

ROTARY ANCHOR



New London Rotary Club
District 7980 Club 6741
 P.O. Box 654 New London, CT 06320
 www.newlondonrotary.org



“America’s Tall Ship” USCG Barque *Eagle*

2012/2013 Rotary Theme

AM Group 7am Thursday Muddy Waters

Aug 2- Camp Rotary at Ocean Beach

Aug 9 - Terry Brouder Breast Cancer Fund - Marcie Brensilver		
Reporters:	August 2	Ann Connolly
	August 9	Mark Patnode
Greeter:	August 2	Rod White
	August 9	Denny Hicks
Invocation:	August 2	Carmelina Kanzler
	August 9	Barry Runyan
Song Leader:	August 2	Millie Devine
	August 9	Linda English
Birthdays	August 8	Larry Greenberg
Anniversaries	August 2	Jerry Fischer & Chirs
	August 4	Chris Neilan & Mary
	August 6	Russ Sheikowitz & Leah

Rotary Program from June 21, 2012

Reporter: Mark Patnode

Andy Russell, Manager of Hall Communications Inc. in Norwich, gave a peak into the business of radio communications. Andy began by showing photos of people in his office.

Andy then showed a presentation he had to describe the overall radio industry - a video on radio and how accessible it is (a self-promo piece for radio, as Andy put it). He presented a history of the radio stations affiliated with Hall Communications in the region, spanning from 1969 to present. The four local stations owned by Hall Communications, which are WICH (1310 AM), WNLC (98.7 FM), WCTY (97.7 FM), WKNL (100.9 FM, “Kool 101”). Hall Communications, created by Robert Hall in 1964, owns and operates a total of 21 AM & FM radio stations in Florida, Mid-Atlantic, and New England states. WCTY is probably the most popular of the 4 stations with a shift towards country music nationwide being more mainstream (away from country western). Andy then shared the technology changes - from records to 8-track and the current digital technology. In his presentation he showed an engineering rack and asked, ‘how does the sound get to you?’ Processors, equalizers adjust the audio quality and then the signal goes from the Norwich office through Studio to Transmitter Links (STLs) to towers located in Norwich, Montville, or Groton, depending on the radio station.



Andy also explained the technology of HD radio; that it contains both AM & FM - AM sounds like FM and FM like CD. The signal does not take up much bandwidth so you can do more with it since it is digital and not analog. There are 14,000 radio stations nationwide and some are broadcasting in HD. HD, as an industry, is growing but it costs approximately \$100,000 for a station to convert.

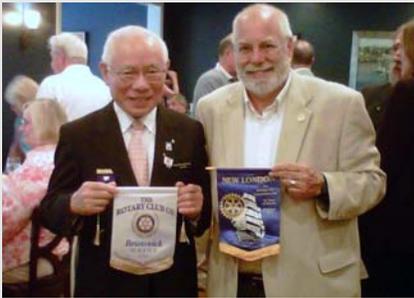
In the community, Hall Communications has provided over 30,000 lbs of food to benefit the Gemma E. Moran United Way Labor/Food Center and close to \$1 million in 2011. This is just a fraction of the generosity of Hall Communications, especially when their donations to Rotary causes are considered.

As Andy concluded his presentation he shared some facts: Radio reaches 92% of Millennials. 60% of folks listen in their car. Only 10% of the nation subscribes to satellite. Radio commercial breaks hold 93% of audience. Radio has the largest share of media consumption. Internet and newspaper markets are much, much smaller and radio reaches more people at point-of-sale. Our local population accounts for most listeners to the 4 Hall stations but some who are out of area tune in because they miss Southeastern Connecticut.

With a slide in the background depicting “Radio is free, mobile and there’s a format for everyone” Andy concluded by saying the best thing about radio is – it’s free.

Sakuji Tanaka President of RI with Jerry Fischer

Brunswick Rotary Club in Maine hosted the RI President on July 1st and 2nd. Jerry picked up an autographed flag from Sakuji to bring back to New London.



August 16th Noon Meeting: District Governor Brian Amey



President Kathleen sworn in at District Installation Dinner June 28th. DG Brian Amey made it Official!

Another Paul Harris

Past President Ed Cramer receives another Paul Harris pin from N.L. Foundation Chair Bill Schmidt. Ed has been presented the Distinguished Club Service Award more than once by the club but he has continued to add to his personal contributions to acquire another recognition.

