

National Press Club

Board of Governors

October 22, 2012

Joel Whitaker, Secretary

Chairman John Hughes called the meeting to order at 6:34 p.m. in the Zenger Room.

Present: President Theresa Werner, Secretary Joel Whitaker, Treasurer Myron Belkind, Chairman John Hughes, Patrick McGrath, Ken Mellgren, Thomas Burr, Frederica Dunn, Suzanne Struglinski, Shawn Bullard, NPC Journalism Institute President Richard Dunham, Vice President Angela Greiling Keane, Membership Secretary Nyia Hawkins, John Donnelly.

Absent: Immediate Past President Mark Hamrick, Mark Wojno, Ed Barks,

Staff: Executive Director William McCarren, Allyson Cannon

Guests: Noel St. John, Jeffrey Ballou, Joe Morton

Upon motion by Whitaker/Board, the board approved the minutes of the previous meeting.

On a motion by Whitaker/Burr, the board committee liaison report (Appendix 1) was approved.

Membership (Hawkins)

Hawkins moved the board accept new members recommended by the Membership Committee (Appendix 2), changes in categories and requests for dues waivers.

McCarren noted that the Fellowship Fund had paid six months dues for the first person under the member assistance program.

Treasurer's Report (Belkind)

September was a very good month, with revenue and profits ahead of budget. September 2012 results are heartening because Sept 2011 marked the start of a downward curve in business that has lasted for nearly a year.. Executive Director Bill McCarren was commended for setting the bar high despite low numbers a year ago.

Revenue from top our 25 clients in September was 25% more than a year ago.

BOPC/AV ahead of budget because of a higher number of news conferences. BOC had best month of year. Increasing efforts being made to boost revenue from general public. TravelZoom brought us 58 covers last Friday, and 70 last Saturday night.

Hopefully a vastly improved September is a harbinger of good things for the rest of the year.

Executive Director's Report (McCarren)

With the board focused on boosting membership numbers, McCarren devoted most of his time to discussing how the Membership Department staff is deployed. He noted that we have coverage across the day, from 9 a.m. until 8 p.m. Our retention efforts are focused on specific sectors where we know there are high levels of drop-offs as well as special groups such as the Owls. "All these baskets of members need to be treated as individuals," he said.

President's Report (Werner)

President Theresa Werner reviewed club activities and upcoming Speaker's Lunches.

After the next meeting was set for November 19, at 5:30 p.m., the meeting was adjourned.

Respectfully submitted,

JOEL WHITAKER
Secretary

Appendix 1 - Membership

The following applications have been reviewed and approved by the Membership Committee.

Name	Affiliation	Sponsor
Journalist		
Robert Steven Wheelock Executive Producer	Al Jazeera English	Ken Mellgren
John Price Senior Contributor at Diplomatic Courier	Ambassador	Jeffery Ballou
Ashley Alderman Associate Producer - "America's News HQ"	Fox News Channel	Ana Carcani Rold
	Tommy Burr	Ed Barks
Journalist Young Member		
Ferdous Al-Faruque Editor	FDA News	Wesley Pippert
Clay Webster Markets Reporter for Coal Industry	Platts	Valarie Jackson
Tim Devaney National Reporter (Business and Economy)	Washington Times	Bill Holland
Derrick T. Perkins Executive Editor	Alexandria Times	Tommy Burr
Jessica Estepa Reporter (Capitol Hill)	E&E Publishing	Tony Culley-Foster
	Tommy Burr	Ed Barks
Journalist Non Resident		
Deborah Wilson Lincoln (United Kingdom)	University of Lincoln, UK Head of Journalism Program Courses & Journalism Professor	Ed Barks Tommy Burr
Susan Dickenson Greensboro, NC	Home Accents Today Retail Editor	AGK Tommy Burr
Journalist Non Resident Retired		
Daniele Moro Milano, Italy	TV Reporter/Editor in Chief TV News Channel 5 (Italy)	Ed Barks Tommy Burr
Communicator		
Kenneth V. Cummins Owner/President	Capitol Group	REINSTATE
Communicator Former Journalist		
Gregorio Laso Counsellor Press Office	Embassy of Spain	AGK
Christopher Thorne VP of Communications`	Beer Institute	Ed Barks Alan Bjerga
Communicator Retired		
Nels Ackerson Chair, Complex Litigation	Ackerson, Kauffman, Fex- Law Firm	REINSTATE
Student		
Chelsea Boone Student	University of Maryland	Adrienne Flynn
Matt Fleming	University of Maryland	Adrienne Flynn

