



The Keyway

October 14, 2008
 Issue 4431

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In this issue:

- Charles Bierbauer, Journalist 1-2
- Rotary Calendar 1
- Splinters from the Board, Member 2
- Announcements 2-4
- Area Club Meetings, Birthdays, Attendance 3
- Officers and Committee Chairs 4

Rotary Calendar

October 14th, 2008
 Congressional Debate: Henry Brown & Linda Ketner

October 21st, 2008
 Paul Stoney, Cannon St. YMCA

October 28th, 2008
 Steve Stegelin, Cartoonist

November 4th, 2008
 No Meeting

November 6th, 2008
 Ribs & Rotary Social @ Rifle Club

"Journalism Today"

October 7th 2008:

Andy Brack introduced our speaker today and it was very timely due to the current interest in the elections. We were honored to have Charles Bierbauer, an esteemed Television Journalist with over 20 years experience with networks, such as CNN, with assignments covering the White House and spanning five presidential elections. Currently, the Dean of Journalism and Mass Communications at The University of South Carolina, Bierbauer shared his insight about not only the state of journalism, but he also gave us great insight into USC's journalism school and how journalists cover the election.



Charles Bierbauer

Since 1996 Bierbauer has guided his department and had the opportunity to influence many future journalists. He was careful to reiterate that USC focuses statewide and addresses the needs of the entire state, not just Columbia its graduates.

According to Bierbauer, "today newspapers are shrinking, the number of newsroom jobs diminishing, and as a result newspapers must respond to a challenge of adapt or die." Newspapers are but one area of journalism that is changing. TV is being forced to adapt its "one voice" to many voices and mediums such as the Internet and iPods, which quickly deliver the next generation of communication. These changes are signified by Visual Communication becoming the fastest growing major at the journalism school; replacing what we knew as photojournalism. The challenge is to stay relevant and keep the audience engaged, especially in a medium such as television where people multitask while they watch.

In terms of objectivity Bierbauer stated "the media doesn't tell us what to think- it tells us what to think about." In a time where the lines between journalism and editorial are increasingly blurred, it's critical to maintain a distinction between journalism and editorial.

(Continued on page 2)

In other business. . .

Richard Von Werssowetz led us in the *Invocation & Pledge of Allegiance*. **Tom DiLiegro** introduced visiting *Rotarians & guests*. *Health & Happiness* was presented by **Jerry Nuss**. **Andy Brack** introduced our speaker, **Charles Bierbauer**, from the University of South Carolina.

President's Corner



Special Holiday Beard Contest...

... winners (best beard, worst beard) will get a special prize at the holiday meeting in December.

Judges are Alison Standard (Chair), Elizabeth Prout, Virginia Hinnant, Leslie Fellabom, Lorraine Perry and Ellen Moryl.

Toe the Line or be Towed:

Parking Reminder – Except for vehicles with handicapped tags, vehicle parking is permitted ONLY in the Congress Street parking lot. Cars parked in either of the lots directly beside the building (Alumni Staff parking to the right and the Corps of Engineers parking lot to the left of the building as you face the entrance) will be towed.

The Four Way Test

- 1. Is it the TRUTH?
- 2. Is it FAIR to all concerned?
- 3. Will it build GOOD-WILL and BETTER FRIENDSHIPS?
- 4. Will it be BENEFICIAL to all concerned?

(Continued from page 1)

During the question-and-answer period, Bierbauer provided excellent insight as to how journalists may not be able to separate themselves from their biases, but it is important they be aware of it and understand how it affects them.

With only 28 days until the election, he pointed out that the pace of the news will continue to quicken and go beyond traditional media. He stated that there were 112 million blogs on the Internet sharing information, which in the past would be transmitted through the traditional media. This medium certainly will carry a message that many will receive.

Reported by Wayne Outlaw, Keyway Committee

Announcements

A New Way to Earn a Make-up Credit:

The board approved a new policy regarding make-up credits at this month's meeting. "It is the policy of the Rotary Club of Charleston that members shall receive up to one meeting make-up per month if they attend a meeting of a non-profit or governmental board on which they are a director or voting members." Carroll will still need to be notified in writing (via e-mail or snail mail) by you to earn one of these make-up credits. It is the board's hope that our monthly attendance percentage will show significant improvement with the addition of this make-up opportunity.

Congressional Debate this Tuesday, Oct. 14th

1st Congressional Candidates Henry Brown and Linda Ketner will debate the issues at our meeting this Tuesday. If you have any questions for the candidates, please e-mail them to Larry Tarleton at ltarleton@postandcourier.com.

Rotary Wheels a Success

A \$30,000 check was presented by Dan Ravenel, Cooper Coker and Dan Butts to President Andy on behalf of the entire Rotary Wheels Committee.



Standing in rear: Dan Butts, Jermaine Husser, Dyson Scott; Front Row: Cooper Coker, Hilton Smith, Lorraine Perry, Jim Geffert, President Andy and Wheels Chair, Dan Ravenel

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
Old Goose Creek Recreation
Center (Temporary)
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 (continued)

Ribs & Rotary Social—Calling all Chili Cooks!

