

**National Press Club  
Board of Governors  
Meeting  
March 19, 2012**

The meeting was called to order by Chairman John Hughes at 6:32 p.m..

**Present:** President Theresa Werner, Vice President Angela Greiling Keane, 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, **Shawn Ballard**, Immediate Past President Mark Hamrick, NPC Journalism Institute President Richard Dunham,

**Absent:** Treasurer Myron Belkind

**Staff:** Executive Director William McCarren

On motion by Whitaker/Burr, 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>Sponsor</b>
<b><u>Journalist</u></b>		
Yashwant Raj	Hindustan Times Editor	Krishnan Nayar Testinder Singh
Vladimir Dubinsky*	Radio Free Europe Reporter	Membership Committee
Kevin Eckstrom	Religion News Service Editor in Chief	Wesley Pippert Barbara Cochran
Peter Foster	The Daily Telegraph US Editor- Washington Bureau	Rachel Ray Raf Sanchez
Shiro Namekata	The Asahi Shimbun Science Correspondent	Membership Committee
Santiago Tavera*	NOT/ MEX News Agency Correspondent	Membership Committee
Bobby Calvan	The Boston Globe	Membership

	National Political Reporter	Committee
Robert MacPherson	Agence France Presse Lifestyle Editor	Carlos Hamann Veronica Smith
Joan Biskupic	Reuters News Editor in Charge	Susan Heavey Howard Goller
Bobby Calvan	The Boston Globe National Political Reporter	Membership Committee
Nader Abed*	BOVA Broadcast Company Head of Operations	Membership Committee
Abebe Gellaw	Ethiopian Satellite Television Editor & Producer	Membership Committee
Girma Degefa	Ethiopian Satellite Television Video Editor/ Videographer/ Producer	Membership Committee

**Journalist Young Member**

Julie Bykowicz	Bloomberg News National Political Reporter	Angela Greiling Keane Jeff Plungis
Megan Poiniski	MarylandReporter.com Associate Editor	Membership Committee
Jonathan Swaine	Daily Telegraph of London Washington Correspondent	Rachel Ray Raf Sanchez
Naseem S. Miller	Elsevier International Medical News Group Senior Writer/ Mulitmedia Reporter	Membership Committee
Charlotte Potts	Aro German TV Producer	Hanni Hugsch Udo Lielischkies

**Journalist Non Resident**

Daryl Cagle	Cagle Cartoons Inc., Newspaper Syndicate President	Membership Committee
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**Communicator**

Monique Conrad O'Grady	Alliance to Save Energy Vice President of Communications	Membership Committee
Peter L. Kelley	American Wind Energy Association Vice President of Public Affairs	Membership Committee
Delwyn Smith	Yakible Magazine and Newsletter Editor in Chief and Staff Writer	Membership Committee
Margaret D. Williams	US Postal Inspection Service National Public Information Representative	Membership Committee
<b><u>Communicator - Young Member</u></b>		
Partick Delaney	Gordley Associates/American Soybean Association Communication Manager	Alan Bjerga Ellyn Ferguson
Raphael Mazzone	National Archives & Records Administration Electronic Records Archivist	John Domen Ken Giglio
Ellen Lee Carmichael	United States Congress Office of Raul Labrador Communications Director	Evan McMorris-Santoro Ford O'Connell
<b><u>Communicator Retired</u></b>		
Donna Woolf	Department of State Public Diplomacy Officer, Retired State Dept Foreign Officer	Membership Committee
<b><u>Communicator Non-Resident</u></b>		
William Jasper	The New American Magazine Senior Editor, UN Correspondent & International Correspondent	Membership Committee
Jason Vincent	The New American Magazine Videographer	Membership Committee
Alex Newman	The New American Magazine Correspondent	Membership Committee
Michael Lee Williams	Michael Lee Williams Photography Owner/ Freelance Photojournalist	Eddie Walsh
<b><u>Communicator News Source</u></b>		
Amanda Kay Covington	ATK Alliant Techsystems Vice President Corporate Communications	Membership Committee

