



Reporting Meeting of Mon. 10 February 2020

Calendar of Events

Last Week 2/03 Better Senior Living Choices – Rich Curry

This Week: 2/10 Social Media - Gifts/Dangers – Aaron Pedinotti

Next Week: 2/17 No Meeting – President's Day

Coming Up: 2/17 No Meeting – President's Day

2/24 Chad Currin – BioSoil; Hemp Farming

3/02 Service ?

Meetings are held at the Ballston Town Hall at 6:15 PM

Check us out at bhlrotary.org and on Facebook

Pres. Silas opened the meeting ringing the Rotary Bell and leading us in the Pledge of Allegiance. Bob Youmans led us in singing America the Beautiful, Silas led us in reciting the 4(5) Way Test and Dan led us with the invocation.

ANNOUNCEMENTS

Glenville Rotary participation invitations:

2/27 36 Locks Distillery Tour 6-8pm. Bring food to share. They will also provide NY beers and mixers. 3304 Amsterdam Rd (Rt. 5).

<https://36locks.com> to make a reservation

3/12 Serving Dinner at City Mission 5 – 7pm. Pre-registration required:

<https://citymissionofschenectady.volunteerhub.com/lp/rotaryglenville/>

BHBL Rotary news:

2/ 21 – 22 Rotary Supported Mini Golf at the BHBL Library

Beth reported that Rotary decorations are in place.

3/26 Rotary District 7190 Foundation Dinner @ 6 pm at the Glenn

Sanders Mansion. Ticket prices: Dinner only - \$80 p/p.

"Making a Difference" ticket - \$150 p/p with \$75 going to Rotary Foundation

"Be the Inspiration" ticket - \$400 for 2 persons with \$250 to the Foundation

(Tickets available at www.Rotary7190)

The donation of a gift basket is expected from each club. Linda Le Tendre has volunteered to create the basket from our club. It will consist of a collection of locally produced products. She has asked Gini to create a Rotary decoration plus a small poster to accompany the basket describing the benefits and value of "buying local as well as a matching smaller card to be placed inside. It will explain how "buying local" aligns with the core principals of Rotary.

4/25 The BHBL Free Senior Citizen Prom from 5:30 – 7:30 pm in the Senior High School Cafeteria. A buffet dinner will be followed by music and dancing.

Service above self.

Rotary Service Committee Linda LeTendre has initiated a new program for our club that she is calling Books for Troops. She will have a carton at each of the next several meetings where we can donate paper back books, CDs and DVDs for our men and women in the Services. She will deliver the filled carton(s) to a collection point in Latham. She asked Gini to create a poster to decorate the Rotary Book carton(s). The shipping cost per carton of books will be \$15.

Foundation and Publicity Committees: Tom Brownell reports that he is still looking for a person to take over the website.

Scholarship Committee: Peter Sawyer reported on the recent Science in our Schools – Regional Fair.

SOCIAL MEDIA GIFTS/DANGERS Aaron Pedinotti



President Silas introduced our speaker, Aaron Pedinotti, a visiting assistant professor at Skidmore College. He received his PhD from the NYU Dept. of Media, Culture and Communications. He currently teaches a course at Skidmore on this subject.

"We all love Facebook, but..." Referencing a recent book (the name and author of which I will have for you in the next Rotateller) Aaron mentioned in particular Chapter 6 in which we learn that during the last election Cambridge Analytic gathered personal information of 86 million Facebook users.

These psychographics and cybergraphics helped Trump win the 1016 election. While many apps are doing the same thing, Facebook has more influence than any other media. It targets individual citizens and encourages single issue media. Facebook mines data. It does not speak about broader issues of society. This tends to support oligarchs. While it creates a sense of emotional connection, this is a false belief. While it simulates a sense of power, there is no actual empowerment. This tends to polarize rather than bring society together. Trump used this to his advantage in the past election. Because it can target individuals, it can be used to turn on certain voters while turning off other voters. Aaron pointed out how incredibly powerful social media is, its high emotional power and its deep penetration into the minds of users.

Aaron held us in rapt attention during his presentation which stimulated a lively question and answer session at its conclusion. Aaron will be teaching a course on this subject next fall at Skidmore which any senior may audit. He also said he would make available copies of his lecture to those who would like it. More on how to access that in the next Rotateller.



Reported by Peter Parker; photos by Dick Arthur and Gini

February Setup: Silas, Dan, Bill W. **Cleanup:** Pete S. Alec, Stephen G. Joe, Beth

March Setup: Paul, Bob Y., Tom B. **Cleanup:** Gregg, Mike B. Mary A., Jon