

**National Press Club**  
**Board of Governors**  
February 23, 2011

1. **Call to Order** at 6:30 p.m. by Board Chairman Theresa Werner

Present: Mark Hamrick, Alan Bjerga, Keith Hill, Myron Belkind, Angela Greiling Keane, Joel Whitaker, Theresa Werner, John Hughes, Patrick McGrath, Mark Wojno,  
Communicators: Ed Barks, Shawn Bullard, Rodrigo Valderrama, Richard Dunham  
Staff: Executive Director Bill McCarren

Absent: John Donnelly, Jessica Brady and Mike Soraghan.

2. **Approval of the Minutes (Joel Whitaker)**

Moved by Hill—approved unanimously

3. **Membership Report (Angela Greiling Keane)**

- a. Keane moved, Hill seconded to approve new applications for membership. The motion was unanimously approved
  - i. Discussion: Ed Barks heard from a retired nonresident communicator member whose dues went up as a result of the reclassification. The member said he believes nonresidents are sometimes viewed as a fund for members.
  - ii. In the discussion that followed, Bullard said he feels Howard County should be resident. Currently, only the counties immediately contiguous to the District of Columbia are “resident.”
- b. Keane moved to approve applications for retired dues status. The motion was approved unanimously.

4. **Committee Liaison reports**

- a. **Professional Development Committee** (Bjerga): The committee needs additional members. Programs currently planned include:
  - March 16 – Readers are Now Searchers: Engaging with Audiences in the Google Age – How We Search and How Search Works.
  - Date to Be Determined – Bob Woodward on interviewing skills
  - May 9 – FCC Chairman Julius Genachowski and former FCC Chairman Newton Minow on the 50<sup>th</sup> anniversary of Minow’s address to the National Association of Broadcasters in which he referred to television as a “vast wasteland.”

Dunham noted that without Susan Heavey, who chaired the committee for the past two years, “we need some workhorses” on the committee.

- b. **House and Bar** (Valderrama) – Adverse weather resulted in The Fourth Estate being closed on Lobster Night and for an anticipated wine dinner depressed revenue. Chairman Priebe asked that the committee and management come back with a plan for how to improve results

Lobster Night will return to The Fourth Estate on February 23

A new fixed price menu for The Fourth Estate is imminent and The Reliable Source menu will be changed to add a steak sandwich and a BLT. Because of low sales, bruschetta will be replaced with nachos.

Beer tap problems continue. A proposal to reduce the number of draft beers from eight to two until the problem is resolved was not well received by committee membership. BOG liaison Valderrama and other committee members said there is likely to be a backlash if the number of beers on tap is reduced. Valderrama said it was expressed to him that the club would not be cutting services. Committee member Peter Urban noted that the tap problems effectively mean that there are no Happy Hour discounts. To fix the beer tap likely will involve removal of a hand sink, which may be a health department issue.

(Executive Director McCarren explained to the board that the problem is a result of the beer travelling from a storage room behind the Reliable Source kitchen, through lines above the ceiling in the Reliable Source, to the bar. As a result of the distance, the beer is warmer than it should be and the lines must be cleaned more often. He advised the board that the plan is to move the beer kegs to the bar itself, which would result in colder beer and eliminate the line-cleaning problems.)

Responding to complaints from some members who regularly enjoy breakfast in the Reliable Source, BOG liaison Valderrama stressed that the breakfast berries is a member benefit that cannot be staggered in two stages. A member arriving in-between the trays in the 2 1/2 hours of breakfast ends-up short. There was discussion about the matter of the yogurt/fruit combination not always being available even in the middle of the breakfast session and Valderrama reminded the Board and the Executive Director that these are benefits which are promoted in recruiting members.

c. **Newsmakers** (Hughes) –

Mike Huckabee is booked for Feb. 24

John Conyers is booked for March 14

Gerry Adams of Sinn Fein is for March 17.

Chuck Leavell, keyboardist for Rolling Stones, is likely on March 31 or April 1.

