

National Press Club
BOARD OF GOVERNORS
July 23, 2012

The regularly scheduled monthly meeting of the Board of Governors was called to order at 6:35 PM in the Zenger Room.

Present: President Theresa Werner, Secretary Joel Whitaker, Treasurer Myron Belkind, Immediate Past President Mark Hamrick, Chairman John Hughes, Patrick McGrath, Mark Wojno, Ken Mellgren, Ed Barks, Thomas Burr, Frederica Dunn, Suzanne Struglinski, Shawn Bullard.

Absent: NPC Journalism Institute President Richard Dunham. Vice President Angela Greiling Keane, Membership Secretary Nyia Hawkins, John Donnelly.

Staff: Executive Director William McCarren.

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

Membership Report (Burr)

With Membership Secretary Nyia Hawkins out of town, Burr/Wojno moved acceptance of the Membership Report (Appendix 1), including approval of new members recommended by the Membership Committee. The motion passed unanimously.

Barks noted the total number of paying members remains below 3000. He said we need to be vigilant on this issue, and to develop a strategy to increase paid memberships.

Upon motion by Burr/Wojno, the board approved the reinstatement of Carl Cannon.

Request for dues waivers were referred to the fellowship committee.

Board Liaison Reports (Whitaker)

upon motion by Whitaker/Wojno, the board accepted the committee reports (appendix 2).

Treasurer's Report (Belkind)

June was a profitable month, the third best of the year, but below target. Financial performance of the club is good with solid profits, but not as good as we had hoped. Long-term debt totals just \$600,000, down 500,000 from a year earlier, and Belkind said he was confident the club will be debt-free by July 2013.

Executive Director (McCarren)

June was a good month, but Executive Director , said he was concerned the numbers one better. He noted that when Fix the Debt appeared at the club, they said. The second worst reading on consumer confidence was just a few months ago. The worst reading was after Katrina.

McCarren noted that the farewell party honoring headwaiter Andrew prices retirement will be August 3, at 1:30 PM. Whitaker/Belkind in recognition of his 45 years of service. The resolutions stipulated that Mr. prices honorary membership is not to be counted against honorary membership limits in any category. The motion was approved.

McCarren discussed the concept of corporate memberships and will report further to the board.

President's Report (Werner)

President Theresa Werner discussed upcoming speakers, and noted that the awards dinner will be tomorrow.

Executive session

Warner/Wojno moved to executive session to discuss a banking issue. Following discussion Wojno/Burr moved to exit executive session and resume the normal order of business.

The next board meeting was set for August 20 and upon motion by Wojno/Dunn, the meeting adjourned at 9 PM.

Respectfully submitted,

JOEL WHITAKER
Secretary

Appendix 1
Approved New Members
 June 25, 2012

Name	Affiliation	Sponsor
<u>Journalist</u>		
Carl M. Cannon*	Real Clear Politics Washington Editor	Mark Hamrick REINSTATE
Bettina Hassel	ARD German Television Bureau Chief & Senior Correspondent	Johanna Huesch Udo Lielischkies
Karen Mendez	Entravision Communications News Director	Membership Committee
Stefan Niemann	ARD German Television Deputy Bureau Chief & Sr. Correspondent	Johanna Huesch Udo Lielischkies
Tezcan Taskiran	IHLAS News Agency Cameraman	Seda Serdar
<u>Journalist Young Member</u>		
Brian Bardwell	Tax Analysts Deputy News Editor	Membership Committee
Stephanie Czekalinski	National Journal Reporter	Membership Committee
Jonathan Harper	The Asahi Shimbun Staff Reporter	Hirotsugu Mochizuki Hiroshi Ito
Erhan Polat	IHLAS News Agency Cameraman	Seda Serdar
<u>Communicator Young Member</u>		
Heather Garlich	Food Marketing Institute Director, Media & Public Relations	Membership Committee
<u>Communicator Non-Resident</u>		
Marilyn Rea Beyer Watertown, MA	Perkins School for the Blind Media & Public Relations Director	Emily S. Whitten Heather Forsgren Weaver

Joseph Taylor Basra, Iraq	U.S. Consulate General Branch Public Affairs and Media Officer	Membership Committee
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Communicator News Source

