

National Press Club
Board of Governors
November 18, 2013
Joel Whitaker, Secretary

The meeting was called to order at 6:35 p.m. in the Zenger Room by Chairman Burr.

Present: President Angela Greiling Keane, Vice President Myron Belkind, Treasurer John Hughes, Secretary Joel Whitaker, Membership Secretary Mark Wojno, Chairman Thomas Burr, Vice Chairman Ken Mellgren, Frederica Dunn, Pat McGrath, Marilyn Geewax, Shawn Bullard, Ed Barks, Suzanne Struglinski, Jeff Ballou, Immediate Past President Theresa Werner.

Staff: William McCarren, executive director

On a motion by Whitaker/Burr, the board approved the previous meeting's minutes.

Membership

On a motion by Wojno/Geewax and the recommendation of the Membership Committee, the board approved the new member list (Appendix 1).

Wojno/Hughes moved approval of transfers to retired member status, applications for dues assistance and transfer of Barbara Keebler to Journalist from Communicator.

Committee Reports

Whitaker/Dun moved approval of the board committee liaison reports (Appendix 2).

Morton noted reported that House & Bar Committee members are "frustrated by EventBrite. They want the ability to make reservations other than online, and had been told they couldn't make reservations by telephone.

Executive Director McCarren replied they can make reservations by phone. But he said EventBrite has reduced the number of people who reserve but don't pay.

Ballou: Some people want to have a person take their reservation. A credit card guarantee could be required for a phone reservation.

Struglinski: There's no EventBrite fee for NPC events, but there is for those sponsored by the NPC Journalism Institute.

McCarren said EventBrite has helped to prevent abuse of the reservation system.

Treasurer's Report (Hughes)

Treasurer John Hughes said October was a good month, and "we have a really good report" for the month. It's still unlikely, he said, that we'll book \$1 million in profit by year-end, "but we can if we have a good end-of-year push."

The board informally discussed progress in budgeting for 2014.

Executive Director's Report (McCarren)

McCarren noted that there is a substantial account receivable in the Broadcast Operation Center, and warned the club's auditors may want it written off.

The renovated game room is generating about \$10,000 a quarter in revenue. McCarren noted that the pool table is usually covered with a top to turn the pool table into a regular table. "We haven't had anyone play pool, but we have had people play cards."

That triggered an extensive discussion of pool in the Game Room.

Ballou opined that having visited the Yale Club in New York and other places, "you should be able to play pool" except when it's used for other events. Wojno seconded Jeff's comments, saying, "We want to give it that club feel. Anybody here on a quiet night who wants to hang out should feel the game room is open to them." Burr echoed Wojno's position that the pool table should be uncovered and available for pool except when the room is being used for other purposes.

President's Report (Greiling Keane)

Greiling Keane opened her report by saying "I also favor having the pool table uncovered."

She noted the Club had marked the 50th anniversary of the assassination of President John F. Kennedy with a "great panel of journalists who covered the Kennedy Assassination," and added that the Club will host the Kalb Report Nov. 22, when it will cover the same topic.

The Owls' fall Hoot was "fantastic," and Gloria Steinem, a noted feminist and founder of Ms. Magazine, "sold out the Holeman Lounge."

Greiling Keane said she represented the club at the International Press Institute meeting in Toronto dealing with press freedom, and added that a Canadian editor inquired about the process by which the club puts together its statements on press freedom, adding his organization runs those statements.

There's "a fantastic lineup of authors" for the Book Fair, which was held the day after the board meeting.

Good of the Order

Barks noted that December will be Shawn Bullard's last month as a governor representing Communicator members. "He was terrific in guiding me when I came on the Board." Barks expressed his "thanks and appreciation" for all Bullard's done for the Club. Other members concurred.

Adjournment

There being no further business, without objection it was agreed the next board meeting will be December 16 at 6:30 p.m. and the board unanimously voted to adjourn at 7:45 p.m.

