

National Press Club Board of Governors

November 19, 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, Vice President Angela Greiling Keane, Secretary Joel Whitaker, Treasurer Myron Belkind, Chairman John Hughes, Patrick McGrath, Ken Mellgren, Thomas Burr, Frederica Dunn, Ed Barks, Suzanne Struglinski, Shawn Bullard, NPC Journalism Institute President Richard Dunham, John Donnelly.

Absent: Immediate Past President Mark Hamrick, Membership Secretary Nyia Hawkins, Mark Wojno,

Staff: Executive Director William McCarren, Allyson Cannon

Guests: Noel St. John, Will Lester

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

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

Photography Award

With unanimous consent to depart from the normal order of business, and following an introduction by Greiling Keane, Will Lester, chairman of the Awards Committee, presented a proposal to establish an award recognizing the best photo(s) taken by one photographer. Greiling Keane/Burr then moved the board adopt the following resolution:

Spot News

A news photograph of an unplanned event that is spontaneous and requires the photographer to rely on instincts and photo skills.

News picture story

-A series of pictures that tell a news story and showcases the instincts and skills of the news photographer. Maximum of nine photos, which will be considered as one entry. Entries are limited to photos taken during 2012. Photos taken for house organs, pamphlets or reports, or advocacy outlets of interest groups such as trade associations,

consumer organizations or government agencies will not be considered. The photo awards are intended to honor professional photojournalists who have produced outstanding work, either independently for news organizations or as employees of those news organizations.

Non-traditional entrants are free to explain in supporting materials how they meet these journalistic criteria.

Submission guidelines (technical)

- Entrants should submit a printed copy of the photo as it appeared in a newspaper or magazine where the photo (or photos) appeared, or a printed copy of "screen grab" of the news website where it appeared. The date of publication should be visible.
- Content must not be altered in Photoshop or by any other means to digitally add or subtract, beyond retouching to eliminate dust and scratches and reasonable adjustments such as cropping, dodging and burning and minor color adjustments.

Photo Guidelines

- JPG entries are required in all photography divisions, for both single-image and multiple-image story categories. They should be submitted on CD-Rom or DVD-Roms – three copies of the CD-Rom or DVD-rom and related paperwork must be provided for judging purposes.
- File type: JPG; be sure each file is a .JPG and carries the extension ".JPG"
- Quality (under "compression"): .JPG high
- Resolution: 200 to 300 dpi, minimum
- Color Mode: RGB
- Image Size: 2,500 pixels or larger, on the longer side -- width or height.
- File size for a single photograph should be no more than 4 MB
- Provide caption information for the photos that will be clear to the judges, maybe by numbering the photos in a picture story and matching numbers on the captions.
- Please provide your contact information, phone and email address, in case more information is needed.

In discussion, the board agreed the winner of the photo award would receive a one-year membership in the Club. In discussion, President Werner noted that adding breaking news and photo categories enhances the NPC Awards program. The resolution was adopted unanimously, and the board returned to the regular order of business.

Membership (Burr for Hawkins)

Burr/Donnelly moved approval of the new members recommended by the Membership Committee (Appendix 1). The motion was approved.

Committee Liaison Reports (Whitaker)

Upon motion by Whitaker/Keane the board accepted the board committee liaison reports (Appendix 2)

Treasurer's Report (Belkind)

The Club had excellent results in October -- the best of the year. They would have been even better had not the club closed for two days owing to Hurricane Sandy. It is the first time in a year we have posted two consecutive months of good performance.

Broadcast Operation Center revenue isn't where it should be, and the budget committee will review the BOC's request for high-definition equipment. In discussion the 2013 budget, Belkind noted the budget projects a profit increase and said the budget is in line with previously discussed assumptions.

During discussion of the Treasurer's Report, McCarren noted the club has added a sales person for the BOC, and will bring an editor in house. We're currently paying a free-lance editor more than we'll pay to have an in-house editor, he said.

BOC has requested significant capital resources, McCarren noted, adding the board has formed a committee to review the request. The timing is complicated by the fact that BOC revenue is less than budget this year.

Donnelly: I'm concerned about the future of the economy. I don't have confidence Congress will do what it should regarding the "fiscal cliff."

McCarren said that while he hopes Congress and the President reach a deal on the "fiscal cliff," he doesn't think they will this year, and thus things will be frozen for at least a month.

President's Report (Werner)

President Werner recognized Mellgren's birthday and discussed future Speaker's programs.

New Business

1. Revision of Guidelines on Cosponsoring Programs (Barks)

Barks/Dunham moved to amend the club's current guidelines on cosponsoring events with other organizations by inserting the following after the first paragraph:

In addition, the club may cosponsor events with organizations representing the public relations industry for the benefit of the club's Communicator members.

In discussion, Struglinski said that anything that enhances the Communicator experience is good, and added there is lots of interest among communicator members in doing events at the Club.