Phil Simon	The American Institute of Architects Managing Director, Communications	Membership Committee
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Keith Slotter	Stroz Friedberg LLC Vice President	Brian P. Hale Kristina Messner
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Vesselina Stoytcheva	VNS Group, Inc. President & CEO	Membership Committee
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**Building Tenant Young
Member**

Michelle Vigen	American Council for an Energy Efficient Economy Research Analyst	Casey Bell
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Student

Hilary Niles	University of Missouri, Columbia Graduate Student, School of Journalism	Chuck Lewis
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Committee Reports

July 23, 2012

International Correspondents Committee (Belkind)

After a busy first half of 2012 filled with Embassy Nights, panel discussions and a guest speaker, the International Correspondents Committee is getting together for a swimming and boating party for its members and families on Lake Barcroft at the residence of committee member Connie Lawn and her husband Charles Sneiderman on July 21 and for participating as a group in the NPC's annual Clam Bake Buffet July 26.

Book Fair (Greiling Keane)

The Book Fair Committee is in the midst of arranging authors for the event in November that serves as a fundraiser for the National Press Club Journalism Institute. So far, 29 authors have been confirmed and another 200 invitations are out. Of those confirmed, it's a mix of people we've invited and authors who have applied to participate. NPCJI Director Julie Schoo is working with the SEED School partner on the poster for the event.

Awards Committee (Greiling Keane)

The Awards Committee is in the final stretch before the July 24 awards dinner. With Freedom of the Press Committee Chairman John Donnelly, Awards Committee Chairman Will Lester is promoting the dinner in *The Wire*. The highlight will be the Aubuchon Press Freedom Award for the three journalists who gave their lives covering Syria, the presidential citation for C-SPAN's Brian Lamb and recognition for the Kalb report.

Press Freedom (Donnelly)

The committee has two new vice chairs: Rachel Oswald of National Journal and Delphine Halgand of Reporters Without Borders. In addition to Rachel and Delphine, a wave of new, energetic and intelligent committee members has arrived.

Since our last meeting, the Club spoke out against the sentencing of Ethiopian journalists on trumped up terrorism charges. Those sentenced to long terms included award winning blogger Eskinder Nega, whom the Club, along with other organizations, had previously spoken out about in statements spanning the Hamrick and Werner presidencies. http://www.prnewswire.com/news-releases/national-press-club-expresses-outrage-at-sentencing-of-ethiopian-journalists-162377366.html?TC= CrowdFactory Facebook&cf_from=http%3A%2F%2Fwww.prnewswire.com%2Fnews-releases%2Fnational-press-club-expresses-outrage-at-sentencing-of-ethiopian-journalists-162377366.html&cf_synd_id=ZW78eCG

The committee also worked with the Photography Committee on an event on citizens' and reporters' rights to photograph in public, featuring photographer-lawyer Mickey Osterreicher. It was a follow up to a similar meeting we had with him earlier this year.

<http://press.org/news-multimedia/news/police-crackdown-photos-increasing-us-media-rights-attorney-tells-npc>

Finally, the annual NPC awards dinner July 24 promises to be a memorable evening for several reasons, not least the John Aubuchon Press Freedom awards. The domestic winner this year is James Risen of the New York Times; and the Aubuchon awards in the foreign category are being given posthumously to three reporters who died in February in Syria: Marie Colvin of the Sunday Times of London, freelance photographer Remi Ochlik and New York Times reporter Anthony Shadid.

Broadcast Committee (Mellgren)

YouTube Project

Vija Udenans and her staff have completed the initial draft of how much budget request we plan to make to Google/YouTube. In this proposal, all basic equipment and staffing costs have been estimated in order to produce a level and quality of content we believe would be attractive to YouTube producers and the YouTube audience. Additionally, we are outlining a presentation we hope to eventually present to YouTube with examples of a wide variety of video content, both recent and in our archives. Vija and I will be meeting on Monday, July 16 to with Bill McCarren to discuss further options to make this project a success.

