

National Press Club

Board of Governors

September 19, 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, Immediate Past President Mark Hamrick, 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:

Staff: Executive Director William McCarren.

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

Membership (Hawkins)

Hawkins asked board members to express an opinion as to whether Voice of America and Stars & Stripes should be journalist members of the Club or continue as Communicator members. Under current rules, VOA and Stars & Stripes are not eligible for communicator membership because they are affiliated with government agencies. (VOA-Board of International Broadcasting and Stars & Stripes, Defense Department. However, employees of non-U.S. media such as British Broadcasting Corp., Canadian Broadcasting Corp., Radio Netherlands, Voice of Russia, etc., are eligible to be Journalist members, even though they are funded in whole or in significant part by government agencies in their countries.)

On a motion by Hawkins/Keane, the board accepted the recommendation of the Membership Committee (Attachment 1) as to new members. On a motion by Hawkins/Dunn, the Board also approved applications for retired dues status.

Committee Reports (Whitaker)

After discussing the status of the Travel Committee, the board, on a motion by Whitaker/Burr, accepted the Committee Reports. (Attachment 2)

Treasurer (Belkind)

Belkind described August as "a very bad month," businesswise. There were fewer events, and wedding revenue was down. But, he said, despite this, the Club expects profits for all 2012 to exceed \$1 million.

Belkind/Donnelly then moved to increase dues in all categories except spouse/partner, widow, student and intern by \$1 a month. In discussion, McCarren noted that "we gave relief on dues last year because journalism wasn't doing well," and Donnelly observed that the increase is less than the increase in the cost of living, "so we're really falling behind." Donnelly noted that "we didn't increase last year because we had a package that included an increase in bar prices, but no dues increase."

Belkind then moved adoption of the 2013 budget assumption. Barks said we need a plan for meeting our membership goal, and Struglinski concurred, saying, "I'd like to know how we're going to meet the membership numbers."

On motion by Burr/Mellgren, the Board then voted to go into the Committee of the Whole. The Committee of the Whole then voted to recommend the dues increase to the membership at the General Membership Meeting. (At the GMM on Oct. 5, the proposed dues increase was approved.) The Committee then approved the budget assumptions for 2013.

Wojno/Donnelly moved, and the Committee approved, that the Board exit the Committee of the Whole adjourn. The motion was approved, and the Board then unanimously approved both the dues increase and the budget assumptions for 2013.

Executive Director (McCarren)

McCarren noted that we are hiring an additional Membership Department staffer and a sales person, Jake Seward, for the Broadcast Operations Center.

The Conference Rooms have been renovated. "The idea was to provide the feeling that you're not in a hotel conference room, but rather at the National Press Club."

President (Werner)

President Theresa Werner noted that the Nonresident Weekend was built around the Fourth Estate Awards dinner. During the dinner, visuals of Bob Woodward's notepads from Watergate will be displayed. (Woodward, along with Carl Bernstein, then reporters for The Washington Post, won the Pulitzer Prize for reporting that began with a break-in at the Democratic National Committee headquarters in 1972 and ended with the resignation of President Richard Nixon in 1974.)

She reviewed upcoming speakers, and asked Board liaisons to discussed with their committee chairs what the committees have accomplished, and what they will accomplish for the rest of the year.

New Business

Election Committee: On motion by Whitaker/Wojno unanimously approved Jonathan Salant as chair of the Club's Election Committee.

Updated Board Policies: The board also approved a compilation of Board-approved policies to be posted on the website.

Awards: On a motion by Keane/Wojno, the board approved a new definition of the Friedenberg Online Journalism Award. The new language clarifies the intent of the award.

Honorary Board: The board then discussed a proposal by Chairman Hughes to create an Honorary Board of distinguished journalists for the Club.

Hamrick: We're trying to make NPC Journalism Institute more viable organization. We have a vehicle—the Journalism Institute board – that attempts to achieve good things. We really need to focus on having important and talented people participate in that process.

Hawkins: Questioned what impact on an Honorary Board would have on membership.

Myron: I've always been concerned about extra layers of bureaucracy and governance. Concerned that naming honorary members would involve naming people who have never been members of the NPC.

Wojno: I like the idea on the whole. But – what's in it for them, what input would they provide, how would they input policy. What would they do??

