



Rota-Briefs



Rotary Club of Cohoes - A Subsidiary of Rotary International

January 25, 2012

Song: "When You're Smiling"

Birthdays:

Visiting Rotarians: Byron Moak

Guests: Dorie Phillips, Lettie Scheim

Powerball: Joann Alvarez-Williams, donated \$5 back

Rotarians Present:

Barrett, Brooks, DeFruscio, Farrell, Hornbrook, McDonald, Demers, Doemel, Ries, Shannon, Van Alstine, Williams, Robert, Linda Tremblay, Mitola

Good News/Bad News:

The following members paid happy/ sad dollars:

Bob Van Alstine was happy for the great attendance for the meeting.

Colin Demers was happy to use the club as test subjects for their new banquet dinner option, pork strip steak. He also announced that everyone is invited to the free champagne and hors d'oeuvres on Thursday, Feb. 1 from 5-7 PM celebrating the 250,000 meal donated by the Century House to the NE Food Bank.

Chuck Ries was sad for the death of Joe Paterno, but happy for Siena's win over Iona.

Byron Moak was happy to announce that the Shriners club took part in the clown competition in Plymouth, MA. They were awarded a participant ribbon.

Linda Tremblay was happy that her daughter closed on the sale of their home.

Keith Hornbrook was happy that the roof of the Senior Center is finished and the ceiling tiles have been repaired.

Joann Alvarez-Williams was happy for the Giants playing in the Super Bowl!

Program:

Richie Phillips, Radio personality

Club Business:

Events/ Information:

- Colin Demers will be presented with the Colonie Chamber of Commerce Leader Award at their annual banquet, Jan. 27th. Congratulations Colin!
- The District Toolbox is available to view online and contains information about other clubs and their activities in our district. <http://www.rotary7190.org/>
- District Conference scheduled for May 18-20 in Lake George at the Fort William Henry Resort.

- Program scheduled for next week:
none

- We conclude each weekly meeting with recitation of The 4 Way Test, see below.

The 4-Way Test:

The 4-Way Test "Of the things we think, say or do":

1. Is it the TRUTH?
 2. Is it FAIR to all concerned?
 3. Will it build GOODWILL and BETTER FRIENDSHIPS?
 4. Will it be BENEFICIAL to all concerned?"
- From [ABC's of Rotary](#)

Rotary Club Officers

Keith Hornbrook - President

Robert W. Van Alstine – President elect

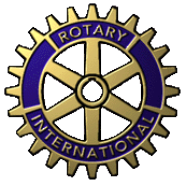
David Mitola - Secretary

Michael Brooks - Treasurer

Marshall Barrett - Sergeant At Arms

Bill Nathan - District Governor

Cohoes Rotary Web Site - www.rotaryclubofcohoes.org



Cohoes Rotary Club Program 2011-2012



Richie Phillips
Radio Personality

January 25, 2012

Mr. Phillips explained that the topic of his program was how things have changed in radio in recent years. He asked the club how technology has changed their professions and if they embraced that change or felt they were counterproductive. Richie has been with WGNA radio station for 24 years as a part of their morning show. In the early years of his show, they learned the information they would discuss on the air from that days Times Union newspaper or what they watched on TV. Songs were played over the air on records and then CDs. The last two years or so, they radio stations play songs from computerized play lists. The play lists are predetermined and the disc jockeys do not choose the songs. There is a lot of research that goes into establishing the play lists and the songs are balanced to keep the audience engaged.

Richie passed out a picture of the radio studio in its current set up. There are two large computer screens and an elaborate electrical command board. WGNA radio station is owned by Town Square Media. This company also owns other local radio stations, 104.5 The team ESPN radio, 105.7CrushFM, and Q103. Town Square Media owns 220 radio stations, third largest in the U.S. The company philosophy is to be active in local communities and focus on local people. This is accomplished through technology by blogging. Richie is required to blog 12 times a week. There are currently over 4000 blogs by Richie and other disc jockeys on the WGNA website. They are able to reach over 35,000 fans through Facebook where their blogs are posted.

Richie has established a youth program called, "Reading, Writing, and Rhyming." It is designed to encourage literacy and education for local school children through song. Technology allows these children to share their experience with more family members and friends who may live far away through Facebook and other internet tools. Richie posted a song by students at Harmony Hill Elementary on the internet and it was noticed by a professor at Sage College who contacted Richie and suggested an anti-bullying song. He played the club the song that students at Harmony Hill wrote and sang about the dangers of bullying. Without technology, the professor at Sage College would not have learned about Richie's program.

Another advantage of technology for the radio show is instant text messaging. Listeners can text song requests, comments, and questions to the disc jockeys that are displayed immediately on the large studio computer screens. This allows more immediate interaction with listeners. Richie's keyboard is also technologically advanced and can store many songs and jingles. The radio station offers a cell phone app that allows someone to listen to WGNA on their phone.

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

When and Where Other Rotary Clubs Meet:

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

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

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

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