

**National Press Club  
Board of Governors  
June 20, 2011  
Minutes**

**1. The meeting was called to order by Chairman Theresa Werner at 6:30 p.m..**

Present: Chairman Theresa Werner, President Mark Hamrick, Vice President Keith Hill, Club Secretary Joel Whitaker, Immediate Past President Alan Bjerga, Membership Secretary Angela Greiling Keane, Vice Chairman John Donnelly, John Hughes, Patrick McGrath, Mike Soraghan, Mark Wojno, Rodrigo Valderrama, Ken Mellgren, Library President Richard Dunham, Treasurer Myron Belkind, , Ed Barks, Shawn Bullard..

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

- 1. Call to order.** The meeting was called to order by Chairman Theresa Werner at 6:30 p.m.
- 2. Whitaker/Bullard moved to approve the minutes.** Motion carried.
- 3. Membership Report (Werner)**
  - a. Werner/.Hill moved to approve the following new members:

**Journalist**

Frederick L. D'Ambros-WUSA-TV, News Director; Masata Kaiho-Mainchi Newspaper, Bureau Chief; Branka Slavica- Croatian Radio Television, HRT Correspondent; Jean-Francois Bisson-Canadian Broadcasting Corporation, Videographer/Editor; Kevin P. Kastner- Market News International, Reporter; Joseph Plocek- Market News International, Reporter; Ahmar Mustinkhan- Baltimore Examiner, Reporter/Freelance

**Journalist Young Member**

Adrienne Renee Atkinson- Suhail- The Asahi Shimban, Staff Reporter; Kyrie Whitsett- Nippon Television, Producer; Allison Kingery- Tokyo-Chunichi Shimbun, Researcher/Reporter; Brendan McKenna- RIT News, Reporter; Devin Henry- Minn Post; Joshua Newell-Need to Know News, Economics Reporter; Brai Odion-Esene- Market News International, Reporter; Ian McKendry-Market News International, Reporter; Rebecca M Keister- USAE-Custom News, Association Reporter

### **Journalist Non-Resident**

Maureen Agron (Santa Barbara, CA) - Social Science Magazine, Editor; Ashley Agron (Santa Barbara, CA) - Social Science Magazine, Reporter; Hagit Bachran (New York, NY)-Council on Foreign Relations, Assistant Multimedia Producer

### **Communicator News Source**

Nathaniel (Nate)Brown- March of Dimes, Manager of Public Affairs Communications; Milan S. Sturgis-Checchi Consulting & Company, Senior Justice Advisor; Ruben Rodriguez-Washington Gas, Director of Corporate Communications; Van Buren Bond- Henninger Media Services, Director of Sales

### **Communicator News Source Young Member**

Kipp Lanham- Media and Communications Strategies, LLC, Account Executive; Denise Rocha- Ascent Manager, Manager of the Association of Women in Communications

### **Communicator Retired**

Richard L. Gentry-U.S Postal Service, Director Marketing/Sales; Elizabeth Lussenho- Retired Author

### **Communicator Non Resident Retired**

Stephen Fuzesi Jr. (Greenwich, CT) - Newsweek Inc., General Counsel

### **Student**

Laura Jensen- John Adams Associates, Intern; Rhea Mahbubani- The Jersey Journal, Intern; Jonathan Kuhl- Georgetown University, Student; Rachel Miller- Murray State University, Student; Stephen Hauser- Eastern Kentucky University, Student; Annie Anderson- The Diplomatic Courier, Intern; Chrisella Sagers- The Diplomatic Courier, Intern

- b. Werner/Hill moved to approved proposed members. Stephen Fuzei to be accepted as a communicator member. Approved.
- c. Werner/Hamrick moved to approve retired status for members requesting it. Motion carried.

- d. Two clubs want reciprocal agreements – Bankers Club of Miami and National Press Club of New Zealand. Werner/Wojno approved.

- 4. **Awards. Mike Soraghan/Werner** moved approval minus Friedheim travel and honorable mention for consumer reporting. There was a discussion as to whether these entries were eligible based on their publishers.

