

**National Press Club  
Board of Governors  
Meeting  
February 27, 2012**

The meeting was called to order by Chairman John Hughes.

**Present:** President Theresa Werner, Vice President Angela Greiling Keane, Treasurer Myron Belkind, Secretary Joel Whitaker, Membership Secretary Nyia Hawkins, John Donnelly, Patrick McGrath, Mark Wojno, Ken Mellgren, Ed Barks, John Hughes, Thomas Burr, Suzanne Struglinski, [Frederica Dunn](#), Immediate Past President Mark Hamrick, NPC Journalism Institute President Richard Dunham,

**Absent:** None

On motion by Whitaker, the minutes of the last meeting were approved.

**Membership**

On motion by Hawkins/Wojno, the following persons, having been recommended by the Membership Committee, were approved:

<b>Name</b>	<b>Affiliation</b>
<b><u>Journalist</u></b>	
Sang-Yeon Kim	Seoul Shinmum
-	Washington Correspondent
-	
David Silverberg*	KMD Media/ Homeland Security Today
-	Editor
-	
Heather Scott-Molleda*	Market News International
-	Bureau Chief
-	
Pedro Da Costa	Reuters News
-	Correspondent
-	
Shiro Namekata	The Asahi Shimbun
-	Science Correspondent
-	
Kevin Drawbaugh*	Thomson Reuters
-	Deputy Washington Editor

<b><u>Journalist Young Member</u></b>	
Elizabeth Lee Hudson	Inside Washington Publishers

-	Associate Editor- cover US Navy and Marine Corps
-	
Alan Blinder	The Washington Examiner
-	City Hall Reporter

**Communicator**

Erika Compart	Public Affairs Council
-	Communications & Editorial Director
-	
Sharon Lewis	Brown Capital Management
-	Publicist/ Public Relations
-	
Johan Van der Beke	Brepols Publishers
-	Publishing Manager
-	
Eddie Brown	Brown Capital Management
-	Founder/ Chairman/ CEO
-	
Orla Smith	American Association for the Advancement of Science AAAS
	Managing Editor

**Communicator - Young Member**

Philip Ballard	Booz Allen Hamilton
Allison Priebe Brooks	Local Kicks
	Lifestyle & Society Editor
Maura Burchette	DCI Group
	Director
Julia Eckert	US Senator Richard Shelby
	Deputy Press Secretary
Christine Deerin	DS Simon Productions
	Producer, Sales, Media

**Communicator- Non Resident**

Kelly Phillips Erb	The Erb Law Firm, PC/ Forbes.com
	Lawyer/ Freelance Tax Writer

**Communicator- Retired**

Sarah Milam	US Senate
-	Personal Assistant- Senator Edward Kennedy
-	

**Communicator News Source**

Dane Strother	Strother Strategies
	CEO
Joanne Manrique	Global Health & Diplomacy
	Editor in Chief
Candace Smith	George Washington University
	Executive Director Media Relations

**Communicator Non-Resident**

Jeffrey L Chidester	The Miller Center- University of Virginia
	Director of Public Programs & Corporate Secretary
Mickey H. Osterrelcher	Hiscock & Barllay LLP
	First Ammendment & Media Law Attorney

**Communicator Young Member**

Stephen Hawkins	Penn Schoen Berland -Political consulting & Marketing
	Research Analyst
Katherine Anne Starge	DCI Group LLC
	Account Executive, Media Outreach

**Building Tenant - Young Member**

Cherita Carey	Department of TreasurY
	Accountant
Catherine Bell	ACEEE
	Financial Services Analyst

**Student**

Stefan Dobromirov	American University
Jordan Plaut	Colgate University
	Student

On motion by Hawkins/Wojno, the Board approved applications for retired dues, six-month dues waiver, change to journalist status and change to honorary status.

