

National Press Club
BOARD OF GOVERNORS
June 25, 2012

The regularly scheduled monthly meeting of the Board of Governors was called to order at 6:30 PM in the Zenger Room.

Present: President Theresa Werner, Vice President Angela Greiling Keane, Secretary Joel Whitaker, Treasurer Myron Belkind, Membership Secretary Nyia Hawkins, Chairman John Hughes, John Donnelly, Patrick McGrath, Mark Wojno, Ken Mellgren, Ed Barks, Thomas Burr, Frederica Dunn, Suzanne Struglinski, Shawn Ballard,.

Absent: Immediate Past President Mark Hamrick, NPC Journalism Institute President Richard Dunham.

Staff: Executive Director William McCarren.

Guests: Will Lester, chair, Awards Committee

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

Keane/Wojno moved to approve the recommendations of the awards committee for the national press club awards. The motion was approved unanimously.

Membership Report (Hawkins)

Upon motion by Hawkins/Mellgren the board accepted the recommendation of the Membership Committee of new members. (See Appendix 1)

Barks expressed concern that the number of paying members has been under 3000 for several months and said the board should make it a strategic priority to take steps to increase paying membership.

Upon motion by Hawkins/Wojno, the board accepted recommendations to transfer members to retired status and to grant dues waivers.

Upon motion by Whitaker/Burr the board accepted the board committee liaison reports. (See Appendix 2) The motion was approved unanimously.

Treasurer's Report/Managing Director's Report

Treasurer Myron Belkind reported that revenue and profit were below budget. Managing director William McCarren noted that there were 20 fewer events in May this year compared to last, and the biggest single factor was fewer news conferences. Fewer news conferences translates into reduced room rental, audiovisual and food sales.

The club is on target to be debt-free by June 30 of next year, and is hopeful that by the end of 2013 the club will have \$3.5 million in cash and reserves, which is the target of the current strategic plan.

McCarren reported that the union agreement has been ratified by its membership.

McGrath reported computer problems in the club had been resolved, and nine computers are now up and running that are available to members. He added that he heard a number of good comments about the SPJ awards dinner, which returned to the Press Club after several years at a Bethesda restaurant. He noted "Cartoons & Cocktails" will also be returning.

Presidents Report.

President Theresa Werner said the 5K had a good turnout, and encouraged board members to make donations and find other ways to support the run. She noted that the club will be open to members on July 4, although reservations will be required.

The awards dinner will be July 24, and board members are entitled to a ticket.

Old Business

Upon motion by McGrath/Keane, the board approved the Fellowship Committee's "helping members in need" proposal.

Led by Keane, the board reviewed the draft survey for the next strategic plan.

New Business

Upon motion by Wojno/Burr, the board moved into executive session to discuss personnel matters. After the discussion, upon motion by Hughes/barks, the board moved out of executive session.

The next meeting was set for July 23, at 6:30 PM.

Upon motion by Wojno/Burr, the board adjourned at 8:27 PM.

Respectfully submitted,

JOEL WHITAKER
Secretary

Appendix 1 - **Approved New Members**
June 25, 2012

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

Name	Affiliation	Sponsor
<u>Journalist</u>		
Denise Baer	Boston University Washington Academic Center Director & Bureau Chief	Membership Committee
Charles Cook*	The Cook Report Editor & Publisher	REINSTATE
Audrey Hoffer*	Self-Employed Editor & News Director	REINSTATE
Jafar Jafari	Al Mayadeen News Producer	Nader Abed Mounzer Sleiman
Carole Sargent*	Georgetown University Director & Producer	REINSTATE Michal Mainwaring David Hess
J. Cannon Smith	WRC NBC4 Washington Reporter	Megan McGrath
<u>Journalist Young Member</u>		
Sarah Baltic	McGraw-Hill/Platts Associate Editor	Nicholas Jonson Hilary Costa
Natalie DiBlasio	USA Today Breaking News Reporter	Donna Leinwand Leger Maureen Groppe
Robert Hartley	dealReporter US Financial Regulatory Correspondent	Reuben Miller Katy Steinmetz
Jenny Hopkinson	Inside Washington Publishers Associate Editor	Membership Committee

