

The Joshua Tree

September 6, 2022

JOURNALISM HASN'T CHANGED, BUT THE DELIVERY HAS

Imagine a company cutting staff by nearly 90% and still expecting it to function at the same level. That would be quite the challenge, but that's what has happened to the Victorville Daily Press.

Back in 2010, the newspaper had more than 15 reporters, and a full staff that printed a daily paper in Victorville. Today, the paper is printed in Phoenix, Arizona, with an early deadline.

In August, the Daily Press was whittled down to one sports reporter, one investigative reporter covering Barstow, and one reporter, **Rene Ray De La Cruz**, who covers the entire High Desert.

Rene shared with the Club this week how the paper runs at this point and what may lie in the future.

The iconic Daily Press building was sold years ago, and they now lease it, while most staff work from home.

The Daily Press is overseen remotely by Desert Sun Executive Editor **Julie Makinen** out of Palm Springs and **James Ward**, the editor of the Visalia Times Delta.



What stories does Rene, the sole news reporter, cover? He said the “bigger stories” like elections, infrastructure projects, some council agenda items, new housing tracts and new businesses. When time allows, smaller community stories will get covered.

Rene’s family moved from Texas to the High Desert just after 1900. His dad was born in Victorville in 1924 and Rene was born in Apple Valley in 1961.

Because of his connection to the High Desert, he feels an obligation to fill the newspaper and website with as many community-based stories as possible.

Rene praised his bosses, Makinen and Ward, for their hard work and support of those working at the Daily Press.

He also credited organizations like the San Bernardino County Sheriff’s Department, City of Victorville, and Victor Valley Transit for their timely responses to questions when covering stories. Despite print media’s decline, Daily Press print subscribers are very loyal, he said.

Digital Media is the new form of getting news, and in 2020 total online Daily Press stories had been clicked and read over 15.1 million times.

What is the future of the Daily Press? Nobody really knows at this point. In the past, there was talk of moving the paper to a twice weekly schedule. Rene said his passion and calling is to be a journalist.

So no matter what the future holds, he’ll continue to write...

This Week’s Functionaries

Invocation: Chris Ackerman

Flag Salute: Mike Page

4-Way Test: Donna Wells

Fine Master: David North



ARSALEE'S AVENUE

Thank you to Rene De La Cruz from the Daily Press for coming and speaking to the Club

today and sharing the realities of where our local newspaper now stands. You truly have such a passion for the High Desert (and a rich history to boot!) and for newspaper journalism.



I was honored to share with the attendees this week a wonderful thank you note we received from The Shelter Box, for our donation of \$2,000 for Ukraine Relief.

On November 19th, we will be holding our next Comedy Night Fundraiser! This is a great opportunity for us to raise much needed funds to help pay for the many programs we support in our community. Also, please mark Thursday, December 1st on your calendars as the date for this year's Rotary Christmas Party, to be held at the Spring Valley Lake Country Club.



Thanks to Dwight Johnson for the Banner from the Rotary Club of Colorado Springs!

Finally remember, "You can't rely on how you look, to sustain us, what is fundamentally beautiful is compassion; for yourself and for those around you"

Until next week...

Arsalee

Spoon of Exemption

MICRO LINK

Chris Ackerman had his final time with the Spoon and shared some updated information on their upcoming Micro-Link program and let the Club know that he would be presenting the program (by invitation) to the Apple Valley Club this week, as well as featured speaker at the October VMI Breakfast Meeting!

It was then time to raffle off the Spoon for the rest of September and **Steve Murray** took it for \$100.



Read B4K Update



Margaret Cooker shared a wonderful update on our Read B4K program! The son of VESD Family Resource Center Supervisor **Jorge Escalante** who runs the program at the Victor Elementary School District has done so well in the program that when he began kindergarten, they had to get more advanced books for him,

and now in the 2nd grade, he is reading at a sixth-grade level! She also told of a Spanish speaking mother who had her child in the program, learned to speak English by using the software herself! Incredible news on this fantastic program.



