

"Optimist OPTICS"



*"Everything We Do
is for the Kids"*

This Week's Program

October 21st, 2009
Martha Caine—Smoke Free Community

Ron Eberhart
Interim President

Next Week's Program

October 28th, 2009
TBA



Ed Harrison
Memorial
Golf Scramble

Financial Support for:



Interim President Ron Eberhart called the meeting the order and requested order from the crew. Calling forth Mark Hackert to Invoke for the day. Then I.P. Ron led the group in the Pledge and Creed. If you have not recited the pledge lately, find it and it will give you a boost. Ron took back the podium, recognizing our *GUESTS*: Helen, Bob Levi's wife and Melissa Small a guest of Karen Morris. *RETURNEES*: Karen Morris (her first meeting since not being president) and Ken Dennis.

Announcements:

- I.P. Ron let the members know that there are still openings on the committees. See him for details.
- YOUTH APPRECIATION DAY Nov. 4th report: Emily Baxter reported that we are in charge of North, Central and Evansville Day School. Tickets are \$10 each. Help is needed please contact her.
- CLUB BOARD MEETING: Tuesday, Oct. 20 at Noon at RiRa's.
- FINANCE COMMITTEE meeting Monday at 5:30 at BKD office to audit books for last year and set budget for new year.
- FOUNDATION BOARD Meeting report: over \$10,000 was distributed to 19 different groups from a group of 36 requests. Information to be sent out at a later date.

CONSCIENCE MONEY given by Mark Hackert, Roger Heathcotte, Karen Morris, Ron Eberhart, Doc Bender, Don Julian...thanks for all your support. No trivia today, half pot won by Dan Korb and he donated the winnings back to the club.

Speaker was introduced by Past President, Karen Morris, Charles Wiley, Nationally known Retired journalist and news correspondent speaking on *MEDIA SLANT IN THE NEWS*. Works for Speakers Group, Accuracy in the Media. Has given talks on 6 continents. He feels that the media decides what you think and talk about and what problems to solve. Politicians react to problems proposed by the media. Many times we start trying to solve a problem when we start with the wrong premise. Must understand who brings us the news and the premise that they start with on their job. Two kinds of people do the job of a journalist:

1. Objective Journalist...gathering information and passing it on, give the important facts and opposing opinions.
2. Advocacy Journalist...try to influence the people that sees their reports.

Recent survey in San Diego, California, the question was "is there an illegal immigrant problem?" 46% said yes, 54% said "no compreda....."

The higher up the chain you go up in the media environment...the more slanted you will get a report. People have more to lose and gain with the bigger the story. You can be completely truthful and still slant the story by not including all the pertinent facts. Also, by changing the image of reality, you the real image. What you do not report, those details make a difference. Asked if the internet has made a difference, he said yes, when people use it the right way. Some people will believe something on the web without checking its truthfulness. Must be used properly.

Be aware of who is reporting the news and compare with many sources....Be safe and have fun.....mark hackert

Optimist Club of Evansville - Downtown, Inc.

Meetings: 11:45 am Wednesday,

"New" Old National Bank Building, Downtown, Blue and Gold Room

Mail Club at: P.O. Box 15905, Evansville, Indiana 47716 - 0905

www.evansvilledowntownoptimist.org

Evansville Downtown Charitable Foundation, Inc.