



# Rota-Briefs



Rotary Club of Cohoes - A Subsidiary of Rotary International

September 16, 2009

**Invocation:** Keith Hornbrook  
**Song:** Harry McDonald – I'm Looking Over A four Leaf Clover  
**Anniversaries:** none  
**Birthdays:** none

**Visiting Rotarians:** Byron Moak  
**Guests:** none

### Big Bucks

**Mystery Raffle:** Colin Demers  
**Powerball:** Peggy O' Shea tried for the prize but was not successful.  
**Sawbuck:** Kelly Breen

**Rotarians Present:** Barrett, Brooks, Cooley, Demers, Farrell, Hornbrook, McDonald, O' Shea, Ries, Rivera, Speidel, E. Tremblay and Van Alstine

**Good News/Bad News:** The following members paid happy/ sad dollars:  
Mike Brooks because Colin's introduction was tremendous, and because the Van Schaick Island Fall Festival is September 18 and 19, and he had 50-50 tickets for Cohoes Youth Boxing; Byron Moak because he is glad to see Walter Speidel and because a new book entitled 'Halfmoon" was recently published; Ed Tremblay for missed meetings, and the 400<sup>th</sup> anniversary of when an advance team sent by Henry Hudson discovered the Cohoes Falls, see Events and Information; Peggy O' Shea because her son is playing varsity soccer for Averill Park.

### Events/ Information:

- 400<sup>th</sup> Anniversary of Henry Hudson's discovery of and voyage up the Hudson River. On September 19, 2009 speakers will be the Cohoes Visitors Center and the Van Schaick Mansion.
- The Twin Bridges Rotary Club will hold their Annual Karaoke Night on October 2, 2009 at Phelan's Banquet House, 1589 Route 9, Clifton Park from 7 to 11 pm.
- Haunted Festival, October 17<sup>th</sup> noon to 9 pm at George Street Park in Cohoes.
- The Rotary Leadership Institute will be held at Siena College on November 24<sup>th</sup>, 2009.
- Exclusive performance of Beauty and the Beast for Rotarians, Wednesday, December 9, 2009 at the Cohoes Music Hall.

### Club Business:

- Each member must present the name of one or more people who may be interested in joining Rotary. We ask that you submit them to Marshall Barrett or Bob Van Alstine.
- Each member will receive a club membership card when dues are paid.
- Sawbuck drawings will begin next week.
- We still need members to obtain speakers for weekly meetings.
- Members are needed to sign up for to Rotary booth at the Fall Festival.
- The Salvation Army is planning its bell ringing schedule for the 2009 Christmas season. It will be from November 19<sup>th</sup> to December 24<sup>th</sup>, 2009. Please let Marshall Barrett know your preference as to date and location.

### Program:

Angela Mc Farland, Publisher of the Ballston Journal, made a presentation to our club, see attached.

Ed Tremblay responded on behalf of the club.

### Rotary Club Officers

**Marshall Barrett** - President  
**Keith Hornbrook** – President Elect  
**Robert W. Van Alstine** - Secretary/  
Editor Club Newsletter  
**Michael Brooks** - Treasurer  
**Beverly Signoracci** - Sergeant At Arms  
**John C. Eaton** - District Governor  
**Cohoes Rotary Web Site** - [www.rotaryclubofcohoes.org](http://www.rotaryclubofcohoes.org)

**Next Week's Program:** Anne Cargile, Trip to Nigeria



**Rotary Club of Cohoes**  
**PO Box 81**  
**Cohoes, NY 12047**



**Don't Believe the Hype!**  
**Angela McFarland, Publisher Ballston Journal**



**Ed Tremblay and Angela Mc Farland**

Angela Mc Farland, publisher of the Ballston Journal, spoke to our Rotary Club about truth in newspapers.