Greg Davis, chair of the judging panel for the Friedheim Travel award, addressed the board in favor of his panel's choice for the award. He had been advised that the choice might be ruled ineligible. He said that such a decision would be inconsistent, and rule out many other entrants commonly deemed to be eligible.

Werner noted that we cannot accept the nomination based on the current language in the policy; i.e., the rules must be rewritten to accept the award.

Hamrick: “We are not in the business of bending our own rules.”

Hughes: We’ve been awarding Consumer Reports since the 1980s. The judges feel this is a good work of journalism that deserves to win.

Soraghan: The board determines eligibility.

Rodrigo: Given the fact that journalism is evolving, perhaps the policy should be changed.

Hughes/Wojno moved to amend the motion to accept Consumer Reports in with the full pack. Tie 6-6, motion failed.

Main motion passed.

#### 5. **Committee reports**

- a. **Library board (Dunham).**

There has been conceptual agreement regarding the Memorandum of Understanding for cost sharing between the Club and the Library, which is a NPC affiliate but a legally independent 501(c)(3) organization.. The MOU is now with the lawyers before being presented to the board. We hope to have final MOU ready for next month’s board meeting.

Boot Camp was very successful. Had about 65 attendees.

- b. **International Correspondents Committee (Myron Belkind)**

Two events upcoming in June:

1. Panel Discussion on Islam, Pakistan and Faith-based Diplomacy June 23, 6 p.m. -- Washington Post journalist Sally Quinn will moderate a panel discussion at the National Press Club from 6-8 p.m. Thursday, June 23, on the role of faith-based diplomacy and using religion to resolve conflicts, including those involving Islamic extremists in Pakistan.

The event coincides with the publication of the book, 'Religion, Terror and Error: U.S. Foreign Policy and the Challenge of Spiritual Engagement,' by Dr. Douglas M. Johnston, President of the International Center for Religion & Diplomacy (ICRD).

2. Kazakhstan Embassy Night Tuesday, June 28, 6:30-8 p.m.

**c. Photography Committee:**

The Photography Committee will meet on Wednesday, June 29, noon, when Carol M. Johnson and Helena Zinkham will speak about 'Civil War Photographs at the Library of Congress,' with an emphasis on the photographic processes used during the Civil War.

**d. History and Heritage Committee (Marc Wojno)**

The Committee has outlined a plan to create a Web page within Press.org dedicated to the Club's History and Heritage. Committee Vice-Chair Larry Quinn is spearheading this task and working with the archivist and the online team to select films, video, audio, photos and documentation based on themes specific to the Club's history and heritage. Content for the Web page will be added on a frequent basis. The Committee plans to have a working Web page up well before the end of the year.

The Committee is preparing for its Women in the Civil War panel program on September 19, 6:30 p.m.

**e. Publications Committee (Marc Wojno)**

Jonathan Salant and Heather Weaver have been trained as Wire editors and will start editing the Wire in the next couple of weeks. Chairman Schoeff would like to congratulate Donna for her work as editor -- a great help in ensuring the publication is produced and delivered on time.

**f. Broadcast (McGrath)**

**g. Young Members (Bullard)**

We have pretty much an exclusive viewing of Spike Jonze's film, 'Scenes from the Suburbs' on June 30 at 7:00 p.m.

Our biggest event so far this year will welcome the Disney Channel to the National Press Club on July 13 at 7:00 p.m.. At the event, Eric Coleman, SVP, Original Series at Disney Television Animation will present Disney's current two top cartoons, "Phineas and Ferb" and "Fish Hooks". The stars, creators and animators of both of those shows will be in attendance.

The current panelists include:

From "Phineas and Ferb" -- Dan Povenmire (creator and executive producer), Jeff "Swampy" Marsh (creator and executive producer) and Alyson Stoner (voices Isabella Garcia-Shapiro)

From "Fish Hooks" -- Noah Z. Jones (creator, co-executive producer), Maxwell Atoms (executive producer), Chelsea Kane (voices Bea), Kyle Massey (voices Milo) Justin Roiland (voices Oscar).

Kyle Massey and Chelsea Kane were both finalists on "Dancing with the Stars" the last two seasons. This event will be nothing short of huge and we expect that it will sell out quickly.