Greiling Keane and Donnelly expressed support for the proposal.

There being no further discussion, the motion was adopted unanimously.

2. Appointment of Election Committee

Following the meeting, by electronic vote, the following members were confirmed by the board to comprise the Election Committee to count ballots for this year's election:

Jonathan D. Salant, chair

Megan Cotton

Rick Dunham

Cary O'Reilly

Lou Priebe

Carole Sergent

There being no further business, the next meeting of the Board was scheduled for 6:30 p.m. on Dec. 17.

The meeting was adjourned at 7 p.m.

JOEL WHITAKER

Secretary

Appendix 1 - New Members

Name	Affiliation	Sponsor
Journalist		
Richard Mullins Defense Budget Reporter	Aviation Week	Mike Soraghan
William Freebairn Managing Editor	Platts Jim Ostroff	William Loveless
Journalist Young Member		
Stephen Schaber Reporter/Producer	Voice of Russia- American Edition Jamila Bey	Gloria Minott
Raisa Camargo Reporter (Latino Policies, Immigration)	Voxxi Ed Barks*	Thomas Burr*
Emily Gipple Database Reporter	Chronicle of Philanthropy	Benjamin Dooley
Journalist Retired		
Journalist Non Resident		
Katie Kyros Hagerstown, MD	WHAG NBC 4 News Reporter (General Assignment)	Thomas Burr* Ed Barks*
Marcus Stern Acworth, GA	Thomson Reuters Bureau Chief, Atlanta	REINSTATE
Pamela Luecke Department Head/ Professor- Reynolds Profes. School of Journalism	Washington and Lee University Ed Barks*	Thomas Burr*
Communicator		
Michelle Spivak Melinger Director of Public Relations	Department of Veteran Affairs	REINSTATE
Communicator - Young Member		
Alexandra Vachon White Deputy Spokesperson	Embassy of Canada to the United States Chris Plunkett	Michelle Mahoney
Katherine Connors Account Executive	Media and Communications Strategies, Inc. Scott Sobel	Kipp Lanham
Massimo Farrugia Press and Communications Officer	European Parliament Thomas Burr*	
Ed Barks* Chase Adams	National Cattleman's Beef Association	Thomas Burr*
Director of Communications	Ed Barks*	
Communicator News Source		
Stephen Bassett Executive Director	Paradigm Research Group	REINSTATE
Bernadette Budde Senior Vice President- Political Analyst	Business-Industry Political Action Committee	Rick Dunham

Communicator Non-Resident

Joseph Starrs

South Riding, VA

Communicator Retired

Communicator Non Resident Retired

Building Tenant

Renee Nida

Technical Editor

Institute on Political Journalism

Director, Professor

ACEEE

Ed Barks*

Mark Schoeff Jr.

James Hurwitz

Thomas Burr*

Committee Reports (November Board Meeting)

Broadcast Committee (Mellgren)

Analysis and Recommendations – BOC

We have been meeting with Vija Udenans, her staff and Bill McCarren to establish our future business strategy which will influence our decisions regarding upgrading to High Definition video capability. It appears that more and more current and potential clients are and will be requiring HD quality. This may require a substantial investment spread over the next three years in order to replace and upgrade equipment to enable our BOC to be competitive with most video production organizations.

Possible Membership Recruiting Event

The broadcast committee along with Melinda Cooke, Jake Serwer (new BOC sales and marketing), Vija Udenans and others are considering sponsoring a membership recruiting evening with a single organization. Last year we hosted an evening reception for WTOG (All News) employees which resulted in several new memberships.

Google Meeting Postponed

We had scheduled a meeting with David Gehring, a Google executive to review our YouTube Channel and make recommendations for improving our number of views. Hurricane Sandy caused us to postpone that meeting. We hope to do that in the next few weeks.

Freelance Committee (Frederica Dunn)

The committee had a very successful, well-attended and highly informative workshop on “Negotiating Skills” in October. Viola Gienger organized the workshop with Margaret Engel, Director of the Alicia Patterson Foundation. They reorganized an all day workshop into an intense two hour Session. The workshop focused on a negotiating strategy of “collaborative conversation” – which they say women do particularly well. It’s win-win, forges interpersonal bonds and uses empathy. Four of the bottom line tactics: never accept the first offer; keep the other side at the table, always include more than one issue and patience is the ultimate virtue. The workshop was also open to members of the Journalism And Woman’s Seminar – a national organization.

PHOTO COMMITTEE (Frederica Dunn)

Keith Jenkins, Supervising Senior Producer for Multimedia at National Public Radio, will be featured at the November meeting. He will speak on the role of

photography and visual media in storytelling in a digital age. Before joining NPR in 2008, Keith spent 13 years in a number of positions at the Washington Post. At NPR, along with the day-to-day photography and photo editing, Keith and his team are responsible for the visual web-based components of several highly acclaimed NPR series, including “Along The Grand Trunk Road: Coming Of Age In India And Pakistan.”