Joanne Manrique	Global Health & Diplomacy Editor in Chief	Ana Carcani Rold
Ginger Colbrun	Public Affairs Specialist ATF/ DOJ	Membership Committee
Charles John Holt III	Jack Holt Apr LLC Principle-Public Affairs	Membership Committee
<b><u>Communicator Non-Resident</u></b>		
Marlin Collingwood	The CHT Group President	Membership Committee
<b><u>Communicator Retired</u></b>		
Lois K. Cohen	Lois K Cohen & Associates, LLC President- Consultant on Global Health & Research	Sue Bogner
<b><u>Communicator Young Member</u></b>		
David Moore Miller	U.S. Department of Education Education Specialist, Program Officer, Stem Lead	Federica Dunn Michelle Kincaid
Kristin Roach	PR Newswire Editor	Kevin Roach Mark Hamrick
<b><u>Student</u></b>		
Melissa Roadman	University of Missouri School of Journalism DC internship program	Barbara Cochran Wesley Pippert
Mary David	George Washington University Law School Full Time Student	Patti Giglio
Meredith Veit	George Washington University Student	Membership Committee

On motion by Hawkins/Wojno, an application for nondues status was approved.

On motion by Hawkins/Wojno, applications for retired status were approved.

On motion by Hawkins/Burr, the Alta Club of Utah was approved as a reciprocal club.

## **Treasurer's Report**

Executive Director William McCarren presented the treasurer's report for Belkind, who was absent.

Business in February was okay. We improved significantly over January. We seem to be moving in the right direction. "While I'm not ecstatic, I'm feeling a lot better than a month ago."

One problem: Cancellations. People are plan events thinking they are going to have 200 attendees, but only have 75 people register. They are willing to pay the room rental rate to make the event go away. If this is truly a problem, there are ways we can help them fill their event. That might be worth trying, McCarren said, adding he doesn't think this cancellation problem is a result of competition or the economy as much as people can't afford to roll the dice anymore.

## **Executive Director's Report –**

A respected journalism organization put out a press release saying they have partnered with the press club and have an office on the 13<sup>th</sup> floor. Some investigation disclosed they were subletting space from the NPC Journalism Institute. Bullard said he would have liked to have had advance notice.

Online payments – about 16 members use the current system. The Club is going to transition to a new system. The new system will cost \$2000 a year vs. \$10,000. Next step: Online reservations.

Next month (April 27) – The Smithsonian Institution and Louis Armstrong Foundation will announce they are releasing CD of the music from the 1971 NPC Inauguration at which Louis Armstrong performed. This was the last time he played the trumpet in public.

## **President's Report**

President Werner reported she has asked committee chairs to submit goals, and have representatives at next "Meet the Press Club" on April 19. She also reported on upcoming Speaker's events and noted the Owls will have a Hoot April 26.

## **New Business**

### **Fellowship Committee**

McGrath, who is liaison to the Fellowship Committee, discussed the Fellowship Fund which was started during the Great Depression because members such as W.K. Kiplinger were being asked to provide support to destitute NPC members. The fund has built up to a significant size, and the Fellowship Committee would like to use the money to pay someone's dues for a year if they are in financial distress.

McCarren noted that one of the key principles of the Committee is that support must be provided in confidence.

Werner noted that the Club currently gives six-month dues waivers to members in financial difficulty. Maybe, she suggested, the Fellowship Committee could step in if they aren't back on their feet after six months.

"This is a sacred thing," Wojno said, explaining: "The Club takes care of its own. We have to be sensitive and work closely with this committee. When I broke my ankle, I got a plant,

and that meant the world to me. This is one of those things that goes a long way for all members."

### **NPC Journalism Institute**

Dunham, who is president of the Journalism Institute, reported the institute has changed the structure of its committee reports.

### **Rock 'n' Roll Exhibit**

Dunn, as liaison to the Photography Committee, noted that the committee was sponsoring an exhibit of rock'n'roll photography beginning April 9 with a reception April 11. She asked that a collection of historic album covers and similar memorabilia be permitted in the display case in the club's lobby.

In the discussion that followed, questions were asked as to whether the proposed exhibit had any connection to the Club or to journalism in general. Dunn responded that there was no direct connection to the club, but that the photos were famous and added that all the photos were taken by the same photographer.