### **Standing Election Rules**

On motion by Whitaker/Donnelly, the following election rules were approved:

#### **ELECTION RULES**

1. The date for Club elections will be set annually by the Board of Governors. The Board will set a nominating period of four weeks, and then provide a period of two weeks to review nominations before certifying candidates to run. Club members wishing to run must place petitions at the Club, including the offices they are seeking, at least one week before the end of the nominating period.
2. At the same meeting that the Board sets the election schedule, including the start of nominations and a deadline for requesting absentee ballots, the secretary will nominate a chair of the election board for Board approval. The secretary shall nominate the remainder of the election board prior to the date of the election.
3. The Board of Governors, through the secretary and election board, will vet the eligibility of all candidates to run in the category of their membership classification before the ballots are printed. Candidates may be asked to provide additional proof of eligibility. The Board and/or Club membership committees, or staff at their direction, may be asked to research the employment of prospective candidates, including the right to ask for a criminal background check, and make recommendations as to whether they should be allowed to run. A candidate so disqualified will be entitled to appeal to the Board.
4. Club committees, whether enshrined in the Constitution and Bylaws or established by the president or Board, report to the president of the Club and have no independent status. Accordingly, they cannot endorse candidates nor take any actions that could give the impression that they are backing certain candidates. They cannot spend any committee funds to support candidates, nor can use any social media sites set up for the committee, such as a Facebook page.
5. Club officers, Governors and committee chairs and vice chairs may endorse candidates on their own, and may indicate their current Club positions on their endorsement letters or emails, including using their titles under their names. Current officers, Governors and committee chairs and vice chairs may also use their current positions in messages seeking election, including using their titles under their names when they sign letters to Club members. They are not to use their official Club photographs on their campaign literature. Candidates who hold current Club positions are not to give any indication or insinuation that their candidacies are supported by the Club.
6. Candidates are not to use Club logos, the Club seal, or the Club flag on any campaign websites.

7. Candidates are not to communicate with staff on election-related matters. Candidate statements should be submitted to the election board chair, who will ask the staff to post them on the Club website. All questions or requests must be submitted in writing to the election board chair, who will bring them to the attention of the appropriate staff member and respond to the candidate.
8. Upon qualifying for the ballot, candidates will receive a copy of the election rules and contact information for the election board chair, and must sign a statement that they agree to be bound by the rules set down by the Board of Governors. Candidates who do not sign such a statement will not be allowed to run for office.
9. The election board may, at its discretion, arrange debates among candidates for Club office. The board, should it choose to schedule debates, shall decide on the format for such debates, which offices to feature, and whether such events will be webcast. Club committees may also hold candidate forums but must invite all qualified candidates for the offices featured.
10. Staff members of the congressional press galleries will oversee the counting of ballots as independent monitors. No other outside monitors will be permitted.
11. Ballots will be cast on the members-only 14th floor. No politicking will be allowed on the 14th floor, including a candidate accompanying a supporter to the voting booth. Candidates may greet prospective voters at the stairs on the 13th floor. Campaign literature may not be handed out or made available to members on the 14th floor except that a voter may take to the voting booth a flyer he or she received from a candidate at the bottom of the stairs leading to the 14th floor.
12. All complaints, including challenges to a candidate's eligibility, must be submitted in writing to the Club secretary and election board chair. If the violations are such that they warrant a candidate's exclusion, such recommendations must be submitted in writing by the secretary and election board chair to the Board of Governors. Both the secretary or election board chair and the candidate will have the opportunity to present their cases to the Board, which will have the final say on who is eligible to run under Bylaws Article VI, Section 1: ``The Board of Governors shall not place on the ballot the name of any person who is not a member in good standing.''
13. The Board of Governors is the final arbiter of the Club's election rules.

### **Treasurer's Report**

Treasurer Myron Belkind reported the auditors had completed their work, and determined the Club's profit for 2011.

This year didn't get off to as good a start as had been hoped. Revenue was below budgeted revenue for January of this year and the actual revenue last year. One factor which especially affected the Broadcast Operations Center is that the National Governors Association, which met in January last year, is meeting in Washington in February. There were also fewer news conferences by private groups in January this year, resulting in less audio-visual and BOC services.

There are signs that March will be good financially, with strong pre-bookings for the month.

Belkind reported that the increased drinks prices bar did not affect revenue: Revenue from beverage sales exceeded budget by \$10,000 and exceeded last January's drinks revenue by \$11,000.

