

National Press Club
Board of Governors
April 18, 2011
Minutes

1. Call to Order 6:30 p.m. (Theresa Werner)

Present: Chairman Theresa Werner, President Mark Hamrick, Vice President Keith Hill, Club Secretary Joel Whitaker, Immediate Past President Alan Bjerga, Vice Chairman John Donnelly, John Hughes, Patrick McGrath, Mike Soraghan, Mark Wojno, Rodrigo Valderrama, Ken Mellgren..

Staff Present: General Manager William McCarren and Membership Director Melinda Cooke.

Absent: Library President Richard Dunham, Treasurer Myron Belkind, Membership Secretary Angela Greiling Keane, Ed Barks, Shawn Bullard.

2. Approval of the Minutes (Joel Whitaker)

On motion by Whitaker, the minutes for March were approved unanimously.

3. Membership Report (John Donnelly)

- a. On motion by Donnelly/Hill, the board unanimously the following applications for membership:

Journalist

Edward R. Ackerman – The Sunday Dispatch, Editor & Columnist; Donovan Slack – The Boston Globe, Staff Reporter; Shinichi Hisadome – Tokyo/Chunichi Shimbun, Bureau Chief; Maria Eden H. Gillen – The Associated Press, Broadcast Product Portfolio Director; Bariskan Unal Toroglu – Anatolia News Agency, Correspondent; Wendy C. Thompson – Clarity Digital Group LLC, dab Examiner.com, Reporter/Editor; Dionne C. Clemons, PhD – Towson University, Assistant Professor; Jodi Schneider – Bloomberg News, Editor

Journalist Young Member

Dennis John Baker – The Associated Press, News Production Specialist; Jack Gillum – USA Today, Database Editor; Ozkul Mehmet Toroglu – Anatolian News Agency, Reporter; Margaret Jane Howell – 44 Blue Productions, Writer/Web Blogger

Journalist Non-Resident

Roger Alan Labrucheire (Pineview, CA) – Imagenes Press, Photojournalist; Patricia Milton (New York, NY) – CBS News, News Producer Investigative Unit; Jeannett H.L. Wulff (Middlesex, VT) – Middlesex Newspaper, Correspondent/Photojournalist; Vanessa Fox (Seattle, WA) – Author; Kyu C. Yang (Irvine, CA) – News Spectrum, Publisher

Communicator

Richard M. Lobo – Broadcasting Board of Governors, Director, International Broadcasting Bureau

Communicator News Source

Laurie Ann Phillips – Consumer Electronics Association, Senior Director, Communications; Tsunehiko Yanagihara – Mitsubishi International Corporation, SVP and General Manager; Allison Johnson – Northrop Grumman Corporation, Market and Business Development Director; Christine M. LaPaille – George Mason University, Vice President for University Relations

Communicator Young Member

Laura Osio – International Foundation for Electoral Systems, Press Officer

Communicator Non-Resident

Susan Cox (Eugene, OR) – Holt International, Vice President Communication; Amal E. Morcos (Linthicum, MD) – Freelance Writer; Bibiana Nertney (Boise, ID) Marketing & Communications Administrator; Alan B. Richmone (Monterrey, CA) – Naval Postgraduate School, Department of Defense, Director of Media-Marketing; James T. Blue III (Baltimore, MD) – Public Affairs Media Group, Executive Producer; Greg Marayan (Las Vegas, NV) Social Appetizer.com, Founder

Communicator Student

Alexandra Rice – Northwestern University, Student; Courtney C. McKay – George Washington University, Graduate Student; Hunter Pritchard – Social Driver, Intern; John Christopher Torrisi, George Washington University, Student; Phillips Swarts – Medill School of Journalism, Student; Courtney M. Subramanian – Medill School of Journalism, Student; Eric Skalac – Medill School of Journalism, Student; Kate Shepherd – Medill School of Journalism, Student; Kelsey Sheehy – Medill School of Journalism, Student; Delal Pektas – Medill School of Journalism, Student; Jacob Peklo – Medill School of Journalism, Student; Charles Mead – Medill School of Journalism, Student; Anna Lempereur – Medill School of Journalism, Student; Young Eun Lee – Medill School of Journalism, Student; Sylvia Hall – Medill School of Journalism, Student; Tania Chew – Medill School of Journalism, Student; Melissa Benson – Medill School of Journalism, Student; Andrew Then – Medill School of Journalism, Student

- b. On motion by Donnelly/Soraghan the board unanimously approved two applications for retired dues status.
- c. On Motion by Donnelly/Soraghan, a six-month dues waiver was approved unanimously for two members.

