

## **MEETING OF THE NATIONAL PRESS CLUB BOARD OF GOVERNORS**

**September 14, 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 Jessica Brady, Shawn Bullard, John Donnelly, Marc Wojno, Theresa Werner, John Hughes, Mike Soraghan, Rodrigo Valderrama, Donna Leinwand (ex-officio), and Rick Dunham, president of the board of the Eric Friedheim National Journalism Library. Not attending: Jennifer Sergent and Ed Barks. Staff present: Executive Director Bill McCarren and Sarahanne Driggs, director of membership recruitment.

The Minutes from the August 23, 2010 meeting were unanimously approved.

### **Membership Report**

On the recommendation of Membership Secretary Angela Greiling Keane, the Board unanimously approved the application of 28 members (see list at end of Minutes) and retired status for two members. There were no requests for any six-month hardship dues waivers. The number of new members so far this year is 246, compared to 297 last year. Total members as of the Membership Report to the September Board meeting were 3,324, compared to 3,497 as of last year.

### **Financial Report**

The Club had a substantial loss in August of \$308,000, as expected, but still reported progress in its goal of improving results for the traditionally slowest month of the year.

It had record revenue for the month of \$533,000, an increase of nearly \$100,000 over last year. At the same time, costs increased by just \$19,000 over the same period despite the significant growth in revenue.

The loss itself was \$80,000 less than last year and \$52,000 better than budget for the month.

"While this was our worst month of the year by far, by reducing our loss over a year ago in a substantial way, we continued to make progress toward our goal of improving on last year's record performance," Executive Director William McCarren said in his report.

The strong performance so far this year enabled the Club to have \$1.2 million in cash and reserves on Sept. 1, or 20 percent more than the Board-mandated goal of \$1 million.

The next three months all look solid and profitable, with September and October looking strong, Treasurer Keith Hill reported.

Unless there are setbacks, the Club should make its budget of \$1.4 to \$1.5 million in profit this year, he said.

### **2011 Budget Assumptions Approved**

The Board of Governors met as a Committee of the Whole to consider the 2011 budget assumptions including a proposed dues increase that would be linked with the new proposed membership categories following their adoption by the General Membership Meeting on October 8.

The following motion regarding the proposed dues increase was approved with one dissent, from Governor Rodrigo Valderrama:

“Overall membership dues will increase by 1.8 percent with per category variance in keeping with the adoption of the new membership categories.”

Valderrama listed his objections as follows:

- The decision for a raise was a general guideline and did not have a detail as to which members would be impacted with what exact amounts.
- There was no specification of what the dues increase would support in the budget.
- The Affiliate/Associates already pay a disproportionately higher portion of dues.
- The fact that there have been dues raises in the past is not a justification to raise them this year, especially when the business side of the club is growing.

This matter will be further considered in line with the new membership categories following their approval at the Oct. 8 General Membership Meeting.

### **New Business**

- **Board Approves Streamlining of Membership Categories**

The Board of Governors voted to recommend that the Club membership approve changes in the Constitution and Bylaws to streamline and rationalize the Club's membership category structure. The membership will be asked to vote at the fall membership meeting Oct. 8. Membership Secretary Angela Greiling Keane said the new approach reduces the complexity of the Club's current 12 membership categories and 49 sub-categories while giving greater recognition to the contributions of the Club's non-journalist members through a name change from the current associate/affiliate categories to "Communicator." The current active category is changed to "Journalist." The revision does not change who can qualify for Club membership, but the goal is it will make membership more accessible and easier to navigate for both existing and prospective members. The complete list of the proposed membership categories is at the end of these Minutes.

- **Board Approves Making President of Library Board Ex-officio Member of NPC Board of Governors**

The National Press Club Board, on the recommendation of President Alan Bjerga, approved language that would add the president of the Eric J. Friedheim National Journalism Library Board as an ex-officio, non-voting member of the National Press Club Board of Governors. Club Members will have their own opportunity to vote on this measure on Oct. 8. Bjerga said the change would strengthen the relationship between the two Boards.

The Board met in Executive Session from 8:55pm to 9:05pm

The next meeting of the Board was scheduled for Oct. 18, 2010. Secretary Belkind reaffirmed that the autumn General Membership Meeting would be held at 6pm on Friday, Oct. 8. The new time is being tried to enable members who work during the day and are unable to take a midday break to come for the GMM in the early evening.

The Board adjourned at 9:10 pm.

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## **Committee Liaison Reports**

### **Book and Author Committee**

Upcoming book raps include Ingrid Betancourt on September 22 and Jeff Sharlet on September 27. Condoleezza Rice will speak at an October 15 luncheon co-sponsored with the Speakers Committee. Her book, *Extraordinary, Ordinary People: A Memoir of Family*, will be on sale in conjunction with the luncheon. A mix up between Book and Author and Speakers occurred with regard to reporting responsibilities for *The Wire* for the Rice event when both committees appointed reporters. It appears to have been resolved, hopefully to everyone's satisfaction. The next Book and Author Committee meeting is scheduled for Tuesday, October 12, at noon in the McClendon Room.