## **Committee Reports**

### **Newsmakers (Shawn Bullard):**

Newsmakers is hosting the issuance of a major report on Afghanistan this Thursday (23rd). This report highlights the plight of those who fled their homes due to the war. Around 22 children were frozen to death last month.

On Feb. 1, business leader Robert L. Johnson, founder and chairman of The RLJ Companies and the founder of Black Entertainment Television, discussed minority unemployment rates, limited access to capital and an accelerating wealth gap between white and black Americans.

On Feb. 7, Richard Fenning, CEO of Control Risks, discussed "The Arab Spring: The challenge for business in North Africa and the Middle East 2012."

On Feb. 9, state attorneys general Martha Coakley of Massachusetts and Ken Cuccinelli of Virginia took opposing sides on "The Affordable Health Care Act -- Constitutional or Not?", as a prelude to the Supreme Court's March consideration of the law.

On Feb. 10, World Jewish Congress President Ronald S. Lauder offered insight and analysis as the Arab Spring becomes a memory and as Israel aims to "brand" itself before the international community.

On Feb. 13, San Diego Mayor Jerry Sanders discussed pension and retiree health benefits reform.

On Feb. 23, Laura Murphy, director of the Washington legislative office of the American Civil Liberties Union, and Hans von Spakovsky, senior legal fellow and manager of the Civil Justice Reform Initiative in the Center for Legal and Judicial Studies at the Heritage Foundation, are scheduled to discuss the actual and potential impact of various U.S. state voter identification laws, many of which have only recently been passed and which

require a photo ID for voters to be able to cast their ballots.

### **Events Committee (Suzanne Struglinski)**

Committee held first meeting on Feb. 7, 2012.

In 2012, the Events Committee will focus on three key program areas: Social and Entertainment, the "Get It Online" series, and political events. These program areas will all support membership recruitment and/or retention. The committee will also continue to partner with other committees and outside organizations. Upcoming events include:

Get It Online series luncheon with Mandy Jenkins of The Huffington Post on February 27

- Panel discussion with Jack Abramoff on March 5
- Super Tuesday watch party on March 6
- Discussion of surveillance and privacy later in the spring.

### **Travel Committee Report (Suzanne Struglinski)**

Suzanne will have a meeting with chair and co-chair to discuss other ways the committee can be of services to the Club, including discounts for NPC members and other travel related events.

The Committee is planning a trip to the Baltic Republics in May, and we will be holding a reception in March (which it holds twice a year) to review upcoming trips and to elicit suggestions for destinations from NPC members.

### **Young Members (Thomas Burr)**

Under new management, the Young Members Committee got off to a great start this year with its first event on Feb. 9 focused on Social Media 4 Social Good. Young Member Monica Gray interviewed the UN Foundation's Aaron Sherinian in front of about 75 guests (most of them members). The event generated \$265 in income, and the Young Members plan to host another such event every quarter.

The Young Members also held a successful Pub Quiz earlier this month, resulting in a packed Truman Lounge and several participating teams with potential new member recruits.

### **Scholarships (Thomas Burr)**

Chairwoman Andrea Snyder is assembling her committee and is planning to meet next month to evaluate two of the three sets of scholarships awarded by the Club.

### **International Correspondents Committee (Myron Belkind)**

International Correspondents Committee open 2012 with four events:  
A panel discussion on "America's New Focus on Asia: A Conversation with CSIS Scholars on Regional Security Issues," and three embassy nights at the residences of the ambassadors of Sri Lanka and Nepal and the Australian Embassy. Thanks to vice chair Eddie Walsh for his initiative in organizing these events.

### **Book and Author Committee (Ed Barks)**

It is worth a reminder that the Book and Author Committee now formally reports to NPCJI, so any formal action will come through that body. NPC board liaison reports from now on will be primarily for informational purposes or for issues that affect the club, its members, and its committees.