Werner: Maybe it should be called an Advisory Board. Maybe they help with recruiting... two receptions a year, for instance.

Hughes: This board will not have authority over the NPC. We will look at what other organizations with such boards do. My thought is to let you know these thoughts at this stage. Ultimately, we would come back with specific proposals.

Wojno: This would help strengthen the cause of journalism. We'd have to consider their schedules – what's in it for them. They can help increase the club as an institution of journalism.

Bullard: Named could be Advisory Council. I was more reluctant before Theresa spoke. Maybe no more than eight members; there's jealousy through exclusivity. Imperative these individuals have an altruistic sense of the club...that they feel they are coming here to give back. Maybe to influence and improve what we're trying to do with JI.

Mellgren: We have the possibility of having a hell of a list. We might do one major event a year, where we gather some of the giants in a room. They would have no obligation to do anything other than show up at a black tie event...We should expect too much of them.

Donnelly: We should expect more of them than one or two events a year.

Werner: I'd like to have John bring us back a more fleshed out proposal.

McCarren: I ran a board like this. They want to know who else is involved. The big thing they get is the opportunity to sit down and talk to each other. We provide them a forum to get together professionally. I think it's valuable. It's the way boards function. It's a great thing to explore.

After setting the next meeting for Oct. 25 at 6:30 p.m., the adjourned on a motion by Burr/Wojno.

Respectfully Submitted,
JOEL WHITAKER
Secretary

Appendix 1 - Membership Applications Approved by Membership Committee

August 20, 2012

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

Name	Affiliation	Sponsor
<u>Journalist</u>		
Shar Adams	The Epoch Times Washington Correspondent	Membership Committee
Alseny Ben Bangoura*	Self-Employed Communication Consultant & Reporter	REINSTATE
Hideomi Kinshita	Kyodo News Washington Bureau Chief	Yuji Nakaya Ben Dooley
Kang Duk Lee	Korean Broadcasting System Bureau Chief	Membership Committee
<u>Journalist Young Member</u>		
Ellen McCarthy	The Washington Post Staff Writer	Membership Committee
Christina Rogers	Crain Communications, Automotive News Washington Bureau Chief	Jessica Zigmond Richard Daly
<u>Communicator</u>		
Vanita Datta*	U.S. AID Desk Officer	REINSTATE
Eleanor Dougherty*	Self-Employed Non-Fiction Author	REINSTATE
Stephanie Lokmer	Lokmer International President & CEO	Myron Belkind Jan DuPlain
Michelle Mahoney*	Embassy of Canada Media Relations Officer	REINSTATE Pam Lambo Hani Nasser
Carol Stevens	American Bar Association	Susan Page

	Director of Communications & Media Relations	Carl Leubsdorf
Joseph Webster*	Smart Brief Director of Marketing	REINSTATE Lee Perryman Mark Hamrick

Communicator Young Member

Whitney Grespin	Freelance Part-time Reporter	Ana Carcani Rold
Sean Lyngaas	Center for Strategic and International Studies External Relations Consultant	Membership Committee
Kara Sandor Von Dresner	Brittain Klein & Concoa Consultant	Eileen Sullivan Gayela Bynum
Sydnee Winston	National Women's History Museum Project Coordinator & Writer	Jan DuPlain Myron Belkind

Communicator News Source

<i>Harry Schnipper</i>	<i>Blues Alley Jazz</i> <i>Owner and Executive Director</i>	<i>Rod Kuckro</i> <i>Lawrence</i> <i>Guthrie</i>
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Communicator Non-Resident

Shawn Wiggins Saratoga Springs, NY	GE Energy General Manager, Global Public Relations	Membership Committee
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Communication Retired

Cary Pollak	Retired Former Senior Assistant Attorney General, D.C.	Lou Priebe Myron Belkind
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Student

Ellie Harvey	Georgetown University Student	Mark Schoeff, Jr. Maureen Groppe
Lucy Westcott	University of Maryland Graduate Student	Mark Schoeff, Jr. Sylvia Smith

