

National Press Club
Board of Governors
November 21, 2011
Minutes

1. The meeting was called to order by Board Chairman Theresa Werner at 6:30 p.m.
Present: Chairman Theresa Werner, President Mark Hamrick, Vice President Keith Hill, Treasurer Myron Belkind, Secretary Joel Whitaker, Membership Secretary Angela Greiling Keane, Vice Chairman John Donnelly, Patrick McGrath, Mike Soraghan, Mark Wojno, Rodrigo Valderrama, Ken Mellgren, Ed Barks, Shawn Bullard, John Hughes, Immediate Past President Alan Bjerga, NPC Institute President Richard Dunham,
Absent: Staff Present: Executive Director William McCarren.
2. Upon motion by Secretary Joel Whitaker, the minutes from the previous meeting were approved.
3. Whitaker/Hill moved approved appointment of Jonathan D. Salant as chairman of the Election Board for this year's elections, and the following members: David Anderson, Carole Feldman, Will Lester, Paul Merrion, Cary O'Reilly, Darlene Shields, Anthony Shop, Andrea Stone and Jack Williams.
4. Membership Report (Angela Greiling Keane) – Membership is up slightly, both journalist and communicators.
 - a. Upon motion by Keane/Hughes, the following persons were approved for membership:

Name	Affiliation	Sponsor
<u>Journalist</u>		
Thomas K. Gorguissian*	Al Tahrir, Writer / Correspondent	Membership Committee
Martin DiCaro	WMAL / AP Radio	Matt Small/ David Melendy
Elizabeth Spayd	Washington Post Managing Editor	Membership Committee
Tracy Jan	The Boston Globe, National Political Reporter	Membership Committee
Han Yuan Lao	Central News Agency (Taiwan), Correspondent	Membership Committee
Matt Mansfield	Northwestern University - Medill School of Journalism, Associate Professor, co-director	Ellen Shearer
Kathleen Cromley	National Geographic Channel Executive Producer	Membership Committee
<u>Journalist Young Member</u>		
Jonathan Crawford	SNL Energy, Energy and Power Reporter	Rich Sammon/ Andrew Schneider
Darren Epps	Platts, Associate Editor	Gary Gentile/ Valarie Jackson
Eve Aronson	IHA News Agency, Journalist	Seda Serdar

Ken Molestina	WUSA-TV, News Reporter	Gary Nurenberg/ Fred D'Ambrosi
Noel Waghorn	Associated Press, Video Producer	Mark Hamrick/ Nyia Hawkins
Margaret Ybarra	Inside Washington Publishers, Associate Editor	
Narayan Lakshman	The Hindu, U.S. Correspondent	Tejinder Singh/ Krishnan Nayar

Journalist Non-Resident

Michael A. Doyle	Falmouth News, Lead Reporter/Photographer/Editor	Membership Committee
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Communicator

Ayesha Tanzeem	Voice of America, Senior Political Correspondent, D.C.	Membership Committee
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Communicator News Source

Peter Janhunen*	The Pew Charitable Trusts, Senior Officer of Communications	Membership Committee
James W. Fisher*	Booz Allen Hamilton Senior Manager, Media Relations	Membership Committee
Blythe Thomas	Nature Conservancy Director of Media Relations	Membership Committee

Communicator Non-Resident

Susan Steckman	Annapolis & Anne Arundel County Conference & Visitors Bureau, VP Communications	Myron Belkind
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Communicator Retired Non-Resident

Linda Sirk	Los Angeles County Chief Administrative Office Senior Analyst/Managing Editor	Membership Committee
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Communicator Young Member

Justin B. Danehy	UBM Aviation, Analyst	Membership Committee
Lauren Dunn	National Marine Manufacturers Association Public Relations Manager for Government Relations	Membership Committee
Jamie Glick	APCO Worldwide, Associate	B. Jay Cooper

Student

Kathleen Sabol	George Washington University	Joy Barrett Sabol
Peter Gruskin	John Hopkins University	Brett Kitchen/ Rodrigo A-Valderrama

5. Committee Liaison reports

Membership Committee (Keane)

The membership committee will assist with a review of the membership rules and has helped review whether candidates for Club office meet qualifications for membership in their respective categories.

The diversity committee held its first event of the year, a journalism group "mega mixer." The event filled the ballroom but didn't result in any membership applications.

