

THE SPOKES SPEAK - GEARED TO SERVICE

Rotary Club of the North Fork Valley

POB 1543, Paonia, CO 81428

WEB SITES: www.rotary.org www.rotary5470.org www.paoniarotary.org

Meeting Thursdays at Noon in the Paonia Town Hall

District 5470

Club 1180 - Chartered 12/20/22

Vol 58 Issue 9 – March 14, 2019

Guest Editor: Bain Weinberger

LAST MEETING: March 7, 2019

President Heck presided

Thanks to Mike, Glenn and Felix for setup.

ANNOUNCEMENTS:

Suzy: Going to Denver for PETS training.

Grant writing class for Rotary Apr 13 in Montrose. Anyone else want to come?

Randy: Volunteer training session for A Little Help Tues (3/12) at 1:00 at the Paonia Library.

Next Wednesday (3/13) from 2:30 to 4:00: "Death Cafe" in Crawford at Diamond Joe's (old Boardwalk)

Program: High Country News: Paul Larmer, Executive Director/Publisher

Paul was introduced by Pam Bliss and Bill Bishop. They said he came in to the High Country News (HCN) in 1984 as an intern. He returned to work there permanently a few years later.

After thanking Rotary for their support over the years, Paul reported that HCN is now 50 years old. Betsy Marston has been there a big part of that time.

It was founded in 1970 in Wyoming. It stayed there for 13 years under a series of editors. There was a need for a publication focused on the environment in the West. In 1983 Ed and Betsy Marston had sold the local Paonia paper they had been publishing. So they took over HCN, and moved it to Paonia. They ran it for 19 years. Ed and Betsy deserve tremendous credit for what they did for the publication. Ed retired in 2002 and Paul became editor and publisher. Paulo Baciagalupi started web site in 1995 (hcn.org). Readership now about 30,000 for print, 4,000 digital only.

HCN formed HCN university, which provides free copies of the publication for educators, with about 7,000 readers.

HCN has 26 employees, with staff in Paonia and elsewhere. Newsrooms everywhere are becoming “virtual newsrooms”. Editors and reporters meet electronically and share content online.

The budget comes from donations (~\$2 million) and subscriptions, with some advertising. Paul said he spends more time raising money than writing and editing. Foundations have been stepping up to help save journalism, the environment and democracy.

Non-profit journalism has been coming into vogue (since so many journalists have been getting laid off from local papers).

Every member of Congress gets a subscription to HCN. They also contribute climate stories to a repository to share with like minded publications. Immigration and climate change are major topics in the West. Lots of impact.

The 50th anniversary of HCN is coming up. The board of directors wants to raise an additional \$10 Million to improve the web site and increase marketing.

Q&A

Q: Anything to share about the editorial development of the paper?

Paul: HCN has expanded its coverage of the West beyond environmental issues and into social concerns and other areas. They have been threading the needle between environmental constituencies and interests of younger readers. Most users of western land come from cities.

Q: A recent story on a rock band produced a lot of negative comments, with readers fearing HCN had “Lost their way”.

Paul: Happens every so often. It is good to push the boundaries and surprise readers.

Q: What percentage of funding comes from advertising?

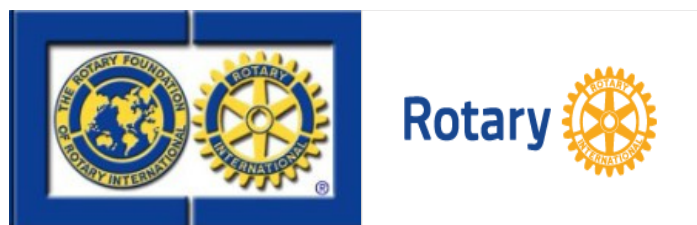
Paul: Never more than 9%, about 5% or 6% now. Subscriptions provide about 30%. The remaining 60% comes from foundations (The Hewlett Foundation, The Ford Foundation, etc.) as well as other large and small donors. Money is out there.

Q: Any problem getting interns?

Paul: They had 100 applicants for a recent intern position. HCN is a good place for interns. They have 2 interns and 1 fellow at a time. Internship is 6 months. Would like to enlarge the program. One of the best things we do. Educates writers even if they do not stay in journalism.

Q: Any thought of publishing in other languages, particularly Spanish.

Paul: They have translated a few articles, but Spanish language publications not particularly interested.



UPCOMING MEETINGS:

- 3/14/19: Travis Loberg - Paonia Public Works (Randy Campbell)**
3/21/19: Lori Lenhart – PACE (Karri Polson)
3/28/19: TBD (Peggy Szvetecz)
4/4/19: TBD (Glenn Dahlgren)
4/11/19: TBD (Marsha Grant)
4/18/19: TBD (Mike Heck)
4/25/19: TBD (Ulli Lange)
5/2/19: TBD (Bob Lario)
5/9/19: TBD (unassigned – was Ben Lehman)
5/16/19: TBD (Norm Lewark)
5/23/19: TBD (Jackie Parks)
5/30/19: Potluck
6/6/19: TBD (Kevin Parks)
6/13/19: TBD (John Coombe)
6/20/19: TBD (SEI)
6/27/19: Swearing in of new President and BOD



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