001State Education Administration
- Cunningham, Tom 1991 ● ■ ▲Floral Sales
- Davidson, Jim 2002Rubber Products
- Deardorff, Floyd 1978 sRetail, Pharmacy
- Doremus Williams, Gwen 1991 ■ ▲ Purch./Mfg.
- Duncan, Glenn 2004Public Health Services
- Ferrari, Fred 1964Orthodontics
- Fisher, Charlie 1961 ● ■Funeral Services
- Fisher, Bob 1978Chiropractics
- Franklin, Don 2000Forensic Psychology
- Fuzo, Frank 2003Banking Operations
- Green, Ruth 1995 ●Community Banking
- Gwidt, David 2003Newspaper Publishing
- Harrison, Jeff 1996Psychotherapy
- Herr, Cowles 1959General Law

- Kamnitsis, Chris 2001Financial Planning
- Kasser, Steve 2002Real Estate Sales
- Kraus, Bill 1999 ● sGeneral Dentistry
- Krieg, Joni 2004Work Force Development
- Langley, Catherine 1994 ▲Newspaper Publ.
- Liebross, Ira 1997Family Medicine
- Loew, Darren 2002Orthodontics
- Lupo, Gene 1977 ■Food Packaging
- Martin, Terry 1993 ■Solid Waste/Recycling
- Mattison, Jeff 2003Commercial Banking
- Mazujian, Harry 2004Clergy
- McWilliams, Nancy 1992 ●Psychotherapy
- Morris, Michael 1984Real Estate Appraisal
- Muller, George 1964 ● ■Cut Glass Mfg.
- Nastasi, Bill 1996General Contracting
- Newland, Bob 1998Insurance
- O'Dwyer, Joe 1988Land Development
- Ownes, Terry 1987 ● ■Floor Covering
- Parente, Steve 2004Sports Therapy
- Phillips, Ken 2006Financial Planning
- Proctor, Craig 1975 ●Real Estate Consulting
- Randolph, R. Wayne 1982Veterinary Medicine
- Reed, Lisa 2006Private Investigation
- Reinbacher, Otto 1997 ▲Clergy
- Rogow, Steve 1973Orthodontics
- Sansky, John 1994 ●Adult Education
- Schaible, Mick 1998Appraisal Services
- Seitz, Lee 2001High School Administration

- Shallo, Evelyn 2000Interior Design
- Sivilli, Larry 2002Financial Advice
- Skowronek, Ken 1994Family Law
- Sollner, Dick 1962 ● ■ ▲Air Transportation
- Steinly, Doug 2002Health and Fitness
- Stess, Marty 1993Family Dentistry
- Stothoff, Dick 1966 ● ■ ▲Sanitary Engineering
- Van Gulik, Rich 2000Technical Education
- Venditti, Chris 2002Pre-Owned Car Sales
- Weinstein, Ted 1994Pulmonary Medicine
- Widico, Karen 1997 ● ■ ▲Public Health Services
- Wise, Bob 1992Hospital Administration
- Woske, Harry 1977Cardiology
- Wright, D.J. 2003Funeral Services
- Zanetti, Ed 1971 ■Plumbing & Heating
- Ziegler, Joe 1988 ●Investment Advice
- Zullo, John 1987 ■Chemical Engineering

HONORARY MEMBERS

- Adams, Marty 1968 ●Dental Surgery
- Amo, Van 1970Mechanical Engineering
- Ciccione, Fred 1988 ● ▲Auto Sales
- Fowler, Kirby 1971 ● ■ ▲Banking
- Glynos, Nick 1975 ▲Restaurant
- McIntyre, Bill 1959County Ag. Services
- O'Sullivan, Andy 1980 ●Com'l. Architecture
- Sorg, Roger 1960Dentistry
- Weidknecht, Bud 1970 ● ■ ▲Air Trans.