Newsmakers Committee (Hughes)

Committee Chairman Ron Baygents reports:

-- Last week featured Md. Gov. Martin O'Malley, Saudi Prince Turki al-Faisal and Mexican presidential candidate Enrique Pena Nieto, who is universally expected to be elected president of Mexico next year

-- On Nov. 30 we have a four-member panel headed by former Iowa Gov. Chet Culver that will examine the details surrounding how to proceed with projects to harness offshore wind power off the U.S. East Coast.

-- On Dec. 7 (with a pending request to move this to Dec. 6), we will have Ambassador Maen Rashid Areikat, the chief representative of the delegation of the PLO to the United States.

-- On Dec. 12 we have Ben & Jerry's of ice cream fame to discuss their support for the Occupy Wall Street movement; on Dec 8, we have former Archbishop of Washington Cardinal McCarrick to discuss Mideast issues and a Library of Congress project;

-- On Jan. 5 we will have pollster John Zogby to unveil a post-Iowa, pre-New Hampshire presidential election poll; on Jan. 12 we have Merle Hoffman, founder, president and CEO of the Choices Women's Medical Center in NYC to make a presentation on the rise of abortions during an economic recession.

-- In February we are planning to schedule Robert Johnson, chairman of the RLJ Companies and founder of Black Entertainment Television to discuss corporate minority hiring practices.

-- Two other events in the works, that I can't locate the materials on at this moment, include a U.S.-EU panel to discuss primarily the euro issues; and the Danish ambassador to the U.S. to discuss Denmark's role as it ascends to the EU presidency in 2012.

-- The committee will meet one final time this year in mid-December, date to be determined soon.

International Correspondents Committee (Belkind):

Upcoming events:

--Reception and briefing by New Zealand Ambassador Mike Moore at his residence on Observatory Circle off Massachusetts Avenue from 6-8pm
Thursday, Dec. 1.

--Chinese buffet reception and briefing by the Taipei Economic and Cultural Representative Office at the Twin Oaks Estate from 6:30pm to 8:30pm on
Thursday, Dec. 8.

--The committee's traditional year-end get-together will be held from 12:30pm, Sunday, Dec. 11, at Levante's, a Mediterranean restaurant at 1320 19th Street NW.

Photography Committee (Belkind):

--The next luncheon meeting of the NPC Photo Committee will be held on Wednesday, Nov. 30, noon, in the McClendon Room. Photojournalist and war reporter, Don North, will be the guest speaker, and he will talk about: "Slightly out of Focus: From Saigon to Baghdad."

--The Photo Committee holiday luncheon and mini photo contest will be at noon Wednesday, Dec. 7, McClendon Room.

Broadcast Committee (McGrath/Mellgren)

On Dec. 4th, the Broadcast Committee supported a second, live political discussion show by Sirius/XM radio, "Politics on the Rocks," in the Truman Lounge. Committee member Steve Taylor was there and said "the clinking glass atmosphere" helped to make the program a big success. A short video excerpt was featured in that week's "Rewind."

"Rewind" also received much deserved recognition for its 45 weekly programs in a story in the November 13th edition of the Wire. At the Nov. 3rd Committee meeting, there was a brief discussion of how to help Rewind keep operating at a high level. BOC Director Vija Udenans indicated that there are times during the week when she does not have interns or other volunteers available to shoot Club events. How to meet that need will be a subject of discussion at our next Committee meeting, Dec. 1st.

Committee member Lee Perryman has volunteered to lead a renewed effort to get wider distribution of the Club's luncheons and other newsworthy programs.

Recruitment event

November 16, the Broadcast Committee sponsored a recruitment event with the WTOP/WFED staff. We had more than 20 WTOP/WFED personnel turn up and good support from members of the broadcast committee and the BOG. The program included open bar and refreshments, a 7 minute video highlighting club activities, a few minutes with Mark Hamrick and concluded with a tour of the club including a tour of the BOC by Vija. Application forms and promotional items were available. Of their staff of approximately 70, we currently have only five who are club members. We hope that this event will result in more memberships.

Events Committee (Whitaker)

Chairman Anthony Shop reports: The Events Committee's most recent events were a success:

- Smithsonian Tour and Lunch (November 5) - Committed to its annual goal of organizing a family-friendly event, the Events Committee organized a tour of the Smithsonian's American History Museum and lunch for members and their families. This event was less expensive and less work-intensive than a picnic would have been, and garnered nearly as many members and each of the last two picnics. The Committee plans to pursue similar events in the future due to member demand.

