

**National Press Club  
Board of Governors  
July 18, 2011  
Minutes**

**1. The meeting was called to order by Chairman Theresa Werner at 6:33 p.m..**

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

Absent: Membership Secretary Angela Greiling Keane, Vice Chairman John Donnelly, Patrick McGrath.

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

**2. Approval of Minutes**

- a. On July 12, prior to the board meeting, the board by e-mail vote approved without objection a request from Mike Soraghan that the June minutes be amended to reflect the following motion: *I move that the board approve the recommendation of the judging panel for the Gingras humor writing award that Lore Sjoberg of [Wired.com](http://Wired.com) be awarded an honorable mention in the humor category.*

By way of discussion, Soraghan explained in his e-mail request: “Because of an omission, the honorable mention for the Gingras humor award was not formally in the list I presented to the board (at the June meeting). Since my motion was to accept the recommendations of the judging panels, except for two, it could be said that this has been approved. But, in an abundance of caution, I move that the board approve the recommendation of the judging panel for the Gingras humor writing award that Lore Sjoberg of [Wired.com](http://Wired.com) be awarded an honorable mention in the humor category.”

- b. On motion by Whitaker/Hill, the board approved the July minutes.  
c.

**3. Membership**

On motion by Hill/Mellgren, the board accepted the following membership applications:

**Journalist -**

Yali N’Diaye – Market News International, Reporter; Rob Doherty – Reuters News, General Manager/Editorial Operations; Carmen Russell – Voice of Russia Radio, Reporter; John T. Shaw – Market News International; Anna Davalas MacDonald – Energy Now!, Executive Producer;

**Journalist Retired -**

James McCaskill – Storyboard, Reporter

**Journalist Non-Resident -**

Martin S. Bernstein (Troy, MI) – Freelancer, Auto Review Columnist

**Journalist Young Member -**

Jennifer Ejim – The News Machine, Contributing Editor; Kathryn Brewster – Voice of Russia Radio, Senior Producer; Marco Mierke – German Press Agency, Foreign Correspondent; William Anderson – The Christian Post, CEO/Publisher; Kenneth Fung – Need to Know News, D.C. Bureau Chief; Christopher Cermak – Need to Know News, Economics Reporter

**Communicator News Source**

Donna Tailercio Grayhill – Gensler, Public Relations Manager; Edgar Brett Kitchen – Environmental Law Institute, Director of Communications; Erik L. Nelson – Gerald R. Ford Foundation, Oral History Interviewer/Videographer

**Communicator Non-Resident -**

Andrei Ross (Miami, FL) Media Consultant/Editorial Cartoonist; Sasha Forsen (Omaha, NE) – Green Plains Renewable Energy Inc., Communications Analyst; Courtney Butcher (Beverly Hills, CA) – Freedom Watch Inc., Public Relations; Rachel Winston (Ridgecrest, CA) – Freelance Journalist, Education Specialty; Debra Legum (Beverly Hills, CA) RPH Trust, Public Relations Director

**Communications Young Member -**

Jeff Patch – Owner, Communications Consultant; David Logan – Tax Foundation, Economist; Ellen Carey – American Wind Energy Association, Media Relations Coordinator; Laura Berry – National Gay & Lesbian Chamber of Commerce, Director of Communications

**Student -**

Aline Pearl Pennello – Trinity College Dublin, Student; Ryan Gilles – Newsmax Magazine, Intern; Thomas Becket Adams – The National Journalism Center, Intern; Alec Weisman – The National Journalism Center, Intern; Joshua Peterson – The National Journalism Center, Intern; Megan O. Neunan – Northwestern University, Student; Zoelle Mallenbaum - The National Journalism Center, Intern; Mary Glenski – EPA, Intern; Jonathan Lieber – Consumer Traveler, Intern; Sara Al-Farhan – Medill News Service, Intern; Alexandria Arkin– Medill News Service, Intern; Kristen Barbaresi – Medill News Service, Intern; Lauren Biron – Medill News Service, Intern; Molly Born – Medill News Service, Intern; David Charns – Medill News Service, Intern; Gillian Brockell – Medill News Service, Intern; Angie Chung – Medill News Service, Intern; Gabrielle Levy – Medill News Service, Intern; Garin Flowers – Medill News Service, Intern; Gina Harkins – Medill News Service, Intern; Jacqueline Klimas – Medill News Service, Intern; Haia Radwan – Medill News Service, Intern; Rema Rahman – Medill News Service, Intern; Katie Spencer – Medill News Service, Intern; Bob Spoerl – Medill News Service, Intern; Michelle Stein – Medill News Service, Intern; Chelsea Whyte – Medill News Service, Intern; Chelsea Whyte – Medill News Service, Intern; Hannah Vickers – Medill News Service, Intern; Moran Zhang – Medill News Service, Intern; Yutao Zhang – Medill News Service, Intern; Kelly

Zimmerman – Medill News Service, Intern; Idia Aisien-Ogbebor – American University, Student

Wojno/Sorahan moved to accept applications for transfer to retired journalists status.

