

The Joshua Tree




February 1, 2022

THE DOWNFALL OF NEWSPAPER JOURNALISM

This week the Club heard from Victor Valley Union High School District Public Engagement Information Manager **Kris Reilly** about his career, most notably as a journalist for many years before coming to the VVUSHD.

Arriving in High Desert in 1985, Kris used to read the Daily Press sports page growing up in Apple Valley. Over sports, music was a greater passion and Kris played in a local band and had dreams of “making it”.

Like many others, rock stardom was not in the cards, so Kris went back to school and studied journalism. Funny enough, his first job was writing for the Daily Press sports page! Back in those days he would have to take all the stats, plus interviews with coaches and players, making it interesting and have it written within one hour! At first he was not particularly good at it, but he continued to improve and led him to become the paper’s Sports Editor.

After this time Kris went to work as Editor for the Lucerne Valley Leader, and in his first few months he was the most liked person in Lucerne Valley, and after that, the least liked person in the area!

In 2013, he came back to the Daily Press as the City Editor which basically meant he was the boss of all the reporters. After a total of



13 years, Kris finally left the paper as he saw the writing on the wall and where the newspaper industry was headed.

He was glad he got out when he did, as journalism has greatly changed since his heyday. Back then a reporter would have daily deadlines and the norm was on average, seven stories a day! But in 2010, social media made news more immediate, and many papers went online. The challenge with that was the loss of print ad revenue. Print ads is

where papers make their money, and the industry has monetized digital ads over print ads, which hurts the newspaper’s bottom line.

Unless newspaper reporters have a great passion for journalism, many don’t last long in the industry. When Kris began his career in 2003 he was making \$12 per hour and in 2013 when he became City editor, some of the Daily Press reporters were still only making \$12 per hour! As is common knowledge today, the once bustling Daily Press office is now almost a ghost town, with only a few people running the paper locally. The saddest part is, according to Kris is the paper now suffers a deficit of coverage of many local news items that matter to the community. Other local online-only papers such as HDdailynews.com still cover local news, and VVNG.com has its focus on the “if it bleeds, it leads” type of journalism.

Finally, back in the day, the Daily Press clearly separated the difference between news, opinion and advertisement, clearly marked in different sections. Nowadays throughout all media types, the lines are blurred, with ads as well as opinion pieces presented as news. Local news seems to be mostly geared to entertain, over to inform the reader. Kris states the best place to find unbiased

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This Week’s Functionaries

- Invocation:** Chris Ackerman
- Flag Salute:** John Kroencke
- 4-Way Test:** John Wickum
- Fine Master:** Ryan McEachron

HOVE'S HELLO'S



Thanks to Kris Reilly for coming out this week and sharing information and stories of working for newspapers in the High Desert for so many years.

Our District Conference will take place from June 23-26 at the Westin in Rancho Mirage. Linda and I are planning an outing for Club Members that weekend so please join us if you can!

No matter if you are rooting for the Rams or Bengals, in two weeks we will be having a Super Bowl Party & Fireside at the home of Russ and Gaylynn Stringham. Beginning at 2:00pm on February 13th, the event will feature three large TV's with one even placed outside! Food will be pizza and more from Mama Carpino's in Apple Valley. Please contact Margaret Cooker if you'd like to attend.

The Valentines Dinner is coming up on February 17 at Chateau Chang's. There will be cocktails at 6pm with dinner at 7pm. The talented Lyn Moon will be singing and entertaining.

Finally, Arsalee Morales hinted of a possible Comedy Night Fundraiser in April with Jim Barnes and friends. Stay tuned...

Jon Hove



www.victorvillerotary.org

Kris Reilly

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news, is to read Reuters or The Associated Press. When asked what is the best place to go for televised news, Kris stated, "TV news is junk food".

In 2022, Kris is in a much better place in his role with the VVUSD. In this job he can get to shoot video, write press releases, take

photos and more to get their messages across.

Rotary 
Club of Victorville, CA

Victorville Rotary
Valentines Dinner

Thursday, February 17, 2022

6:00 PM to 7:00 PM Cocktails
7:00 PM to 9:00 PM Dinner
At
CHATEAU CHANG
15425 Anacapa Road, Victorville
\$50 Single or \$95 per couple

R.S.V.P. by 2/1/2022
Call Arsalee Morales 760-985-9581

> Ladies Gift
> Couples/Singles Gift



SERVE TO CHANGE LIVES

Big Blue Dice



Oscar Garcia had the chance this week to pick the Blue Dice, but drew White and saved the money for another next week.

We continue next week with 6 dice and \$400 for the lucky Rotarian who can grab the Blue Dice from the bag.

Raffle

We had quite an array of raffle prizes this week with an equal amount of winners! **Dwight Johnson** left the meeting with an Smith Ironworks hat, glasses and pen from **Jon Hove**, plus Dwight and **Russ Stringham** won a coffee warmer with USB ports from the Rotary Immunization Program entitled “Shots for Tots”.

Oscar Garcia donated coffee cups with goodies that were taken home by **Bryan Gillespie** and **Chris Ackerman**. Chris also received a bottle of Irish Whiskey from Dwight.