Upcoming evening book raps include:

- Eleanor Herman with *King Peggy* on February 22
- Thomas Mallon with *Watergate* on March 2
- Josh Meyer with *The Hunt for KSM* on April 11
- Paul Dickson with *Bill Veeck: Baseball's Greatest Maverick* on April 24

In addition, Olympic skater Kristi Yamaguchi is scheduled for a children's book event on Saturday, March 10. Sales for the event have been quite slow, with only eight reservations received as of the committee's February 14 meeting.

The committee will hold a special Saturday event in conjunction with the Books and Brunch Committee on April 14 with Alexander McCall Smith and his latest, *The Limpopo Academy of Private Detection*.

On a sad note, celebrated *New York Times* reporter Anthony Shadid had been scheduled for a March 29 book rap prior to his untimely death.

Other authors being pursued include Michelle Obama, Bill Moyers, Madeleine Albright, Colin Powell, and Douglas Brinkley.

The committee also discussed the issue of NPC club committees selling books when authors appear at their functions. Vice Chair Heather Forsgren Weaver was told that club committees can now sell books when they hold events featuring authors. However, Book and Author believes longstanding policy holds that only Book and Author can sell books and that it must approve any author appearances. Note that the committee is very open to holding joint events with other committees. One of the main reasons for continuing existing policy is to ensure that NPCJI continues to benefit from book sales proceeds.



### **Communications and Marketing Committee (Ed Barks)**

The Communications and Marketing Committee is planning its event calendar for 2012. These varied events, focused largely on the club's sizeable Communicator population, include:

- Hacks and Flacks: Panels of reporters discussing their beats and news organizations and how to pitch stories to them. A social hour would follow the panel.
- Media tours: Visits by NPC members to local news organizations.
- Member Showcase: Presentations by NPC members on best communications practices and important issues.
- Legends Dinners: Intimate dinners in the Winners Room with a noted senior leader in the D.C. communications community.
- Advanced social media workshops: Going beyond the basics.
- Communicator receptions: Breakfasts and evening receptions to encourage Communicator members to get acquainted with one another.

The committee is also discussing initiatives to raise the club's profile, both among the membership and the general public. Look for more news on those ideas as they take shape in later months.

### **Photo Committee (Frederica Dunn):**

I would like to make a motion to approve an exhibit of Tom Gundelfinger O'Neal's collection of Rock n Roll photography from the 1960s-70s in the lobby to include the glass case from April 9 to May 5.

The exhibit will include rare and iconic album covers Tom has photographed and designed i.e. Steppenwolf, Poco, Crazy Horse, John Phillips, Mama Cass, BB King & Neil Young. Leader's Edge magazine will sponsor a reception featuring Tom & his stories on April 11 at 6:30pm. (Sarahanne Driggs is working on the space with Noel St. John)

Photo Activities:

-- March 1 at Noon: Speaker Theo Adamstein, founder and director of FotoDC and FotoWeek DC. He will talk about the upcoming programs/events/workshops/contests planned for the year, including a Cherry Blossom photo contest.

-- March 23 at 7 p.m.: Photojournalist Lynn Abercrombie will discuss her new book which includes images from years of traveling with her late

husband, Tom Abercrombie, a writer and photographer for the National Geographic.

Future Activities:

- Sports and architectural photo talk (May)
- Photo Walk Safari (July)
- 13th Annual NPC Members' Photo Exhibit/reception (September)

### **Press Freedom Committee (John Donnelly)**

A) Recent events:

1) Ethiopia:

National Press Club President Mark Hamrick joined with other journalism leaders Jan. 4 to urge Secretary of State Hillary Clinton to take action against Ethiopia for imprisoning a journalist. Hamrick was one of five people who signed a letter published in The New York Review of Books on behalf of Ethiopian journalist Eskinder Nega.

Ethiopian authorities arrested Nega in September, shortly after he published an online column calling for an end to torture in Ethiopian prisons and advocated for freedom of expression. If convicted, he could be sentenced to death.

The letter calls on Clinton and U.S. allies "to publicly repudiate Ethiopia's efforts to use terrorism laws to silence political dissent." It also asks that the United States to ensure more than \$600 million in aid to Ethiopia is not used for repression.