There was extensive discussion as to whether it was appropriate for the display case to be used for something that had no direct connection to either the Club or to journalism. Dunn explained that the album covers were collectibles, and that the photographer whose work appeared on the covers was concerned they might be stolen if not displayed in a secure case.

There was no vote on the matter, but the sense of the board was to reluctantly approve the use of the display case for the proposed exhibit.

## **Committee Reports**

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

**Communications and Marketing Committee's March 7 networking breakfast featuring NPC President Theresa Werner attracted nearly 50 Communicator members.** The informal networking event was held to allow members to get better acquainted with President Werner and with one another. The committee plans a similar networking breakfast in the spring.

The committee is in the process of planning several programs in the next few months, including:

- A session with government representatives discussing media relations issues.
- An online media workshop.
- A spring dinner with a notable Washington communicator.

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

**The committee has been working to get the word out about the contest in various ways and will continue promoting entries for the next couple of weeks before the April 1 deadline.** A release went out on PR Newswire and chair Will Lester is doing a series of Wire stories on separate awards categories to promote to members.

Will is sending the main release to Poynter and Romenesko and will offer it to some other sites plus promoting it on social network sites such as Twitter and Facebook. Mark Hamrick has done the same. The committee invites social networking promotion from BOG members, and Will can provide the link.

Elissa Free relayed Will's Wire story on the Free Animal Reporting Award to several e-mail outlets that include many people who cover animal issues. He's deciding where else to send stories on other awards categories in need of some extra entries. He's looking for tips from the broadcast committee on how to increase participation from broadcast media.

Library Director Julie Schoo in the library has been sending e-mail reminders about the contest to a lengthy email list and will do so once or twice more before the deadline.

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

The committee is reviewing publishing house catalogs and developing its list of authors to invite to the book fair in November. It's also working on securing an honorary chair for the event.

### **Wine Dinners (Joel Whitaker):**

**Chairwoman Donna Leinwand reports the Fourth Estate hosted Compass Box boutique Scotch maker John Glaser and 35 diners for a paired Scotch dinner** on Monday, March 5. We received several favorable comments. Here's one example:

"I just wanted to let you know that my friends and I enjoyed the "liquid sunshine" event. It was just wonderful. Chef Susan Dilbert and The Fourth Estate staff are very caring folks. I look forward to the next event."

Upcoming: We are exploring winemaker events with Beringer and Duckhorn and dessert bar event with Pastry Chef Buddy Valastro of The Cake Boss.

### **Publications (John Hughes):**

The Wire rotation continues. We have instituted member profiles. If you have a member who you think would be a good candidate for a profile, please email [dleinwand@usatoday.com](mailto:dleinwand@usatoday.com)

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

**The Young Members Committee continues to put on strongly organized and strongly attended events** including a Media On Tap session recently with Washington Post Managing Editor Liz Spayd with a good crowd and an engaging conversation.

The committee is planning another Social Media 4 Social Good presentation and we're working to see how much it would cost to get a projector and screen to display live tweets and Facebook posts as part of the discussion. YM Chair Paul Shinkman wonders if there is a way to livestream the events so that non-resident members can participate, though that effort might be too costly for the committee's budget.

An idea floated by committee members to encourage volunteering for Street Sense has been turned into a drive to get members to help with profiles and other needs for The Wire.

The committee is doing its best to also place active members on other Club committees -- including Professional Development, Speakers, Book & Author and Foreign correspondents -- and hoping to team or at least generate ideas that work for both groups.

The committee wants to sponsor occasional informal meet-and-greets between Young Members and those who are wiser with age. Such meet-ups could be beneficial for both parties and we're hopeful to get something rolling soon.

And of course, another pub quiz is around the corner on March 22.

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

Committee Chairwoman Andrea Snyder is teaming up with Tim Homan as her vice chair. The committee is starting the process for the scholarships but there isn't much yet to report.

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

**Reliable Source revenues were up 56% compared with last February, Executive Chef Susan Delbert reported. 4th Estate didn't do as well.**

There were some very successful events in the 4th Estate... the Valentines Day dinner event sold out... which was a first.

