



The Keyway

July 31, 2007
 Issue 4369

President – Jermaine Husser

Editor – Bill Crowe
 e-mail: bcrowe52@aol.com

In this issue:

Speakers:
Jenny Backus &
Elizabeth Wilner

Rotary Calendar

Splinters from the
Board, Member
News

Announcements

Area Club
Meetings,
Birthdays,
Attendance

Officers and
Committee
Chairs

Rotary Calendar

July 31, 2007

Chuck Jenkins,
Vaught

August 7, 2007

Kim Bowman, SC
Gov. School of
Science & Math

August 14, 2007

Nancy McGinley,
Supt. Of Schools,
Chas. County

August 21, 2007

Rae Wooten, County
Coroner

Behind the Scenes of a Presidential Debate

July 24th, 2007

Our Club was visited by two strategists who were heavily involved in the planning of Monday night's Presidential Debate at The Citadel. **Jenny Backus**, a democratic strategist, and **Elizabeth Wilner**, former director of politics for NBC, were both able to provide insight into how debates work and all the factors that go into planning one. Both are heavily involved in this arena. Backus is a frequent guest on CNN, FOX News, CBS etc. and part of Wilner's former job was to prepare Tom Brokaw and Brian Williams for interviewing politicians who appear on the Nightly News.



Backus gave a brief presentation prior to both speakers taking questions from our club. The planning of a debate can be broken down into 3 critical parts. Broadcast (what network will air it; who will moderate it; etc.), the Candidate Side (working with the candidates; addressing issues or concerns; probably the most important part of planning) and Community (a successful debate won't happen if it doesn't have the support of the community in which it's taking place). Good news for us, according to both Backus and Wilner, The Citadel, and our surrounding community well exceeded expectations with our hospitality and support. The Citadel also received incredible exposure nationally by hosting the debate.

One of the highlights of their presentation was the question and answer session with our Club; some of the questions are highlighted below.

Q: The Candidates seemed uncomfortable at the beginning, warmed up in the middle, and looked frustrated at the end. Is that an accurate assessment?

(continued on page 2)

In other business. . .

Gitta Wombwell led us in the Invocation and Pledge of Allegiance. **John Blecker** introduced visiting Rotarians & Guests, Health & Happiness was offered by **Ed Vaughan** and **Colleen Condon** introduced our guest speakers, **Jenny Backus** and **Elizabeth Wilner**.

Splinters from the Board

Your “pocket” change does make a “life” change in others:

Bucket contributions collected were \$114.95

Next Rotary Foundation Committee Meeting...is

scheduled for **Thursday, August 2nd** at 4:30pm at the office of Kyra Morris, 107 Pitt Street, Mt. Pleasant. All committee members and any member wanting to get involved in the Rotary Foundation is invited to attend.

Next Board Meeting...

will be a consolidated July and August meeting to be held this **Tuesday, July 31** at 11:30am. All Board Members should plan to attend.

The 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?

(continued from page 1)

A: Candidates didn’t know what to expect because of the *You Tube* component of the debate, so what you saw was probably just anticipation. They did warm-up in the middle as it allowed them to address questions from regular Americans that wouldn’t normally have such an opportunity. Candidates are always frustrated at the end because there is a time limit on questions, they may not have felt they got enough questions asked of them, didn’t like a question that was asked, and the list goes on.

Q: How are moderators selected, it seems some are better than others?

A: The host network picks the moderators as they are the ones that have editorial control of the debate they are airing. Most networks will put their “hottest cattle at the time” in the moderator chair and there is no doubt that some do better than others.

Q: How do candidates continue to participate in these debates, what are the qualifications as the number of participants seems to be pretty high?

A: There is no standard and one of the main reasons is networks, at this point in the election cycle, don’t want to exclude anyone just because they aren’t showing a strong following yet. They could risk angering the politician or in the worst case, getting sued. However, both speakers agreed that there should be criteria the candidates should be required to meet. They should have an open field office in the state where the debate is going on, have actively campaigned in the state prior to the debate and have raised a set amount of campaign funds (dollar amount doesn’t have to be excessive or unreasonable).

All in all, their presentation was fascinating and made everyone realize that campaign mediums have changed immensely with the internet and the 24-hour news stations. The 2008 campaign is heating up, whatever outcome occurs, it’s going to be interesting to watch.

Reported by Darby Hand

“5 Minute Presentation”

Tom Sweeny introduced Elizabeth Brown who gave a presentation on the School’s Out program.



AREA CLUB MEETING TIMES

Summerville - Oakbrook

Wescott County Club
Monday 7:30 AM

North Charleston

Airport Radisson
Monday 12:30 PM

East Cooper Breakfast

Zeus Grill & Seafood
Restaurant
Tuesday 7:30 AM

Goose Creek

Oaks Country Club
Tuesday 1:00 PM

Charleston

Citadel Alumni House
Tuesday 12:30 PM

Mt. Pleasant

Holiday Inn
Wednesday 12:30 PM

Summerville

Sticky Fingers Restaurant
Wednesday 1:00 PM

North Charleston Breakfast

Embassy Suites
Thursday 7:30 AM

Daniel Island

Daniel Island Medical
Center
900 Island Park Drive
Wednesday 7:30 AM

Moncks Corner

Western Sizzlin
Highway 52
Thursday 12:30 PM

St. Andrews-Charleston

Bessinger's BBQ, Hwy. 17S
Thursday 12:30 PM

Charleston Breakfast

Harbour Club
Friday 7:30 AM

St. Johns Parish

Berkeley Electric Coop
Maybank Hwy.
Wednesday 7:30 AM

Announcements:

Congratulations

Angel Postell gave birth to her son, **Riley Padgett Postell**, on Wednesday, July 18. Mom and baby are at home and doing well.