Respectfully Submitted,

JOEL WHITAKER
Secretary

Appendix 1 - Membership

Name	Affiliation	Sponsor
<u>Journalist</u>		
Michelle Amber	Senior Staff Editor Bloomberg BNA Daily Labor Report	Angela Greiling Kean
Robert Garver	Freelance	Susan Heavey Mihaela Biliovschi
Maria Pena	Correspondent EFE News Services/ La Opinion/Impremedia	Peter Hickman Santiago Tavera
Claudia Trevisan	Washington Correspondent O Estado De San Paulo (Brazil)	Angel Villarino
Ricardo Franzia	U.S. Correspondent El Periodico De Catalunya	Angel Villarino Maria Recio
Camille Grosdider	International Broadcaster- French to Africa Voice of America	Myron Belkind Nawal Kamel
Brian Olinger	Newsroom Technical Manager WTOP Radio	Amy Morris Mark Segraves
<u>Journalist Young Member</u>		
Cody Switzer	Web Editor The Chronicle of Philanthropy	Susan Heavey Mihaela Biliovschi
Gavin Stern	Multimedia Fellow Scripps Howard Foundation Wire	Jody Beck Mark Greenblatt
Sara Reardon	Reporter Nature	Marc Wojno Joel Whitaker
Sarah Wire	Washington Correspondent Arkansas Democrat- Gazette	Susan Heavey Michaela Biliovschi
Robert McMahon	Associate Editor Platts	WP Holland Kate Winston

Coleen Jose Reporting Fellow
ClimateWire/ E &E News Marc Wojno
Joel Whitaker

Luke Kummer Correspondent
The Washington Diplomat Ben Dooley
Stacey Goers

Journalist Non Resident

Danny Epperson Producer
Norfolk, VA WHRO Susan Heavey
Mihaela Biliovski

Joseph Giarraputo Publisher and President
Garden City, NY Global Finance Magazine Marc Wojno
Joel Whitaker

John Clark Associate Editor
Marion, AL The Greensboro Watchman Susan Heavey
Joel Whitaker

Journalist Non Resident Retired

Jay Nathan Professor
St. John's University Myron Belkind
Molly McCluskey

Communicator

Marc Morrell Head Writer
Quakertown, PA ToonBarn.com Susan Heavey
Joel Whitaker

Communicator - Young Member

Katelyn Chesley Public Relations Account Manager
Griffin & Company, Inc. Marc Wojno
Joel Whitaker

Erik Telford Senior Vice President
Franklin Center for Government & Public Integrity Matthew Vadum
Kevin Mooney

Communicator News Source

Mark Hayes Communications Director
National Rural Electric Cooperative Association Andy Fisher
Sylvia Smith

Kathryn Krepp Special Counsel to the General Counsel
U.S. Department of Transportation Angela Greiling Kean
Justin Russell

Communicator Non-Resident

Matt Nagel Atlanta, GA	Director of Media Relations and Issues Management Georgia Institute of Technology	Susan Heavey Mihaela Biliovschi
Hung-Bin Din Baltimore, MD	Professor Loyola University	Joel Whitaker Marc Wojno *Loyola Univ. Recruiting

Student

Katherine Kremer	Student George Washington University	Marc Wojno
Matthew MacRoberts	Student Georgetown University	Marc Wojno Susan Heavey
Anna Astvatsatryan	Student Georgetown University	Joel Whitaker Marc Wojno
Sydney Sadick	Student George Washington University	Susan Heavey Joel Whitaker
Richard Coleman, Jr.	Student George Washington University	Monica Coleman

<u>Total Members as of 11/13:</u>	3,172	<u>Total Members as of 11/12:</u>	
	3,181		

<u>Total Applications November:</u>	30	<u>Total Applications 11/12:</u>	1
--	-----------	---	----------

<u>Applications to date:</u>	336
	274

TOTAL JOURNALIST MEMBERS:	1,443
	1,457

TOTAL COMMUNICATOR MEMBERS:	1,190
	1,216

TOTAL COMMUNICATOR	687
NEWS SOURCE:	703
TOTAL MEMBERS UNDER 35:	276
	283
Journalist Young Members:	179
	189
Communicator Young Members:	97
	94
TOTAL RETIRED MEMBERS:	539
	533
TOTAL NON-RESIDENT:	931
	906
TOTAL SPOUSE MEMBERS:	171
	153
TOTAL PAYING MEMBERS:	2,955
	2,958

Committee Reports - November 2013

Free Lance Committee (Dunn)

A panel of journalists will discuss “How to Make Blogging Pay” on November 18. Blogging offers opportunities and risks. It can bolster a journalist’s career or he can be asked to blog for free or for very little pay. The panel will include:

Nate Thayer, an investigative journalist who spent 25 years as a foreign correspondent based in Asia. Thayer hit a nerve with journalists last March when he posted an e-mail exchange with an editor at *The Atlantic*, who asked him to write an article on a blog post for free.

Max Magee created and edits *The Millions*, an online magazine covering books, the arts and culture. “The Millions” as been called “the indispensable literary site” by the New York Times and has been featured on NPR. It has grown into a profitable publication that pays its writers.

Tam Harbert is an independent journalist who has covered technology, business and public policy. She worked for a variety of technology publications and served as executive editor of *Electronic Business* magazine. She has maintained a blog, called *A Company of One*, for the last several years.

