



Wilton Rotary Drummer
August 31, 2007 **Vol. 27, No. 8**
Editor: Mark Kolier



Guests: None

Announcements

- Carnival sign ups still need a few spots – reach out to Victor Tenore if you can fill a spot.
- Amber Alert will be at the carnival and please contact Ray DiGiorgio as we need help throughout the day 9/8/ Also there will another Amber Alert weekend 9/28 and 9/29 – again see Ray for details if you can help. Ray mentioned maximum would be 20 children per hour processed. This is why ideally we would want to have and operate two machines.
- OLDIES SHOW has been replaced with a show aimed at children starring 'Annie and the Wonder Band' Date is the same in October (13th). Details to follow.
- The club has purchased a brand-new hotdog grill.
- Fun and fines – Judy White notified us that Larry Schoss' son Matt who is studying for his Master's in France was just diagnosed with Leukemia and Larry flew over this week to be with Matt as he begins treatment. Our thoughts and prayers are with the Schloss family. Bill Glass is happy for the shrinking but still formidable 5 game Red Sox lead over the Yankees.
- Ed Ashway (and his wife!) are happy empty nesters

Program

President Bill Meehan introduced Jeff Yates, Editor of the Wilton Bulletin. A 1999 graduate of Wilton High School Jeff is a 4th generation Wiltonian and played lacrosse at WHS and at Kenyon College in Ohio.

The Bulletin founded in 1937 was his first job out of college. 60% of the content is community generated. The Bulletin covers town meetings such Board of Selectmen, School Board, Finance board etc. It starts with the People section. Totally advertising driven, the content increases with ad placement gains.

The Bulletin is the newspaper of record in Wilton. Real Estate ads are the primary driver. The Internet does not yet make money for the paper but the Bulletin is increasing its use of the web to promote stories and interest.

Jeff noted that he would really like to see more letters to the editor and that Wilton's participation in this area pales in comparison to that of neighboring town Ridgefield.

Recently the Bulletin which is part of the Acorn Press consortium became part of a larger group of newspapers moving from 84 newspapers to 247. The main reasons for this kind of a move are production efficiencies and a larger advertising community.

See you next Friday at the Silvermine Tavern..... Mark