Proposal to Equipment Vendors on behalf of the BOC

Our committee will be working with the Communications and Marketing Committee under the guidance of Vija Udenans and others to explore the possibility of forming joint ventures with certain video and editing equipment suppliers. We are building a list of equipment and maintenance needs for the BOC in order to become competitive with growing HD requirements by current and potential BOC customers. We plan to work with these vendors to provide a quid-pro-quo marketing and studio access plan in order to acquire the necessary equipment.

Book and Author Committee (Barks)

June's Lizz Winstead book event for *Lizz Free or Die* drew 75 people resulting in the sale of 25 books. NPCJI took in \$129.75 in book sales and \$345 in tickets for a total of \$474.75.

Other recent events included Commander Kirk Lippold on July 10, speaking about his new book *Front Burner: Al-Qaeda's Attack on the USS Cole*, and the July 12 presentation by John Dramani Mahama, Vice President of the Republic of Ghana, featuring his book *My First Coup d'Etat*.

Among upcoming events:

- July 24: Tom Young with *The Renegades*.
- August 16: James Srodes talking about *On Dupont Circle*.
- September 19: Jeffrey Toobin discussing *The Oath: The Obama White House v. the Supreme Court*.

The committee's recent meeting witnessed a discussion about the book *News for All the People: The Epic Story of Race and the American Media* by Juan Gonzalez, published in October 2011. While the committee's guidelines call for book raps for new books exclusively, committee member and past NPC President Larry Lipman said it is an

important book that probably would not sell but could draw a crowd. The committee opted to schedule a book rap for Gonzalez, yet indicated this is the only time it will consider a book this old.

Regarding potential future events, Bob Woodward said no. Given his taping schedule, Stephen Colbert prefers a weekend event, which the committee will pursue. Discussions will continue with David Maraniss regarding his forthcoming book about Barack Obama, as the author has expressed interest. Follow up efforts are also underway for Joyce Carol Oates and Thomas Ricks for possible fall events.

The committee's liaison with the Young Members Committee will continue to monitor that committee for possible joint events.

Communications and Marketing Committee (Barks)

On June 26, the Communications and Marketing Committee held another in its series of social media seminars, this one titled "Getting Hands On with LinkedIn." The session leaders were NPC members Thomas Sanchez and Anthony Shop, who introduced attendees to a four-step approach to leveraging LinkedIn profiles with the aim of growing one's network, connecting and engaging with important contacts, and maintaining these relationships with minimal effort. For this hands-on event, participants were encouraged to come with laptops and a LinkedIn account.

Committee Vice Chair Martha Lockwood now works at Fort Meade, and is working to arrange an open house for committee members to explore the facility's sophisticated media production and delivery capabilities. Scheduling is to be announced, with the event likely taking place during the summer.

At its recent business meeting, the committee discussed the prohibition on club committees collaborating with other organizations whose memberships consist of communicators (currently, only collaborations with journalism-related groups are permitted). The committee's board liaison explained that a number of guidelines are in the process of being revised and updated by the board, and that the committee's viewpoint will be raised as those revisions are considered.

Scholarships (Burr)

NPC scholarships have been handed out for the year. No news to report.

Young Members (Burr)

The Young Members invited the interns working for Street Sense to the Club earlier this month for a discussion about journalism and suggestions on the best way to get hired. YM Chairman Paul Shinkman facilitated a frank, informal and friendly discussion with the eager students.

The YMs later visited the offices of Street Sense to offer some tips to the interns about writing and editing.

On Tuesday, July 17, the Young members hosted another "Piano Lesson" in the Truman Lounge with the Examiner's Dave Francis who was recently embedded with a military unit in Afghanistan and has reported from Mexico and Germany. Francis spoke to an intimate group about how to earn fellowships and grant money to correspondent abroad.

The witty amongst us attended Pub Quiz on July 12 and fun was had by all.

Shinkman helped move the prize for the winning team and runners-up to be money applied to the Reliable Source instead of the Fourth Estate, a move that Shinkman and myself personally believe to be a more advantageous reason for players to come out. Pub Quiz fans appreciated the prize more as they could actually apply it that night to their tab and not try to figure out how to split it among their team for a later visit to the Fourth Estate.

Photo (Dunn)

The July 25th meeting of the Photo committee will feature a talk by Vija Udenans, NPC's Broadcast Operations Center director. She will describe how the excellent "Press Club Rewind"-- the weekly video review of events at the Club is produced.