Student

Total Members as of 10/12: 3,199 Total as of 10/11: 3,309

Total Applications October: 17 26

Applications to date: 257 348

TOTAL JOURNALIST MEMBERS: 1,464 1,544

TOTAL COMMUNICATOR MEMBERS: 1,228 1,254

TOTAL COMM NEWS SOURCE MEMBERS: 712 764

TOTAL MEMBERS UNDER 35: 288 304

Journalist Young Members: 193 208

Communicator Young Members: 95 96

TOTAL RETIRED MEMBERS: 539 552

TOTAL NON-RESIDENT: 905 954

TOTAL SPOUSE MEMBERS: 150 120

TOTAL PAYING MEMBERS: 2,974 3,093

Appendix 2 - Committee Liaison Reports

Book and Author Committee (Barks)

The September 17 book rap for Juan Gonzales's *News for all the People* sold 19 books for revenues of \$113.81 and 92 tickets for \$460 which made for overall revenues of \$573.81.

The Jeffrey Toobin book rap on September 19 resulted in sales of 32 books totaling \$185.28 plus \$555 in ticket sales for a \$740.20 take.

October 10 witnessed the President of Colombia, Alvaro Uribe Velez, discuss his book *No Lost Causes*. No sales figures were available as of this writing.

At its recent business meeting, the committee held a brief discussion about how best to work with other club committees who hold author events. The intent is to assist committees who do not do such events regularly while ensuring some revenues flow to NPCJI. Committee Chair Joe Motheral will raise the issue at the meeting of committee chairs to alert them that Book and Author stands ready to collaborate.

Arnold Schwarzenegger's schedule does not allow for him to appear. Invitations remain outstanding for these possible December events: Michael Bolton, Barbara Kingsolver, and Jake Tapper. NPC member Paul Dickson's latest book, *Words from the White House*, is due out in January, and he will be invited to speak since he is always a popular draw. January invitations have also been extended to Valerie Harper, Jared Diamond, and Andrew Wilson.

The committee will reach out to popular mystery writer Steve Barry to determine the timing of his next release.

NPC members wishing to volunteer to work the November 13 Book Fair are encouraged to contact Joe Luchok to make arrangements.

Communications and Marketing Committee (Barks)

The committee's planned social media workshops have been postponed due to the speaker's need for minor surgery. In addition, plans for the legends dinner with a notable veteran communicator has been pushed back to early 2013. The committee does not plan to hold a business meeting in October.

Photo Committee (Dunn)

The Sebastian Rich Photo Exhibit was a great success and the opening reception on October 2 was well attended. This exhibit of Afghan refugees was on display for two weeks with excellent feedback. Sebastian Rich was honored with the prestigious Royal Television Society's "Cameraman of the Year Award" for his photos of war and famine in Africa. He is known for his poignant images of young children and recently completed his second book "Where Fools Rush In." Congratulations to Darlene Shields and the Photo Committee for sponsoring such innovative and interesting programs.

Free Lance Committee (Dunn)

The Free Lance committee co-sponsored a workshop on "Negotiating Through Tough Times: Skills Workshop for Women Journalists."

With the downsizing of many publications, journalists are increasingly turning to free lance work. Successful negotiating skills are a vital necessity in today's job market. The workshop was completely full and feedback indicated that it was well delivered and very useful for the participants.

Fifteen percent of Directorships of Fortune 500s are women and 10% of companies had NO women Directors. Female editors earned 90% of what male reporters and editors earned.