Chris donated a pair of remote phone chargers from Victor Valley Transit that will be used by **Donna Wells** and **Jim Murray**.

Dwight donated a pair of autographed copies of “25 Men of Integrity” that will be read by **Ryan McEachron** and **Margaret Cooker**. Oscar will enjoy the gift card he won from **Bill Edwards**, while Russ will REALLY enjoy the bottle of Jim Bean Highball he received from Oscar!



Fine Session

Ryan McEachron was the Fine Master this week and let everyone know that the Sheriff's Department has been out in force writing tickets all over Victorville. As a result, Captain **John Wickum** was fined \$25 for having so much money from all those traffic violations!

Both **Steve Murray** and **Jim Murray** were in attendance this week, so each were penalized \$10 for being at the meeting at the same time.

President **Jon Hove** was left the meeting \$10 poorer for having a large “We Are Hiring” sign outside Robar Enterprises, while **Russ Stringham** and **Bob Basen** were both fined \$25 each for just being at the meeting.

Rotary Guests

This week we welcomed **Lisa** who was a guest of speaker **Kris Reilly** who was also a Stand-in for **Dr. Ron Williams**. In addition, **Linda Hove** attended with **Jon Hove**.

Spoon of Exemption

Arsalee Morales had her first week with the “virtual” Spoon (*Pastor Paul, where are you?*) and shared that Apple Valley Communications has a special running right now for new customers of a \$99 security system that includes a free doorbell camera! When asked, yes, previous customers can also get in on this special. Get more information on this special and more at applevalleycommunications.com



The Polio Pig

Collected this week: \$34.00

Polio Pig: \$29 + Oscar Garcia (Dice): \$5.00= \$34.00

Collected to Date: \$18,611.67

Total equals: 98,337 Doses!

*One dollar equals 2 doses of vaccine!
\$500 pays for a Polio Clinic!*





VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2021-2022	Jon Hove
President 2022-2023	Arsalee Morales
President 2023-2025	Need Candidates
President 2025-2026	Bill Edwards
Immediate Past President	Steve Orr
Treasurer	Donna Wells
Executive Secretary	Margaret Cooker
Foundation.....	Margaret Cooker
Publicity/Public Relations	Stephen Quintero
Club Service	Arsalee Morales
Community Service	Michael Krause
International Service.....	Ben Tafoya
Youth Service/RYLEA & TLC	Ryan McEachron
Vocational Service	Need Volunteer
Grants.....	Margaret Cooker
High School Speech Contest.....	Ryan McEachron
Scholarships.....	Esther Mears and Arsalee Morales
George Hensel Ethics Essay Contest	Ron Boyd
Membership.....	Dwight Johnson
Billing Officer	Esther Mears

Members-at-Large: David North, Esther Mears, Rob Kilpatrick & Ron Boyd

Positions & Committee Chairs

BOD Secretary	Need Volunteer
Programs	Mike Page
Public Service.....	Rick Bessinger, Teresa DeAtley, John Wickum & Jeff Armstrong
Sergeant At Arms.....	Arsalee Morales
Dan Stover Music Contest.....	Chris Ackerman
S.T.A.R. Students	Maureen Mills and Michal Krause
Fundraising.....	Arsalee Morales
Flowers and Gifts	KayMarie Gregory
Joshua Tree Editor	Chris Ackerman

The Victorville Rotary Club meets every Tuesday for fellowship at 11:30 a.m. and meeting at 12:00 noon at the Spring Valley Lake Country Club, 13229 Spring Valley Parkway, Victorville

Make-up Days and Locations

MONDAY:	San Bernardino East, Imperial Palace, noon
TUESDAY:	Rancho Cucamonga Sunrise, 7:15 a.m. Empire Lakes Golf Course Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens
WEDNESDAY:	High Desert/Hesperia Club meets 7:00 a.m., Denny's, 13165 Main St., Hesperia San Bernardino Crossroads, Hilton, noon, Barstow, Rositas, 540 Main St, 12:00 p.m.
THURSDAY:	Apple Valley, ZOOM Meetings, 1st, 2nd and 4th Thurs Ontario, 12:15 p.m., Doubletree Hotel San Bernardino, Denny's at I-15, 7 a.m. Redlands, Masonic Temple, noon
FRIDAY:	San Bernardino North, Elks Lodge, 12:05 p.m.

Calendar Dates

- Feb 7: Board of Directors Meeting**
5:30 pm Meeting
ARMAC Insurance Board Room
Rear Building on Yuma
- Feb 13: Super Bowl Party & Fireside**
2:00 pm • Home of Russ and Gaylynn
Stringham, 16437 Viho Ct., Apple Valley
- Feb 17: Rotary Valentine's Dinner**
6:00 pm at Chateau Chang
15425 Anacapa Road, Victorville
\$50 single or \$95 per couple

Upcoming Programs

- Feb 8:** Bahaa Moukadam, Business Consultant
Topic: "Why is it so Hard to get Everyone on the Same Page"
(Page)
- Feb 15:** David Greiner **Topic: "The History of Greiner Buick GMC"** (McEachron)
- Feb 22:** **Four-Way Speech Contest**
(McEachron)

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