

R E C O R D

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NATIONAL PRESS CLUB



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March 2, 2009



Angela Greiling Keane, left, chair of the NPC Speakers' Committee, and singer-actress Dolly Parton hug prior to Parton's Feb. 23 Luncheon appearance.

NPC STAFF PHOTO

BOARD REPORT:

NPC Starts Year Strong, On Track for '09 Reserves Goal

The Club prospered in January, earning 28 percent of its 2009 profit goal of \$626,788 and is on track to meet its goal of having \$1 million in reserves by July 1. In presenting the January financial results to the Board of Governors at its meeting on Feb. 23, Treasurer **Keith Hill** said that the Inaugural events held at the Club were an important factor in the strong overall performance. However, February, July and August are expected to turn in losses. President **Donna Leinwand** reported successful attendance at recent Luncheons with nearly 300 in attendance for both singer Dolly Parton and Federal Reserve Board Chairman Ben Bernanke. FedEx CEO Fred Smith attracted 234 attendees and Republican Senate leader Mitch McConnell drew 124. In February, the Saturday night opening of the Fourth Estate for Valentine's Dinner yielded 100 reservations. Leinwand said she would explore the possibility of more Fourth Estate openings on Saturdays. She also said efforts would be made to expand the network of photographers who cover Club events.

—MYRON BELKIND, CLUB SECRETARY

Bernanke Explains Fed Innovations, Dolly Wows at February Luncheons

Federal Reserve Board Chairman Ben Bernanke, highlighting appearances by three high-profile NPC Luncheon speakers during February, used the Club podium Feb. 18 to explain the "innovative" actions the Fed is taking to combat the current financial crisis. Calling conventional policies "insufficient," he described how the Fed is making loans to, and purchasing financial assets from, domestic institutions and swapping dollar credits for foreign currency credits with 14 foreign central banks. Such innovations, he stressed, will not be permanent. He also promised greater transparency by the Fed.

Bernanke followed a considerably less-serious Feb. 23 appearance by singer-songwriter Dolly Parton. Although she came to promote her pet project, a program to provide books to pre-schoolers in her native Sevier County, Tenn., she regaled her sold-out audience with stories of her life and career. Clad in a form-fitting gold mini-suit, she even sang three songs. In the third Luncheon, on Feb. 23, Fred Smith, chairman and CEO of FedEx, said the United States must cut its heavy dependence on imported oil by developing electric cars and trucks.

—REPORTING BY LORNA ALDRICH, RICHARD LEE AND KEN DALECKI.

Persina Scholarship Awards Need Judges

The Scholarship Committee is looking for volunteers to judge the Persina Scholarship for Diversity in Journalism awards Saturday, March 14, and Saturday, March 21, at 10 a.m. Come to one judging session or both to help the Club award this \$20,000 scholarship for college-bound students. Contact **Mary Clare Jalonick**, Scholarship Committee chair, at (202) 997-9498 or mjalonick@ap.org.

NPC Newsmaker

Thu., March 5, 10 a.m., **Eka Tkeshe-lashvili**, national security advisor to the president of the Republic of Georgia and secretary, National Security Council of Georgia.

NPC Luncheons

Mon., March 2, **Vivian Schiller**, president and CEO, National Public Radio, on "What Public Broadcasting Can Learn from Commercial Media" Mon., March 23, **Terence D. Jones**, president and CEO, Wolf Trap Foundation for the Performing Arts, with guest TBA Wed., April 1, **Alma Powell**, chair, Board of Directors, America's Promise Tue., April 7, **Martti Ahtisaari**, former president of Finland, 2008 Nobel Peace Prize winner Mon., April 13, **Douglas Shulman**, commissioner, Internal Revenue Service Mon., May 11, **Jeff Idelson**, president, Baseball Hall of Fame.



March

National Press Club

All events subject to last-minute change. Check the calendar on the web site or call (202) 662-7595 for updates.