Ex-Michigan Gov. Granholm along with several CEOs on various issues are in the pipeline. Also, Newsmakers is putting together a panel to discuss economics, headed by Dr. Nouriel Roubini, perhaps Post columnist Pearlstein, and one or two others. No date set at this time.

d. **Press Freedom** (Hughes):

We have issued two statements on the Mideast situation since the last Board of Governors meeting.

Ten people attended the first meeting of the Committee on Feb. 11 to discuss a variety of ideas for this year. There was heavy interest in focusing on the Mideast, including a photographers' forum on abuses they are experiencing.

The Press Freedom section of the [press.org](http://press.org) web site was revamped on Feb. 23 and now includes much more information and references about ongoing issues, including links to major organizations involved in press freedom issues.

- e. **Publications** (Wojno) -- Publications Committee Chairman Mark Schoeff assumed Wire editing responsibilities from Sylvia Smith. Chairman Schoeff has enlisted Donna Leinwand to join Wire editing duties and the two are trading off Wire editing duties in two-week rotations.

Over the last few weeks, Schoeff has worked with Ryan Howell on the NPC staff to make some improvements to the Wire that Mark Hamrick suggested:

1. We now have a headline in the "subject line" of the e-mail each time the Wire is launched. This helps the recipients see that the Wire contents change each day.

2. We now have an "upcoming" events list in the right-hand panel of the Wire. This gives readers a constant refresher on future luncheons and Newsmakers.

- f. **Young Members** (Bullard) – More than two dozen members attended the first Young Members meeting of the month. On March 1, the committee welcomes John Schneider (a.k.a. Bo Duke), who will discuss the nature of independent film making with former CNN Producer Mark Joseph. The committee is planning to invite the Silver and Golden Owls to a joint Happy Hour March 15 at the Reliable Source Restaurant. And on March 22, the committee welcomes Helen Thomas for lunch with Young Members. The committee is deep in planning an NPC Indoor Golf Tournament & Championship and is asking each NPC committee create at least one of the 18 holes for the tournament.
- g. **Wine Dinners** (Whitaker) -- Tuesday, March 29: Joe Yonan, Washington Post food writer and author of the forthcoming cookbook, "Serve Yourself." Joe's book comes out April 1, but he'll have advance copies to sell and autograph. We're his first book event. Chairman Donna Leinwand anticipates marketing this as a singles dinner.

On Tuesday, May 3: we will host a New Orleans Jazz Fest Dinner featuring David Guas of Bayou Bakery. David is a finalist for Food &

Wine's mid-Atlantic chef of the year. And he's a James Beard Award finalist for his cookbook *Damn Good Sweet*.

- h. **Book and Author Committee** (Barks) -- This year's chair is Joe Motheral with Heather Forsgren Weaver serving as vice chair. The February 7 book rap with Tim Johnson filled the Bloomberg Room with 30-40 attendees. Despite the turnout, only seven books were sold.

Upcoming events include March 28 with Garrett Graf, editor of *Washingtonian* Magazine. April 11 will witness a joint event with the History & Heritage Committee with Harold Holzer and his book, *The New York Times Complete Civil War* that date is the 150<sup>th</sup> anniversary of the beginning of the Civil War. Massachusetts Governor Deval Patrick will be featured at an April 13 book rap.

A representative from Richard North Patterson asked if the club would be interested in a talk about his latest novel, *The Devil's Light*, in May. The committee is enthusiastically pursuing this opportunity. The committee is also in pursuit of events with Ron Paul and David Baldacci, though reaching their representatives has proven difficult to date.

Joint ventures with the Young Members Committee are being discussed, with a focus on books and authors that might attract younger readers.

- h. **Communications and Marketing Committee** (Barks) -- Tom McMahon is serving as chair once again this year, with Martha Lockwood, Thomas Sanchez, and Marjorie Tharp serving as vice chairs. Of particular note, Sanchez's role is a new one for the committee, in which he will focus on using social media to reach out to club members and to promote the club and its activities.

The February 17 committee meeting enjoyed a substantial turnout of new members who were briefed on plans to promote such events as the 5K and the NPC Journalism Awards.