Vija, whose career at ABC spanned more than 20 years, was ABC's White House producer from 1994-2007. She was also a Washington-based producer for "World News Tonight" and "Good Morning America." Earlier in her career, Vija was director of broadcast operations for the ABC News Washington bureau. Vija received the Peabody Award and the Dupont-Columbia Award, both for coverage of the Sept. 11, 2001 terrorist attacks.

House & Bar Committee (McGrath)

Committee Chair Lou Priebe reports the Committee expressed disappointment that the large photo of TV cameras recording a Club luncheon....has still not been hung in the entrance lobby near the elevators...and urges that be done as soon as possible.

The Committee affirmed its support for permitting Sirius XM Radio to broadcast a political talk program periodically from the Truman Lounge. While the Committee acknowledged that the Broadcast Committee was understandably the lead committee in making these programs happen, House and Bar expressed concern that it was not informed about it when the series began... since it does involve making exceptions to House rules to allow the broadcasts.

The Committee expressed surprise that there were no comment cards left in the 4th Estate restaurant in the month of June, but it is optimistic that this will improve with the hiring of the new manager of the 4th Estate.

Publications (Hughes)

Here's the summer rotation schedule for The Wire:

July 1 - July 14: Donna Leinwand Leger

July 15 - July 28: Mark Schoeff

July 29 - Aug. 11 Donna Leinwand Leger

Aug. 12 - Aug. 25: Lorna Aldrich

Aug. 26 - Sept. 8: Mark Schoeff

Sept. 9 - Sept. 22: John Hughes

Sept. 23 - Oct. 6: Heather Forsgren Weaver

Oct. 7 - Oct. 20: Bill McCloskey

Oct. 21 - Nov. 3: TBA

Nov. 4 - Nov. 17: Bill Miller

Nov. 18 - Dec. 1: Jonathan Salant

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)

Newsmakers (Bullard)

A panel of public officials, including governors, possibly from Texas, South Carolina, Virginia and Colorado will discuss at 2 p.m. Thursday, July 26 many of the newly enacted state voting laws found throughout the country.

Chairwoman of the U.S. Consumer Product Safety Commission (CPSC) Inez Tenenbaum will appear at a Newsmaker scheduled for 10 a.m. Thursday, Aug. 9, in the club's Zenger Room. She plans to discuss the impacts of the sweeping overhaul by Congress of CPSC and consumer safety.

Senior campaign representatives from the Romney and Obama camps will join journalists in a panel discussion at a Newsmaker scheduled September 11, on how each of the campaigns intend to address the needs of the nation's disabled Americans.

The Newsmakers Committee has agreed to pursue coordinating a panel discussion in partnership with the Education Writers Association on the morning of Education Secretary Duncan's Speaker's Luncheon on Tuesday, Oct. 2. Thought leaders would discuss the Obama Administration's past performance, and what America's education system might expect from a Romney Administration.

History & Heritage (Wojno)

The Committee has purchased a high performance digital audio recorder that will be used for its oral history project with the Library of Congress, recording the working lives of journalists. Vice-chair Larry Quinn is working on getting the first interview with a long-time agriculture broadcaster, who has been a club member for decades, who has

agreed to do it as soon as he comes to DC. The Committee is coming up with other people to interview. The BOC has offered to video record these interviews, too, for the Club's own archives.

History & Heritage Committee member, Maureen Beasley is publishing a book in September. "Women of the Washington Press: Politics, Prejudice and Persistence." The Committee is planning to do an event with her, perhaps having a noted woman journalist interview her in an evening event.

In addition, the Committee is about to put up an exhibit in the foyer cabinet of presidential candidates who have spoken at the Club back to Woodrow Wilson. Amy Henderson and Tom Allen have been working closely with Jeff Schlosberg to put this together.

Books & Brunch

The Committee will meet on Aug. 18 to discuss "Liberty's Exiles: American Loyalists in the Revolutionary World" by Maya Jasanoff, and for its Sept. 15 meeting, the Committee will review "The Sense of an Ending" by Julian Barnes. At its last meeting on July 21, the Committee discussed "Little Big" by John Crowley.

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