*Denoted Reinstate

Total Members as of 8/12:	3,182	Total as of 8/11: 3,280
Total applications August:	21	38
Applications to date:	201	290
TOTAL JOURNALIST MEMBERS:	1,470	1,510
TOTAL COMMUNICATOR NEWS SOURCE MEMBERS:	714	732
TOTAL MEMBERS UNDER 35:	295	289
Journalist Young Members:	195	192
Communicator Young Members:	100	97
TOTAL RETIRED MEMBERS:	539	502
TOTAL NON-RESIDENT:	897	853
TOTAL PAYING MEMBERS:	2,963	3,200
TOTAL COMMUNICATOR SLOTS OPEN:	23	0

Appendix 2 - NPC Committee Reports (September 2012 Board Meeting)

Press Freedom (John Donnelly)

The NPC signed on to the following friend of the court brief asking a military judge to allow press and public access to documents in the Bradley Manning Wikileaks court martial. <http://ccrjustice.org/files/RCFP%20amicus%20brief.pdf>

The Press Freedom Committee is putting together an event for Oct. 24 from 6:30-8pm in the Murrow Room on what journalists in the United States need to know about protecting themselves and their sources online. The panel is still being assembled. More details coming soon in the Wire.

Events Committee (Suzanne 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
- event looking at Latino issues for election was Sept 14

Social Team:

- 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 planned for Sept. 25

Etc:

- August 28 screening of film, "Well of Dreams" with panel had 35 people attend.
- Sept 27 hosting author John Perkins, author of Confessions of an Economic Hitman

Travel Committee (Suzanne Struglinski)

The Travel Committee Chair responded to member Paul Koring's questions raised earlier. These were shared with the board. I believe the travel committee should continue through the rest of the year as planned.

However, as Theresa suggested at the last meeting, it might be time to think about what the goal of the committee should be as it relates to the overall mission of the NPC. The committee is holding the fall travel reception on Tuesday, Sept. 18, and will have its regular meeting before the reception.

Upcoming trips include London from 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 take place.

Broadcast Committee (Ken Mellgren)

Following a 45-minute conference call with our Google/YouTube representative three weeks ago, our task force representatives met with Vija Udenans to discuss our next steps. Although Google is not selecting any new content partners at present, we have determined a number of steps which we plan to take to improve our NPC YouTube channel.

Our goal is to improve our thumbnails, descriptions and add relevant metadata to our growing list of videos available. We want to become more compatible with the Google search technology and with the goal of increasing the frequency of views and duration of those views.

This is the primary criteria for Google/YouTube to determine which content providers they want to consider as partners in the future. In other words, we need to upgrade our YouTube Channel so that we will have a better chance in the future of becoming a true content partner.

In line with this, our Google contact, Dave Gehring, has agreed to visit the NPC in conjunction with his next visit to Washington and spend some time with us reviewing our channel and making recommendations for improvements.

So, the bottom line is that we plan to improve our YouTube channel in every way possible for two reasons. First, we want to make it easier for YouTube subscribers to find relevant content from the NPC and second, to make our channel more “user-friendly” for NPC members and non-members to find and access our content.

International Correspondents Committee (Myron Belkind)

The International Correspondents Committee is planning a South Africa Night at the Club for the evening of Tuesday, Oct. 30, pegged to the legacy of Nelson Mandela.

Young Members (Thomas Burr)

The Young Members Committee is getting back into the swing of things now that the summer doldrums are over and journalists and communicators are back in town.

First up, YM Chairman Paul Shinkman will host a Pub Quiz on Sept. 27 with a \$50 bar tab as the top prize.

A general meeting for the YMs is scheduled for Sept. 25 and as always, Shinkman is inviting members to stick around after to chat over drinks.

Shinkman is coordinating with Street Sense to help the new crop of interns and introduce

them to the Club. We need to follow up with the group about having rotating intern memberships (they were going to search for grant funding for this cost).

And the YMs are planning more Piano Lessons and Media On Tap events, though still formalizing the guests for each.

Scholarships (Thomas Burr)

Scholarship Committee Chairwoman Andrea Snyder and member Ben Dooley are exploring the idea of seeking out money for a scholarship in the name of former NPC scholarship winner Armando Montano, who was found dead while doing an AP internship in Mexico City. Looking to have a discussion with the board/officers moving forward on this.

