

MEETING OF THE NATIONAL PRESS CLUB BOARD OF GOVERNORS
December 13, 2010
Myron Belkind, Secretary

Board Chair Theresa Werner called the meeting to order at 6:35pm. Present were President Alan Bjerga, Vice President Mark Hamrick, Secretary Myron Belkind, Treasurer Keith Hill, Membership Secretary Angela Greiling Keane, Governors John Donnelly, Mike Soraghan, Marc Wojno, Theresa Werner, John Hughes, Ed Barks, Rodrigo Valderrama, Donna Leinwand (ex-officio), and Rick Dunham, president of the board of the Eric Friedheim National Journalism Library, plus the following two newly elected members of the Board who will take office on Jan. 21, 2011: Secretary Joel Whitaker and Governor Patrick McGrath. Not attending: Jessica Brady, Shawn Bullard. Staff present: Executive Director Bill McCarren, Melinda Cooke, membership secretary.

The Minutes from the November 22, 2010 meeting were unanimously approved.

Membership Report

On the recommendation of Membership Secretary Angela Greiling Keane, the Board unanimously approved the application of 16 members (see list at end of Minutes) and retired status for one members and a six-month hard ship dues waiver for two member. The number of new members this year is 374, compared to 418 last year. Total members as of the Membership Report to the December Board meeting were 3,311, compared to 3,503 as of last year.

State of the Club: Dec. 13, 2010 (Final Board meeting of 2010)

Financial Report and Approval of 2011 Budget

The Board of Governors unanimously approved the 2011 budget that aims to generate \$1.54 million profits, build up reserves of \$1.5 million by Sept. 1 and reduce long-term debt.

The motion to approve the budget was first approved unanimously in the Committee of the Whole, comprised of all of the voting and nonvoting members of the Board of Governors, who were required under the Club Bylaws to consider and approve the Club budget prior to its consideration by the Board. Communicator Governors are entitled to vote in the committee. Following approval by the Committee of the Whole, the Board of Governors approved the budget, which was proposed by Treasurer Keith Hill and duly seconded.

"If we can meet this budget, we will have made substantial progress toward our long-term financial goals by generating about \$4 million in profits over three years," Executive Director William McCarren told the Board. "That will have a transformational effect on this organization."

In other favorable financial news:

--McCarren said the Broadcast Operations Center is now "fully profitable" and should finish the year with \$2.3 million revenue, compared to \$1.8 million last year.

--Richard Dunham, the president of the Eric Friedheim National Journalism Library, said the Library will have a balanced budget for the first time in 2011 instead of its traditional loss.

The accumulation of \$1.5 million in reserves would put the Club half way toward achieving the recommendation made by the auditors that the Club should have \$3 million in reserves to operate comfortably.

Total revenue budgeted for next year is \$13.7 million.

Treasurer Keith Hill said that the 2010 profits should be \$1.4 million, a 40 percent increase over the Club's record results in 2009 despite all the challenges of a bad economy.

President's Report

Addressing his last Board meeting as president, Alan Bjerga thanked the Board and the staff for their efforts in ensuring both a successful financial year and a strong program of professional events.

"It has been a pleasure working with you," he said, to applause from the Board members. Bjerga will give a formal report to the members at the annual membership meeting at noon Friday, Jan. 21, 2010.

Incoming president Mark Hamrick said it was a "tremendous privilege to be given the opportunity to lead the National Press Club." He will outline his goals for the year at the membership meeting.

New Business

- **Report on Dec. 10, 2010 elections**

Secretary Belkind submitted the following report on the results of the annual elections, as duly certified by the Election Board:

Journalist Members cast 176 votes, of which 87 were absentee.

For President: Mark Hamrick 172 votes and 1 write-in

For Vice President: Keith Hill 164 votes and 5 write-ins

For Secretary: Joel Whitaker 162 votes and 1 write-in

For Treasurer: Myron Belkind 166 votes and 0 write-ins

For Membership Secretary: Angela Greiling Keane 165 votes and 1 write-in

For Board of Governors (Journalist) (Three-Year terms, top two elected):

Patrick McGrath 123 votes

John Hughes 107 votes

Ken Mellgren 98 votes

There also were 9 write-in votes.