Look for a huge party celebrating the success of internet media and the 5th anniversary of KStreetKate.net, DC's longest running online lifestyle magazine on July 27. It will be a blowout that should not be missed and is growing in awesomeness by the minute. Details will come soon.

Finally, we are excited to announce that the Young Members will be hosting and partnering with World Wrestling Entertainment, the National Education Association, The Creative Coalition, The Ad Council and GLAAD as a part of their B.A. Star Alliance to help end bullying. Look for more information on a large event that we will have coming in conjunction with the start of the school year in September.

#### **h. Travel Committee (Keith Hill)**

Fourteen members are signed up for the China, Silk Road & Tibet trip June 30-July 15.

The trip to the Civil War Manassas battlefield was terrific.

#### **i. Book & Author (Ed Barks)**

Rick Beyer and his book The Greatest Music Stories Never Told drew 40 people to the club on June 14, and sold out the stock of 20 books.

Upcoming events include former FEMA chief Michael Brown and his book Deadly Indifference: The Perfect (Political) Storm: Hurricane Katrina, The Bush White House, and Beyond on June 21. To date, 21 people have signed up. Neil Gaiman's book rap on American Gods: The Tenth anniversary Edition has sold out the ballroom and its 550 person capacity on June 23. Additionally, more

than 200 books have been pre-sold, making this a real bonanza for the Freidheim Library. Former Sen. Bob Graham is set to discuss Keys to the Kingdom on August 1.

Washington Post book critic Michael Dirda is a possibility for July, though the committee is monitoring other options that may arise.

Club and committee member Eleanor Herman will release King Peggy in February. Club staff plans to contact her publicist to get started for this event. Herman filled the ballroom when her last book was issued. Library staff is also talking with Dana Priest and William Arkin (Top Secret America: The Rise of the New American Security State) for a fall book rap.

In continuing efforts to reach out to younger members, the committee is investigating a possible book event featuring graphic novels. Numerous authors from that genre will be in Baltimore for Comic Con on August 20-21, so an event here either side of those dates will be pursued.

At the behest of Larry Lipman, the committee is reinvigorating its efforts to draw authors who appeal to children. Saturday events in years past with such high profile authors as J.K. Rowling and Brian Jacques were most popular. A list of potential drawing cards is being developed.

#### **j. Communications & Marketing (Barks)**

The committee's June 9 LinkedIn workshop, led by NPC member Anthony Shop, drew 18 attendees, capacity for the Bloomberg Room. Committee chair Tom McMahon and Vice Chair Martha Lockwood, who organized the session, commend club staff that organized, provided the technical expertise, and served breakfast. A post-event survey revealed that 87 percent felt that they had received the information that they were expecting, and an equal number felt that the content was on target. All said that it was a good value for their time and money spent.

The committee is working with United Way to sponsor a panel discussion on corporate social responsibility. The event is planned for the club on July 14 from 8-10 a.m. in the Bloomberg Room. The panelists are from Washington area companies discussing the programs they sponsor for the local community. Alex Orfinger, the publisher of the Washington Business Journal, will moderate the panel discussion. Panelists include:

- William Hanbury, President and CEO of United Way of the National Capital Area
- Debbi Jarvis, Vice President, Corporate Citizenship and Social Responsibility, Pepco (and a former reporter/anchor at WRC-TV)
- Thomas McMahon, President, RGS Associates (no relation to NPC's own Tom McMahon) Accenture (TBD)

The committee's next business meeting is scheduled for Thursday, July 14, at noon.

**k. Newsmakers (John Hughes)**

1.) U.S. Rep. Scott Garrett, R-N.J., chairman of the House capital markets subcommittee, will discuss a bill that would give priority to repaying outstanding debt when the limit is reached, at a Newsmaker press conference at 2 p.m. tomorrow in the Zenger Room.

2.) A Newsmaker forum on the growing threat that counterfeit products pose to public health and safety, as well as the U.S. economy, will be discussed by a panel at 10 a.m. Thursday in the Zenger Room. The panel will feature experts from the U.S. Department of Homeland Security, Eaton Corp. and Pfizer Inc., and explore how government and industry can collaborate to combat this critical problem.

