



The Joshua Tree

August 1, 2023

THE BUSINESS OF RADIO

The radio market has changed a lot over the years. It has served as a go-to for many people, was hugely popular in the 70's and 80's, and took a hit in the early 00's, and El Dorado CEO **Jonathan Brewster** has been in radio through many of the high's and low's of the industry.

In the ever-changing landscape of media and entertainment, radio continues to thrive as a powerful and resilient medium. Despite facing fierce competition from streaming services and podcasts, radio remains a beloved companion to millions of listeners worldwide. Behind the captivating voices and engaging content lies the "business end" of radio, a dynamic blend of creativity and commerce that ensures its survival and prosperity.

At its core, radio is a platform that connects audiences with a diverse range of content, from music and talk shows to news and advertisements. The success of a radio station hinges on understanding and catering to the preferences of its target audience. Market research and audience analytics play a crucial role in determining the type of content that resonates best with listeners. This knowledge empowers broadcasters to fine-tune their programming and create compelling content that keeps listeners coming back for more.

One of the primary revenue streams for radio stations is advertising. Advertisers recognize radio's unique ability to reach



a local and engaged audience, making it an attractive medium for promoting products and services. Radio ad spots can be highly effective due to their relatively low cost compared to other advertising channels, allowing businesses of all sizes to reach potential customers effectively.

To stay competitive and relevant in the digital age, radio has embraced the internet, offering online streaming and mobile apps that expand the reach of stations beyond geographical boundaries. This move towards digital platforms has enabled global listenership and opened up new revenue opportunities. Moreover, social media platforms serve as valuable tools for engagement and promotion, allowing radio stations to connect with their audience on a more personal level.

In recent years, podcasts have emerged as a complement to traditional radio programming, providing on-demand content that caters to niche interests. Many radio stations have embraced podcasting as an extension of their brand, attracting a new generation of listeners and advertisers. This diversification not only increases revenue potential but also enhances the overall value proposition of the station.

However, the business end of radio is not without challenges. Licensing agreements, royalty payments, and copyright issues, particularly concerning the use of music in broadcasts, add complexity to the operational aspects of radio. Radio stations must navigate these legal intricacies to ensure they comply with regulations while providing quality programming.

As radio continues to evolve, savvy broadcasters are exploring various strategies to diversify their revenue streams. Events and promotions are being organized to engage the audience and attract sponsors. Radio stations are also tapping into merchandise sales, leveraging their brand identity to offer products like branded apparel, accessories, and memorabilia.

This Week's Functionaries

Invocation:	Bill Edwards
Flag Salute:	Jim Murray
4-Way Test:	Mike Page
Fine Master:	David North

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MURRAY'S MINUTE

Thanks to Jonathan Brewster for coming by this week and talking to the Club on the history

of how the radio business operates. You have spent your whole life in the industry, and your passion for it truly shows.



Next Thursday, August 10th we will be holding a joint Fireside with the Apple Valley Club at the Rotary Gardens located at the Apple Valley office for the Greater High Desert Chamber of Commerce. The event begins at 6:00pm and the address is 16010 Apple Valley Road. This is a great opportunity to bring your spouse or potential member to see what Rotary all is about. Our District Governor Michael Soden is scheduled to be in attendance, along with a couple other past D.O.'s, so you don't want to miss this event. If you still have your Red Badge, this is a requirement to move onto a Blue Badge.

Movie Night at the Hove's is coming up soon on August 19 and we hope to see you there! Our gift basket is growing, now worth \$200 in value. We want to make it bigger so please donate a "basket-worthy" item!

As my Presidency gains more steam, I am looking new Service Projects for our Club to volunteer for! Please contact me if you have an idea for a project our membership can get behind and assist with. My goal is for our Club to make some deeper impacts within our community, and I can't wait to hear some of your ideas!

Steve

Jonathan Brewster

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Furthermore, strategic partnerships and collaborations with other media outlets, businesses, or organizations have become common in the radio industry. Such partnerships can lead to cross-promotion, expanded reach, and increased revenue through shared resources and advertising opportunities.

The business end of radio is an intricate dance between creativity and commerce. Successful radio stations understand their audience, leverage advertising opportunities, embrace technology, and adapt to changing trends. This harmonious mix ensures that radio remains a cherished medium, steadfastly connecting communities and listeners around the world. As radio continues to evolve, it will undoubtedly find innovative ways to blend creativity and commerce, reinforcing its position as an enduring and indispensable form of media entertainment.

Find out more at www.edbroadcasters.com.

Presentation



The Club was honored this week to give back to our High Desert students once again! Club Treasurer **David North** presented Victor Valley College Foundation member **Chris Nunez** (stand-in for **Kirsten Acosta**) two checks totaling \$8,000 from the Rotary Foundation towards scholarships! One scholarship will go to a high school student starting their college education and the others will go to continuing VVC students in various areas of education! Thank you all who have supported our Scholarship Program!



CREATE HOPE
in the WORLD



CREATE HOPE in the WORLD

Big Blue Dice



Pat Thomasson had the chance to grab the Blue Dice, but picked a white one and saved the chance for another Rotarian. The pot continues to grow next week with 9 Dice and \$325 for the lucky Rotarian who can grab the Blue Dice.