Angela began her remarks by explaining that she began her career in print advertising focusing on Columbia, and Rensselaer counties. She became a publisher when she began 'Our Town' Ballston Spa

There is still a market for print media. In the spring of 2009, she became publisher of the Ballston Journal. Charles Hogan, the editor, is the 4<sup>th</sup> generation of his family that had a connection with this newspaper.

Like many small town newspapers, the Ballston Journal focuses on news and stories about Ballston Spa and the people that live there. Many people turn to the Ballston Journal to find news about what their kids are doing in sports.

There are many forms of media, and Angela does not advocate that one is any better than another. However newspapers haven't got into the financial trouble that General Motors has, nor have they received bailouts from the federal government.

For most advertisers, newspapers have the strongest brand market. They are and have been the longest and are still the strongest media venue that advertisers have. They have the longest successful marketing record as compared to radio, television or the internet. Each time a new method of communication was invented, stories that newspapers are going to fail, would circulate. This happened when radio began, TV, etc. However, newspapers are still around!

Newspapers have credibility and viability. TV stations have 3 or 4 reporters, and on average about 9 items are included in a broadcast. Compare that with the number of articles and stories in a newspaper. They are reliable because they are an 'opt-in' form of media. In this context, 'opt-in' means that the reader chose to pick up and read the newspaper.

She concluded her remarks by explaining that hometown newspapers are on the rise again.

## When and Where Other Rotary Clubs Meet:

<b>Monday</b>	
<b>Corinth</b>	<b>7:15PM</b>
Agape Bed and Breakfast, Rt. 9N, Corinth	
<b>Hudson Falls</b>	<b>12:10 PM</b>
Pizza Hut. Rt.4, Fort Edward	
<b>Racing City Rotary</b>	<b>5:30 PM</b>
Olde Gaslight Restaurant, 12 Ballston Avenue, Saratoga Springs	
<b>Burnt Hills/Ballston Lake</b>	<b>6:15 PM</b>
Bill Sewell Community Room, Town of Ballston Town Hall	
<b>Lake George</b>	<b>6:15 PM</b>
Holiday Inn Rt. 2223 State Rt. 9	
<b>Tuesday</b>	
<b>Northern Lake George</b>	<b>7:30 AM</b>
Watson Arts Center, Silver Bay	
<b>Wilton</b>	<b>7:30 AM</b>
Friendly's Restaurant, Route 50, Wilton	
<b>Latham</b>	<b>12:00 PM</b>
Century House, Latham	
<b>Watervliet</b>	<b>12:10 PM</b>
First Presbyterian Church, 819 23 <sup>rd</sup> Street, Watervliet Meets 2 <sup>nd</sup> and 4 <sup>th</sup> weeks only)	
<b>Ballston Spa</b>	<b>12:15 PM</b>
Manna's Restaurant, 17 Low St, Ballston Spa	
<b>Glove Cities</b>	<b>12:15 PM</b>
Holiday Inn, Rt. 30A, Johnstown	
<b>Menands</b>	<b>12:15 PM</b>
The Corner Well Restaurant, 698 North Pearl St.	
<b>Scotia</b>	<b>6:00 PM</b>
Turf Tavern, 40 Mohawk Avenue, Scotia	
<b>South Glens Falls</b>	<b>5:45 PM</b>
Humbuggs, Corner Bluebird Rd. and Rt. 32, South Glens Falls	
<b>Chestertown</b>	<b>6:15 PM</b>
O.P. Frederick's Restaurant, Rt. 8., Chestertown	
<b>Lansingburgh</b>	<b>6:15 PM</b>
Paradise Lounge, 630 2 <sup>nd</sup> and 117 <sup>th</sup> Streets, Troy	
<b>Northville</b>	<b>6:30 PM</b>
(Call for locations and directions)	
<b>Schoharie</b>	<b>6:30 PM</b>
Parrot House - Rt. 30 Main St. Schoharie	

