



The Joshua Tree

November 15, 2022

ADS THAT KNOW YOU BETTER THAN YOUR MOM

Radio was the first mass media. For many years, families would gather around the radio for news, music, and weekly shows. Radio shows like Little Orphan Annie, Burns and Allen, Amos and Andy, Edgar Bergen and Charlie McCarthy, and My Favorite Husband (*produced by Chris Ackerman's father Harry Ackerman*). That radio show was influential, as it transitioned to a new medium, or a radio with a picture, known as television. That show became I Love Lucy. Many predicted that was the end of radio, but in fact it wasn't, radios just moved to cars. The end of radio was predicted with the advent of cable television, then the internet, and now cell phones. But radio is still here. El Dorado Broadcasters Sales Director **James Rightmire** shared with the Club that the reason why radio has never died is because of the Emergency Broadcast System. In a major catastrophe and all power and internet is gone, someone can take their radio out, put some batteries in and get information. El Dorado has seven transmitter sites with three months of gas and generators to continue to broadcast.



The "on" switch was flipped on in May of 1968 with the 500-watt signal that began to broadcast Y102 and AM960. Both stations played the same programming, middle of the road American music.

Over the years ownership changed hands many times as did radio formats. In fact at one time Y102 was a country station! When Clear Channel took over there were seven stations all together and in 2008, they became the property of El Dorado Broadcasters.

In 2010, radio advertising changed when the industry went digital. Now instead of radio ads, there are many new ways to get the word out about a business. Digital advertising is akin to the Wild West, as James shared.

One of the ways is advertising through social media. If a company just advertises openly on a slew of social media channels, they are opening themselves to negative public comments, sometimes even from disgruntled former employees. A better way is "Social Mirroring", where ads appear on social media channels, where the message is controlled. The buyer can feed the ad to whatever demographic they choose to see it, broken down in 4 main areas.

The first is *Behavioral*. The customer is selected based on their Google searches, looking for a similar product or service. Another way is *Keywords*. If an individual is looking up an article on a certain subject, an ad for a similar product or service will be placed there. The third is *Artificial Intelligence*. A.I. looks at your social media profile, what your likes are, activities you do, and targets similar people just like you and targets the same ads to them. The last one shared is *Re-Targeting*. Yes, your phone is listening to you. Even in a conversation, tracking pixels will

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This Week's Functionaries

- Invocation:** Chris Ackerman
- Flag Salute:** David North
- 4-Way Test:** Keith Metzler
- Fine Master:** Ryan McEachron

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ARSALEE'S AVENUE

Thank you to James Rightmire for sharing today the long and

rich history of El Dorado Broadcasters and just how much the world of advertising has changed over the years.



For those of you attending the Comedy Night fundraiser this Saturday, get ready for a wonderful night of entertainment! We look forward to seeing you at the Victorville Elks Lodge. Our comedians this year have played Los Angeles, Las Vegas and New York, so you know its going to be hilarious!

Our Christmas Party is right around the corner! It will be held on Thursday, December 1st at the Bear Valley Country Club.

We will be having our "5th Tuesday" Rotary meeting on November 29th at Los Domingo's Restaurant in Apple Valley! We will be meeting at 5:30pm. It is always a great time, so please sign up so we know how many are coming.

Please join us next week as Chris Ackerman will share some fun stories how he went from a person who loved being in the background to a 15-year sports announcer.

Finally remember, "Become the type of leader people would follow voluntarily, even if you had no title or position".

Until next week...

Arsalee

Rightmire

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take certain keywords you say, put them in a data base and almost immediately start sending ads on what you said.

There are more than 50,000 categories that are used for this type of target marketing. A few examples include age, profession, food & drink, the car you drive and your income.

Other areas of new advertising mediums include native ads, which are hidden in articles you are reading and may not even notice, Geo Fencing, WeatherTracking, Video Ads and others.

Mobile Conquesting is very a unique way of advertising. While Google Maps can detect what store you are going to, a mobile conquering company like Ground Truth can know exactly what aisle you are going to inside the store, what you are buying and much more. That data is used to target marketing to you of the exact item or reason why you are at the store in the first place!

The king of them all is Amazon Marketing. Amazon owns about 3,000 major internet sites and uses exact marketing on all of them to track your habits, interests, wants and needs. According to James, Amazon knows more about you than your own mother! Interesting but scary too when you think about it.

The good news is James and the staff at El Dorado Broadcasters can help you navigate through all of it. You can contact James by calling 760-881-3728 or emailing him at jamesrightmire@edbroadcasters.com.