Book and Author Committee (Ed Barks)

Upcoming book raps on the calendar include:

- September 17: Juan Gonzalez with *News for all the People*
- September 19: Jeffrey Toobin with *The Oath: The Obama White House and the Supreme Court*
- October 10: Alvaro Uribe Velez with *No Lost Causes*

Stephen King, Nelson Mandela, and Rachael Ray have all declined invitations to appear. However, Arnold Schwarzenegger remains a possibility for October. His publisher is checking available dates and will try to arrange an appearance if NPC availability works with his schedule.

Michael Bolton, Barbara Kingsolver, and Jake Tapper have been extended invitations to appear in November, while Valerie Harper and Jared Diamond are being pursued for January.

Communications and Marketing Committee (Ed Barks)

Here's a summary of what's ahead for the rest of the year for the Communications and Marketing Committee:

Social Media Workshops: Thomas Sanchez, the committee's vice chair for social media, and committee member Anthony Shop are hosting a series of three workshops this fall. They'll be repeating the popular ones they did earlier this year on LinkedIn and social media management, and a new one on mobile strategy. The cost to attend all three workshops is \$60 for members, \$80 for non-members:

- Sept. 21 – Mobile Strategy – how to reach audiences on smart phones, tablets and other mobile devices.
- Oct. 12 – Social Media Management – how to develop a social media management plan.
- Nov. 15 – LinkedIn – how to use LinkedIn to reach new audiences and find sources.

The Public Relations Society of America's National Capital Chapter (PRSA-NCC) is paying to use the club's facilities and banquet services to host a luncheon meeting on October 9. They've invited Cathy Lanier, the chief of Washington's Metropolitan Police Department, to be their guest and talk about effective external communications and media relations. The business side of NPC is sponsoring the event to market the club's meeting space and membership. The luncheon will be open to club members at a discounted rate. The fee is to cover the costs of the luncheon.

Legend's Dinner: The committee invited longtime NPC Communicator member John Adams to talk about his many years in journalism and public relations, which included owning a PR firm that has been based in the National Press Building for many years. Unfortunately, John declined the invitation due to health reasons. The committee is reviewing options for other veteran Communicator members to speak at a small dinner this fall.

Book Fair Committee (Greiling Keane)

The book fair, scheduled for Nov. 13, has 69 authors committed to attend and sell books at the event and 162 invitations outstanding. It's still adding authors to the invite list. The committee is still working to secure an honorary chairman as the celebrity name to draw attendees. The SEED School will design a bookmark for the event. Marquee authors who have committed include Dave Maraniss, Rajiv Chandrasekaran, Julia Keller and Deb Perelman (Smitten Kitchen cookbook/blogger).

Awards Committee (Greiling Keane)

Committee Chairman Will Lester solicited input from all awards category judging panel chair people. The one that said a change is needed in the wording of rules for its category was the online journalism awards given in honor of former NPC President Jonathan Salant's late wife, Joan Friedenberg. The proposed language revision is presented to the board for review and approval.

The committee is also working on language to establish an award for photojournalism. Lester is working to have that to the board for its October meeting and to have the award included among the honors the Club gives out in 2013.

Photo Committee (Dunn)

The 13th Annual NPC Members' Photo Exhibit reception was a great success! About 100 members and guests attended the opening reception and Angela Greiling Keane gave the welcome. Fifty-four photographers submitted close to two-hundred photos and they will be on display until September 28. Congratulations to Darlene Shields and the Photo Committee for such a superb job.

All Board members are invited to the Sebastian Rich Photo Exhibit's opening reception on Tuesday, Oct. 2 from 6-8 pm. This exhibit of Afghan refugees will be on display in the NPC lobby from October 1-12. Sebastian Rich was honored with the prestigious Royal Television

Society's "Cameraman of the Year Award" for his photos of war and famine in Africa. He is known for his poignant images of young children and recently completed his second book "Where Fools Rush In."

House and Bar Committee (McGrath)

Executive Chef Susan Delbert reported that revenue from the 4th Estate Restaurant in August was up 16% over August of 2011, but revenue totals for the year are down 16%. Revenue from the Reliable Source was down 11% from the previous August and for the year, Reliable Source revenue is down 5%.

Susan introduced Olivia Haver, who is the new manager of the 4th Estate. Committee members Paula Delo and David Vuich discussed promotional efforts to increase patronage at both restaurants.