The panel will be moderated by **Hannes Luth**, founder and owner of Wunderbar Media, a Washington, D.C.-based company offering television production, cross-cultural training and consulting in four languages.

Travel Committee (Dunn)

Marsha Dubrow researched and presented a report on a future weekend trip to the Barnes Collection (Philadelphia) and Winterthur museum (Delaware) for spring 2014. Future possibilities for trips include: Sicily, Russia River cruise, Bruges, Normandy & Amsterdam, Berlin and a Hudson River foliage tour. Lisbon in January has 39 people and Myanmar in March has 7 confirmed with 9 others in process. A side trip to Angkor Wat has 5 confirmed.

Speakers (Greiling Keane)

The speakers committee is continuing its very successful year with many high profile and newsy luncheons in the last quarter.

In October, we had George Takei of Star Trek, who nearly sold out the ballroom, and Interior Secretary Sally Jewell who drew a big crowd and made news. Jewell stories appeared in the Washington Post, The Dallas Morning News and on Huffington Post, among others. The two luncheons brought in \$13,503 for the month.

November has already been a success with three luncheons. Goldie Hawn nearly filled the ballroom with her talk about her foundation's work, and Judd Gregg and Walt Bettinger both sold out the Holeman Lounge with financial talks -- both of which also generated lots of news.

We're going into the end of the year with a huge number of events already booked:

Nov. 18 -- Gloria Steinem

Dec. 3 -- Colombian President Juan Manuel Santos (our third head of state!)

Dec. 16 - GM CEO Dan Akerson

Dec. 19 - Ricky Skaggs

Jan. 7 -- Gen. Ray Odierno, US Army Chief of Staff
Jan. 9 -- Gen. Frank Grass, Chief of the National Guard.
Jan. 15, IMF Managing Director Christine LaGarde

Marketing and Communications (Barks)

The committee sold out its first annual NPC Communicators Summit on Friday, October 18. One-hundred advance tickets and 10 walk ups were sold, resulting in revenues of more than \$4600.

The program's first panel of journalists tackled the topic, "Communicating With Journalists Via Social Media - How to Stand Out." The second panel of communicators discussed, "Attracting Press Through Social Media." President Greiling Keane also offered welcoming remarks.

The summit succeeded thanks to the leadership of Lindsay Murphy of Racepoint Group, with major contributions from Danny Selnick of Business Wire, committee Chair Tom McMahon, Joan Coyle, and Jeanne Hamrick. The planning group will meet soon to debrief the event and to begin laying plans for next year's summit.

Young Members (Burr)

The Young Members Committee continues to offer a helping hand for a good cause. Chairman Paul Shinkman led a few members over to the offices of Street Sense recently to sit down with the homeless newspaper's interns and go over their stories. The editing session went well and the interns were glad for some guidance from professional journalists.

Thanks to Noel St. John, the committee also helped some younger members with some photo skills. The group was to meet Saturday morning at the club and then gather back to get tips on capturing the best shots.

YM Emily Whitten put together – with staffers Sarahanne Driggs and Ryan Hall – a well-attended East Coast premiere of "I Know That Voice," a documentary that looks at the voices behind some of the most well-known animated cartoons. John DiMaggio, the voice of Bender on Futurama, introduced the video and took questions after.

Professional Development (Burr)

The committee has held and has planned several forums for new and mid-career journalists to learn new skills or improve ones they have.

WUSA9's Andrea McCarren, the wife of our executive director, held on-camera training for NPC members, showing them how to craft soundbites for TV interviews, how to look more confident on camera and what to wear (and more importantly what not to wear) when going on TV.

Former President Jerry Zremski joined two other experts to offer advice in how to cover government agencies that don't want to be covered, specifically how to navigate bureaucracies and how to develop sources.

The committee also held a panel discussion on how to pitch and write a book.

On Nov. 20, the Poynter Institute's writing coach will discuss the ways in which writers can make their work stand out. And on Nov. 18 and Dec. 2, the committee will host classes on writing Freedom of Information Act requests and getting through the typical responses from FOIA officers to get the information you need.

Book & Author (Bullard)

There was a discussion about the best way to handle microphones during the Q and A part of our

book raps. There were questions about which was best: the one microphone approach where one questioner comes up to the mic or when a person brings the mic to each person in the audience. Also discussed was how to handle the Q cards and who determines who asks the next question in a group. We decided that each situation is different and it's always best to ask the speaker which way they prefer it handled.

Heather also announced that Diana Galbadon's event will be postponed.

