

National Press Club

Board of Governors

August 20, 2012

Joel Whitaker, Secretary

Chairman John Hughes called the meeting to order at 6:34 p.m. in the Zenger Room.

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

Absent: Immediate Past President Mark Hamrick.

Staff: Executive Director William McCarren.

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

Membership (Hawkins)

Hawkins reported the Club's total membership stands at 3181, up from 3181 a month earlier.

Hawkins/Donnelly moved approval of the membership applications which had been reviewed and approved by the Membership Committee (Appendix 1). Barks noted one applicant was listed as "Journalist/Communications Consultant," and said he thought this was a dangerous combination and urged the Board to look at this issue.

Burr moved to hold the application for Alseny Ben Bengoura pending clarification and to remove Whitney Grespin from the list. It is not clear whether Grespin, who was listed as "freelance/part-time reporter" earned at least 50% of her earned income from journalistic activities. The motion was approved.

Committee Reports

After discussion, the board by consensus approved a **Photo Committee** request (Dunn presenting) to display photographs by Sebastian Rich in the lobby. Dunn also noted that the annual member's photography exhibit has 180 photographs by 50 different members.

Belkind, as chairman of the International Correspondents Committee, said the committee plans a panel discussion on South Africa which will include a cultural performance and 15--minute speech by the current ambassador. Nelson Mandela will make an "appearance" via tape from the NPC Archives.

The board discussed a letter from a member regarding the operations of the travel committee. Struglinski, as liaison, will e and provide a report.

The compilation of committee reports (Appendix 2) was accepted on a motion by Whitaker/Burr.

Treasurer's Report (Belkind)

Two worst months of the year are July and August. We try to have a strong performance during rest of the year. Came through July in fine shape, with less of a loss than budgeted (not improved), and a significant improvement against last year. August looks like it will be a very tough month. Expect to end year with \$1 mm in profits. We continue to pay down debt, expect to be debt free by 7/1/13.

Begin 2013 budget process discussing 2013 budget assumptions. Next month, budget committee will vote on budget assumptions and dues increase.

Discussion of draft budget assumptions (distributed last month):

Several Governors noted that the proposed dues increase of \$1 a month disproportionately affects those in lower price category, such as students, widows, spouses. For full Journalists, a \$1/month increase is a 2.1% increase, for Communicators, it would be 1.4%.

Donnelly: We need to define who we exempt from an increase.

Struglinski: Do we have a target in mind? What are we doing with this extra money.

Werner: Our goal shouldn't be to raise \$40,000 by raising dues. This represents furlough money. We still have members on furlough.

Donnelly: What does a dollar a month increase represent across the board?

Belkind: Just a little under 2%. We recognize our members are still having difficult times, and there are still job losses. We're increasing food and beverage revenue 3%,

McCarren: We're increasing luncheon costs by \$2 because we've been trying to get better ability for people to buy a ticket, get a receipt, pay right there. We'll have a transaction cost of \$1 each time we do that. Number of members who attend a luncheon averages about 25.

Wojno: The conference rooms have real potential for generating revenue. McCarren: We're trying to make the rooms acceptable for both social events and conferences.

Barks urged an aggressive effort to increase membership, given that since 12/31/12, we've dropped 4% in members. McCarren: There have been increases every month since April. Last year we increased advertising, some of which was intended to increase membership.

Executive Director's Report (McCarren):

Allyson Cannon joins the Club's staff as director of member recruitment. Her office will be in the President's Suite.

McCarren said that in addition to online advertising, the Club is advertising on the radio - WTOP, WNEW and WAMU.

President's Report (Werner):

Werner expressed appreciation to Will Lester and John Donnelly for a successful Awards Dinner in July, and added the Club's Fourth Estate Award dinner will be Sept. 21. A reception honoring Head Waiter Andrew Price upon his retirement after 41 years of service "was fantastic."

Werner noted that she and McCarren recently met with two press people from the Chinese Embassy. It was an interesting meeting, she said. The Embassy staffers said that when the Press Club is mentioned in China, they think we are against them because we allow groups such as Falun Gong to appear at the Club.

Executive Session

On motion by Wojno/Donnelly, the board went into executive session to discuss a personnel matter. Following discussion, the board exited executive session and approved a three-year contract for McCarren.

Adjournment

The next board meeting was set for Wednesday, Sept. 19.

Wojno/Burr moved to adjourn, Following a vote on the motion, the Board adjourned at 9:15 p.m.

Respectfully Submitted,

JOEL WHITAKER

Secretary

Appendix 1 - Membership Applications Approved by Membership Committee

July 23, 2012

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

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
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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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*Denotes Reinstatement

Total Members as of 7/12:	3,181	Total as of 7/11:
Total applications July:	17	
Applications to date:	184	

TOTAL JOURNALIST MEMBERS:	1,470
TOTAL COMMUNICATOR MEMBERS:	1,282
TOTAL COMMUNICATOR NEWS SOURCE MEMBERS:	716
TOTAL MEMBERS UNDER 35:	289
Journalist Young Members:	195
Communicator Young Members:	94
TOTAL RETIRED MEMBERS:	541
TOTAL NON-RESIDENT:	896
TOTAL SPOUSE MEMBERS:	135
TOTAL PAYING MEMBERS:	2,961

Appendix 2 - NPC Committee Reports

August 2012

Book and Author Committee (Ed Barks)

The Book and Author Committee has settled on September 17 as the date for the Juan Gonzalez book rap, which will be held in the ballroom. Regarding that event, the committee sent a letter to President Werner spelling out its view that it "prefers to host authors as their books are first published. Our normal practice is to invite authors prior to the release date of their books so that we can have the authors as close to that release date as possible to insure likely favorable book sales and an audience. We have been making exceptions for A-list authors who are guaranteed to bring in a crowd." The committee agreed that the Gonzalez book, *News for All the People*, published in October 2011, represented a "special situation" as he is a prize winning journalist and is likely to draw a large audience.