2) Ecuador:

National Press Club President Mark Hamrick expressed outrage Jan. 13 about the president of Ecuador's systematic and relentless attacks on the press.

Angry over a piece that was critical of him, the Ecuadoran president Rafael Correa has won court rulings-- under questionable circumstances-- that could result in the shuttering of one of Latin America's most esteemed newspapers and the imprisonment of its journalists.

The case of the paper El Universo is just one of several examples of Correa's attacks on press freedom. Under Correa, defamation suits against reporters have multiplied, and state ownership of media organizations has grown, according to independent monitoring groups.

The Washington Post in a Jan. 12 editorial called Correa's campaign against reporters "the most comprehensive and ruthless assault on free media underway in the Western Hemisphere."

In July, three directors of El Universo were sentenced to three years in

jail and the paper fined \$40 million, enough to bankrupt it, as a result of a defamation suit brought by Correa. Computer forensics later showed that the president's attorney had written the court's decision, an independent inquiry found.

Four subsequent rulings have upheld the original one, which raises questions about the autonomy of Ecuador's judiciary, according to non-governmental groups.

### 3) Photographers Rights

Mickey H. Osterreicher, a counsel with Hiscock & Barclay, LLP, and general counsel with the National Press Photographers Association, told a National Press Club audience on Jan. 25 that homeland security concerns after the Sept. 11 attacks have led police in many cases to treat people taking pictures in certain public spaces — whether journalists or not -- as potential threats.

### 4) Mideast Repression of Expression

On Feb. 14, the Club held a panel discussion on the latest trends in repression of the press and netizens in the Mideast. Courtney Radsch of Freedom House; Frank Smyth as moderator (he being executive director of Global Journalist Security ([journalistsecurity.net](http://journalistsecurity.net)) and senior advisor for journalist security at the Committee to Protect Journalists).

Besides Courtney, the panel comprised: Nada Alwadi, a Bahraini journalist; Abderrahim Foukara, Al Jazeera's Washington bureau chief; Jeff Ghannam, a lawyer, writer and former reporter who has contributed widely to the debate on social media and media development in the Arab region; and Clare Morgana Gillis, a US-based freelancer with Mideast experience who was jailed in Libya last year.

### B) Coming up...

1) We are developing ideas for Sunshine Week (March 11) and World Press Freedom Day (May 3).

a) One for Sunshine Week that's set: The Press Freedom Committee is planning on cosponsoring an event with the DC Open Government Coalition, a group of nongovernmental organizations and citizens dedicated to (you guessed it) open government in DC. It is tentatively set for March 13 from 6-8 pm (room TBD). The subjects are a new open meetings law and advocating an overhaul of the open records law. A reporter is expected to be on the panel. There also might be a member of the DC council (or two) there and perhaps DC's congressional delegate, Eleanor Holmes Norton. There'll be a reception afterwards.

2) We are considering adding something to the press freedom page to tell

reporters what their rights are when gathering news in public places (an offshoot of the Osterreicher event). We are thinking about links to organizations and documents to help people know what the rules of the road are and where they can go for help if they feel their rights and ability to perform their jobs has been infringed.

### 3) Attorneys Roundtable?

Another possible offshoot of the Osterreicher event: We are considering holding a roundtable of media attorneys to talk hot topics--First Amendment issues, etc.

### **Publications Committee Liaison Report (John Hughes)**

The Wire now has seven people in the editing rotation. Chairman Donna Leinwand Leger plans to recruit one more editor and cap it at eight. Editors serve a two-week rotation, and they are now scheduled out to May.

(New editor recruit John Hughes can testify to the level of work involved. It probably takes about 8+ hours of time to edit The Wire for one week). Donna, Mark Schoeff and of course founder Sylvia Smith deserve much gratitude for all their work in the past many months to make The Wire what it is.

Note that The Wire is branching out to more originally-written features. You will continue to see more of that, as was on display with the recent feature on Liz Spayd.