For Board of Governors (Communicator), 25 votes were cast, of which 5 were absentee. (1 Seat, Three-Year term):

Shawn Bullard 23 votes and 2 write-ins

- **NPC Awards Eligibility Criteria and Guidance for Judges**

The Board approved new guidelines for the annual National Press Club annual journalism awards. President Bjerga said the intent of the guidelines is to avoid "excluding good journalism, which is what these awards are meant to encourage."

Following is the full text of the motion, which was proposed by Mike Soraghan, Board Liaison to the Awards Committee, and duly seconded before its adoption unanimously:

In the interest of assuring that our criteria is open to all forms of journalism, while clarifying what is not eligible, I move that the "general eligibility" for National Press Club awards shall be revised as follows:

GENERAL ELIGIBILITY: Entries are limited to works of journalism disseminated in [YEAR]. Through these awards, the National Press Club seeks to recognize and honor professional journalists who have produced outstanding work for the public, either independently or as employees of editorially independent news entities. In all cases, judges will give weight to demonstration of individual enterprise, fairness, accuracy and objectivity. Content produced for house organs, pamphlets, theses, reports will not be considered, nor will or advocacy outlets of interest groups such as trade associations,

consumer organizations or government agencies. Entries may be submitted by either journalists or their employers. Non-traditional entrants are free to explain in supporting materials how they meet these journalistic criteria, and should submit a statement explaining their editorial independence.

In the interest of carrying out these criteria, I also intend to move that the Board directs the Awards Committee to instruct judging panels as follows:

GUIDANCE FOR JUDGES

Judges of National Press Club journalism awards should strive to choose winners from outlets that have strict rules governing conflicts of interest, journalistic integrity and independence.

Publications that are house organs or advocacy outlets for interest groups are not eligible. Any publications or organizations from non-traditional sources, such as those funded by non-profits whose journalists are not bound by strict conflict-of-interest rules, do not meet the NPC eligibility requirements.

The criteria do not exclude outlets or media organizations that represent particular points of view if those organizations have rules to protect against conflicts of interest, such as banning writers and editors from contributing to political causes, participating in rallies or accepting gifts from sources or potential sources.

Judges are encouraged to request additional documentation from non-traditional sources whose eligibility is in question, if those entries are under strong consideration for a prize.

(End text of motion)

During the discussion, Governor Donnelly said: "This is a great stride forward." Governor Hughes said: "This lays out a path for good journalism to be recognized."

Chair Theresa Werner called for a motion to adjourn and thanked the Board members for all their efforts during the past year. They in turn applauded her tenure as chair.

The Board adjourned at 8:45 pm.

The Board will have its next meeting on Friday, Jan. 21, 2011, immediately following the annual membership meeting, which begins at noon, to elect a chair and vice chair for 2011 and conduct any other business necessary for the Club's operations.

Committee Liaison Reports

Book and Author:

There are no book raps scheduled at this time. For the first quarter of 2011, the committee is pursuing authors including NFL star Michael Oher (*I Beat the Odds: From Homelessness to the Blind Side and Beyond*), *Washingtonian* Editor in Chief Garret Graff (*The Threat Max: The FBI at War in the Age of Global Terror*), and Sheryl Crow (*In the Kitchen*, a cookbook).

Book Fair:

The committee is still awaiting final financial figures from Barnes and Noble relative to November's Book Fair.

Communications and Marketing:

The committee will not hold a meeting in December, instead encouraging members to attend the December 16 dinner buffet in the Reliable Source.

Newsmakers

There have been 50 Newsmakers this year.

Professional Development Committee:

Upcoming activities in 2011:

Jan. 13, 9:30 a.m., Web 2.0 Tools class, Firefox, YouTube, Skype, etc.

Jan. 13, 11 a.m., Advanced Google Search

Jan. 13, 1:30 p.m., Twittering Away

Jan. 13, 3 p.m., Reporting from Facebook

Jan. 14, 9:30 a.m., Blogging Basics

Jan. 14, 11 a.m., Foursquare & Location-based Tools Class

Feb. 18, 9:30 a.m., CAIR Bootcamp -- the Heritage Foundation has teamed with Sunlight Foundation and Center for Responsive Politics to present its Computer Assisted Investigative Reporting boot camps for journalists and bloggers. The program will also be conducted March 18, May 20 and June 17.

