



Your **ROTSOCPE** for  
**Groundhog Day, February 2, 2012**  
 for the Rotary Club of San Marino, California, USA

**200 CHANNELS BUT NOTHING'S WORTH WATCHING**

**THE STATE OF THE MEDIA TODAY** – and what all this suggests ahead for our American democracy – is our fascinating topic of the week. Mel Rogers, president of PBS So Cal, believes in the civilizing influence of public television. A former radio and TV news reporter, Mel is passionate how TV and radio creates an informed citizenry and meets needs ignored by commercial TV. He believes also that public service media must be more entrepreneurial in order to afford the future.

**MEL ROGERS CAME AS PRESIDENT** of KOCE-TV in 1997. The Orange County PBS had little recognition in Southern California. Mel was faced with raising millions to convert KOCE to digital technology, and did it by partnering with many causes in Orange County. KOCE's budget doubled, while staff shrunk and ratings increased 300%. The station constructed a digital transmission on Mt. Wilson for greater audience reach throughout the Los Angeles market, broadcasting on high definition as well as standard digital. Rogers navigated the station from ownership by a community college to a not-for-profit community-based educational foundation, the KOCE TV Foundation. In January 2011, KOCE became THE full-service PBS station for all Los Angeles, delivering favorite PBS programs as they air nationally – with a new name, PBS SoCal, a new logo, and services from Orange County to the entire region. Since January 2011, ratings for PBS SoCal have climbed 100%

**MEL ROGERS WAS A** radio/TV journalist and PR professional in Salt Lake City before coming to KOCE. His BA in Broadcast Journalism and Master's in International Communications brought him a professorial appointment at BYU and Chapman. Now he talks with us on that "vast wasteland" of TV, and how public television can bring better things to you.

**A SPEAKER BEARING GIFTS**

**THREE GIFT BASKETS OVERFLOWING** with hundreds of dollars each in PBS/SoCal gifts – we're pledged to secrecy as to just what, but we've rummaged through the list and I promise you'll find many delightful items – will be raffled off February 2<sup>nd</sup> as gifts from Mel Rogers and PBS/SoCal.

**WANT A BASKET?** You should really crave one, once you know what's inside! All you must do is hold one of three winning tickets – and every dollar raised by selling those tickets goes to our own San Marino Rotary Charities. Chances are \$5 each, or 5 tickets for \$20. Barbara Bice is collecting these tax-deductible ticket purchases, selling at last week's meeting, by mail from members and friends, and one more time at the February 2<sup>nd</sup> meeting before winners' names are drawn.

**YOU NEED NOT BE PRESENT TO WIN.** Return your check – or ask that your Rotary account be charged – by Feb. 1<sup>st</sup>!

**Take a chance! or more! – send a check or charge to your Rotary account**  
**\$5 per raffle ticket – 5 for \$20 – from Barbara Bice**  
*Mail by February 1<sup>st</sup> to 787 South San Rafael, Pasadena, CA 91104*

**SPECIAL GUESTS THIS WEEK: SAN MARINO CHAMBER BOARD AND MEMBERS**

**TO MEET MEL ROGERS**, to share more of Rotary with our neighbors, the board of directors of the San Marino Chamber of Commerce joins us on Groundhog Day – along with a number of Chamber members. Please greet them – you probably know most already! – and welcome them to San Marino Rotary.

**FEBRUARY / MARCH 2012**

**FEBRUARY**

- 2 Noon PBS SoCal's chief, Mel Rogers, with good talk and baskets of gifts
- 9 Noon Pat Hillings Tegtmeyer on "Manners and Etiquette"
- 16 Noon American Heart Association briefing
- 23 Noon Searching for the All-time-Greatest Chili

**MARCH**

- 1 Noon Craft Talks by Joe Petrillo and Len Therrien
- 8 Noon Shirley Lin on Asian Cultures
- 15 Noon Our Paul Harris Luncheon at The Huntington
- 22 Noon Matt Ballantyne about San Marino's planning
- 29 Noon Petrillo and Therrien again, continuing their life stories

# THE ROTOSCOPE

For the Rotary Club of San Marino, California, U.S.A.

February 2: State of Public Broadcasting



## PETER'S TOP OF THE YEAR

**POOR OLD PETER CORZO!** He's not only stuck as our president-elect-elect-or-whatever for some time in the future (or are we the ones stuck with him?) – but also he planned to preside in place to Talt in January. Peter was all prepared to fill the time, but Steve came back to work early.

**IN KEEPING WITH** traditional year-end lists of the best, Peter had prepared a list of what we did in 2011 – then Peter didn't have time to remind us that:

- 1. OUR FIRST MOTOR CLASSIC** was a roaring success, with another getting ready for next June 10<sup>th</sup>.
- 2. OUR MEMBERSHIP** was maintained, though so many other clubs have been sagging.
- 3. WE ENJOYED GREAT SOCIALS TOO**, though the young lady in charge struggles to get us to RSVP.
- 4. WE GAVE THE COMMUNITY** a Glorious Fourth parade, the little Christmas house, and library support
- 5. WE BOUGHT WHEEL CHAIRS**, soccer trophies, books for little kids, and boosted PolioPlus to boot.
- 6. WE FOCUSED ON YOUTH**, with SMHS and Southwestern Interact, TLC and RYLA leadership programs, La Casa Christmas, Scout house cleaning, Rotary Readers, and our programs to encourage student artists, speakers, musicians, and essay writers.
- 7. AND WE DID ALL THIS** with our second boring old headmaster as president for half the year, then a difficult lawyer – though headmaster Bob Nafie got things done for a change: all five goals, remember!

## "MOTOR" GOING SMOOTHLY

**PREPARATIONS FOR OUR SECOND** San Marino Motor Classic are purring smoother than the best car in the show. As of December 31<sup>st</sup>, almost \$50,000 has been collected from sponsorships and other advances. Considerable behind-the-scenes work is getting done for the June 10, 2012, event.

**OUR CLUB'S JOB NOW:** selling spectator tickets. Our goal is to sell 2,500 tickets pre-event, at \$25 each. After last year's spectacular introduction, your neighbors, friends, associates – your uncle down by the beach, your former banker retired to the mountains, whomever, wherever – should really want to come. Tell them too that ALL PROCEEDS go to charitable causes – the Pasadena Humane Society, and our own San Marino Rotary Charities.

**IF OUR PROJECTIONS ARE MET**, our "Charities" share will be \$50,000 or more! This is double what we received last year, and will greatly increase the resources we have for charitable support in the community, mostly for youth.

**IF EACH OF US SELL THE TEN** we've been sent, and maybe a few more – ah, but you can count. It should be an "easy sell" – once friends know what a grand show this really has become in just one year.

## BETTER BALANCED THAN FEDS OR STATE

**FORGET THE PROBLEMS OF** the Federal government, or California, or the Euro zone – San Marino Rotary's treasurer has us not only solvent, but also well into the black. Dennis Kneier reports ONLY ONE set of dues was unpaid last quarter, and that was because of an addressing error in getting out the bill (all clear now!). That's remarkable. The dues due January 1<sup>st</sup> are mostly collected too. Some 60% of our members are now paying by credit card – it works smoothly (see Dennis if you want to pay this way). We're in the black, and thanks to all for making that happen.

## THE TALT TEAM for 2011-2012

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## TALT TORTS

A problem my law school didn't teach me:  
If I sue a parsley farmer and win, can I garnish his wages?