Katarzyna Klimasinsua	Bloomberg News Reporter, Energy Regulation	Stephen Geimann Andrea Snyder
Hideki Matsudo	Ryukyu Shimpo Staff Writer	Shinichi Hisadome Yoichi Takeuchi
Kent Mullen	Asahi Shimbun Staff Reporter	Hirotsugu Mochizuki Adrienne Suhail

Communicator

Taylor Henry	Archdiocese for the Military Services, USA Director of Public Affairs and Media Relations	Membership Committee
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Susan Stevenson	Foreign Press Center Director	Neil Klopfenstein
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**Communicator Young
Member**

Mary David	Foundation For Post Conflict Development Director of Public Relations	Patti Giglio
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Jessica Hanson	Property Casualty Insurers Association of America Senior Director, Federal Public Affairs	Mark Hofmann Sean P. Carr
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Melissa Lee Koskovich	Science Applications International Corporation Vice President, Media Relations	Membership Committee
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Brittany Parker	Washington Institute for Near East Policy Media Relations Associate	Matthew Berger
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Communicator Non-Resident

Kathleen Charles* San Francisco, CA	Self-Employed Consultant	REINSTATE
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Cameron Nutting Wheeling, WV	The Ogden Newspapers, Inc. Project Manager	Robert Nutting
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Mark A. Ryan Wexford, PA	Bayer Corporation Chief Communications Officer	Membership Committee
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Communicator News Source

John Chamberlin*	Chamberlin & Chamberlin LLC President	REINSTATE
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Cindy Sebrell	American Society of Cataract and Refractive Surgery Director of Public Affairs and Communications	Membership Committee
<u>Communicator Retired</u>		
Donald Ford	EOS/ESD Technology Magazine Publisher & Editor	Membership Committee
Jeffrey Kelley	U.S. Department of Health and Human Services Retired Director, Office of Public Affairs	John Lippman
<u>Building Tenant</u>		
Duncan Cohen	USAID/Office of Foreign Disaster Assistance Training & Development Specialist	Membership Committee
Michael Zeleke	MacFadden Inter Agency Planner and Trainer	Richard Vega Galen Tan
<u>Student</u>		
Alex Kaplan	American University Undergraduate Student	Membership Committee
Jinru Zhang	Voice of America Intern	Gil Klein

Total Members as of 6/12:	3,157	Total as of 6/11:	3,228
Total applications June:	30		36
Applications to date:	154		195
TOTAL JOURNALIST MEMBERS:	1,463		1,484
TOTAL COMMUNICATOR MEMBERS:	1382		1,335
TOTAL COMMUNICATOR NEWS SOURCE MEMBERS:	641		661
TOTAL MEMBERS UNDER 35:	284		268
Journalist Young Members:	193		177
Communicator Young Members:	91		91
TOTAL RETIRED MEMBERS:	535		540

TOTAL NON-RESIDENT:	889	929
TOTAL SPOUSE MEMBERS:	134	59
TOTAL PAYING MEMBERS:	2,937	3,011

Appendix 2 - **Committee Liaison Reports**

Broadcast Committee (Mellgren)

Vija Udenans and I will be meeting on June 21st with Tom McMahon and Martha Lockwood of the Marketing and Communications committee. We will be exploring the possibility of working on strategic alliance agreements with various production equipment vendors in order to assist in upgrading the BOC to become more competitive.

Google/YouTube Project: Ralph Malvik's sub-committee continues to explore opportunities to provide content to Google/YouTube with the hope that we can participate in their start-up strategy.

Note: There will be no committee meeting during the month of July

Book Fair (Greiling-Keane)

The Book Fair Committee is inviting authors for the November event. Chairwoman Dena Bunis reports there are a number of good applications in already and about a dozen authors who are formally accepted.