The following events are on the docket for later this year or 2012:

- Sherlocke Holmes Night (December 7) - in the wake of the successful Speakeasy Night in October, the Events Committee is partnering with the Young Members and Book

Committees to organized a Sherlocke Holmes-themed night in the Reliable Source and Truman Lounge.

- Over the Shoulder of Social Media Managers (December 9) - as a continuation of the new "Get It Online" series launched this year, the committee is organizing an intimate luncheon for members in the McClendon Room with social media experts from the State Department and the Office of Congresswoman Gabrielle Giffords.
- The State of the World 2012 (January 10) - Astrologist and Vanity Fair columnist Michael Lutin will return for yet another entertaining discussion on current and future events from the astrological perspective. His previous Event at the Club
- Live Tweeting Panel (2012 TBD) - current and former journalists who manage live tweeting will join a panel discussion on the topic of live tweeting. Representatives from the Federal Reserve Bank and The New Republic are among the panelists.

History & Heritage (Wojno):

The Committee is continuing to concentrate on efforts to create a Club History section on the NPC web page. The Committee is recruiting volunteer members to work on the project, identifying assets and mapping strategy for implementation. The deadline for finishing is the end of the year. The committee is also looking into two additional projects: One would be the introduction of a traditional radio show and the other would be called "History Now!" – showcasing more recent events that will shape the future history of the Press and the National Press Club.

Publications:

The Wire has now worked Heather Forsgren Weaver into the editing rotation. Her addition will be a tremendous help in distributing the Wire workload. Donna Leinwand and Chair Mark Schoeff do two-week rotations. Heather has done one week at a time and is working up to two weeks. Donna has reached out to John Hughes, Lorna Aldrich and Bill Miller to join the editing lineup. Either Donna or Mark will train these folks over the next couple weeks. Committee chair Schoeff was pleased with Justin Duckham's recent story about Paul Shinkman, the third-generation Club member. The Committee is looking for more features like this one that illuminate Club life.

Wine Dinners (Whitaker)

Chairwoman Donna Leinwand Leger has scheduled a cognac dinner with the master distiller and ceo of Fussygn Cognac for Monday, Dec. 12, and is organizing a dinner featuring Compass Box for January.

6. Treasurer's Report (Myron Belkind)

Belkind reported the Club has experienced a "negative shift in business, starting in September." As a result, we are lowering projections and now expect 2011 to be the second best year in history. Belkind attributed the slowdown to a decline in food/beverage and Broadcast Operations Center revenue.

7. **Executive Director William McCarren** elaborated on the Treasurer's report. He noted that room rental revenue is virtually in line with budget and a year ago. "This would suggest we are having enough events, and are just not getting enough food and beverage sold. As for the lower revenue from the BOC, he said the BOC "just had a bad month in October."

8. President's Report (Mark Hamrick)

The Fourth Estate Award went very well. Jim Lehrer was moved to tears during his speech. That was followed by Republican presidential hopeful Herman Cain at a Speakers Lunch in the Ballroom. Forty cameras were in the ballroom.

The Owls Fall Hoot was excellent. Art Wiese, former NPC president, took over leadership of the Owls and Fellowship Committees.

9. New Business

Soraghan/Bjerga moved to reduce the Dornheim Award to \$1,000 from \$2,000. He noted that this had the approval of both the Awards Committee and the Dornheim Family. Soraghan also reported the Awards Committee chair proposed a new awards category for breaking news. He expects to have a proposal for the December board meeting.

There was a lengthy discussion about "Newsmaker best practices." Among other things, these would give priority to reporters in asking questions during the Newsmaker. Barks noted that the "notion of civility needs to be enforced in the Club." He added that moderators need training in how to control a room. Valderrama said Newsmakers is a member benefit, and therefore members should have priority over nonmembers in asking questions.

10. On motion by Belkind/Hill, the Board went into executive session to discuss an ethics question. The board returned to normal business on motion by Donnelly/Hill.

11. On motion by Mellgren/Hill the next Board meeting will be December 15.

12. There being no further business, the Board adjourned at 8:45 p.m.

Respectfully submitted,

JOEL WHITAKER
Secretary