Books & Brunch

The first NPC Books & Brunch discussion of 2011 will be at noon Saturday, Jan. 8, in the Fourth Estate restaurant. The book discussed will be *Tinkers*, by Paul Harding. (paperback) 192 pages. It's the 2010 Pulitzer Winner. It's a short book; with plenty of time to read it by the 8th.

Speakers Committee

Upcoming Speakers:

Dec. 15: Muhtar Kent, chairman and CEO, The Coca Cola Company

Jan. 12: Gail J. McGovern, president and CEO of the American Red Cross, on "One Year After the Haiti Earthquake: Progress and Challenges"

Jan. 13: The Hon. Tim Pawlenty, Governor, State of Massachusetts

April 6: Douglas Shulman, Commissioner, Internal Revenue Service

International Correspondents Committee

Upcoming events:

--Jan. 21-Feb. 4: Photo exhibition by Peter Bregg marking 30th anniversary of the release of the American hostages in Tehran. Opening reception will be from 6-8pm on Jan. 21 (co-sponsored with the Photography Committee)

-- Jan. 26: Hungarian Embassy concert, buffet and wine tasting

Photography Committee

The committee's final meeting of the year will be on Dec. 15, with a holiday luncheon and the traditional mini photo contest for attendees.

Young Members Committee

The committee is working on moving forward with events at both the Chinese and Italian Embassies and hopes to have the founder and CEO of Thrillist.com as a guest speaker. The committee also is finalizing plans to have best-selling author Leanne Ely and John Schneider come out as well, possibly at the end of February.

Broadcast Committee

The committee is in the process of working on its goals for 2011.

House & Bar Committee

-- The membership expressed satisfaction about having the second treadmill working after over a month of non-operation.

-- Menu of the Reliable Source - some member-requested items were reinserted.

Events Committee

The Religion and the Press series was inaugurated successfully with guest speaker and Washington Post religion columnist Sally Quinn. More than 50 people in attended. The next program, with guest Gary Kraft, planned for January, will focus on the role of the

Vatican in protecting Jews during World War II. A third part of the series in March or April will cover Buddhism and Hinduism.

History & Heritage Committee

The committee is putting the final touches on a program focused on how the press covered the Civil War. Working with the Photography, Travel, and Book & Author Committees, H&H expects to sponsor a speech by Harold Holzer, a top scholar on Civil War journalism, and an exhibit of Civil War newspapers and magazines in the display case. The committee is scheduling a talk by Fred W. Beuttler, historian of the House of Representatives, who will address the committee on the tricks and trades of his position, at a special evening committee meeting. This event will be open to all Club members (RSVP will be required due to limited space). The Committee is also planning a field trip to the Kiplinger Museum on H Street. Another planned program in the works is a club remembrance of Sir Willmott Lewis, a colorful 20th century Club member who may have been a spy for England during World War II.

Membership Applications Approved

Journalist

Bruce Edwards – Canadian Broadcasting Corporation, Producer & Manager, U.S. Operations; Merrill Goozner – The Fiscal Times, Senior Correspondent; Liz Skinner – Crain Communications, Reporter

Journalist Non-Resident

Christopher Deliso (Plymouth, MA) – Balkanalysis.com, Online News Provider; Peter Ennis (Syosset, NY) – Weekly Toyo Keizai, U.S. Correspondent & Columnist; William Nojay (Avon, NY) – WYSL, 1040 AM, Radio Livingston LP, Partner, Reporter & Show Host

Journalist Young Member

Nicolas Bock – Canadian Broadcasting Corporation, Videographer & Editor; Tierney Plumb – Washington Business Journal, Staff Reporter; Tom Risen – Freelance Reporter; Ilona Vinogradova – British Broadcasting Corporation, Washington Correspondent

Communicator

Colonel Reginald Bostick – U.S. Army & Institute of World Politics, Senior Army Fellow; Silvia Kofler – Delegation of the European Union to the U.S., Spokesperson & Press Counselor; Kimberly Mikec – Keane Federal Systems, Principal, Public Relations

Communicator Non-Resident

June Marie Ings (Orlando, FL) – Inspire ME Magazine, Editor-in-Chief

Communicator Young Member

Sitki Ozcan – Rumi Forum, Policy Director

Communicator Student

Edward Costigan – The George Washington University