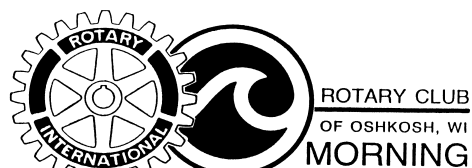


The Eye Opener



District 6270, Club # 28193

PO Box 603, Oshkosh, WI 54903
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April 2, 2010



Oshkosh Morning Rotary Club, where the coffee pot is always on, and there is time to talk!

LAST WEEK:

Guest: Tom Goddard, David Green and Dick Ames all from the Southwest Club. Jack invited a prospective member, Jody.

Program: Stewart Reickman, Oshkosh Northwestern, Newspapers Today

Mr. Reickman gave us a business perspective of small town newspapers today. Even though they are part of the largest print media company in the world, Gannett, they operate as a small newspaper. One aspect is that in a small market, a local newspaper has a near monopoly on the news. Local radio does not have reporters going out to look up news articles or do any background investigation.

That being said, the Northwestern has only 6 FTE reporters today, compared to 10.5 ten years ago. The paper has to be more selective on what stories to pursue.

The Northwestern, as most newspapers, are experimenting in alternative business models to find a way to increase revenue. The paper survives on 70% ad revenue and 30% paid subscriptions.

They intentionally decreased circulation to concentrate those subscribers that add value to their advertisers and potential advertisers. Newspapers are looking at

the quality of their readers as it relates to value to advertisers.

The online news is an area that is being tweaked quite a bit in the industry. People are trying to find the optimal way to make money through this medium. The trick is to find the right way to monetize the online news.



Starting last Sunday, the Northwestern will have content ONLY available in the paper. The online version will only be a summary of the article. This is to give paying subscribers a unique value over what can be gotten "free" today.

Conquer the Concrete:

We are doing demonstration of Wiffle Ball at the Oshkosh Boys & Girls Club on March 12 & April 9. Talk to Andy to volunteer for April 9th, 3 p.m. to 4 p.m.

May 1st is coming up fast. Need to make our final push for sponsorships as we begin to sign up teams. Keep the word out and get people signed up for teams and to come and enjoy the event.

We have posters today. Please take if you know a public place that will put them up. We need them up NOW!

We need to order the t-shirts and trophies today as well.

THIS WEEK:

Alexis Graff, Music Therapy - Feel the Healing Beat.

SPEAKERS / PROGRAMS

April 2, 2010
Alexis Graff, Music Therapy - Feel the Healing Beat

April 9, 2010
Club Assembly, Conquer the Concrete

3 p.m. to 5 p.m.
Wiffle Ball at Girls & Boys Club

April 16, 2010
Tom Shepeck, Rotary Exchange Program

April 23, 2010
Club Assembly, Conquer the Concrete

April 30, 2010
Club Assembly, Conquer the Concrete

SATURDAY,
MAY 1, Conquer the Concrete Day

May 7, 2010
Club Assembly, Debrief on Conquer the Concrete

May 15, 2010
Open