IMAGINE ROTARY



IMAGINE ROTARY

Big Blue Dice



Ryan McEachron had a chance to pick the Blue Dice, but drew a white one and saved the opportunity to another next week.

We will continue next week with 5 dice and \$425 for the lucky Rotarian who picks the Blue Dice from the bag!

Club News



The Rotary Club of Victorville was once again proud to present Victorville Librarian **Greg Carter** With a check for \$500 for another year worth of "Speaker's Books" and to help literacy grow in Victorville.

Greg shared that in late 2024-2025 the Victorville Library will have a new home, at the old El Pescador Restaurant location at the Green Tree Golf Course. The whole building will be remodeled with a new Pro Shop, Bar and Library. They are also hoping to begin a library kiosk at Sunset Ridge Park someday, and thanks to the passing of Measure P, they have hired a Children's Librarian and many new programs are about to become a reality for children in the Victorville.

Fine Session

David North was our Fine Master this week and began by giving **Stefanie Montoya** a fine of \$25 for going on vacation in Cancun. Then David and **Rene De La Cruz** ganged up on **Ryan McEachron** for not being a Dodger fan and gave him a \$20 fine for his choice of baseball teams.

Canned Food Drive



It's time to restock the pantry! We are back to collecting canned goods and non-refrigerated items that we can donate to local non-profits and help those less fortunate in Victorville. Please note that for each set of 5 cans you bring in, you will receive 1 raffle ticket in return for that meeting. We appreciate your help and generosity.

Raffle

Chris Ackerman donated a Victor Valley Transit bean bag phone holder that was won by **Jon Hove** and a cooling rag that will be used by **Ryan McEachron**. **Steve Murray** donated a bottle of wine that will be enjoyed by **Stew Anderson**.

Rotary Guests

This week we had Victorville Librarian **George Carter** in attendance and **Harrison Hove** attended with **Jon Hove**.

Our Stand-in this week was **Stefanie Montoya** from Options for Youth for **Bryan Gillespie**.

The Polio Pig

Collected this week: \$9.00

Polio Pig: \$4 + Ryan McEachron (Dice): \$5.00= \$9.00

Collected to Date: \$19,088.52

Total equals: 99,265 Doses!

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



VICTORVILLE ROTARY CLUB OFFICERS

Board of Directors

President 2022-2023	Arsalee Morales
President 2023-2024	Steve Murray
President 2024-2025	Need Candidates
President 2025-2026	Bill Edwards
Immediate Past President	Jon Hove
Treasurer	Donna Wells
Executive Secretary	Margaret Cooker
Club Service	Steve Murray
Community Service	Bryan Gillespie
International Service.....	Ben Tafoya
Youth Service/RYLEA & TLC	Ryan McEachron
Vocational Service	Need Volunteer
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.....	Need Volunteer
Flowers and Gifts	Linda Hove
Foundation & Grants	Margaret Cooker
4-Way Speech Competitions	Mike Johnson
Fundraising.....	Arsalee Morales
George Hensel Ethics Essay Contest	Ron Boyd
Joshua Tree Editor	Chris Ackerman
Membership.....	Steve Murray
Programs	Mike Page
Publicity/Public Relations	Need Volunteer
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 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

- Sept 12:** **Board of Directors Meeting**
5:00pm -Avenues of Service Meeting
5:30 pm Board Meeting
ISU ARMAC Insurance Agency
17177 Yuma St., Victorville, CA
- Nov 19:** **Comedy Night Fundraiser**
TBA
- Dec 1:** **Rotary Christmas Party**
Spring Valley Lake County Club

Rotary
Club of Victorville, CA



Upcoming Programs

- Sept 13:** Dr. Sara Griffin, Active Care Chiropractic
Topic: "Cranial Facial Release Technique" (Johnson)
- Sept 20:** **Assemblyman Thurston "Smitty" Smith** (Johnson)
- Sept 27:** Jason & Chris Lamoreaux **Topic: "From Rent-Wreck to Coldwell Banker: How We Built Our Business"** (Page)

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