Make plans now to attend our first social of this year ...“Ribs & Rotary at the Rifle Club” will be held on **Thursday, November 6th at 5:30pm**. Bring your spouse/guest and enjoy a fun evening of BBQ and bluegrass. **All Chili Cooks:** Now is the time to enter the first annual “Ribs & Rotary at the Rifle Club” Chili Contest. Individual or teams can compete and it is as easy as making it at home and bringing it to the event. Minimum of one gallon of chili is needed for the contest and is best brought in a crockpot that can be plugged in and served. Sign up your team at the meeting Tuesday or enter by contacting Carroll @ chasrot@comcast.net. Fun, prizes and bragging rights!

Next Board Meeting...

... is scheduled for this Tuesday, October 14th at 11:30am.

Strategic Planning Committee Meeting Vision “Teaser Quote:”

“...we need to be a higher quality with more clarity club.”
More to follow: the full report with recommendations. (Who said this?)

RCCF Accepting Grant Requests

The Rotary Club of Charleston Fund is accepting requests for grants. Interested organizations are required to submit a Letter of Inquiry and a completed grant application form prior to November 1st. The application form and other details regarding the process can be found on our website—www.charleston-rotary.org.

This Week's “Rusty Shovel Award”

The winner was **Earl Walker** for being a “shining beacon” for the club when his bald spot was shining in the *Post & Courier* photo of last week's speaker Bob Barr, the Libertarian candidate for U.S. President. Congratulations, Earl, for being named “Rusty 15”!



Andy Brack and Earl Walker

Birthdays

- Oct. 15 – Ellen Dressler Moryl
- Oct. 17 – Elizabeth Prout
- Oct. 18 – Lisa Thomas
- Oct. 19 – Brian Johnson

ATTENDANCE SCORE BOX

October 7th, 2008
131

Members Absent:

- Alterman, Anderson, T., Arnaud, Atkins, Audi, Bailey, Baldwin, Berlin, Bleecker, Body, Boyd, Bryan, Chapman, Christensen, Christian, Clymer, Condon, Condon, Crowe, Dacey, Dewey, Dowell, Dukes, G., Dulles, Echols, Elsassner, England, Feinberg, Fellabom, Fetter, Forbes, Gaillard, Garcia, Gilbert, Gilliard, Ginn, Green, D., Green, R., Greene, L., Greene, G., Grimaldi, Ham, Hansen, Hasbrouck, Humphries, Jackson, Jenkins, Johnson, Al, Johnson, Angie, Johnson, B., Jones, K., Jones, R., Katzman, Kerrigan, Knowlton, Krawcheck, Lawrence, Leibowitz, Lyles, McGinley, McKay, Meetze, Mobley, Monsen, Morris, V., Nagy, Oulla, Peters, Pitts, Poliakoff, Postell, Prewitt, Ravenel, E., Riley, A., Rosa, Rosen, Savage, Schachte, Segeur, Siegel, Smith, L., Smith, M., Smith, P., Tecklenberg, Thomas, R., Thompson, Trawick, Ustin, Van Rysselberge, Van Saun, Watkins, Wertimer, Wilson, J., Wilson, S., Wombwell, Zucker

Out of Town Make-Ups: None

Rotary Club of Charleston
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Keyway deadline: 5 p.m. Tuesdays
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**Remember the 4-Way Test
in all you do.**

WE'RE ON THE WEB:

WWW.CHARLESTON-ROTARY.ORG

District Governor #7770: S. Anne Walker

Rotary International President: Dong Kurn Lee

2008-2009 Officers & Committee Chairs

Andy Brack, President
Kyra Morris, President-Elect
Tom Brown, Treasurer
Sylvia Barnes-Gailliard, Secretary
Jermaine Husser, Past President
Herb McGuire, Sergeant-At-Arms
Andy Anderson, Administration
Robin Freer, Membership
Amy Riley, Public Relations
Tom Sweeney, Education
Don Oswald, Service
Andy Brack, Finance
John Bleecker, International
Carroll Schweers, Executive Secretary

Andy Anderson, Administration
David McCormack, Fellowship
Kurt Seguer, Health and Happiness
Jay Hart, Visiting Rotarians/Guests
Bob Baldwin, Invocation
Ricky Bailey, Emblem
Herb McGuire, Sgt. At Arms
Lisa Thomas, By-laws

Robin Freer, Membership
Elizabeth Prout, Membership Retention
Chris Moss, Rotary Information
Johnny Jordan, College of Knowledge
Jermaine Husser, Membership Development
Kenny Krawcheck, Classifications
Amy Jenkins Nominating
Angel Postel, Special Events/Social

Amy Riley, Public Relations
Jennet Alterman, Program
Bill Crowe, Keyway
Darby Siegel, PR/Magazine
Richard von Werssowetz, Roster
Fred Sales, Historian, Club Photographer

Tom Sweeney, Education
Joan Ustin, Excellence in Education
Jay Hart, Scholarship
Kathy Jones, Readers
Ray Jones, Students & Seniors
Tom Sweeney, Sea Student Program
Stephanie Wilson, Job Fair

Don Oswald, Service
Erin England, Salvation Army
Mary Peters, Senior Aging
Cooper Coker, Environment
Jennifer Audi, Wellness
Andy Brack, Vocational Service

Andy Brack, Finance
Tom Brown, Budget
Dan Butts, Capital Creation
Sue Sommer-Kresse, RCCF
Bill Crowe, Long-range Planning
Cooper Coker, Rotary Wheels

John Bleecker, International
Kyra Morris, Rotary Foundation
Stovall Witte, Ambassadorial Scholarships
Robin Freer, Group Study Exchange
Frederick Dulles, International Grants
John Tecklenburg, International Project Study Committee