Publications Committee (Hughes)

Chair Donna Leinwand Leger says the committee has begun to create a Wire Style Book and Manual for future generations of Wire editors. The aim is to deliver a consistent product by making sure we are all working off the same reference manual. We have also begun cataloguing member photos so we add them to the body of the stories when specific members are mentioned.

Press Freedom Committee (Donnelly):

Journalists' Online Security Forum—Oct. 24, 6:30-8 in conference rooms.

What would you do if your computer had been hacked, exposing sensitive emails, sources, story research and interview notes? What if you learn your cell calls had been intercepted, potentially outing a confidential source?

Though digital technology has been an enormous boon to journalists, it also comes with significant security pitfalls. Journalists are particularly at risk due to the unique role they play in gathering and disseminating information.

The National Press Club's Press Freedom Committee will hold a panel discussion to discuss these risks on Wednesday, Oct. 24 from 6:30 p.m. to 8 p.m. in the Murrow Room. This event is free and open to the public.

Panelists are:

-- John M. Donnelly, Press Freedom Committee chairman--Moderator

-- Matthew Cole, a former producer for ABC News and an investigative journalist focusing who has experienced government surveillance as a result of his reporting activities.

-- Joseph Hall, senior staff technologist at the Center for Democracy & Technology who focuses on policy mechanisms for encouraging trustworthiness and transparency in information systems.

-- Jonathan Hutcheson, a public interest lawyer and journalist who designed and implemented a comprehensive source security platform for 100 Reporters' Whistleblower Alley that enables the anonymous uploading of sensitive documents.

Book Fair Committee (Keane):

The Book Fair Committee is in the home stretch of putting together the book fair for Nov. 13. The event is a fundraiser for the National Press Club Journalism Institute. The book fair is soliciting sponsorships from individuals called Friends of the Book Fair.

Contact Julie Schoo at jschoo@press.org to become a sponsor. There are 89 confirmed authors with some invitations still pending. More than 400 authors were invited. Highlights include best-selling mystery writer Bruce DeSilvia and the Washington Post's Rajiv Chandrasekaran.

A raffle is part of the event with donated prizes including Georgetown Cupcakes, movie tickets, Kennedy Center back-of-the-house tour, local restaurants, gourmet foods and golf outings.

Wine Dinner Committee (Whitaker):

PBS' Pati Jinich of Pati's Mexican Table will be featured at a chef's dinner on March 19. Her new cookbook comes out on March 5.

Chairman Donna Leinwand Leger is working with a farm in Olney to do a chef's dinner featuring Angus beef. Date TBA.

Young Members (Thomas Burr):

Young members flooded the last general meeting of the YM committee, requiring the need for a half-dozen more seats than available on the mezzanine, a good sign for the Club's future.

YM Chairman Paul Shinkman is taking a new gig for *U.S. News & World Report* but says he's still got a good focus on events to draw in and retain young members.

The committee held the always-popular Pub Quiz on Sept. 27 and several young members participated in the Club's focus group for the strategic plan.

Shinkman is accepting ideas for upcoming Piano Lessons and a few are in the works though not yet announced.

The YMs are also working on another night to bring the Street Sense interns over to the club to chat with Young Members and hear some advice on landing jobs after their

finished.

Scholarships (Thomas Burr):

No big news to report from this committee, though Chairwoman Andrea Snyder is still exploring the idea of renaming a scholarship or launching a new one in the name of former NPC scholarship winner Armando Montano, who was found dead while doing an AP internship in Mexico City. There's no rush on this.

Broadcast Committee (Mellgren):

NPC YouTube Channel

The BOC continues to upload digitized videos to our NPC YouTube Channel. In addition to keeping up with current club luncheons and events, the BOC is going back in time and digitizing analog video recordings of past years and adding them to our YouTube Channel. We currently have nearly 300 videos available on the NPC Channel. We urge you to join the NPC YouTube Channel and set it to notify you of new uploads. Also, please place a link in your Facebook page. The more views we get, the more money (eventually) we receive from Google.