Action was deferred on a dues waiver request.

On motion by Wojno/Hughes, the Plaza Club of Hawaii was approved as a reciprocal club.

#### **4. Committee Liaison Reports –**

##### **a. Travel (Hill)**

Fourteen persons participated in the China and Silk Road tour. A trip to Israel is planned for Sept. 11-20.

##### **b. Press Freedom (John Hughes)**

The awards dinner will be Aug. 10.

The Club has selected to receive the John Aubuchon Press Freedom Award winners for 2011.

The domestic winner is Lara Logan of CBS News and 60 Minutes, who was the victim of a horrific sexual assault in Egypt while covering the uprising there earlier this year.

The international winner is Dorothy Parvaz, the al Jazeera reporter who was detained in Syria and later Iran while also covering the regional unrest.

Also, the committee continues to try to put together a forum on Mideast repression. We were about to announce a panel built around Clare Morgan Gillis, the USA Today freelancer who was detained in Libya, and Abderrahim Foukara of al Jazeera, but decided we had too little time to promote it and are now aiming for a date in September.

The committee plans to meet Aug. 8.

##### **c. Young Members (Bullard)**

Young Members Committee experienced many outstanding successes this month and expect several more as Washington, DC, enters August. World famous author Neil Gaiman packed the NPC ballroom with estimates of nearly 500 people attending and grossing nearly \$5,000 for the Club's library.

Disney Cartoons was a big success, with Disney flying in at least a dozen famous producers, directors, and stars. Half of the house was filled with military families, who were invited to attend.

The next big event is the Young Members' celebration of Online Media on the evening of July 27. More than 500 people are expected to attend. The Young Members continue to offer Movie Night for Club members, with the next showing on July 28, starring Steve Bartman, the over zealous Cubs fan who deflected a foul ball in the 2003 National League Championship Series.

d. **5-K** – budgeted to make \$24,000, but netted \$41 – 823 entries, a record, sponsorships up. Hope to have it in 3d week of June next year.

e. **Book and Author (Barks):**

The headline from this committee is the June 23 Neil Gaiman book rap, which filled the ballroom and raised \$4751.22 for the library, making it one of the biggest fundraisers of the year. Gaiman stayed long into the evening to autograph books, and raved about his appearance at the club. Kudos to committee member Emily Whitten for organizing his appearance.

The June 14 Rick Beyer book rap brought in \$274.80, while Michael Brown raised \$74.92 on June 21.

Upcoming book events include former Sen. Bob Graham on August 1 and Juan Williams on August 3.

Mika Brzezinski and Joe Scarborough have reappeared on the list of possibilities. At the committee's direction, staff is attempting to arrange a mutually suitable date, most likely in October.

Efforts to revive appearances by children's authors continue with Jeff Kinney, author of the Diary of a Wimpy Kid series, and Mike Lupica, syndicated columnist for the New York Daily News and author of a series of sports-related children's books, as prime targets. Outreach efforts are in the early stages.

In furtherance of its ongoing efforts to attract top-shelf authors, the committee decided to solicit blurbs from authors who appear at the club. Such marketing material could prove helpful in drawing fellow authors.

#### **f. Communications and Marketing Committee (Barks)**

The committee held a July 14 panel with United Way representatives. The co-sponsorship agreement took some doing and resulted in lessons for this and other committees down the road. Thanks to Executive Director Bill McCarren for helping devise a solution that allowed this event to take place.

Veteran PR executive Frank Mankeiwicz has agreed to be the first participant in the committee's "Dinner with Champions" series. Targeted toward communicators, these events will feature intimate and informal discussions with leading communications practitioners. The date will be announced shortly.

Thanks to committee Vice Chair Martha Lockwood and diligent work by club staff, the National Capital Chapter of the Public Relations Society of America (PRSA) will hold its annual awards dinner, known as the Thoth Awards, here at the club in September. A reception will be held immediately prior to the dinner; members of the club's board of governors are encouraged to attend.