<b>Wednesday</b>	
<b>Niskayuna</b>	<b>7:15 AM</b>
Route 7 Diner, 1090 Troy-Schenectady Road	
<b>Delmar</b>	<b>7:30 AM</b>
Normanside Country Club, 150 Salisbury Rd., Delmar	
<b>Mohawk Valley</b>	<b>7:30 AM</b>
Senior Center, 204 Canal St., Fort Plain	
<b>Schenectady East</b>	<b>7:30 AM</b>
Old Country Buffet, Crosstown Plaza, Rt. 7, Schenectady	
<b>Turning Point</b>	<b>7:30 AM</b>
General Schuyler Pantry 166 Broad St., Schuylerville	
<b>Champlain Canal</b>	<b>8:00 PM</b>
Community Room, Mid-Rise Senior Apts, 180 N. Main Street Mechanicville	
<b>Albany</b>	<b>12:15 PM</b>
Wolferts Roost Country Club, 1230 Van Rensselaer Blvd., Albany	
<b>Amsterdam</b>	<b>12:15 PM</b>
Raindancer Steak Parlor, Rt. 30N, Amstgerdam	
<b>Cohoes</b>	<b>12:15 PM</b>
Century House, Rt. 9, Latham	
<b>Colonie-Guilderland</b>	<b>12:15 PM</b>
Western Turnpike Golf Course Rt. 20, Guilderland	
<b>Saratoga Springs</b>	<b>12:15 PM</b>
Longfellows Restaurant, Rt. 9P	
<b>Cobleskill</b>	<b>6:10 PM</b>
Best Western Inn of Cobleskill Rt. 7, Main Street, Cobleskill.	
<b>Granville</b>	<b>6:15 PM</b>
AJ's Restaruent, Quaker Street, Granville	

<b>Thursday</b>	
<b>Malta Sunrise</b>	<b>7:15 AM</b>
Malta Diner Rts. 9 & 67, Malta (Exit 12 off I87)	
<b>Rotterdam Sunrise</b>	<b>7:15 AM</b>
McLanes Restaurant, 2717 Broadway, Rotterdam	
<b>Shenendehowa</b>	<b>7:15 AM</b>
Coburg Village Retirement Facility, Grooms Rd., Clifton Park	
<b>North Creek</b>	<b>7:30 AM</b>
Marsha's Restaurant, Main St., North Creek	
<b>Schenectady</b>	<b>12:00 PM</b>
Stockade Inn, 1 North Church St., Schenectady	
<b>Twin Bridges</b>	<b>12:00 PM</b>
Salty's, Northway Exit 8A, East of Rt. 9, Halfmoon	
<b>Glens Falls</b>	<b>12:10 PM</b>
Queensbury Hotel, 88 Ridge Street, glens Falls	
<b>Troy</b>	<b>12:15 PM</b>
The Red Front Restaurant, 71 Division Street, Troy	
<b>Middleburgh</b>	<b>6:05 PM</b>
Middleburgh United Methodist Church, Rt. 145 Middleburgh Main St. & Bush Rd.)	
<b>Salem</b>	<b>6:15 PM</b>
Bunker Hill B&B on Bunker Hill Rd. Salem (5.5 mi. NW of Salem)	
<b>Southern Rensselaer</b>	<b>6:15 PM</b>
Holiday Inn Express, US 4 East Greenbush (Exit 9 off I 90)	
<b>Broadalbin</b>	<b>6:30 PM</b>
The White Holland House, 1520 Ste Highway 29, Gloversville	
<b>Fort Ann</b>	<b>6:30 PM</b>
Mountain View Java, Rt 4, Fort Ann	
<b>Sharon Springs</b>	<b>6:30 PM</b>
Pit Stop BBQ, Rts. 10 & 20, Sharon Springs	
<b>Friday</b>	
<b>Glenville</b>	<b>7:15 AM</b>
Turf Tavern, Rt. 50, Scotia	

**Rotary Club of Cohoes**  
**PO Box 81**  
**Cohoes, NY 12047**