### **House & Bar Committee (Patrick McGrath)**

Fourth Estate and Reliable Source revenues failed to meet expectations in January...Executive Chef Susan Delbert said the annual DC Restaurant Week promotions were moved up to January 9th...too close to the end of the holidays. Chairman Lou Priebe suggested that people had not yet broken their New Year's resolutions about cutting back on eating and drinking.

Delbert said that the NPC Presidential Inaugural and the January Lobster night were well attended successes.

And plans are in the works to invite some of D.C.'s innovative food truck vendors to the 4th Estate Restaurant to show off their cuisine... which has become a lot more than hot dogs in recent years. The hope is that loyal customers of the food trucks will be exposed to the 4th Estate and return when they are in the mood for a nice sit down dinner.

Hopes are high that the 13th floor Elevator Lobby will soon get a modern new look...with the hanging of a huge photo of a long line of TV cameras in the ballroom covering a major event...to emphasize our slogan

that "The News Happens Here." The old cabinet holding news releases and newsletters will be removed.

There was also a brief discussion about the need to spruce up the game room on the 14th floor.

### **Broadcast Committee (Ken Mellgren)**

1. A new sub-committee is being formed for the purpose of reviewing our NPC broadcast content distribution model and to develop alternative plans for future consideration.
2. Along with Vija, we are planning to host a brown-bag lunch on Friday, March 9th at the BOC for their staff. The goal is to get to know them better and to express our appreciation for the excellent job they do day in and day out.
3. A new committee Facebook page is under construction.

### **Book Fair Committee (Angela Greiling Keane):**

Dena Bunis has recently been named to chair this committee, which will organize the book fair to be held in November.

### **Awards Committee (Angela Greiling Keane) :**

Committee Chair Will Lester is lining up judges for the panels to judge this year's NPC awards, enlisting returning judges and recruiting new ones. He's also working with Club staff to promote the awards to garner more entries to ensure the awards are being given to the best journalism and journalists possible. Promotions are being done through e-mails throughout the journalism industry, on [www.press.org](http://www.press.org), via the Club's Twitter account and in The Wire. Promotions include the new Breaking News category created for 2012.

### **Wine & Chef Dinners (Joel Whitaker)**

Chairman Donna Leinwand Leger reports the Wine Dinner committee and the Fourth Estate restaurant will host a March 5 Scotch Dinner featuring artinsal whiskey maker Compass Box .

This exclusive dinner features five varieties of boutique Scotch whiskies and a four-course dinner designed to complement the drink George Bernard Shaw called "liquid sunshine."

Diners will sample five Scotch whiskies from Compass Box, an artinsal, small-batch Scotch maker that is shaking up the whisky industry with its distinctive and award-winning blends. Diners will taste Asyla, Oak Cross, Peat Monster, Orangerie and Spice Tree during this one-of-a-kind meal.

We'll be joined by whisky maker John Glaser, an American who founded Compass Box Whisky Company in 2000. Today, Glaser is considered

one of the most respected whiskymakers of his generation. (Saveur magazine called him "an artist.")

The dinner, which begins at 6:30 p.m. on March 5, costs \$65 for members and their guests and \$75 for non-members, including tax and tip. A

We have recently instituted a "designated driver dinner," which is available for \$50. It includes soft drinks instead of Scotch.

Reservations are essential. Please email [fourthestate@press.org](mailto:fourthestate@press.org) or call 202-662-7638.

Please email Donna Leinwand Leger at [dleinwand@usatoday.com](mailto:dleinwand@usatoday.com) with any questions.

### **History & Heritage (Marc Wojno)**

Gil Klein has been appointed new chair of the Committee, who, along with the Committee, expressed sincere appreciation and congratulations to predecessor chair Bill Hickman for his hard work and dedication in shaping the Committee.

The Committee outlined several projects for the year ahead at its first meeting on February 9, including working with the Library of Congress on its American Folklife oral history project showcasing the journalism profession, expanding the new NPC History Web page, conducting more oral history interviews of Club members (recent interviews include 2010 NPC president Alan Bjerga and Reliable Source manager Mesfin Mekonen), a new series by vice-chair Amy Henderson titled "History Now" and a proposed traditional radio drama in conjunction with the Broadcast and Events committees and produced and performed by Club members.