- d. On motion by Donnelly/Hill the National Press Club of Mongolia was unanimously approved as a reciprocal club.

4. Committee Liaison Reports

Awards Committee

President Hamrick reported that Jim Lehrer was very enthusiastic when notified he had been selected to receive the Club's First Amendment award. The awards dinner will be Oct. 28. Member price: \$125. Nonmembers: \$195.

Awards liaison Mike Soraghan reported in writing that packets should be ready for judging panel members to pick up in this coming week, and that Club President Mark Hamrick has requested that the ballroom be reserved for an Aug. 10 awards dinner.

Speakers Committee

President Hamrick reported for the Speakers Committee.

Travel

Vice President Hill reported on upcoming trips:

Turkey (May 6-20) --17 travelers with 4-5 slots left

China, Silk Road & Tibet (June 30-July 15) --15 travelers with 4-5 slots left

Civil War Trust trip to Manassas this summer, but no exact date yet.

Martin Luther King Weekend trip possibilities for 2012 are Zurich, London, Rio, Panama & Dublin.

Press Freedom Committee

Vice Chairman Donnelly noted that the Club will be the central site of the global observance of World Press Freedom Day May 3. The program, under the theme, "21st Century Media: New Frontiers, New Barriers," will be held May 1-3, 2011 in Washington, with events on May 3 -- when World Press Freedom Day is officially observed -- centered at the National Press Club. More than 20 organizations working to advance free expression worldwide are collaborating with the United Nations and the U.S. State Department to plan the events.

The Committee plans a statement ahead of World Press Freedom Day to increase awareness of several cases of reporters who have disappeared or have been incarcerated. The case of reporters detained in Libya has gotten a lot of press lately, but one of the most dramatic and least discussed cases (in the US at least) is that of five reporters who disappeared in Afghanistan in December 2009.

A May event on repression of the press in the Mideast, with a focus on physical security and working conditions for journalists covering the region's uprisings. We are conducting it jointly with the Committee to Protect Journalists, Reporters Without Borders and Freedom House. The Committee's vision is a panel of experts who know the region or have recently covered it potentially including: A representative from Al Jazeera; another journalist, perhaps US

based; a photographer or camera person; and potentially reps of one or more of the groups we are cosponsoring it with.

In conjunction with the Newsmaker Committee, an event is planned on threats to press freedom in environmental reporting.

Finally, an event on sexual assaults on journalists is planned.

Young Members

Shawn Bullard noted the committee is touring the State Department on April 29. Thom Lovero, of ESPN Radio, spoke at the Club on April 18. On May 4, Lew Simmons, a freelancer for National Geographic, will speak. He won a Pulitzer for writing about the Marcos family. A wine trip along the Frederick Wine Trail is planned for May 7. An independent movie about Haiti will be screened and a talk with the directors/producers is scheduled for May 10.

History & Heritage Committee (Marc Wojno)

The Committee recently completed a successful event in cooperation with the Club's Book & Author Committee featuring Civil War historian and author Harold Holzer, who discussed the news coverage of the Civil War. This event coincided with the 150th anniversary of the first battle of the Civil War.

Two weeks earlier, the Committee hosted a fireside chat featuring the Club's three most senior past presidents: John Cosgrove, Allan Cromley and Don Larrabee. Moderated by former Club president and Committee member Art Wiese, the presidents discussed pivotal moments during each of their terms.

On the horizon: The Committee is developing a program to for honoring women correspondents during the Civil War for later in the year. The Committee is exploring opportunities to work with the Library of Congress on an oral history grant proposal.

Also, the Committee is in the process of organizing field trips to the Kiplinger headquarters to tour its art exhibit and the Capitol Visitor's Center.

Publications Committee (Marc Wojno)

Committee Chair Mark Schoeff reports that the operating system is up and running and is working with Web developer Ryan Howell to train other editors. Schoeff has surveyed the Publications Committee for Wire improvement ideas as well as for help in recruiting new Wire writers for feature stories.

The Committee is getting an increasing amount of material from our committees for the Wire – both advisories of upcoming events and coverage of recent events. Schoeff is hopeful that part of the trend is attributable to the work of Publication Committee liaisons with the various Club committees.