Fellowship Committee (McGrath)

The Fellowship Committee meets on an as needed basis rather than once a month. Chair Art Wiese has called a meeting for Oct. 3rd to discuss the implementation of the Dues Assistance Program and ways to replenish Committee funds that are spent on that program.

Membership Activities (Hawkins)

- New Staffer Jack Anderson will start on September 19

Recruitment

- Membership attended The Association of American Editorial Cartoonists Festival to meet and discuss membership opportunities with Political Cartoonists in the United States. The presentation was held at School of Media and Public Affairs at George Washington University.
- Planning on inviting four new members or potential members to the upcoming luncheons for Arne Duncan, General Dempsey and Rodney Erickson. This will introduce them to the events that we hold at the Club and hopefully get them involved.
- Sent out congratulatory award Letters to those who won at the NPC Journalism Awards for potential membership. There were 41 letters sent out.
- Working on sending letters out to scholarship award winners to encourage membership for students or young members. Those letters will hopefully be completed and sent in October.

Non resident Weekend Schedule

We have 17 members attending including one spouse member and 5 guests.

A majority of the participants are Journalist members and are visiting from the following states;

- Pennsylvania (2)
- Northern Maryland (4)
- New York (4)
- Massachusetts
- Oklahoma
- Texas
- Wyoming
- Southern Virginia

NATIONAL PRESS CLUB'S 8th ANNUAL
NON-RESIDENT WEEKEND

Thursday, September 20
Welcome Reception
Zenger Room
6:00 p.m.

Friday, September 21
Continental Breakfast
McClendon Room
8:00 a.m. - 9:00 a.m.

WTOP-FM Tour with NPC member Paul Shinkman
3400 Idaho Avenue, NW
10:00 a.m. – 11:00 a.m.

Luncheon with Washington Post Managing Editor Liz Spayd
McClendon Room
Noon

National Portrait Gallery Tour with NPC member Amy Henderson
801 F Street, NW
2:30 p.m.

Fourth Estate Award Dinner honoring Bob Woodward (tickets required)
Holeman Lounge, cocktails
6:30 p.m.
Ballroom, dinner
7:30 p.m.

Saturday, September 22
Brunch with the Board
Fourth Estate Restaurant
11:30 a.m.

Newseum Tour
555 Pennsylvania Avenue, NW
2:00 p.m.

Publications (John Hughes)

Nothing to report as Committee Chairwoman Donna Leinwand Leger continues to rotate editing of the Wire in two-week shifts among capable Press Club volunteers.

History & Heritage (Marc Wojno):

The History & Heritage Committee will be highlighting Club (and Committee) member Maurine Beasley's book on the history of women in journalism. It will be published any day, and since it highlights the NPC and the Women's National Press Club, the Committee feels it would be a natural for a special program. The Committee is working on coming up with a program that would attract people.

Books & Brunch (Marc Wojno):

The Committee will be discussing at its next meeting on Oct. 20, "The Greater Journey: Americans in Paris" by David McCullough.

Newsmakers Committee (Shawn Bullard)

August 9 - To mark the four-year anniversary of a landmark consumer product safety law being in effect, Consumer Product Safety Commission Chairwoman Inez Tenenbaum discussed the dramatic changes and advances that have taken place in the United States and around the world.

Sept. 18 - The Eisenhower family, as well as concerned observers in the nation's capital and elsewhere, have expressed great dissatisfaction with the proposed IKE memorial on the Mall. Architects Milton W. Grenfell, of Grenfell Architecture PLC and vice president of the National Civic Art Society, and Roger K. Lewis, Washington Post columnist and professor emeritus of architecture at the University of Maryland, answered questions about the controversial design

Sept 11 - People with disabilities, their loved ones and caretakers discussed in a panel discussion how the Presidential campaigns approach people with disabilities. Judy Woodruff, co-anchor, PBS NewsHour, Peter Wallsten, Political Reporter at the Washington Post and an Obama campaign representative presented

Sept. 12 - Better Markets released a report that coincided with the fourth anniversary of the September 15, 2008 bankruptcy filing of financial services firm Lehman Brothers, the largest bankruptcy filing in U.S. history.