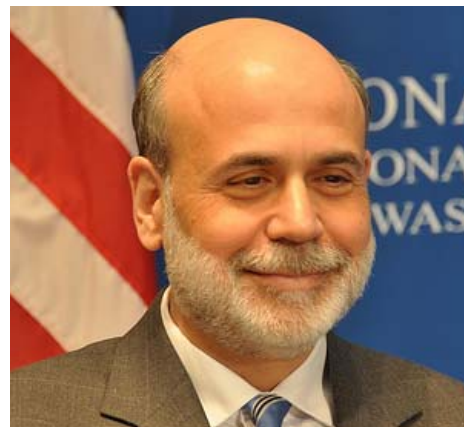
<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
2 MEETING House and Bar Committee 12:15 p.m. LUNCHEON Vivian Schiller Pres. and CEO, NPR	3 BREAKFAST Freelancers 8 a.m.	4	5 MEETING Broadcast Committee, 12:15 p.m.	6 COMPUTER CLASSES 9:30, 11 a.m. 1:30, 3 p.m.	7 RELIABLE SOURCE Brunch or Lunch Saturdays 11:30 a.m.-2:30 p.m. Beverage Service 11:30 a.m.-4 p.m.
9 MEETING Speakers Committee Noon	10 MEETING International Correspondents 6 p.m.	11	12 PUB QUIZ 7 p.m. EMBASSY NIGHT South Africa 6:30 p.m.	13 CLASS Managing Personal Papers 10 a.m.	14 MEETING Scholarship Committee 10 a.m.
16 MEETING Committee Chairs, noon LUNCH CLASS "Maximize Your Source" Noon	17 MEETING Communications and Marketing, Noon IRISH BUFFET St. Patrick's Day 5:30 p.m.	18 CLASS Press Freedom Training 10 a.m.	19	20	21 MEETING Scholarship Committee 10 a.m.
23	24	25 MEETING Photography Committee Noon	26 DINNER AND A MOVIE 7 p.m.	27	28 RELIABLE SOURCE Brunch or Lunch Saturdays 11:30 a.m.-2:30 p.m. Beverage Service 11:30 a.m.-4 p.m.
30	31 CLASS Power Networking 6:30 p.m.	HAPPY HOUR Reliable Source Mon., 5-8 p.m. Tue., 5-9 p.m. Wed., 5-8 p.m.	COMPLIMENTARY COFFEE Every weekday in the Truman Lounge 10-11 a.m. 3-5 p.m.	29	RELIABLE SOURCE Brunch or Lunch Saturdays 11:30 a.m.-2:30 p.m. Beverage Service 11:30 a.m.-4 p.m.

PRESIDENT'S MESSAGE:

Classes Start March 18 on Our 'Cornerstone'

The First Amendment is the cornerstone of our work as journalists. As Sunshine Week approaches, let's celebrate this fundamental underpinning of our democracy, but also strive to understand, protect and promote it. The Club invites its members to build on their knowledge of the First Amendment with a series of classes on open government in cooperation with The Reporters Committee for Freedom of the Press. The classes kick off March 18 at 10 a.m. with a basic tutorial on the Freedom of Information Act and state Sunshine Laws. The Club will offer much more throughout the year, including classes on court access, fairness, access to electronic communication, confidential sources and copyright — to name just a few! Check out www.press.org for more information. I welcome you to explore these offerings in the coming months and send me your feedback.

—DONNA LEINWAND, CLUB PRESIDENT



Bernanke's Happy Face

Despite the glum economy, Federal Reserve chairman Ben Bernanke smiles during his Feb. 18 Luncheon speech. (Story Page 1.)

PHOTO BY MARSHALL H. COHEN

Economic Crisis Probed in Feb. at NPC

The economic crisis and efforts to combat it were the focus of four Club events during February. Two Newsmakers dealt with Congress' new stimulus package. On Feb. 11, Harold McGraw III, chairman and CEO of McGraw-Hill Companies, speaking as chairman of the Business Roundtable, an association of corporate CEOs, urged policymakers to ensure that the U.S. labor market is ready for the millions of jobs that the plan is designed to create. On Feb. 19, representatives from the National Conference of State Legislatures, the National Association of Counties and other organizations noted that passage of the stimulus plan now puts pressure on state and local governments to spend the money wisely. Also, at a Feb. 9 taping of "The Kalb Report," business reporters from *The Washington Post*, *The New York Times*, Fox Business and CNN observed that the media warned of the economic plunge before it happened, but the public didn't want to hear about it. On Feb. 11 *Washington Post* Pulitzer-prize winning business columnist Steve Pearlstein, speaking at the first of the Club's "Business Breakfast" series, described difficulties reporters face in covering the crisis.

In Club Book Events during February, former Sen. George McGovern, D-S. Dak., discussed his new book on Abraham Lincoln Feb. 13. He followed a Feb. 4 appearance by Rep. Barbara Lee, D-Calif., chair of the Congressional Black Caucus, who spoke about her new biography.

