



# The Sou'wester

VOLUME XLI, NUMBER 14

OCTOBER 9, 2009

## EUREKA BROADCASTING—LOCAL RADIO SINCE 1957

President Mark McGowan opened the meeting still nursing his martini from the previous night's "Martinis by the Bay." He must have been upset over losing the Nobel Peace Prize to another president. Cindy Denbo led the pledge



and Lew Quinby stepped in to give the invocation.

Greg Dale filled in as greeter and announced visiting Rotarians Dan Sweet from Arcata and Brian Papstein, also the program, from Eureka. Guests included Jerry Unterkloefler who was introduced by Greg Dale, Tom Colivas introduced by father Jerry Colivas, Lisa Hansen introduced by husband Randy Hansen, Kassidy Banducci introduced by Don Hartmann, and Carl Willoughby introduced by John Koopmans.

President Mark gave a big thank you to the Martinis by the Bay committee and everyone who attended and worked the event. He was especially thankful to Bob Burchit for leaving his credit card at the front desk which helped keep the party going well into the night. Martini recipe books are on sale for only \$5 and make a nice Christmas or New Year's gift.



494 more people last week for the Project Share Life registry with the majority of those being students from HSU. Nyle wasn't done making a positive impact on the lives of others around him as he relocated noise-maker Steve Brodhag to the back of the room to sit by himself.

Everyone was glad to see Marty LeMasters back. Marty was disappointed that he didn't attend Martinis by the Bay but RSVP'd for next year's "Scotch by the Shore."

Dean Charlton went to Mendocino for a few days only to lose his spot on the SW Eureka Rotary golf team that took first place in last month's Rotary golf tournament without him.

Larry Goldberg's son turned 13 and the two recently completed a tree house project to celebrate the birthday. The tree house is complete with insulation, drywall and Wi-Fi. Now we will always have a place to house our exchange students.

Rick Roberts was photographed enjoying a limo ride to and from Martinis by the Bay. No one noticed Rodney Maples in the photo but Rick was quick to let us know that Rodney came along for the ride and both shared in the fine.

Howard Julien spent the last 3 weeks on the road between Annapolis, MD, for pleasure, and Portland, OR, for business. He toured the White House with Rep. Mike Thompson and later attended the "Co-op Geek Fest" in Portland.



Ajina for an outstanding new member orientation. It was even catered by Greg Dale who was unable to produce the proper catering license or credentials.

Jim Anderson turned 77 and celebrated by going to dinner and a show. Jim appreciated that Martinis by the Bay was scheduled on his birthday and tapped out.



Don Hartmann celebrated his 31<sup>st</sup> wedding anniversary over dinner at the Sea Grill. Don tapped out and will give the free hat to his wife in lieu of the flowers he forgot to give her.

Nyle Henderson was recognized for joining the Board of Directors at the Ingomar Club. He tapped out as well but all the hats were gone. But he was finally able to shut up Steve Brodhag with an \$8 sundae.

A slew of bad jokes ensued, the first of which came from John Koopmans, "what's red and smells like blue paint?" Lew Quinby knew the answer and shouted, "red paint you twit!"

Bob Burchit won the drawing and cut cards with President Mark. Bob pulled the high card for a whopping \$62 which he generously donated to Project Share Life.

Greg Dale introduced the program and managed to look like a sardine standing next to Brian Papstein of Eureka Broadcasting, Inc. Eureka Broadcasting is the home of KINS 980 am, KEKA Thunder 101 Country 101.5 fm, KWSW 790 am, and

Nyle Henderson reported that he and other volunteers were able to sign up

Jerry Unterkloefler recognized Haider

*(Continued on page 2)*

Postmaster: send address changes to:

# The Sou'wester

PO Box 6054  
Eureka CA 95502

### Memberships Proposed:

**Kassidy Banducci**

**Classification: Architecture**

**Sponsor: Ruth Bettenhausen**

**Gerald Unterkoefer**

**Classification: Judicial Administration**

**Sponsor: Greg Dale**

*David Sharp wrote this week's bulletin. Photos were provided by Mary Crumley.*

**THANK YOU!**

### UPCOMING:

**October:**

**24th—Foundation Dinner, Scotia Inn**

**November:**

**11th—Veteran's Day Program, Adorni**

KEJY 106.3 fm as well as KURY radio up in Brookings, OR.



Brian's program began with the announcement that last week he and his wife Angie finalized the buyout of Eureka Broadcasting, continuing family ownership of the station which dates back to 1957. The current state of media, in particular radio and newspaper, is undergoing significant change, driven by new technologies. For instance, satellite radio has had some impact on traditional radio but has yet to remain profitable and many current satellite radio subscriptions are for unsold cars sitting on dealers' lots. Also, some stations are putting am radio on the fm dial in order to reach a greater audience.

Newspapers face greater difficulties as readers are able to receive the news for free on the internet which has resulted in reduced paid subscriptions and fewer print advertisers. Several medium and large market newspapers are drastically cutting back circulation.

Brian and Eureka Broadcasting are looking to remain creative and come up with new ideas. Lew Quinby may find himself on the

Eureka Broadcasting payroll as he offered a creative, although risqué, idea to attract listeners. An idea that is gaining traction in foreign countries is Local Originated Programming where only local and national acts get air time. Eureka Broadcasting features two local shows, "Talk Shop" which has been on the air since 1982 and the "Shopping Show", on the air since 2001. In addition, the station will be broadcasting high school sports in the near future, covering both boys and girls sports, including football, basketball and baseball. In response to a question about the popularity of conservative radio shows vs. liberal radio shows, Brian noted that conservative talk radio is simply more engaging.

### Board of Directors

2009-2010

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Sergeant at Arms	Les Merrill

### Sunshine Reports

**Don't be shy about sharing news about yourself or other members.**

**Contact: Jay Sooter**

**444-8001 (work) or 923-2695 (home)**