August is customarily slow for book events. The next scheduled book rap is September 19 featuring Jeffrey Toobin's new book *The Oath: The Obama White House v. the Supreme Court*.

Communications and Marketing Committee (Ed Barks)

The Communications and Marketing Committee remains keenly interested in the board's plan to revise some of its guidelines, one of which prohibits club committees from collaborating with other organizations whose memberships consist of communicators (currently, only collaborations with journalism-related groups are permitted). Though no formal action was taken, discussions at recent committee meetings demonstrate strong support for expanding collaborations to groups of communicators as appropriate.

Planning for the next step in the committee's popular social media series continues. Two leading potential topics are mobile devices (how to reach a certain audience, trends, and apps), and tools that can be used to manage social media in efforts to reach defined audiences.

Broadcast Committee (Ken Mellgren)

The Broadcast Committee continues to explore the possibility of becoming a content producer with Google/YouTube in their program to identify and assist professional video content providers.

While we were not included in the initial program, we are trying to position ourselves for possible participation in their second phase which has recently been announced. They are pledging distribution of \$200 million dollars to additional organizations.

Should we be able to negotiate an arrangement with them, we would use whatever investment money they might award in order to improve our video production operation, increase the output and quality of our productions and do so with additional staff funded under this program. This may sound like a long-shot. However, we feel it is worth the effort.

Young Members (Thomas Burr)

After a strong first-half of the year, the Young Members Committee took a bit of a break in August, postponing the monthly pub quiz while many members are out of town. Chairman Paul Shinkman says he has some great plans for this fall once things start back up in Washington.

Scholarships (Thomas Burr)

Nothing new to report with the Scholarships Committee as this year's awards have been handed out.

Wire (John Hughes)

The fall schedule is in place for The Wire. Lorna Aldrich is next week's editor. We are publishing many more features and member profiles due to Mark Schoeff's great work as coordinator of our feature writing staff. Please emphasize to your committee chairs that the deadline for submissions to The Wire is 6 p.m. The Wire is not published on Tuesday and will not be published when there are fewer than two items so committee chairs should not wait until the last minute to publicize their events.

Fourth Estate (John Hughes)

Washington Wholesale has agreed to be the wine sponsor for the Fourth Estate Dinner and is donating 12 to 15 cases of wine.

WINE DINNERS

We have reached out to Tyler Florence for a fall wine dinner in conjunction with his new cookbook, but do not know yet whether he will accept our invitation.

Awards Committee (Keane)

Chairman Will Lester is beginning the process of asking awards panel chairpersons to suggest any changes for language in their awards categories. It's an attempt to make sure all categories are described as well as possible so prospective entrants know entry requirements. Will is also working on language to create a photo award.

Book Fair (Keane)

The Book Fair Committee is booking authors for the November book fair and soliciting donations for the raffle to be held in conjunction with that event to raise money for the National Press Club Journalism Institute.

Travel Committee (Struglinski)

Following up on the July report outlining several concerns raised at the travel committee meeting. Chairwoman Pat Schoeni is working on the answers to several questions raised by a

new committee member. She aims to have all the information requested by the end of August. I will provide information as I receive it.

Meanwhile, the travel committee is working on the MLK, Jr., weekend trip to London. At this point, 16 people signed up for the trip -- Jan. 16-21 -- cost, including air: \$1989 per person, double occupancy and \$655 additional for single. Other trips in the planning stage are New Mexico in March and South Africa and Botswana in May.

Not enough people signed up for the Normandy and Paris trip for this November or for the Canadian Rockies in August, so those trips will not go.

The semi-annual Travel Committee Reception is scheduled for September 18, preceded by a short meeting. The Committee will discuss planned trips and solicit suggestions for other destinations at the Reception.

Events Committee (Struglinski)

Continuing on its three pronged approach to events, here is what is coming up:

Political Team:

- planning debate watches in Truman Lounge for all four Presidential/VP debates
- also planning tentative event about latino issues for election

Social Team:

- organized successful Olympic opening ceremony watch party
- movie nights in the works
- possible ballet event in December
- lunch and learn with Peter Panepento from chronicle of philanthropy about how to build and grow a LinkedIn group, Sept. 25

Etc:

- August 28 screening of film, "Well of Dreams" with panel
- Sept 27 hosting author John Perkins, author of Confessions of an Economic Hitman

Newsmakers (Bullard)

- 8/3 Panel to Discuss Future of Energy Activity in the Gulf of Mexico
- 8/9 Inez Tenenbaum, chairwoman, Consumer Product Safety Commission
- 9/11 Panel to discuss disability issues with Pres. campaign reps. Invitations have been made. Journalists who have agreed to participate: Amy Harmon.
- NYT, Judy Woodruff, NewsHour, and Peter Walsten, WSJ