In other Newsmakers, on Feb. 10 a panel of "transborder" experts urged President Obama to strengthen U.S. partnerships with Canada and Mexico; on Feb. 17, John Mendelsohn, president of the M.D. Anderson Cancer Center at the University of Texas, released a 10-point plan to fight cancer; and on Feb. 24, David Keene, chairman of the American Conservative Union, said that in the two latest elections Americans rejected the way Republicans conducted themselves in office, not the underlying values they espoused to get there.

Softballers Needed

The Club's co-ed softball team will begin play in April against other media organizations, including the Associated Press, *Washington Post* and CNN. Games are Saturday mornings in Montgomery County from April to July. All NPC members and their significant others are welcome; the Club picks up the entry fee. If interested, contact coach **Jonathan D. Salant** at jds15@aol.com. And you can read about the league at www.mediasoftball.net.

Get Tips March 13 On Managing Papers

Don't let your history crumble into dust. The Club will offer another session of its popular class on managing personal papers Friday, March 13, at 10 a.m. You'll get tips on how to store your personal documents, audiovisual materials, textiles, photographs and other records for long-term use. The class is limited to 15, so book soon through Marlene Justen, Club archivist, at (202) 662-7598 or archives@press.org.

Get Help on Using Lunches, Receptions

Two Professional Development Committee classes are on tap in March to help journalists overcome potentially awkward social situations in gathering news. Both feature etiquette expert Nancy Mitchell, who teaches protocol classes at George Washington University. On Monday, March 16, at noon, she will discuss meeting with sources at lunch, dinner or coffee. On Tuesday, March 31, at 6:30 p.m., she'll offer tips on using receptions to your advantage. Reserve through nottingham@press.org or (202) 662-7523.

Peace Prize Winner To Speak April 13

Martti Ahtisaari, 2008 Nobel Peace Prize laureate, will address an NPC Luncheon, Tuesday, April 7. The former president of Finland has contributed to conflict resolutions involving Namibia's independence in 1989-90, in Indonesia in 2005, in Kosovo in 1999 and 2005-07, and in Iraq in 2008 as well as in Northern Ireland, in Central Asia and on the Horn of Africa.

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Khalid Hassan, 74, 15-year member, died in February. He was Washington correspondent for the *Pakistan Daily Times* **Leonard Andrews**, 83, 45-year member. He was a founder of the National Arts program and publisher of 30 National Legal Journals.

March in the Reliable Source

Thursday, March 12, Pub Quiz Night, 7 p.m

Tuesday, March 17, St. Patrick's Day Irish Buffet, 5:30 p.m. - 9 p.m.

Thursday, March 26, Dinner and a Movie, 7 p.m.

Couple the special event you attend with either lunch or dinner in the Reliable Source or Fourth Estate. See hours below.

NOTE: NPC Luncheons are open only to NPC members and guests. Luncheons, 12:30 p.m., members \$17, guests \$28, general admission \$35. Reserve for luncheons 24 hours a day at (202) 662-7501. Club Newsmakers, open to all members and those with press credentials, exceptions noted. **Members will be held financially liable for themselves and their guests should they fail to cancel reservations 24 hours in advance.** Pick up advance tickets at front desk. To make banquet or press conference arrangements, call (202) 662-7515. Fourth Estate Dining Room open 11:30 a.m.–3 p.m. and 5:30–8:30 p.m., Mon.–Fri. For Fourth Estate reservations, phone (202) 662-7638. Reliable Source, 11:30 a.m.–8:30 p.m., dine in or take-out menu, Mon.–Fri.; Sat. food 11:30 a.m.–2:30 p.m. Beverage service 11:30 a.m.–11 p.m., Mon.–Fri.; 11:30 a.m.–4 p.m., Sat. **NPC FITNESS CENTER** open Mon.–Fri., 7 a.m.–10 p.m.; Sat., 10 a.m.–3:30 p.m. **FOR TAPES OR TRANSCRIPTS** of NPC Luncheons, call (888) 343-1940. **NPC LIBRARY** open Mon.–Fri., 9 a.m.–8 p.m. **EMPLOYMENT HOTLINE:** (202) 879-6795. **WORLD WIDE WEB:** <http://press.org>. **ADDRESS CORRECTIONS:** (202) 662-7505. **E-MAIL:** record@press.org.

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STAFF THIS ISSUE: Bill Miller, editor; Lorna Aldrich. **PHOTOGRAPHER:** Marshall H. Cohen. **EDITOR NEXT ISSUE:** Lorna Aldrich (202) 537-9717.

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