Lorna Aldrich is doing a particularly good job of making sure Newsmakers are covered – and of recruiting new writers. Bill Miller, of course, is a stalwart when it comes to ensuring luncheon coverage.

Wine Dinners (Joel Whitaker)

Committee Chairman Donna Leinwand has scheduled a Chef's Dinner for May 3 with David Guas of Bayou Bakery featuring food from New Orleans.

Eric Friedheim Library

Library President Richard Dunham submitted the following written report:

1. Memorandum of Understanding

The library board authorized me, as EFNJL board president, to name representatives to work with representatives of the National Press Club board to negotiate the official legal document. I would hope that the NPC board could either authorize Mark, as president, to name representatives to begin final talks. I'd like to set up a joint NPC-EFNJL representatives' meeting within the next few weeks so that we can either have a Memorandum finished in the next month or at least have identified issues about which we need to consult with our respective boards.

2. The Rockwell Painting.

The library board authorized the loan of the Rockwell painting to travel to Rochester from June 25 to September 17. Julie Schoo has since been informed that they would like the painting to go to San Diego from November 2011 until January 2012. Other venues are planned through Jan. 13, 2013, Julie reports.

This issue of loaning the painting, which is owned by the library, is a good example of the intertwined nature of the organizations and an important reason why a Memorandum of Understanding is needed.

There are two benefits to allowing these loans to occur. First, it will result in savings in our insurance costs because the facility hosting the traveling exhibit picks up the tab for the insurance while it is on tour.

Second, allowing the painting to travel through this tour is likely to increase its value. "Art business experts expressed no doubt that a museum show enhances the art's value -- regardless of whether it is taken right to market. "Showing at a museum gives credence to the works a collector has assembled and does add value to the asset," said John Arena, senior vice president in custom credit at U.S. Trust, Bank of America Private Wealth Management." (Source: <http://www.nytimes.com/2009/11/11/arts/design/11museum.html?pagewanted=a>)

After extensive discussion, and in view of the number of Governors who were absent, the board decided to hold a e-mail vote on allowing the painting to "travel."

At 11:15 a.m. April 28 voting began on the following motion by Bjerga/Donnelly: I move that the National Press Club approve the loan of the Rockwell painting to the Rochester and El Paso museums through the end of the year.

E-mail voting concluded at 11:15 a.m. April 29. The ayes carried with one vote, and the motion was passed.

3. Training Programs.

We are very pleased with the new programs we've added this year, particularly the series featuring Vanessa Fox (the second of which took place this

past Monday). We just hosted the next round of video storytelling and Beth's classes continue to be popular.

We are far along with the annual journalists' boot camp. Roy Peter Clark of Poynter is the keynote speaker. We are talking to Bob Woodward about being an opening or closing speaker. If that date doesn't work for him, he has agreed to do another training class for us.

Finally, the upcoming program with Newt Minow and the FCC chair, hosted by Frank Sesno and co-sponsored with GWU, will feature a star-studded audience. It is an important commemoration of an important speech ("The Vast Wasteland") and it is further evidence that the NPC is THE place for discussion of important journalism issues.

Diversity Committee (Angela Greiling Keane)

The Diversity Committee has been meeting monthly and is considering holding a forum to discuss diversity - or lack thereof - in media ownership.

Book and Author Committee:

Kim Barker's March 24 *Taliban Shuffle* drew more than 50 people and sold 25 books for a fundraising total of \$275 to benefit the Eric Freidheim Library.

Editor-in-chief of *The Washingtonian* Garrett Graff discussed his new book *The Threat Matrix* on March 28, selling 21 books sold from the 36 in attendance. Total funds raised: \$162.60.

The April 11 Harold Holzer book rap featuring *The New York Times Complete Civil War*, presented in conjunction with the History and Heritage Committee, raised \$233.99 on three different titles offered for sale. The Broadcast Committee taped it for availability on the club's web site.

Confirmed upcoming book raps include Massachusetts Governor Deval Patrick on April 13. There are already 65 reservations, and Patrick's people have asked that Q and A cards be handed out before his speech. Richard North Patterson is set for May 4. The author's representatives plan to reach out to their contacts at the CIA to let them know about the event.

Mika Brzezinski and Bill Moyers look promising for June, though dates have yet to be confirmed.

Billy Joel has scrapped plans for his memoir.

Joint efforts with the Young Members Committee remain on the horizon. Authors with appeal to young members being pursued include Matt Groening, Rick Beyer, Neil Gaiman, Patton Oswalt, and Terry Pratchett.