The Food Truck dinner and wine tasting event, which was planned for the 4th Estate, sold out in 48 hours and had to be moved to the Ballroom to accommodate the crowd.

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**The committee concluded its March 5 meeting with a discussion of the sad state of the game room...** and requests that the Club's Executive Director consider putting a new wood floor in the Game Room, when he is replacing the flooring near the 13th floor freight elevator.

The Committee also authorized purchase of two backgammon sets that will be made available in the Reliable Source for members who want to play... And it urged that the pool cues in the Game room be repaired... 5 of the 7 cues have no felt tips.

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

**The Events Committee is running three series in 2012:**

- "Get It Online" (digital and social media), led by Kimberly Bender
- Political, led by Megan Cotten
- Social/Entertainment, led by Laura Berry

The full committee meets quarterly, and each series, or team, will meet monthly.

The Events Committee hosted three events over the past two weeks:

On Monday, February 27, the committee organized a luncheon event on the topic of "Social Media for Entrepreneurial Journalists" with Mandy Jenkins, formerly of the Huffington Post, who joined Digital First a few days before the event. About 25 members attended, and the event was extremely well received, with several members commenting afterward how useful they found it. Julie Schoo from the Library/Institute attended, and was so impressed with Ms. Jenkins that she plans to invite her to participate in some of their events. (This event was part of the "Get It Online" series.)

On Monday, March 5, the committee organized a panel discussion on campaign finance reform with Jack Abramoff and two transparency in government experts. About 85 people attended. (This event was part of the Political series.)

On Tuesday, March 6, the committee organized a Super Tuesday watch party in the Truman Lounge, which included trivia (and prizes). Chef Delbert prepared an appetizer platter



representing all of the states - it was really wonderful, and only \$9! (This event was part of both the Political and Social series.)

In addition to these recent events, the committee is pursuing the following:

- Social series: jazz nights, dinner and a movie, two family-friendly events (e.g. Smithsonian tour with lunch)
- "Get It Online" series: additional lunchtime sessions, one or two evening panel discussions
- Political series: Presidential debate watches, among other events.

### **Travel Committee (Suzanne Stuglinski):**

**The Travel Committee is planning to hold its semi-annual reception on March 20** at 7 p.m. to discuss upcoming trips and to solicit suggestions for destinations from NPC members. It expects 30-40 people to attend.

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

- March 1 Theo Adamstein, founder and executive director of FotoDC and FotoWeek DC, gave a talk on the many activities, events, and contests sponsored by the group.

Future Photo Committee Speakers/Events

- March 12 Noel St. John and his volunteer photographers have put together a slideshow showing countless images of Club events over the years. This show will run at the "New Members Meet the NPC" event.
- March 23 Lynn Abercrombie, National Geographic photographer, will talk about her new book, "Traveling the World for the National Geographic."
- April 9 –May 5 Rock and Roll exhibit and reception to be held April 11.
- May 30 Sports and architecture talk by Chris Bernacchi
- July 1 Photo Safari/Walk
- September 13<sup>th</sup> Annual Members' Photo exhibit: Entire month of September with reception to be held Sept. 5.
- December 12 Annual holiday Photo Committee luncheon

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

#### **Mike Freedman Appointed Vice-Chair**

NPC President Theresa Werner has appointed Mike Freedman as a vice-chair of the Broadcast Committee. He joins Adam Konowe who was appointed as a vice-chair at the beginning of last year. Mike has had a long and distinguished career in senior management and as a professor of journalism at George Washington University." Prior to that, Freedman was General Manager of CBS Radio Network in New York. He was also Managing Editor for the Broadcast Division of United Press International. Mike continues to serve as Executive Producer of The Kalb Report public television series with host Marvin Kalb, a partnership with the NPC, now in its 18<sup>th</sup> year.

#### **New Committee Task Force Established**

Ralph Malvik has been appointed task force leader to explore new options for distribution of audio and future video products to broadcast, print and social media. The first meeting of the sub-committee is scheduled for March 15.