Former President Don Larrabee addressed the committee to raise awareness of a "fireside chat" with several club presidents, tentatively scheduled for early April.

The committee continues to plan events, largely targeted toward Communicators, and to invite occasional guest speakers to its monthly business meetings.

- i. **International Correspondents Committee** (Belkind) -- The committee's fourth event so far this year will be a panel discussion on Feb. 28 on the role of the digital media in the Egyptian uprising. The committee is co-sponsoring the event with the International Center for Journalists. The NPC is arranging live streaming.

Riz Khan, host of “The Riz Khan Show” on Al Jazeera English, will give the keynote address and discuss how Al Jazeera stayed on top of the breaking news in Egypt despite government attempts to shut down the Internet. Earlier in his career, he held senior editorial positions at the BBC and CNN International.

Khan's remarks will be followed by a panel discussion featuring Mona Eltahawy, an award-winning columnist and Egypt expert; Jeffrey Ghannam, author of "Social Media in the Arab World: Leading up to the Uprisings of 2011, " and Natasha Tynes, director of the Middle East program at the International Center for Journalists.

j. **Photography Committee** (Belkind)

Kevin Morris, commercial photographer, will speak to the Photography Committee on Wednesday, March 30, at noon, in the McClendon Room.

Morris will discuss various aspects of commercial photography, including some specific photographic techniques, with our members. Morris has a number of clients including: Estee Lauder, NY Times, Sony music, Nordstroms, American Express, GM, De Beers, Oleg Cassini, and many others.

k. **Travel Committee** (Hill) – Forty-one persons participated in the Martin Luther King Day trip to Paris. Upcoming trips: Turkey (May 6-20); China, Silk Road and Tibet (June 30-July 17), and a Civil War trip to Manassas this summer, date to be determined.

5. **Treasurer’s Report (Belkind)**

- a. The Club recorded record profit in 2010, up 40% from 2009 ...
- b. Broadcast Operations Center profit was up in 2010.
- c. Outlook: Still expect to reach targeted profit for 2011.

6. **Executive Director’s Report** (William McCarren) In addition to finance we need to look at what we’re becoming as an organization. We’re making every effort to make sure members are having good membership experience.

7. **President’s Report** (Mark Hamrick)

President Hamrick expressed his gratitude to Immediate Past President Bjerga for his help in the transition.

Press freedom issue moved to top of agenda as things began spiraling out of control in Egypt. The Press Club “has been out on this. The attack on Lara Logan bumped it up to a new level. Hamrick spent time with Bosnian journalists and heard the deplorable conditions under which they are working.

He commended John Donnelly for holding more frequent meeting on press freedom. “The issue is going to be there forever as long as reporters are rushing toward danger,” Hamrick said.

Havilah Ross, who has joined the club's Membership Department staff is a positive addition to the club. She will be working in the President's Office.

Hamrick noted he has met with the State Department's protocol chief, who was very interested to find that NPC can be a one-stop shop for visiting heads of state.

**8. New Business**

For the second consecutive year, the Washington Professional Chapter of the Society of Professional Journalists has not held its awards dinner at the Club. McGrath said several SPJ/NPC members had expressed concern about this. In the discussion, Bullard said he thinks "the club does a yeoman's job on meeting needs of groups that can afford \$12,000 and those that hold a much more expensive event."

McCarren said the Club can provide a venue that will make their donors feel good about the event. He added that while the club has been writing checks to other journalism organizations, "We've had no support from other journalism organizations to support scholarships, etc."

**9. Executive Session**

On a motion by Belkind, second by Wojno, the board voted unanimously to enter Executive Session.

While in executive session, the board approved a profit-sharing distribution under the Club's previously approved and adopted profit sharing plan.

On motion by Wojno/Hill, the Board voted to return to the public meeting.

In other new business, President Hamrick advised the Board that Jessica Brady has indicated her intention to resign as a board member. He will have a recommendation on how to proceed.

8. The next Board of Governors meeting was set for March 21, 2011

9. Motion to adjourn was approved unanimously.

Respectfully submitted,

JOEL WHITAKER  
Secretary