Google/YouTube Meeting

Dave Gehring, an executive from Google/YouTube's content partners will visit the BOC on October 29 to review our YouTube Channel and give us advice on increasing traffic. We are still hoping that by providing more search words (metadata) and more appropriate thumbnails and captions, we can encourage sufficient views to generate revenue.

Committee Donation to BOC

Extending our tradition to provide funds to improve the BOC, we plan to use some of our budget to purchase a portable lighting kit for use by the interns when recording various events to be posted on our YouTube Channel.

Awards Committee (Keane):

Chairman Will Lester is making progress on language to create a Photo Award for the NPC journalism awards program. When the draft language is complete, the board will be asked to approve it to create a new category. The goal is to get this done by the end of the year so the award can be included in the 2013 categories.

Will is working with Photography Committee Chairwoman Darlene Shields and other Club professional photographers to draft language for the award, which would not include a cash award. Like the breaking news award inaugurated this year, it would honor recipients with the prestige of having received an award from the National Press Club and

fill a niche that's currently unfilled in our awards categories. Will is working on the technical details of how to submit entries.

Events Committee (Struglinski):

A discussion on President Eisenhower and the press event last week had 60 people in attendance.

The committee has hosted debate watch parties for all the presidential and vice presidential debates.

A Get It Online Lunch in September on how to use Linked In was practically standing room only in the McClendon Room (I attended this meeting and it was a great seminar!)

Upcoming events are a panel discussion on social media and the election and a Get it online lunch with NASA on Nov. 20.

Newsmakers (Bullard):

U.S. Senator Charles Schumer (D-NY) discussed how the presidential election should influence Democrats' approach to tax reform later this year.

Former General Accounting Office head David Walker, who is now CEO of the Comeback America Initiative (CAI), and Dr. Alice Rivlin, formerly of the Debt Commission and the Office of Management and Budget, discussed CAI's "\$10 Million a Day Tour" about the impact of the national debt and the prospects for solving the U.S. debt problem.

Virgil Goode, U.S. Constitution Party candidate for president of the United States, discussed his candidacy, which some say could swing the outcome of the presidential contest in Goode's home state of Virginia.

Two legal experts discussed the use of a Global Positioning System (GPS) device attached to a vehicle and Fourth Amendment rights violations related to law enforcement evidence collection in criminal cases using GPS.

Scheduled or planned Newsmakers through 2012:

This Monday, Oct. 22, Christy Turlington Burns, model and founder of Every Mother Counts; Judy Norsigian, executive director of Our Bodies Ourselves; and Vivian Pinn, the former head of the National Institute of Health's Office of Research on Women's Health, will explain their initiative to inform Congress and women voters about women's health and reproductive issues. It begins at 1 p.m.

On Oct. 30, a "U.S. House Campaigns Update" is scheduled. The joint forum will feature Democratic Congressional Campaign Committee Chairman Rep. Steve Israel (D-NY) and House Republican Policy Committee Chairman Rep. Tom Price (R-GA).

On Dec. 3, a panel of defense industry CEOs will discuss sequestration and its impact on national security. The panelists are David Hess, president of Pratt Whitney; Wes Bush, CEO of Northrop Grumman; and David Langstaff, CEO of TASC.

On Dec. 14, Olga Kifya, award-winning prima ballerina of the MoscoW Ballet, will discuss her life as an internationally touring ballerina, her 2012 North American debut with Moscow Ballet, and perform The Dying Swan from St. Saens' "Carnival of the Animals," accompanied by 16-year-old wunderkind violinist Fedor Ouspensky.

A committee member is working on scheduling a Newsmaker with a speaker from the American Society of Civil Engineers to discuss U.S. infrastructure needs.

Post-election—date TBD—Congressional Budget Update—Avoiding the Fiscal Cliff— a briefing by Sen. Kent Conrad (D-ND), chairman, Senate Budget Committee

Post-election – date TBD -- being given to Speakers Committee and organized by Newsmakers Committee: Antonio Villaraigosa, mayor of Los Angeles, to discuss U.S. immigration and urban policies.

