



Charter Granted August 7, 1961

# SOUTH WIND

THE ROTARY CLUB OF BANGKOK SOUTH



DISTRICT NO. 3350

The Pan Pacific Hotel 21<sup>st</sup> Floor, 952 Rama IV Road, Bangrak, Bangkok 10500, Thailand.  
Luncheon Meetings: Every Friday 12.15 p.m. at the Pan Pacific Hotel Tel : 0 2632-9160 Fax : 0 2632-9161.

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## Today: Rtn Richard Jones: It's Yachting, Not Cruising! The Recollections of a Cruise Director

No 3387

rotarybangkoksouth.org

25 February 2011

### Digital Media why news will never be the same Dean Outerson and Dr Ian Fenwick

At our last meeting on 11 February 2011, we were fortunate enough to have two guest speakers, Rotarian Dean Outerson and Dr Ian Fenwick.

Their presentation, was informative, entertaining and at times very humorous. In what was clearly a collaborative effort, Dean and Ian alternated speaking and presenting the slideshow which covered the history of media dissemination up to the present digital age.

The presentation was broken into three main parts: Part 1, "News is New"; Part 2, "Distributed, Permanent Concentrated"; and Part 3, "Liquefied News".

By "News is New" the presenters mean that in the past, news has always been changing and has always changed society. An example of one of the first news media which we still remember, is the historic run of Pheidippides in 490 BC, who ran from Marathon to Athens to announce victory in the first Persian war (although some say he ran from Athens to Sparta).



**Fast** forward 2200 years later, and the next example of early media innovation we have come about by Nathan Mayer Rothschild who lived from 1777 to 1836. An arms supplier, Mr Rothschild was heavily invested in the Battle of Waterloo and wanted to know the final result before anyone else so he trained six homing pigeons and as a result his offices all over Europe had the news before his competitors.

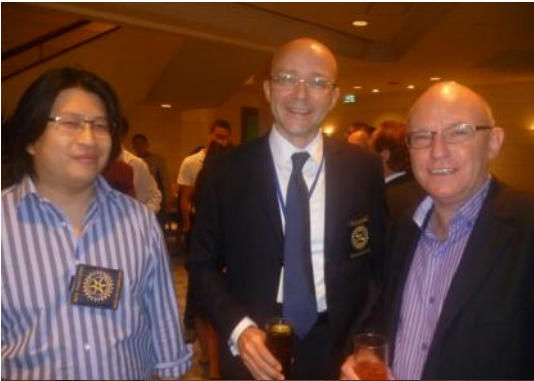
An astute business man, he knew the power of rumors and started selling some of his going concerns, which his competitors took to be a sign England had lost the battle, sparking a selling frenzy. With prices plummeting, Mr

Rothschild began quietly buying massively as he knew England had in fact won. This led to the foundations of the Rothschild's massive wealth today.

The third example of media innovation came with the telegraph which was able to send news all over the world (and which was used by Reuters to report on the assassination of President Lincoln).

Part 2 of the presentation focused on how digital news is distributed, permanent and concentrated. The famous Canadian, Marshall McLuhan once observed that the medium is the message. In 2010, a survey revealed that internet news had replaced TV news as the main news source for young adults, with 65% of under 30s saying it was their main source.

Media mogul Rupert Murdoch pointed out that with digital media distribution capabilities, "to find something comparable, you have to go back 500 years to the printing press, the birth of mass media..." *Continued on page 3*



◀ PN Nick, Rtn David and Former Rotarian Ian



▶ PE Mark enjoying his soon to expire freedom to do what he likes before a meeting and Rtn Adrian



◀ Rtn Mike and Rtn Leo bantering away in  
a) English  
b) Swedish  
c) Thai  
d) Danish



▶ The only five guys wearing a tie and jacket...



◀ Elvis, the Magician... courtesy of Rtn Vinai on his birthday...



▶ Rtn Tyrone hitting up Rtn Volker for 100 Baht.

◀ Rtn Oldrich squeezing up to his winnings.





**Rotary Club of Bangkok South  
22<sup>nd</sup> Annual Charity Golf Tournament  
Thursday, 31 March 2011  
Bangkok Golf Club in Pathumthani**

**Are you playing? Great... who?  
Are you sponsoring? Great... what?  
Are you supporting? Great... how?**

In 2010, we raised almost 5.0 million Baht for charity, to which the golf tournament was a major contributor, raising over 535,000 Baht due to a high turnout of 175 golfers and the generosity of our sponsors.



**Continued from the cover**

It is now the people who are the distributors of digital media with such social networking tools as Facebook and Twitter. One can see evidence of this media revolution with recent events in Egypt.

As digital media is so much easier to disseminate, the individual becomes the medium with a profound effect on governments and society.

Digital media is also compact with about 1.6 million pages being capable of being stored on a small thumb drive. It is also permanent, once something is on the internet, it cannot be removed, it will forever be found somewhere in cyberspace.

With digital media being distributed, permanent and concentrated it becomes "liquefied news". Part 3 of the presentation focused on this aspect of digital media.

News is no longer big pieces on TV and in papers, it's everywhere and it flows. It also leaks, as is evident from WikiLeaks recent leaks of U.S. government secrets.