Rotary
Club of Victorville, CA



IMAGINE
ROTARY



IMAGINE ROTARY

Big Blue Dice



Chris Ackerman had the chance to grab the Blue Dice, but picked white and saved the opportunity for another Rotarian. We will continue next week with 9 Dice and \$325 for the lucky Rotarian who can grab the Blue Dice.

Fine Session

Ryan McEachron was our Fine Master this week and fined **Keith Metzler** \$20 for knowing more about him than Amazon! The only other fine levied went to **Kevin Kane**, although he had to leave the meeting early. Kevin was penalized since no one had seen him in such a long time.

Raffle

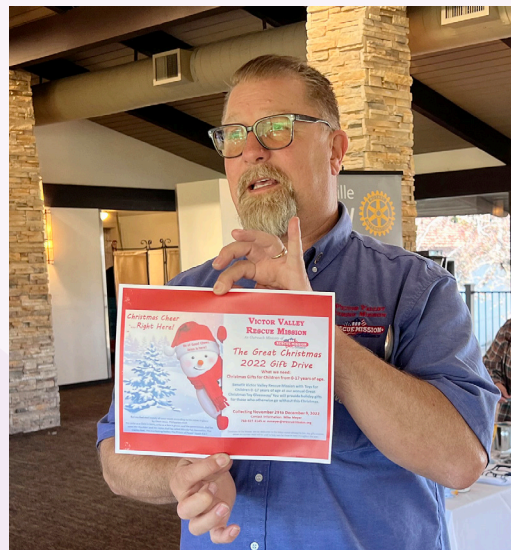


Ryan McEachron was the big winner this week taking home a bird feeder from **Nancy Noble**, a sunflower grow kit and a rosemary grow kit, both courtesy of **Bill Edwards**. **Chris Ackerman** also took home a cactus grow kit from Bill and a 101.3fm shirt from **James Rightmire**. A Kat Country shirt from James went to Bill and a Y102 shirt

will be worn by **Jon Hove**. **Steve Murray** gave away a bottle of wine that will be enjoyed by **Bo Goulet** and a tire pressure gauge that will be used by President **Arsalee Morales**. Chris donated a Victor Valley Transit USB Bus that left the meeting with Mr. Edwards and a set of power cords that will be used by **Keith Metzler**.

Spoon of Exemption

Bill Edwards had another week with the Spoon and reminded everyone that Christmas is right around the corner and every child in the High Desert deserves to open a present this year.



For that reason, the Victor Valley Rescue Mission will hold its Annual "Great Christmas Toy Giveaway" on December 17th at the San Bernardino County Fairgrounds. Before that, for the 3rd year in a row, the Rescue Mission will partner with Victor Valley Transit for a huge "Stuff the Bus" event on December 3rd and 4th at five area Walmart stores in the Victor Valley simultaneously!

If your company or organization would like to hold your own toy drive for the Rescue Mission, they are accepting toys for ages 0 - 17 and will collect them November 29th to December 9th. For more information on setting up your own toy drive, please contact **Mike Meyer** at 760-927-3145 or mmeyer@erescuemission.org.

Rotary Guests

Our Stand-in this week was **Stefanie Montoya**, who came in place of **Bryan Gillespie**.

The Polio Pig

Collected this week: \$4.00

Collected to Date: \$19,299.52

Total equals: 99,687 Doses!

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



Rotary Club of Victorville, CA

The Joshua Tree is a Weekly Publication of the Rotary Club of Victorville
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If you are not receiving your newsletter, please contact Editor Chris Ackerman at
chris@signifydesigns.com or 760-559-1686 to be added to the e-mail or mailing list.

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/Ryla & TLC	Ryan McEachron
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.....	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, <i>No Longer Meeting</i> 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

- Nov 19: Comedy Night Fundraiser**
Victorville Elks Club, 14041 Hesperia Road
5:30pm • Tickets \$20 each
Sponsorships \$250 + 4 Tickets
- Dec 1: Rotary Christmas Party**
Bear Valley County Club
- Dec 12: Board of Directors Meeting**
5:00pm -Fellowship
5:30 pm Board Meeting
ISU ARMAC Insurance Agency
17177 Yuma St., Victorville, CA

Rotary Club of Victorville, CA



Upcoming Programs

- Nov 22:** Chris Ackerman, Marketing Manager/PIO, Victor Valley Transit **Topic: "I Talk Good - How I Found My Voice"** (Page)
- Nov 29:** **5th Tuesday Evening Meeting**
5:30p.m.
Los Domingo's Mexican Restaurant
17790 Wika Road, Apple Valley
- Dec 6:** Lynn Hounsley, Integrity HR **Topic: "TBA"** (Page)

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