The ambassador of Cyprus, or a visiting Cypriot official from Nicosia, will discuss that country's current European Union presidency, which ends Dec. 31.

A Newsmaker is proposed to discuss the latest on the issue of athletes doping, in the wake of the Lance Armstrong scandal.

House & Bar (McGrath):

Executive Chef Susan Delbert reports that revenue from the Club restaurants declined in August... 4th Estate down 46% from last August, down 19% for the year. Reliable Source revenues also down though not as dramatically...about 7% for this year.

Reasons for decline still unclear. Susan is planning some special cocktail promotions for happy hour in the 4th Estate... "Five at Five." From 5 p.m. to 7 p.m. patrons can order three cocktails for \$5 apiece...and upgraded appetizers will also be available. A temporary bar and lounge area will be set up in the 4th Estate. The hope is that nonmembers will be drawn to the bargain drinks and appetizers and may return in the future to dine at the 4th Estate.

Susan is also considering offering the same deal in the Reliable Source.

Susan says the Club will also be offering increased oyster offerings on the menu as part of the Chesapeake Bay Oyster restoration program. The Club will donate a portion of the oyster sales to the program.

The movie nights in the Reliable Source have not been successful...very few people have shown up, despite some special menu offerings to tempt movie goers.

Chairman Lou Priebe expressed the Committee's thanks for the impressive improvements to the Club's news conference rooms.

Progress is being made to post a large photo in the entrance lobby next to the elevators. It will show a large bank of TV cameras shooting a luncheon and sign displaying the Club's motto. The existing desk for press releases will be removed.

Fellowship Committee (McGrath)

Executive Director Bill McCarren told the Fellowship Committee that its Dues Assistance Program is ready to go, that Club staff is ready to implement it. As of the date of the meeting, no one had applied, so the committee discussed ways to get the word out to members who may be in need. The program will pay members dues for as long as a year, if the member demonstrate financial hardship because of the loss of a job or other financial emergencies.

Chairman Art Wiese spoke about the program at the General Membership meeting on Oct. 5th, and he plans to followup by addressing a meeting of the Young Members Committee.

It was also decided that there should be a mention of the program in the Wire, every other week...at least for awhile.

The fellowship committee has stepped up its practice of writing obituaries for recently deceased members. Chairman Wiese has done most of the writing and welcomes assistance from other members.

International Correspondents Committee (Belkind)

A South African Night on the "Life, Legacy and Values of Nelson Mandela" will be held at the National Press Club from 6:30pm to 8:30 p.m., Tuesday Oct. 30 in the Ballroom, under the auspices of the International Correspondents Committee.

The event will feature remarks honoring Mandela, a panel discussion on his legacy followed by a Q&A session and a tasting of South African wines and dishes including biltong, boerewors, sosaties and samosas.

The evening will open with the showing of video excerpts from Mandela's appearance at the National Press Club when he visited Washington as president of the country in 1994, one of two visits to the Club.

Tickets for Club members will be \$10 and for non-members \$15. Reservations can be made via EventBrite via the following link:

<http://www.press.org/events/south-african-night-life-legacy-and-values-nelson-mandela>

History & Heritage (Wojno)

The Committee is presenting a special a special luncheon on Monday, Nov. 19, at noon in the Winner's Room for Club member Maurine Beasley to talk about her book, "Women of the Washington Press: Politics, Prejudice and Persistence." Eleanor Clift has agreed to interview Maurine about her book and the Committee will put together a fixed-price menu. Publicity is the big challenge and we need to get the word out. Chair Gil

Klein will write an item for The Wire soon. Please let friends and fellow Club members know.

Books & Brunch (Wojno)

The Committee met at it October 20 meeting and selected “Benjamin Franklin: An American Life” by Walter Isaacson for their December 15 meeting. For its upcoming meeting on November 17, the Committee will discuss “Minding Frankie” by Meave Binchy. As always, the Committee is open to suggestions for books. Please send to Chair Jack Williams at weatherjack@mac.com.