The SEED School residential charter school, in its third year of partnership with the book fair, is making a poster and book marks for the event when school starts again in September. Books will be available for purchase at the fair for the school. The committee is still working to land an honorary chair.

Awards (Greiling-Keane)

The Awards Committee has completed its judging work and nominated winners for each category, including honorable mentions for some. Chairman Will Lester is working with President Werner to notify winners, prepare remarks and work on logistics for the awards dinner in July.

Young Members (Burr)

The Young Members Committee continues to shine as an example of engaging new and youthful members of the Club, and Chairman Paul Shinkman remains committed to gearing programming to the interests of those members.

Shinkman has now organized two "Piano Lessons," an informal get-together in the Truman Lounge that allows Young Members to question more seasoned veterans. Recent guests include Defense reporter Kevin Baron of the National Journal and Diana Schemo, a former New York Times national and foreign correspondent now with the nonprofit 100 Reporters.

After some brief discussions, the Young Members Committee has decided to keep its Pub Quiz on Thursdays instead of moving it to Tuesdays as a way to boost attendance. Though initial conversations of trying to bring the event to the less-busy night of Tuesday, some long-time quiz attendees said Thursdays are still best.

The committee also recently sat down with editors from Street Sense to chat about possible volunteer opportunities with the homeless newspaper, and members were excited to dive right in.

There was also discussion of bringing the newspaper's interns to the club on occasion to chit-chat with fellow reporters, and the editors said they may be able to hunt down grant money to pay for intern memberships to boost the students' experience.

Shinkman continues to search out speakers for Piano Lessons as well as the more formal Q&A sessions in Media on Tap.

Scholarships (Burr)

All three of the Club's 2012 scholarships have now been awarded and there is no news to report from the committee at this point.

Photo (Dunn)

Join us for a special meeting of the NPC Photography Committee on Wednesday, June 27 to hear our guest speaker, Mickey H. Osterreicher, a lawyer and award-winning photojournalist. He will update us on, "The Ongoing Assault on the Right to Photograph/Record in Public." Mickey will also discuss recent developments in the field of copyright as it pertains to photography, as well as the latest in the Authors Guild lawsuit against Google. Mickey is Counsel to Hiscock & Barclay, LLP, and general counsel to the National Press Photographers Association (NPPA).

Mickey has 40 years experience in print and television. As a lawyer, he is experienced in contract, media, copyright and First Amendment law. He has been actively involved in such issues as cameras in the courtroom, the federal shield law, media access, public photography, and copyright infringement.

Freelance (Dunn)

Should you write a book? That's the question that the NPC freelance committee considered at their meeting May 21. Book designer and professor of publication in Santa Barbara, CA, Anna Lafferty confronted the committee with dozens of FAQs about not only whether or not to write a book but what kind of a book should it be. The questions encompassed the journalism 5 Ws (Who, What, Where, When, Why) and 1 H (How).

Anna shared many visuals to help understand how to answer the FAQs. Having designed over a dozen books including non-fiction, fiction and art books and consulting with clients with all levels of expertise to make the best book for them, she had many riveting and personal stories to tell about how these crucial decisions are made. Her closing comment was to consider this: "When writing a book remember, you are part of a team making a product. The includes the author, the designer, the editor, the publisher/producer and the marketer/seller. You can't make a book alone." Professor Lafferty is an award-winning graphic designer who designs, consults and teaches publication and book design for the University of California Santa Barbara and Santa Barbara Community College.

House and Bar (McGrath)

The Committee expressed its support for the decision to replace malfunctioning desktop computers with new ones. (There are now three working computers in the library and five on the 14th floor. One more will be added on the 14th floor by July...for a total of 9). The committee expressed the view that nine desktops should be enough in this era of ubiquitous lap top and tablet computers. If experience proves there is a demand for more than nine computers, the Committee was receptive to the idea that it might make sense to purchase additional lap tops that could be checked out of the library.