### **Books & Brunch (Marc Wojno)**

The Committee's first event will take place Saturday, Feb. 25, at the Fourth Estate Restaurant to discuss "Every Man in This Village Is a Liar: An Education in War", by Megan Stack. On March 17, the Committee will discuss two books by Alexander McCall Smith: "Portuguese Irregular Verbs," and "44 Scotland Street." McCall-Smith will also be at the Club on Saturday, April 14.

### **Professional Development (Richard Dunham)**

#### **RECENT PROGRAMS**

#### **Forum**

Feb. 14 – "How I Got the Story" – Sara Ganim, Harrisburg Patriot News

#### **Election Boot Camp**

Feb. 2 - Reporting the Polls

Feb. 21 - FEC Data Diving  
Feb. 24 – Digging into the Census

Advanced Social Media Training (Graduate level training)

Date: January 19

Course: How to Write a Social Media Policy

Intended Audience: Social media managers, executives, lawyers, associations, publishers

Date: Jan 23

Course: Spicing Up Your Content (AKA How to Create an Internet Meme)

Intended Audience: Content producers, bloggers, editors, producers, campaign managers, associations, lobbyists, PR, advertisers/ marketers

Date: Feb 2

Course: 10 Tech Trends for Q1

Description: Learn about the most interesting emerging technologies coming to market in the next few months that stand to impact your work. This invigorating session will showcase ten tech trends that you need to know now. We'll explain what they are in plain English, why they matter to you and how you can leverage them to energize your work. We'll bring lots of show and tell items and gadgets, and you'll receive betas and trial versions to use on your own.

Date: Feb 9

Course: Finding Your Audience

Description: You or your client has just launched a new content-driven product, one that is so amazing that you now expect to see sky-high numbers on the web. But for all your effort, it seems like only half the people you hoped for actually clicked on the website (or downloaded the mobile app, or joined the Facebook page...) What gives? It's possible that you launched a great product in the wrong digital space. Or you identified influencers online who aren't as connected as you may have thought. Or worse, the intended audience doesn't really use the tool for which you developed. What can you do to harness and engage a digital audience for your work? In this session, we'll explain how to bring more sticky traffic to digital content, but we'll also help you understand that unique visitors and page views alone don't reflect the success or failure of a digital product. It's also about what happens to that content once it leaves a website.

Date: Feb 16

Course: Hey Blogger, It's Me...

Description: To build community engagement and get bloggers to respond to new initiatives/ sites/ content (or to mitigate negative press after announcements), it's imperative that you learn how to participate in the blogosphere. In this session, we'll explain how to harness blogs, how to read and participate with them effectively, how to build digital relationships with

bloggers, how to craft messages/ press releases that will resonate with bloggers and how to keep the conversation about your content going.

Intended Audience: Brand managers, bloggers, journalists, editors, publishers, videographers, associations, PR/ marketing specialists.

Date: Feb 24

Course: Digging Deep

Description: Chances are good that you are missing out on all of the critical information hidden on the web. Are you using hidden networks to mine for data? Do you know about the myriad alternative search engines and how to use them? Do you know that armed with only an email address, you can begin to track everything someone does inside of a social network -- even if you're not connected? In this digging deep bootcamp, you'll learn all of the essential tools necessary for finding important information about people, businesses and organizations.

Intended Audience: Journalists, associations, political groups, lobbyists, lawyers, content producers.

UPCOMING PROGRAMS

Election Boot Camp

Mar. 5 – Advanced Excel

July 23 – Covering the Conventions

Follow the Money

Covering the Inaugural

Advanced Social Media Training (Graduate level training)

Date: March 1, 6 p.m.

Course: Creating a Social Media Workflow

Description: Are you using an effective social media strategy to communicate your message? In this session, you will learn how to create an effective social media strategy, a practical workflow, how to design individual campaigns, how to plan a social editorial calendar, how to create meaningful social content, how to create meaningful blog content, how to measure your ROI and how to set appropriate benchmarks. Everyone will receive templates to take back and use as well as our 40-page workbook with step-by-step instructions covering everything discussed. This is a very intensive, hands-on class intended for Advanced Beginner - Advanced social media users.