The annual holiday luncheon and mini photo contest will be held December 12.

House & Bar Committee (Patrick McGrath)

The Committee will be partnering with the Women's History Museum to support events that will be held at the Club in connection with events commemorating the Women's Suffrage March on Washington... to be held in March.

Heavy press coverage is expected for the events...many of which will be held at the Club.

There are plans to replace some of the chairs in the Reliable Source.

Executive Chef Susan Delbert reported that business in the 4th Estate restaurant was up 26%... thanks to 800 vouchers that were part of the Restaurants participation in a travel website... Travel Zoo.

Committee member Rod Kuckro pointed out that new bowls at the restaurants appear to be significantly smaller and he urged that when changes of this nature take place, the House and Bar Committee should be informed in advance since it impacts the quality of offerings to club members.

There are further complications.... due to communication problems... that are delaying the hanging of the big photo in the elevator lobby. Efforts are being made to get things back on track as quickly as possible.

Report on Fellowship Committee (McGrath)

As many of you already know, the Chairman of the Fellowship Committee, Art Wiese, has suffered a serious stroke and is hospitalized. It is too early to know about Art's recovery. I will keep the Board informed.

International Correspondence Committee (Belkind)

The South African/Nelson Mandela Night originally scheduled for Oct. 30 has been rescheduled for Monday, Nov. 26, from 6:30pm to 8:30pm in the Ballroom, with an expanded program including an art exhibit and a troupe that will perform South African dances while singing a cappella -- in addition to the original program featuring a panel discussion on the "life, legacy and values of Nelson Mandela," a tasting of South African wines and food dishes and showing of excerpts from Mandela's 1994 appearance at the NPC as president of South Africa.

The final embassy night of the year will be at the residence of the ambassador of Iceland from 6-8pm Wednesday, Dec. 5.

Young Members (Burr)

YM Chair Paul Shinkman has taken a new gig with U.S. News, sucking up a bunch of his time recently. But Paul says he still has great plans for the committee and will be working on more events in the near future. YM vice-chair Patrick Host did Pub Quiz on Nov. 15. Ideas for piano lessons and other YM events are always welcome.

Travel Committee (Struglinski)

Jan. 16-21 -- London -- 18 paid and another 10 or so expected to sign up..

March 17-25 -- Budapest and Vienna -- 12+ signed up and more expected to do so.

May 12-24 -- South Africa, Victoria Falls, and Botswana -- 10+ signed up and more expected.

Trip to New Mexico cancelled because not enough interest received. Other options under consideration: Savannah and Scotland

This year's Civil War Trust trip will probably be in May rather than June or July because we are going to Gettysburg and it's the 150th Anniversary of that battle. No date given us by the Trust as of now. Our next Travel Committee meeting will be on November 20.

Book and Author Committee (Barks)

No new book raps have been planned, as the committee pushed back its November meeting so as not to conflict with the Book Fair. One issue it plans to examine at its next business meeting on Tuesday, November 20, is the current prohibition on book raps featuring authors of self-published books. A discussion to review this policy is planned in light of ongoing changes in the publishing industry. Note that this will be an initial discussion, with no decision expected in November.

Communications and Marketing Committee (Barks)

This committee cancelled both its October and November business meetings. Its next event is the November 12 "Getting Hands on with LinkedIn" workshop led by NPC member Anthony Shop.

Awards Committee (Greiling Keane)

The Awards Committee has finalized proposed language to create a Photo Award for the Club to give out each year. Board members are being asked to approve the language at the November meeting so the Photo Award can be included in the

promotional materials for the Club's 2013 awards program.

The Club has been asked to help supply some judges for the Atlanta Press Club's awards contest. Chairman Will Lester put a notice in The Wire this week to seek volunteers.

Book Fair (Greiling Keane)

The Book Fair was held on Nov. 13 with 100 authors selling books from a variety of genres to about 500 attendees, both Club members and the general public. The event is a fundraiser for the National Press Club Journalism Institute in addition to being a favorite Club event. A raffle and event sponsors raised money in addition to the revenue from book sales. Because of the amount of staff time - and associated expense - the NPCJI board is considering reducing the number of authors included in next year's fair as part of an effort to cut the expenses of producing the event.

History & Heritage (Wojno)

Committee Chair Gil Klein reports that attendance for the Maureen Beasley book rap held Monday, Nov. 19, exceeded capacity for the Winners Room and had to be moved to the First Amendment lounge. The event will be recorded by the BOC. Also, the Committee is working on revamping and expanding the Club's history page on the NPC Web site and is continuing its work on its oral history project with the Library of Congress as well as its own oral history interviews.

Books and Brunch (Wojno)

The Committee met on November 14 at the Fourth Estate Restaurant to discuss the book "Minding Frankie" by Maeve Binchy. For its December 15 meeting, the Committee will discuss Walter Issacson's book "Benjamin Franklin: An American Life."