Executive Chef Susan Delbert expressed concern that revenue from the 4th Estate Restaurant continues to decline...down 20%. However, Reliable Source revenue was up slightly.

Chairman Lou Priebe reported on his meeting with Gil Klein, the chairman of the History and Heritage Committee... which now has "responsibility for content and design of displays" in the Glass Case in the Lobby. Out of that meeting came a "Proposed Policy for Exhibit Areas." In this list, under "Design Criterion," it states, "The highest standards of distinctive appearance, ambience and decor should be evident." Club Archivist Jeff Schlosberg, who was invited to the House and Bar Committee meeting, expressed his concern that meeting that demanding standard might be difficult with his current budget of only \$300.

International Correspondents Committee (Belkind)

The International Correspondents Committee had three events in June:

--June 5: Panel discussion on the global impact of the war crimes conviction of former Liberian President Charles Taylor

--June 7: Embassy Night at the residence of the ambassador of Morocco

--June 26: Embassy Night at the Kazakhstan Embassy

The committee also conducted tours of the NPC for two visiting groups of Serbian journalists.

Communications and Marketing Committee (Barks)

Communications and Marketing sponsored the first in a series of discussions around the presidential election. The June 12 program featured a panel of business reporters who are giving close attention to financial issues and the candidates policies on them. Panelists were Greg Ip, US Economics Editor for The Economist; Jim McTague, Washington Editor of Barron's; and Ben White, Wall Street Correspondent, Politico. NPC and committee member Kathy King moderated the discussion.

The committee's next workshop is "Getting Hands On with LinkedIn," set for Tuesday, June 26 at 8 a.m. Committee members Anthony Shop and Thomas Sanchez will introduce to a four-step approach to leveraging LinkedIn profiles with an eye toward growing one's network, connecting and engaging with important contacts, and maintaining these relationships with minimal effort.

The next business meeting is slated for Thursday, June 21, at noon.

History & Heritage (Wojno)

The Committee is well underway with its joint project with the Library of Congress's American Folklife Center to collect oral histories of journalists who shaped the industry. As previously mentioned, last year the Library approached the Club about interviewing workaday journalists (not celebrity journalists) as part of their Folklife project on industries that have and are shaping America (Journalism being a pivotal one at that).

The Library has asked that we conduct audio-only interviews, however the BOC has taken the initiative to video tape these interviews at the same time for our video oral history project. Vice-chair Larry Quinn will be interviewing an agriculture journalist (50-year) who's also a long-standing NPC member. Also, the Committee is purchasing their own portable digital audio recorder in order to conduct field interviews of Club members who cannot make it to the BOC.

Books & Brunch (Wojno)

The Committee will discuss at its June meeting the book "In the Garden of Beasts: Love, Terror and an American Family in Hitler's Berlin" by Erik Larson.

The Committee is also voting on which non-fiction book it will select for its August 18 meeting (the three choices, so far, are "The Tender Bar" by Pulitzer Prize winning writer J.R. Moehringer; "Liberty Exiles: American Loyalists in the Revolutionary World" (winner of the National Books Critics Circle award) by Maya Jasanoff; and "The Immortal Life of Henrietta Lacks" (winner of the Chicago Tribune Heartland Prize) by Rebecca Skloot.

Events Committee (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 Cotton, Social/Entertainment, led by Laura Berry

Upcoming events:

- 9/25/2012 - Get It Online with Peter Panepento from Chronicle of Philanthropy about their successful LinkedIn Group
- 9/29/2012 - Evening event featuring John Perkins, author of Confessions of an Economic Hitman and Hoodwinked (Ballroom)
- 9-10/2012 - Presidential Debate Watches for members and their guests
- 11/6/2012 - Election Watch Party
- Ongoing - Dinner & a Movie

Under consideration:

Panel discussion about the Legacy of President Eisenhower (in relation to the new memorial, and the Club receiving a scale model of it)

Travel Committee (Struglinski)