Fine Session

David North was our Fine Master this week and he presented **Steve Murray** with his official President Badge...and a fine for \$25! Steve also had to pay \$9 for the 9th Anniversary of **Pam Murray**. **Stephanie Montoya** was penalized \$25 for her birthday, and in response to **Bill Edward's** 16th anniversary sober, David gave himself a hard fine of \$100 to the Foundation. **Jim Murray** left with \$25 less for giving everyone a Pledge of Allegiance grammar lesson, and **Donna Wells** celebrated a birthday last month which netted her a \$25 fine.



Continuing on anniversaries, **Chris Ackerman** was hit with a double whammy; \$25 for **Kevin Kane's** 25th and Ackerman's 8th anniversaries with the Club. **Craig Garrick** also paid twice; \$20 for his 20th with the Club and \$46 for his wedding anniversary!

Rotary Guests

Our Stand-ins this week were **Chris Nunez** for **Kirsten Acosta** and **Stefanie Montoya** for **Bryan Gillespie**.

Spoon of Exception



Bill Edwards had his final time with Spoon and shared an emotional milestone. On August 1st, 2007, 16 years ago, he left his life as a meth drug dealer & addict and turned his life around to the Bill we know today. His past has created a

passion to help others in our community who are tired of a drug-fueled life and ready to move towards the other side.

It was then time to auction the Spoon for August and President **Steve Murray** took the first bid to have the Spoon for \$100, but **Arsalee Morales** countered his bid and took the Spoon for \$150! We look forward to hearing information on Apple Valley Communications during our August meetings!

Raffle

In this week's raffle, bottles of wine from **Steve Murray** and **David North** will be enjoyed by **Pat Thomasson** and **Arsalee Morales**. **Arsalee** also went home with a VVTA USB thumb drive and President Murray won a Victor Valley Transit bean bag phone holder, both from **Chris Ackerman**. Pat brought a lot of El Dorado station swag in the form of a hat to Rob Kilpatrick and shirts for **Jim Murray**, Ackerman and Mr. Kilpatrick. Pat himself also went away from the meeting with a cutting board, while Rob won an under-sink organizer, both courtesy of **Bill Edwards**.

The Polio Pig

Collected this week: \$1.00

Collected to Date: \$19,844.52

Total equals: 100,673 Doses!

One dollar equals 2 Doses of Vaccine!

\$500 pays for a Polio Clinic!



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2023-2024	Steve Murray
President 2024-2025	Bryan Gillespie
President 2025-2027	Bill Edwards
President 2027 - 2028	James Rightmire
Immediate Past President/Special Projects.....	Arsalee Morales
Treasurer/Scholarships	David North
Executive Secretary/Foundation/Grants	Margaret Cooker
Club Service/Membership	Bryan Gillespie
Community Service/Speech Contests	Mike Johnson
International Service.....	Ben Tafoya
Youth Service/Ryla & TLC/Ethics Essay.....	Ron Boyd
Vocational Service	Bill Edwards

Members-at-Large: David North, Mike Johnson, Rob Kilpatrick & Ron Boyd

Positions & Committee Chairs

BOD Secretary	Pam Murray
Billing Officer	Esther Mears
Dan Stover Music Contest.....	Dawn Quigg
Flowers and Gifts	Linda Hove
Foundation & Grants	Margaret Cooker
Fundraising.....	Arsalee Morales
Joshua Tree Editor	Chris Ackerman
Membership.....	Steve Murray
Programs	Mike Page
Publicity/Public Relations	Rob Kilpatrick
Public Service.....	Rick Bessinger, Teresa DeAtley, Jeff Armstrong and John Wickum
Sergeant At Arms.....	Steve Murray
Scholarships.....	David North
S.T.A.R. Students	Maureen Mills and Michal Krause

The Victorville Rotary Club meets every Tuesday for fellowship
at 11:30 a.m. and meeting at 12:00 noon at the Bear Valley
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., Mile High Cafe, 8832 Orange St., Hesperia San Bernardino Crossroads, Hilton, noon, Barstow, DiNapoli's Firehouse, 1358 E Main St, Barstow, CA
THURSDAY:	Apple Valley, Thursday various meeting locations and times. 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

- Aug 10: Fireside With D.G. Michael Soden**
6:00pm - Rotary Gardens
16010 Apple Valley Road, Apple Valley
- Aug 14: Board of Directors Meeting**
5:00pm -Fellowship
5:30 pm Board Meeting
Robar Enterprises
17671 Bear Valley Road, Victorville, CA
- Aug 19: Movie Night at the Hove's**
6:00pm • Home of Jon & Linda Hove
Film: Auntie Mame
*Please sign up to bring an appetizer,
side dish, or dessert*

Upcoming Programs

- Aug 8: OPEN**
- Aug 15:** Ted Alejandre, County Superintendent
of Schools **TOPIC: TBA** (McEachron)
- Aug 22: Congressman Jay Obernolte** (Page)
- Aug 29: 5TH TUESDAY EVENING MEETING**
- Sept 5:** John Kozyra, Executive Director
Operations, St. Mary **TOPIC: Lack of
Doctors in the High Desert - One
Solution to the Crisis**
- Sept 12:** David Greiner, Greiner Law Group
TOPIC: Trusts (North)

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