Attendance Reminder

Our club's overall attendance percentage has been below 60% the last several months. Summer is a busy time, but as Rotarians, you should be reminded that your membership is contingent upon your attendance at meetings. If you absolutely cannot be present at our weekly meeting, you can keep your attendance record clean by attending a "make-up" meeting 14 days before or after the meeting you missed. This can now even be conveniently done on-line from your home or office at www.rotaryclubone.org. All members are expected to maintain their attendance at 60% and we have many members that are currently below that level. We realize that everyone has busy schedules, but as Rotarians, you committed to attending weekly meetings. We value everyone's participation and hope that you will make Rotary a weekly priority.

Rotary's First Female Director-elect:

When **Catherine Noyer-Riveau** joins Rotary International's Board of Directors, she'll stand out among her peers for more than her Parisian flair. She is a true prima inter pares (first among equals), the only woman elected to the RI Board to date. She concedes that her new title confers upon her some responsibility to carry the flag for gender equality, but she shies away from publicity and does not define herself as a feminist. In this interview with Bettina Kozlowski (translated from French), Noyer-Riveau says she simply sees herself as a Rotarian. And as such, she is determined to rely on the same strategy that's brought her this far: setting high standards – and exceeding them.

Read the entire one-on-one interview at:

http://www.rotary.org/newsroom/features/0708_tr_if_equals.html

Birthdays

Angel Postell – July 31
Howard Chapman – August 3
Ray Jones—August 5

ATTENDANCE SCORE BOX

July 24, 2007
108

Members Absent:

Anderson, A., Anderson, I., Bailey, Bergvall, Berlin, Body, Brack, Brown, Bryan, Christensen, Coffee, Cohen, Coker, Cosgrove, Craven, Creech, Dopp, Dowell, Dukes, Dulles, Dunaway, Echols, Ellington, England, Ethridge, Fallon, Fischer, Fishburne, Gaillard, Garcia, Gershon, Goff, Grau, Green, Greene, G., Grimball, Ham, Jackson, Johnson, Al, Johnson, Angie, Johnson, B., Johnson, T., Jones, M., Jordan, Katzman, Kelley-Duncan, Kerrigan, Knowlton, Krawcheck, Lansu, Laurens, Lawrence, Leibowitz, Lester, Marcus, McGee, McKnight, Mobley, Morris, K., Morris, V., Morse, Murdy, Nagy, Norvell, Oulla, Peterson, Postell, Ravenel, D., Ravenel, E., Riley, J., Rosa, Scarafile, Scarborough, Schachte, Sisco, Smith, L., Spell, Stevens, Tarleton, Tecklenburg, Thomas, R., Thompson, Trawick, von Werssowetz, Watkins, Whalen, Widman, Wilson, J., Wilson, S., Witte

Out of Town Make-Ups:

None

Rotary Club of Charleston
P.O. Box 21029
Charleston, SC 29413-1029

Keyway deadline: 5 p.m. Tuesdays
Editor: Bill Crowe
Email: bcrowe52@aol.com
Address changes: chasrot@comcast.net

**Remember the 4-Way Test
in all you do.**

WE'RE ON THE WEB:

WWW.CHARLESTON-ROTARY.ORG

District Governor #7770: Mary Martinl

Rotary International President: Wilfrid J. Wilkinson

2007/2008 Officers & Committee Chairs

Jermaine Husser, President
Andy Brack, President-Elect
Don Horres, Treasurer
Don Oswald, Secretary
Amy Jenkins, Past President
Herb McGuire, Sergeant-At-Arms
Jennet Alterman, Club Service A
Richard Gershon, Club Service B
Amy Riley, Club Service C
Tom Sweeny, Education
Andy Brack, Community Service
Ellen Jackson, Vocational Service
John Bleecker, International Service
Anita Zucker, RCCF
Carroll Schweers, Executive Secretary

Jennet Alterman, Club Service A

Jim Geffert, Programs
Don Oswald, Fellowship/Family of Rotary
Rhett Dunaway, Health & Happiness
Richard Gershon,
Visiting Rotarians & Guests
Jim Parker/Tony Holz, Invocation
Ricky Bailey, Emblem
Herb McGuire, Sergeant-At-Arms

Richard Gershon, Club Service B

TBD, Membership Retention
Vito Scarafile, Rotary Information
Johnny Jordan, College of Knowledge
Amy Jenkins, Membership Development
Kenny Krawcheck, Classification
Earl Walker, Nominations
TBD, Special Events/Social

Amy Riley, Club Service C

Bill Crowe, Keyway
Don Horres, Finance
TBD, PR/Magazine
Richard von Werssowetz, Roster
Lisa Thomas, By-Laws
Cooper Coker, Capital Creations

Tom Sweeny, Education

Joan Ustin/Dennis Bergvall,
Excellence in Education
Jay Hart, Rotary Scholars
Kathy Jones, Rotary Readers
Kathy Jones, School Partnership Coordinator
Tom Sweeny, Barrier Island Trip
Ray Jones, Students & Seniors
Tom Sweeny, Sea Student Program

Andy Brack, Community Service

Cooper Coker, Salvation Army
Mary Peters, Senior Aging & Issues
Cooper Coker, Environmental Protection
Jennifer Audi, Wellness

Ellen Jackson, Vocational Service

John Bleecker, International Service

Kyra Morris, Rotary Foundation
Stovall Witte, Ambassadorial Scholars
Robin Freer, GSE
Frederick Dulles, International Grants