-- May 19-30 -- Baltic Republics Trip -- 13 people went -- very successful trip
-- June 2 -- Civil War Trust trip to Antietam -- 40 attendees -- excellent trip
-- Scotland trip -- will not go -- too expensive so not enough people signed on
-- Aug. 4-10 -- Canadian Rockies -- still promoting
-- Nov. 8-15. -- Normandy and Paris -- still promoting. Price = \$2985, including airfare
-- Jan. 16-21, 2013 -- London -- beginning promotion = \$1989, including airfare
-- Other possibilities for 2013 = Avalon Tulip Time River Cruise, South Africa, Savannah, Burma and New Mexico

Note: NPC Member Paul Koring of the Globe and Mail has been in touch with President Werner and BOG member Suzanne Struglinski about concerns he has with the travel committee and wants to be more involved. He raised questions about why one, and only one, travel service is used by the Club to put together these trips. Questions were also raised on if some committee members are getting free or discount trips by getting other members to attend. There might be some club rule issues here and it could warrant a closer look. The next mtg is June 26.

Newsmakers (Bullard)

1.) Richard Boucher, Organization for Economic Co-operation and Development (OECD) deputy secretary-general, and Karen Kornbluh, U.S. ambassador to the OECD, will present the OECD Economic Survey of the United States. The report provides an in-depth analysis of the U.S. economy and offers policy recommendations to promote sustainable economic growth and employment. The survey also explores policy options to reduce income inequality and poverty. A special chapter in this year's report is focused on fostering innovation. Newsmaker begins at 10 a.m. Tuesday in the Lisagor Room.

2.) "Conflict resolution in the Middle East" -- How using a U.S. approach to stem gang violence might help Mideast youths: Panelists are Zainab Al-Suwaij, executive director of the American Islamic Congress and the implementer of Ambassadors for Peace in Iraq; Dr. Gary Slutkin, executive director of Ceasefire and developer of the "Contagion of Violence" model; and Jason Featherstone, executive director of Saving Our Streets, London. Newsmaker begins at 10 a.m. Thursday in the First Amendment Lounge.

Upcoming:

3.) Six MEPs from the British Parliament's Committee on Economic and Monetary Affairs will be here in mid-July. The delegation will most likely have meetings at Treasury, IMF, CFTC, SEC, CFPB and the Hill.

Some topics the delegation are addressing are the implementation of Dodd-Frank, banking resolution, transatlantic dimension of monetary policy, global macroeconomic governance and possible forms of future transatlantic cooperation. The chairwoman of the delegation, Sharon Bowles, is expected to appear at a club Newsmaker at 2:30 p.m. July 18.

In the planning stage:

4.) The chair put out an appeal this morning for volunteers to assemble a panel of experts to discuss the legal, social/medical and political implications of the U.S. Supreme Court ruling this week on the Affordable Care Act. The goal would be to have this take place as soon as possible after the ruling is handed down.

5.) Two of our members are coordinating in an effort to get a Democrat and Republican leader involved in the political convention planning to appear jointly and discuss convention expectations ahead of the conventions, which take place in late August and early September.

6.) One of our members is reaching out to the Greek and Spanish embassies to get a speaker to appear either jointly or separately in connection with the latest developments and expectations going forward in regard to the eurozone crisis.

7.) A connection is working with Catherine Engelbrecht at True the Vote and several U.S. attorneys general and secretaries of state on the issue of the integrity of U.S. elections. AGs we are working with so far are from FL, SC, TX and VA. This is planned for July, and could be timed to a possible reaction to a Supreme Court decision on voter registration laws and other local election laws.

Still in the works:

8.) A Newsmaker panel to discuss U.S. manufacturing. Ideas for the panel members include John Kao, an innovation expert who consults with Fortune 100 companies and the White House; a representative from the Small Business Administration; Ro Khanna, author of the forthcoming book, "ENTREPRENEURIAL NATION: Why Manufacturing is Still the Key to America's Future"; and possibly a labor representative and an auto industry executive.