### **Book Fair Committee**

The Book Fair Committee has posted promotional copy for the November 9 Book Fair on the NPC events calendar online. Diane Rehm is confirmed as honorary chair. Confirmed authors include Nikki Giovanni, Kitty Kelley, and Evan Thomas. The committee is again this year working with The SEED Foundation, which helps prepare underserved students for college success at high-performing public boarding schools in the District and Maryland. The Book Fair is helping to develop the school library at the Foundation's new Maryland Campus. Admission is free for NPC members, \$5 for non-members.

### **Communications and Marketing Committee**

The Committee is finalizing plans for the first Evening Exchange event to be held in either October or November, and will focus that debut on one media bureau and inviting one or two people from that company as speakers. Board members are encouraged to contact committee liaison Ed Barks with suggestions of potential panelists for this and future events.

### **Eric Friedheim National Journalism Library/Professional Development:**

Rick Dunham said it is important for the NPC to remain on the cutting edge of development for journalism and that ideas for the next generation of training are being considered.

The Professional Development Committee reported that plans are underway for career coach group sessions, efforts are being made to line up the final cut of professional classes, a panel on journalists who move to PR is planned, as is a panel on navigating the tricky world of social media, standards and ethics. Two writing classes are planned for early November.

### **Newsmakers**

There has been 47 Newsmakers so far this year, including three in August and one to date in September.

### **Travel Committee**

About 50 members attended the Travel Committee reception on Sept. 15, and there was a great deal of interest in upcoming trips, as follows:

Oct. 17-20: Tides Resort, 6 have signed up and the trip is going.

Nov. 29-Dec. 13 --Southeast Asia, Myanmar & Laos plus options – considerable interest to date -- number still fluid

Jan. 12 -17 -- Paris, MLK Jr. Annual Trip – 30 signed up to date.

March 10-17 --Buenos Aires and Mendoza – publicizing underway -- good deal of interest

May -- Turkey – People signing up

June-July – Silk Road and Tibet – great deal of interest -- people signing up

September – Israel – details just released

Several other trip possibilities were discussed including Scotland, Berlin, Copper Canyon, and Panama.

### **Books & Brunch:**

*The First Tycoon: The Epic Life of Cornelius Vanderbilt* by T. J. Stiles will be discussed at Books & Brunch on Oct. 16.

### **Wine Dinners**

“Stop the Presses!”, a wine-tasting event to benefit the Eric Friedheim National Journalism Library, will be held on Oct. 1 in the Ballroom. Tickets are \$25 and will include a \$5 coupon for purchasing wines.

### **History and Heritage**

Don Larrabee is planning to interview Mark Shields. Background research on Club members will improve with the addition of our new archivist. Hot shot political reporters are very busy with speeches before and after elections, but the History & Heritage Committee has plans to interview Mark Russell (interview by Gil Klein), Jack Limpert of the Washingtonian (interview by Tom Allen), and John Adams. The History & Heritage Committee is also working productively with the Broadcast Committee on the Lillian Brown event."

### **Broadcast and History and Heritage Committees**

Presidential makeup artist, author and media coach Lillian Brown will be interviewed in a one-hour broadcast at 6:30 p.m. Oct. 7, in the Broadcast Operations Center. □ Brown's interview is in conjunction with the commemoration of the 50th anniversary of the Kennedy-Nixon debates and is co-sponsored by the Broadcast and History and Heritage committees. □ Brown applied makeup to both Kennedy and Nixon before three of the four televised debates in 1960. She will also discuss several of the nine presidents with whom she worked. □ NPC member Larry Quinn will conduct the interview, which will also be streamed.

### **Photography Committee**

Forty-nine members submitted a record 185 photos this year for the 11th Annual NPC Members' Photography Exhibit, which opened on Sept. 2 with a reception in the lobby and Library classroom. It is the largest number of photos submitted in the 11-year history of the exhibit and ties with 2008 for the most participating member-photographers..

### **Fourth Estate Dinner**

A sell-out is expected for this year's Fourth Estate Dinner Oct. 15 honoring CBS Chief Washington Correspondent Bob Schieffer. Ticket sales will benefit the Eric Friedhiem National Journalism Library.

### **International Correspondents Committee**

Upcoming Events:

- Oct. 23, Annapolis Day Trip including cruise on the Chesapeake Bay and tour of city's Historic District and the U.S. Naval Academy
- Nov. 4, Reception by the Taipei Economic and Cultural Representative Office at the Twin Oaks Estate
- Nov. 10, Embassy Night at the Danish Embassy

**Speakers Committee**

Upcoming Speakers:

- Sept. 29: Josette Sheeran, Executive Director, World Food Programme
- Sept. 30: Senator John Cornyn, chair, National Republican Senatorial Committee, and Senator Robert Menendez, Democratic Senatorial Campaign Committee
- Oct. 8: Brian Moynihan, President and CEO, Bank of America
- Oct. 12: Gen. Norton Schwartz, Chief of Staff, U.S. Air Force
- Oct. 15: Former Secretary of State Condoleezza Rice
- Oct. 25: Ayaan Hirsi Ai, author and Muslim-women's rights advocate on "Is Islam a Religion of Tolerance?"
- Nov. 10: Jeff Bridges, Academy Award-winning actor and national spokesperson for "Share Our Strength's No Kid Hungry Campaign."
- Dec. 15: Muhtar Kent, chairman and CEO, The Coca Cola Company

**Events Committee**

Plans are being made for a Halloween party and a Christmas party.