## **BOC Appreciation Lunch**

Vija Udenans and the Broadcast Committee are sponsoring a lunch at the BOC on March 9<sup>th</sup>. Members of the committee who work on both the audio programming and REWIND will gather with the BOC staff to let them know how much we all appreciate their dedication and hard work in the production of our content.

## **NPC Luncheon Speaker Programs to be Repeated on Satellite Radio**

“This Just In” radio series will again air on Sirius/XM Satellite and it will include programs from recent luncheon speakers Tom Brokaw and TMZ’s Harvey Levin. This is a partnership including the NPC, GW and the Committee for Ethics and Excellence in Journalism. Additional Press Club programs will air in the future in this series, providing the guest speakers are addressing journalism issues.

## **Membership Committee (Nyia Hawkins)**

Committee held its March meeting on Wed., March 7, 2012.

On Friday, March 9<sup>th</sup> Nyia Hawkins met with Steve Wyss, managing director of Affinity Group Underwriters, Inc. to discuss his company’s offer of a free prescription card to our members. The next step is to reach out the Freelancer committee and a representative for the Owls to get their feedback.

The committee is in the process of:

- Revising the membership application -- Havilah Ross, in the President’s office, is working on final revisions with input from Angela Greiling-Keane and Nyia Hawkins.
- Seeking a Vice-Chairman -- As yet, the offer has been either declined or ignored.

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**The Alta Club of Utah has agreed to extend reciprocal privileges to our members.**

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Nyia will also meet with young member Eddie Walsh to discuss other ways for the committee to be of service to the club and increase membership, including reaching out to the clubs with which we have reciprocal agreements, both foreign and domestic.

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

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.

Former U.S. ambassador Robert Galucci, president of the John D. and Catherine T. MacArthur Foundation, will discuss the latest on the diplomatic situation with North Korea at a Newsmaker tentatively scheduled for April 6.

In late April, Deputy Foreign Minister of Ukraine Pavlo Klimkin is tentatively booked to discuss "Ukraine's Foreign Policy Priorities for 2012".

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

**The Committee is working closely with the Library of Congress** on its American Folklife Center oral history project featuring **interviews from journalists** (the concept is providing oral histories of journalists/recently retired journalists to help people understand why people go into the journalism profession). Six H&H Committee members have gone through the Library of Congress training on how to do the interviews. Vice-chair Larry Quinn said the Club is the first professional organization to express interest in helping with the project. Chair Gil Klein is working with the Library on next steps. Vija at the BOC said she's happy to help with the project and to combine our own video oral histories with the audio taping.

**As for the Club's own Oral History project**, three recent interviews were completed. Gil said he hopes to do one with Mark Russell soon. The Committee is organizing interviews with past NPC presidents that have yet to be interviewed. In order to do more on-site interviews for those who can't make it easily to our studios, the Committee is planning to purchase a portable, high-quality digital recorder.

On the subject of **raising the archives profile**, Committee member and ex-officio Bill Hickman raised the point that we are not reaching our base audience that the archives exists. He suggests a simple fix is to add a tag line to the weekly Wire item “This Week in Press Club History” with the following: “The material is from the NPC Archives and the book ‘Reliable Sources’.”

Finally, Gil is talking with Young Members chair Paul Shinkman to create programs aimed at young members.

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

The Committee is preparing its April 14 event featuring best-selling author Alexander McCall Smith, who will discuss his new book, “The Limpopo Academy of Private Detection: No. 1 Ladies' Detective Agency (13).” This event is McCall Smith's only appearance in Washington, D.C. McCall Smith will sign copies of the book and his latest young reader title “The Great Cake Mystery: Precious Ramotswe's Very First Case” following the discussion and question-and-answer period. (The author will only sign copies purchased through the National

Press Club.) VIP tickets include brunch, reserved seating at the event and a copy of “The Limpopo Academy” (\$55 for NPC members; \$70 for non-members). General admission for the talk is \$10 for NPC members; \$20 for non-resident members.

### **Adjournment**

There being no further business, and the next board meeting having been previously scheduled for April 23, Wojno/Dunn moved the meeting be adjourned. The motion was unanimously passed, and the meeting adjourned at 8:30 p.m.

Respectfully Submitted,

JOEL WHITAKER  
Club Secretary