Scheduled for late this summer:

9.) August 23rd is confirmed for a back-to-school newsmaker on "School Choice: What Works, What Doesn't." A new book by some of the nation's top university scholars and the Rand Corp. that examines the record of vouchers, charters and tax incentives will be released and timed to the Newsmaker.

10.) Another Newsmaker panel is in the works to discuss the proposed memorial for former President Dwight Eisenhower across Independence Avenue from the National Mall. Proposed panelists include Roger K. Lewis, Washington Post columnist and professor emeritus at the University of Maryland School of Architecture; Milton Grenfell of Grenfell Architecture PLLC; Thomas Luebke, architect and secretary of the U.S. Commission of Fine Arts; and Brig. Gen. Carl W. Reddel, U.S. Air Force, retired, who is

executive director of the Eisenhower Memorial Commission. Herman Belz would discuss the questions raised by the proposed design of the memorial. Critics say the proposed memorial disregards timeless attributes of aesthetic composition that define criteria of excellence regardless of style. One member of the Eisenhower family has resigned from the Memorial Commission, and others express serious dissatisfaction with the Gehry plan. This one is scheduled for 10 a.m. Sept. 18.

Membership Committee (Hawkins)

I had several meetings and conversations with Melinda Cooke and Sarahanne Driggs, along with Vice President Angela Greiling-Keane to review our membership numbers and the trends in membership. As a result an additional sheet providing a trending breakdown of our voting and non-voting membership will be added to the membership report for the board's review. In addition, I will be bringing a short list, for each voting board member, of no more than 15 suspended/resigned members. Each voting board member will be asked to reach out to those on their list in an effort to retain the member. I will also be making a short statement encouraging press club membership at the diversity mega-mixer to be held at the club on Tuesday, June 26. All members are encouraged to attend. We expect an attendance of 125-150 members of at least 9 journalism organizations, including the press club.

Book and Author Committee (Barks)

Recent book raps included Tom Curley on May 9. His book, Ed Kennedy's War sold 19 books for a \$132.81 take. \$70 was sold in tickets.

May 22 witnessed Timothy Gay's Assignment to Hell, which sold 16 books totaling \$86.24. In addition, \$95 was collected in ticket sales.

A large crowd listened to a four-person panel featuring Chip Cronkite, Walter Cronkite's son. The only problem for the event was that the A/V set-up and technicians cost \$400, resulting in a loss of \$218.76 for the committee. At its next meeting, committee members discussed how to avoid this situation at future events.

Upcoming book events include the following:

June 14: Lizz Winstead's Lizz Free or Die.

July 10: Commander Kirk Lippold's Front Burner: Al-Qaeda's Attack on the USS Cole.

July 12: John Dramani Mahama, the Vice President of the Republic of Ghana and his book My First Coup d'Etat.

July 24: Tom Young's The Renegades.

September 11: Alvaro Uribe Velez, former President of Colombia will talk about his book No Lost Causes.

September 19: Jeffrey Toobin will talk about The Oath: The Obama White House vs. the Supreme Court.

Current proposals under consideration include Juan Gonzales' News for all the People. He is the winner of the George Polk Award for investigative reporting and former president of the National Association of Hispanic Journalists. Committee chairman Joe Motheral will contact President Werner to discuss the latest status. Two authors who will not be appearing are Bill Moyers, who is unavailable due to his television commitments, and Elie Weisel is not touring.

Invitations remain outstanding for Kofi Annan, James Carville, Joyce Carol Oates, and Thomas Ricks.

Additionally, Joe Motheral was approached by ex-UPI reporter James Srodes, a silver owl, about his book On Dupont Circle: Franklin and Eleanor Roosevelt, the Progressives Who Shaped our World. The committee will try to set a date for August 14 or 15. Naomi Wolf's Vagina will be published in October, and will be pursued by the committee as she is likely to be a big draw.

Looking into the fall, first and second choices were selected for September and October. For September, #1 is Bob Woodward with #2 Mark Geragos. For October, #1 is Steven Colbert with Arnold Schwarzenegger at #2.