Attendees should already be familiar with the basics of Twitter and Facebook.

Intended Audience: Brand managers, bloggers, journalists, editors, publishers, videographers, associations, PR/ marketing specialists.

Date: March 15, 6 p.m.

Course: Headline Writing

Description: Which headlines and ledes work (and which ones don't)? Why is concise writing for the web important? How do you integrate the best keywords into ancillary items such as subheds, breakout boxes and photo cutlines? After a 45-minute intro session, we will conduct small group



sessions to practice writing and rewriting headlines, ledes and other items for the web. A short homework assignment must be completed before class begins. Attendees will get a Best Practices guide to use after the training session concludes.

Career Coaching Sessions - confirmed

April - Thursday evenings for 4-weeks

Monthly Social Media "Basic Training" to resume in March:

Reporting From Facebook

Google Docs & Foursquare

Blogging Basics

Annual NPC bootcamp

Springtime date to be determined

Other programs

How to moderate/host/introduce a National Press Club program

Creating social media guidelines: how to develop policies, educate staff

Where's the line? Dangers in using social media, how to avoid crossing the unseen line

How to use LinkedIn, from networking to self-promotion to reporting

Fact-checking in the era of Google and Wikipedia

In political coverage, what is a minority? How to cover "minorities" in American politics.

### **Executive Director's Report**

Executive Director William McCarren reported that Norman Rockwell's "Visit to a Country Editor" painting, which has been on tour, is being returned, as are objects on display at the Newseum.

McCarren said the Club hasn't had great financial news since June, "but we'll probably do good in March." He noted that the Broadcast Operations Center's profitability is dependent upon what happens on the 13th Floor. "More press conferences means more BOC revenue."

### **President's Report**

President Theresa Werner discussed upcoming Speakers' lunches.

### **New Business:**

#### **Profit-Sharing Distribution**

On motion by Belkind/Donnelly, the board went into a Committee of the Whole to consider the following resolution:

I move that the Board of Governors, on the unanimous recommendation of the Budget Committee, approve a distribution of \$321,511, or 25 percent of the 2011 profits, to the staff covered by the Club's profit-sharing scheme. Following discussion, the question was called and the motion was approved unanimously.

On motion by Belkind/Donnelly, the board exited the Committee of the Whole.

**Establishment of 401(k) Wrap Plan**

On motion by Belkind/Wojno, following discussion, the board in executive session approved the following resolution:

I move that the Board of Governors approve a National Press Club 401 (k) Wrap Plan to enable key employees to be able to take advantage of the benefits offered in the employees' handbook and to authorize the Club's President, Treasurer and Executive Director to sign the Certificate of Resolution setting up the Wrap Plan.

On motion by Frederica Dunn, seconded and amended by Wojno, approved an exhibit of Rock 'n' Roll photos in the lobby, including the display case. Use of the display case must be approved by the archivist.

**Appointment to Fourth Estate Selection Committee:**

At 11 a.m. Wednesday, Feb. 15, the National Press Club Board of Governors was given 24-hour notice electronically that it will consider and then vote digitally (if there was a proper second) on the following motion by President Theresa Werner:

`` I would like to make a motion to approve Liz Spayd of the Washington Post and Mark Hamrick to three-year terms on the Fourth Estate Selection Committee."`

Chairman John Hughes called for the electronic vote after determining the Fourth Estate Committee would be unable to move forward with its tasks in sufficient time if forced to wait until after the next regularly scheduled Board of Governors meeting.

At 11:30 a.m. Thursday, Feb. 16, a 24-hour period commenced for electronic voting by the NPC Board of Governors on the motion seconded by Angela Greiling Keane.

At the close of the 24-hour period Friday, Feb. 17, at 11:30 a.m., the votes totaled 11-0 in favor of the motion, so the motion carried.

There being no further business, the board set the next two meetings for March 19 and April 23 and adjourned at 8:30 p.m.

Respectfully submitted,

JOEL WHITAKER  
Secretary