Walter Isaacson's authorized biography of Steve Jobs has been announced for early 2012. The committee will work to determine who in the club knows Isaacson and might be willing to approach him.

Communications and Marketing Committee (Ed Barks):

Committee Vice Chair for Social Media Thomas Sanchez leads the committee's first social media workshop the morning of Wednesday, April 20, with co-presenter (and fellow club member) Anthony Shop.

Their topic is "I Can't Believe It's On Twitter," a workshop based on their experiences operating Social Driver, a Washington DC-based firm specializing in digital strategy and development. They will explain why a shift to social or "owned" media has changed the way news is reported, and how it has altered political and grassroots campaigns, nonprofit management and communications, and corporate communications strategies. The workshop will be held in the Zenger Room and starts with a continental breakfast at 8 a.m. The program is scheduled from 8:30 to 10 a.m. Naturally, NPC members receive a discount and pay only \$25 by using the discount code "NPCComm" when registering at <http://press.org/events/i-cant-believe-its-twitter-getting-roi-social-media>. There is only room for 25 attendees and ticket sales end at noon on April 19.

April's regular business meeting was cancelled in favor of the April 20 workshop. The traditional third Thursday lunch meeting resumes on May 19 with special guest Kathryn Troutman of www.resume-place.com, an expert in starting a career in the federal government. She will discuss how to find and pursue communications positions within the federal sector.

Diversity Committee (Angela Greiling Keane)

The Diversity Committee has been meeting monthly and is considering holding a forum to discuss diversity - or lack thereof - in media ownership.

Patrick McGrath reported for the Broadcast Committee.

John Donnelly reported for the Newsmakers Committee.

Rodrigo Valderramma reported for House & Bar and Books & Brunch committees.

Membership Committee (Angela Greiling Keane)

The membership committee met to review applications and also discussed membership recruitment and retention ideas.

5. **Treasurer's Report** (Keith Hill for Myron Belkind) – March was disappointing, but the club is still on track to meet our target for the year. Causes: Overly optimistic budget projection for March based on last year, BOC operations under budget, and a one-time project from Pew Charitable Trust last year skewed this year's outlook.
6. **Executive Director's Report** (Bill McCarren) – In this disappointing month, we made more money than in all of 2007. In each month last year, we outperformed our budget. This year has been more of a challenge. I can't explain why revenue is down in the first quarter.
7. **Motion for Executive Session** (Wojno/Soraghan) was approved unanimously. In executive session, Executive Director McCarren discussed a confidential matter.

Following his report, on motion by Wojno/Soraghan, the Board returned to the normal order of business.

8. **President's Report** (Mark Hamrick)

9. **New Business**

Scholarship Committee

At the invitation of President Hamrick, Andrea Snyder, chairman of the Scholarship Committee, reported that more than 30 judges participated in selecting this year's scholarship winners. The committee worked with Joann Booze, of the Club staff, to increase the number of applications. Both scholarship winners won by one vote. The winners:

NPC Journalism Diversity Scholarship Winner

Beatrice Dupuy is a Haitian-American who says she aims to educate and "do journalism that portrays a diverse world" as an objective reporter. She is Editor-in-Chief of her high school newspaper in Cooper City, Florida, the Lariat, and was first to create an online version of the publication.

Zimmerman Scholarship

Katherine Dempsey is managing editor of her school newspaper in Fairfax, Virginia, a multi-season varsity athlete and a straight-A student. Dempsey experiments with new approaches to news and won her school newspaper first place for the most visually appealing news section in her home state.

Both girls attended Northwestern University's National High School Institute, a summer program through the Medill journalism school for high school juniors.

On a motion by Hill/Donnelly, the report was unanimously accepted.

Feldman Fellowship Name Change

- a. On a motion by Wojno/Hamrick, the board unanimously approved a change in the name of the Feldman Fellowship to Dennis and Shirley Feldman Fellowship for Graduate Students in Journalism.
- b. Personnel Committee Report (executive session)
Wojno/Donnelly moved the board enter executive session to discuss personnel matters. After the board discussed personnel matters, Wojno/Donnelly moved to return to the regular order of business. The motion was approved unanimously.

10. Wojno/Donnelly moved to set the next meeting for May 23. Approved unanimously.

11. At 9:07 p.m., a Motion by Wojno/Donnelly to adjourn was approved unanimously.

Respectfully Submitted,

JOEL WHITAKER
Club Secretary