#### **g. International Correspondents Committee (Belkind):**

Mahtab Farid, a member of the International Correspondents Committee who recently returned from spending a year in Afghanistan doing public diplomacy work, will speak about journalism in Afghanistan and how the profession is evolving in the country in the McClendon Room at 6:30pm Wednesday, Sept. 21. She also will discuss some of her personal stories of training about 100 reporters in Bamyan province where there were no female journalists but two of the women whom she trained covered the parliamentary elections for the first time in the history of their province.

The committee also is planning a day trip to Philadelphia tentatively on Saturday, Oct. 15.

And two more events are planned for the autumn, for which Keith Hill of our committee has taken the initiative:

- The Taiwan Economic and Cultural Representative Office in Washington is planning to invite Press Club members to a cookout sometime in September, on a Saturday.
- There will be a Luxembourg Embassy Night on Wednesday, Oct. 26.

**h. Photography Committee (Belkind):**

The Photography Committee will meet this Wednesday, July 20, at noon, McClendon Room, when Michael Foley, Noel St. John, and Sam Hurd will be covering how to manage your photos using Lightroom and Aperture., which are similar programs produced by Adobe (makers of Photoshop) and by Apple, respectively, which combine photo editing and photo management into one program.

**i. History & Heritage Committee**

The Committee has provided a detailed proposal and outline for a Web page on the Club's Web site devoted to the Club's history and heritage. Vice Chair Larry Quinn wrote the outline, reviewed with Chairman Hickman and the Committee, and submitted to President Hamrick. NPC Staff, including the BOC and Archives departments, will be working with the Committee to map out logistics.

**j. Publications Committee**

Donna Leinwand and Chair Mark Schoeff continue to trade Wire editing shifts. Heather Weaver and Jonathan Salant will be integrated into the lineup this month.

In addition, Schoeff notes that there are an increasing number of queries from Wire readers about whether they can promote Club-member-sponsored events in cities outside Washington. Schoeff resisted providing Wire "space" to activities in far-flung places, but would like feedback from the Board.

**5. Treasurer's Report**

- a. Record monthly revenue in June. Profits for the first half are up ...
- b. We're breaking these records in the midst of a dismal economy.
- c. Outlook for next six months is good.
- d. July – we may break even rather than lose money. Hope loss for August will be below last year's loss.
- e. Search for auditor moving forward. Hope to have three finalists by Aug. 15, and a recommendation for Sept board meeting for new auditor.

**6. Executive Director**

- a. We will have to buy a new air conditioner for First Amendment Lounge. Cost will be \$24,000.

**7. President's Report**

- a. **August 10** is awards night. Richard C. Hottelet, Lara Logan from CBS and Dorothy Parbaz are expected to attend.

- b. **October 28 – Fourth Estate Award** w/Jim Lehrer
- c. **Speakers** – couple of good weeks. Gary Senise, NASA Administrator, Ted Leonsis, NRC Administrator. Coming up: Michelle Bachman, Gary Johnson, Tom Brokaw.
- d. **Dinner** with President, Meet the Press Club have been held in last month. Donna Leinwand lining up new editor of the New York Times.
- e. **Disney event of Young Members** was a great event.
- f. **Memorial service** for Jack ...

## 8. New Business

- a. Belkond/Bullard moved to adopt Cost Sharing Agreement with Library. Rick Dunham discussed the CSA and stated it had been approved by the Library board. There was discussion about the terms of the CSA by various members of the board. Soraghan/Hughes moved to go into Committee of Whole. CSA approved unanimously. Soraghan/Hughes moved to go out of Committee of the Whole.
- b. There was discussion about NPC co-sponsorships with outside organizations.
- c. Dunham: Library Board is considering changing the Library name to either National Press Club Journalism Institute or National Press Club Institute.
  - 1. Hamrick: The Friedheim Library names intact. But the Journalism name goes above it – and includes library, Bloomberg classroom, etc.
  - 2. Bjerga: There was a feeling that press and journalism in the same title is redundant.
  - 3. Hughes: I like Journalism Institute, but I also like Center. Why didn't Center make the cut?
  - 4. Hamrick: Institute defined as something dedicated to research.

On motion by Wojno/Hill, the next board meeting will be Aug. 15.

Adjourned 8:39 pm

Respectfully Submitted,

JOEL WHITAKER  
Secretary