



Wilton Rotary Drummer

Wilton, Connecticut

www.wiltonrotaryclub.org

October 1, 2010

Vol. 30, No. 13

Editor: Karen Strickland

It was a dark and stormy day, but a very respectable contingent of hardy Rotarians made their way to Marly's for our first meeting in October.

President Luis did his usual exemplary job of presiding, despite suffering from a splitting headache.

Guests included Judy Higby, Wilton Library Board President and President of Mainstreet Connect (our program for today). Prospective member Susan Betsworth was also in attendance and is soon to be inducted as a full-fledged Wilton Rotarian.

No one had any announcements about Rotary business, so after the very svelte-looking Paul Hafter collected Fun N' Fines, we moved directly into the program.

President Luis welcomed Carll Tucker, owner of Mainstreet Connect, who then introduced his editorial and production staff for The Daily Wilton internet news site. Mainstreet Connect seeks to be a national community news company and currently operates 10 online sites in southern Fairfield County that provide customized local news to each community.

The company was formed in response to the future prospect that printed newspapers will cease to exist due to young people's preference for receiving information digitally. Their goal is to have a network of 3000 sites in suburban communities nationwide by 2013. Target audience is young mothers with children whom research has shown to spend an average of 2.4 hours per day online.

The local versions have up-to-the-minute news and special interest sections (sports, fashion, home, police reports, etc.) as well as advertising space. Each town has a local advisory board of 8-12 community-involved people who provide information, guidance and comments to the staff regarding content for the site.

The Daily Wilton will be running a contest among the 10 Fairfield County communities it serves where local elementary schools can compete for \$500-\$10,000 in prizes. For full details go to TheDailyWilton.com.

NEXT MEETING: Friday, October 8, 2010

PROGRAM: Jill Russo Foster, "Cash, Credit & Your Finances"