It was evident from Dean and Ian's presentation that we are just starting to feel the full effects of the digital media revolution, but we will certainly see some further innovations and changes in the next ten years.

*Written by Rtn Jamie Cummiskey*

**A Jack Daniels Fishing Story**

I went fishing this morning, but after a time I ran out of worms. Then, out of the corner of my eye, I saw a cottonmouth with a frog in his mouth. "Frogs are good bass bait" I thought to myself. Knowing it couldn't bite with the frog in his mouth, I grabbed him

behind the head, took the frog, and put it in my bait bucket. Just then, I realized I had a problem, how was I going to release the snake without getting bit? So, I grabbed my bottle of Jack Daniels and poured a little whiskey in its mouth. The snake's eyes rolled back and he went limp. I

released him into the lake without incident and carried on fishing using the frog. A little later, I felt a nudge at my foot. There was that same snake with two more frogs in his mouth. Life is good!

**South Mouth**



info@PacificOrientationProperty.com

www.PacificOrientationProperty.com

Tel. +66 2 653 0805

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## Khun Prakai's Club Almanac

No 3387 25 February 2011

### Happy Birthdays:

Paul Russell (23 February)  
Michael Doyle (26 February)  
Heinz Knoke (2 March)

### Attendance for 11 February 2011: 71%

Present 42, Make-up 15, Absent 20, Leave 3,  
Exempt 28: Total 108

### Visiting on 11 February 2011

Patong Beach: Stan Bailey.

### From Abroad:

Elly Kenner (Jerusalem, Israel)  
Hans Mannheim (Amsterdam, Holland)  
Antti Eskola (Kallio-Berghall Helsinki, Finland)  
Alan Guignon (Surfers Paradise, Australia)  
Robert Nenzies (Currie Balerno, Scotland)  
John Chirgwin (Martha's Vineyard, USA)

### Invited guests

Dafna Kenner  
Lior Sayag  
Chip Bowness  
Bernard Collin  
Gerard Geraets  
Jose Carlos Serafino

### Introduced by

Elly Kenner  
Elly Kenner  
John Casella  
Mikko Savilaakso  
Arie Bloed  
Rui Belo



## Club Calendar

04 March 2011 (Friday)  
TBA

11 March 2011 (Friday)  
TBA

Wednesday, 16 March 2011  
Paul Harris Dinner  
Hyatt Erawan  
The Residence  
Dr Michael Moreton

Thursday, 31 March 2011  
RCBS Golf Tournament  
Bangkok Golf Course  
Pathumthani

**Friday, 24 June 2011**  
**Installation Banquet**  
**Oriental Hotel**

### Make-up Credit

**CDWS Trip to Angthong, 3/2/11:** P Andrew MacPherson, Gary White, Manu Mekdhanasarn, Ken Hoon, PP Krit Wongsangarunsri, Arie Bloed

**Golf Gold Sponsorship, 8/2/11:** Alastair Timblich, Douglas Riach, Rakesh Sodhia, Mark Marshall, Tyrone Jenkins

**Program Committee, 8/2/11:** PP. Nart Liuchareon, Dana Edward Caron, PP Narinder Sachdev, PE Mark Butters, P Andrew MacPherson, PP Renato Porzio, DGN Alex Mavro, Dean Outerson, PP Wanit Mekdhanasarn, Prasert Mangkornkarn, PP Don Lavoie, PP Niti Meyer, Thanakorn Telan

**Rotary Foundation, 9/2/11:** Leo Alexandersen, Rod Vergara, Ken Hoon, PP Krit Wongsangarunsri, Alastair Timblich, Pichai Kanivichaporn, PP Ole Madsen, Manu Mekdhanasarn, Rui Belo, P Andrew MacPherson

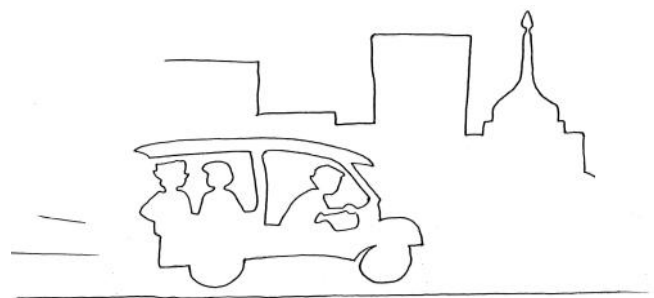
**Golf Sponsorship, 14/2/11:** J Casella, M Marshall, T Jenkins  
**Service Project Committee, 15/2/11:** Rudy van der Hoeven, Vince Shueh, Narain Suradejvibul, Douglas Riach, Tyrone Jenkins, Volker Betsch, CP Geoffrey Carter, Marcel Dubbelman, Mikko Savilaakso, David Record

**President Elect Training, 19-20/2/11:** PDG Xanxai Visitkul, DGN Alex Mavro, PE Mark Butters

### South Wind Editorial Team

Tim Cornwall (Editor), Jim Fowler  
David Armstrong, Gary White  
Jamie Cummiskey, Gareth Marshall

Suggestions, comments or content to  
[southwind@rotarybangkoksouth.org](mailto:southwind@rotarybangkoksouth.org)



After Rotary... scoot over to Cosmos Academy for an educational afternoon...