3.) We have scheduled U.S. Trade Representative Ron Kirk for July 7, and Taiwan Minister of Government Information Dr. Philip Yank for July 15.

4.) In the works are United Parcel Service CEO Scott Davis to discuss trade, jobs and oil; and U.S. Rep. Barney Frank (D-Mass.) to speak on the status of Wall Street reform legislation on its one-year anniversary, July 22.

**l. Press Freedom (John Hughes)**

1.) We plan a statement tomorrow on killings of Mexican journalists.

2.) We met June 13 (attended by about seven people) to work on setting up a panel to focus on on-going press freedom issues in the Middle East. Potential panelists are being contacted.

3.) Put out a statement and participated in the hosting of an event June 6 on the murder of Pakistani journalist Syed Saleem Shahzad. President Mark Hamrick spoke, as did Pakistan's ambassador to the United States, Husain Haqqani.

**m. Events Committee (Joel Whitaker)**

1) Dinner and a Movie

In response to a dwindling crowd at "Dinner and a Movie Nights" the committee has responded to suggestions from Mesfin Meskonen to select more current films. For the June film, we chose "The King's Speech" and a record 15 members and guests attended. The committee will continue to choose popular films and seeks suggestions.

2) "Daring to Draw: An Evening with Political Cartoonists from Around the World." -- The committee partnered with the U.S. Department of State to host a cocktail reception with 20 political cartoonists from around the world, hosted at the Club tonight (June 20). More than 20 guests are expected.

3) "Get It Online" Series -- The committee has launched a new series that will focus on the reality that more and more news is consumed online. The first event of this series will take place on July 14: "Up Next - Hyperlocal Coverage: Neighborhood Blogs, Community Sites and the Future of News."

4) Harvest Picnic -- Rock Creek Park has been reserved for Sunday, October 2. The committee is currently making plans for the event.

m. **House & Bar** – Fourth Estate beat numbers for Reliable Source for the first time. The beer tap is working, after the lines were cleaned.

**6. Treasurer's Report (Belkind)**

a. Refund of \$97,000 by NPB Building. Treated as a reduction in expenses. Overall operating results for first five months: Ahead of budget. June is on trajectory for a record month.

**7. Executive Director's Report (McCarren)**

- a. Memorial service for Jack ... in Reliable Source, 7/9.
- b. New personnel
- c. Hamrick/Hughes exec session
  - i. McCarren discussed personnel matters.
- d. Soraghan/Wojno out of exec session

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

- a. Softball team record 12-2.
- b. Jill Abramson (new NYT exec editor) has agreed to speak at luncheon.
- c. Press Freedom has been an important part of this year.
- d. Thanks to Gil Klein, we'll have an intern working on press freedom issues.
- e. First "Meet the Press Club" event had 60 people in the McClendon Room.
- f. Fourth Estate Awards set for Oct. 28.
- g. John Hughes: Congrats to Mark for The Wire Weekly. Fulfills a vital need.

**9. New Business**

- a. Ed Barks: We're creating a search process for the auditor. Expect to have contract with auditor signed on or about Sept. 30.
- b. Strategic Planning Committee (Hill) – We'll be looking at the first third of the Strategic Plan, which covers Library and professional development.
- c. Motion by Werner/Hamrick: Fourth Estate to be closed Aug. 22-Sept. 2. Passed unanimously.
- d. Club committee co-sponsorships (Barks).
  - Bjerga – There is a policy, dates to 2005-2006.



Hamrick: Ideally, a Press Club member should moderate, and be in control.

Bjerga: Committee of Press Club signing on with an advocacy group should be required to have board approval.

Bullard: For many years, NPC has co-branded and co-sponsored many events.

Hamrick: If they're going to invest in the event financially, I can see co-sponsorship.

Belkind: International Committee has cosponsored events with International Committee of Journalists. Excellent for us to cobrand, especially when other org is paying room rental.

McCarron: Only supposed to co-partner w/other journalism organizations. We haven't looked at professional development of communicators, but we should.

10. Wojno/Hill moved the ext meeting to be July 18.

11. Adjourned 8:55 p.m.

Respectfully submitted,

JOEL WHITAKER, Secretary