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**Membership Applications Approved**

**Active**

David Hodes - DH Productions/Anthem Publishing, Freelance/Editor, Business Publications

**Active 65+ Reinstate**

Dorothy Gilliam - George Washington University, Director, Prime Movers Media

**Active Non-Resident**

A.K. Appo Jabarian (Glendale, Calif.) - USA Armenian Life Magazine, Managing Editor, News Story Writing, Editing; Cheryl O. Jackson (Chicago, Ill.) - CNN/Northwestern University, Freelance/Professor; John W. League (Williamsport, Md.) - The Herald-Mail, Editor and Publisher; Kevin Zane Smith (Harrisonburg, Va.) - James Madison University, Journalism Instructor

**Active Under 35**

Jennifer Wishon - CBN News, Washington Correspondent

**Active Under 30**

Brian William Everstine - Inside Washington Publishers, Associate Editor;

Michael T. Ruhl - Congressional Quarterly, Documents Researcher

**Affiliate**

Alice Irvin - Embassy of Austria, Press Counselor/Director of the Press & Information Service; Stanley J. Rolark - U.S. Census Bureau, Chief Public Information Officer; Bader Bin Saeed - UAE Embassy, Head of Media Section

**Affiliate Under 35**

Caroline Hogan - Congresswoman Loretta Sanchez, Press Secretary

**Associate**

George A. Minter - Black & Veatch, Media Relations Director; Adolph Mongo - AM Consultant, Inc., Owner; Carl F. Petz - Black & Veatch, Associate V.P., Marketing & Communications; Howard Rothman - MorganStanley SmithBarney, Financial Advisor; Wilson Nicholas Taxiarchou - Jack Lakeman, LLC, Website Producer, Writer, Blogger

**Associate Under 35**

Keil Dolence – Sentech, DOE, Analyst/Government Contractor; Brian Lang - New West Technologies, LLC, Program Manager; Jonathan Otto - Honda North America, Inc., Communications Specialist; Jacquelyn Rae Skinner – Macfadden, Grant Specialist

**Student**

Richard J. Adbill, III - Capital News Service/University of Maryland, Reporter/Student; Meg Burke - Missouri Journalism Washington, Program/Luthern Services of America Intern; Briana E. Ferrera - American University/Brotman Winter Fried Communications, Student/Intern; Craig Hudson - Corcoran College of Art & Design, BFA, Photojournalism; Katarina Johannsen - American University, Student; Stefanie Starke - American University/dpa - Deutsche Presse Agentur, Student/Intern

**List of Proposed New Membership Categories**

**Journalist**

1. Resident
2. Non Resident
3. Young Member (Under 35)
4. Retired (Over 65 and retired from full-time employment)
5. Retired Non Resident (Over 65 and retired from full-time employment)

Criteria:

- Reporters, editors, publishers, editorial and news cartoonists and artists, news photographers, producers, librarians, presidents, general managers, videographers, web masters and other editorial employees who work for qualified news outlets
- Professors, instructors and deans whose primary activity is teaching journalism at the college level
- Non-fiction authors whose work has been published by a commercial publishing house and whose principal occupation is writing books

- Freelance journalists whose work has been published by a qualified news outlet within the current calendar year and whose principal occupation is freelance journalism

### **Communicator**

1. Former Journalist – (journalist for 5 of the past 10 years or 10 years overall)
2. Non Editorial Staff – (current non-editorial employees of qualified news outlets)
3. Government or Non-Profit– (current communications staff employed by domestic or foreign government agency; or current communications staff with 501c3 status validated)
4. Communications Professional– (current public relations, public affairs and corporate communications staff/ includes staff whose work would qualify as a journalist if done for an independent news media)
5. News Source – (regular contact with media & required letter from working press to validate source status)
6. Building Tenant – (current business office must be located in National Press Building and otherwise would not qualify in any of the above sub-categories/proposal to expand to 100 maximum)
7. Young Member (Under 35) - (applies to above sub-categories)
8. Non Resident – (applies to above sub-categories)
9. Retired (Over 65 and retired from full-time employment)
10. Retired Non Resident (Over 65 and retired from full-time employment)
11. Student

**Inactive Status:** Member retains online access, continues to be listed in the membership directory, receive Club correspondence including the Wire, no reinstatement process required, no onsite privileges or use of member discounts, must be board approved

**6 month dues waiver** – Eligibility due to significant loss of income or major health issues, member retains full membership privileges, must be Board approved

**\*Non-Resident** – Move to require members who live or work within the D.C. area for 3 months or longer to transfer to resident status.

**\*Spouse/Partner** – change title, includes Widow/Widowers, spouses and domestic partners and upgraded membership to full status