Recent Book Raps: Eleanor introduced Piers Morgan at a well attended event on October 18th. 48 books were sold for \$249.60 plus the \$885.00 collected for tickets brought the total to \$1,134.60.

The November 6th Alan Greenspan event was also a successful event bringing in \$316.80 for 44 books sold and \$1330 in tickets sales for a total of \$1,646.80.

Upcoming Book Raps: Joe Motheral will be introducing former Vice President Dick Cheney and his cardiologist, Dr. Jonathan Reiner and their book *Heart* on December 3rd. Rodrigo Valderrama will report.

January 11th at 11am will be the James Carville and Mary Matalin book event introduced by Joe Luchok. Jeffery King will report.

March 6th at 1pm is the Dave Barry book rap. Joe Luchok will introduce and Jan King will report.

Joe Luchok announced he still needs volunteers for the November 19th Book Fair.

Updates: Nicole has sent invitations to Secretary Robert Gates for January, Joshua Zeitz for February, and Holly George Warren for March. She is still waiting for confirmations from all.

Black History Month: Nicole sent a proposal to Al Sharpton who has a book coming out. Larry Lipman commented that the book is coming out at the end of October, so by the time we get him it might be past the six month deadline. Nicole and Gloria will look into it further.

Subcommittee: Heather said we'd be looking at the months of March and April now and May next month. We took a vote and our first choice was to send an invitation to Diane Keaton. Our backup was Mary Higgins Clark.

Board of Governors: Shawn had no report today.

Journalism Institute Board: Mark Hamrick reported on the utilization of the strategic planning consultants who are producing a report answering questions of whether the goals of the Institute are consistent with one another. For example, is the Book and Author committee well served by being under the Institute or would it be better to go back under the club? The strategic planning process is underway and is determining a number of possible outcomes including the status quo meaning whether some committees should just stay in place.

Press Freedom (Geewax)

The committee has been working with the NPC Journalism Institute to offer two classes, one on Nov. 18 and the other on Dec. 2. They will teach reporters how to submit a successful FOIA request: <http://press.org/news-multimedia/news/npc-workshop-making-freedom-information-act-work-you>

In other business, the committee is signing on to a friend-of-the-court brief in a case that could strengthen the ability of news organizations sued for libel to legally defend themselves in court.

And finally, the committee remains active in a coalition of media groups communicating with the sponsors of shield bills in Congress. Timing of next legislative steps are to be determined.

International Correspondents (Belkind)

The International Correspondents Committee had two "full house" events in November including one, a world premiere, that generated revenue for the Club:

Nov. 12: In the first event organized by Molly McCluskey, who will be the ICC chair in 2014, nearly 50 persons filled the Murrow Room for a lecture on Byzantine art by Eleni Zachariou, a scholar of Ancient Greek History and Archaeology She was in DC in connection with a new exhibit, Heaven and Earth, at the National Gallery of Art, which showcases the best of Byzantine art from collections around Greece. Molly met her on a trip to Greece earlier this year and followed up to have her speak at the NPC when she came to DC for the opening of the exhibit

Nov. 13: The committee hosted the world premiere of the film, "Pictures from a Hiroshima Schoolyard," an inspiring story of peace and reconciliation about schoolchildren living among the devastation of Hiroshima and about a set of drawings, recently re-discovered at All Souls Church in Washington, D.C., through which they expressed their unwavering optimism and hope. More than 100 persons attended the event in the Holeman Lounge, generating revenue through tickets sold to members and nonmembers via Eventbrite and further revenue at the Fourth Estate Restaurant when more than 30 persons dined after the film showing.

Events Committee (McGrath)

Chair Megan Cotten canceled the Oct. 28th Events Committee meeting... and informed me recently that the Great Gatsby themed party planned for December has been canceled. Vice Chair Jennifer DePaul, who was planning that event, said that there were insufficient funds left in the Committee budget to make such an event successful.

Photography Committee (Ballou)

— Dennis Brack, former president of the White House News Photographers Association, discussed his new book, "*Presidential Picture Stories: Behind the Cameras at the White House*," at the Photography Committee's luncheon meeting on Wednesday, Nov. 13. Brack's book reveals the tricks, triumphs, and defeats of news photographers who have covered the Executive Mansion, and the stories they have passed down through the years. Brack also provided a brief history of some of the cameras and equipment that White House photographers have used in covering the President of the United States over the years.

From JFK to today, Dennis Brack has photographed the Presidents of the United States, including covering ten Presidential administrations. In the 52 years that Brack has covered the White House, he has known many of the individuals in this new book, and he is still covering the White House today. Over the years, Brack has interviewed the older photographers to collect the stories of the photographers in the first part of the 20th century.

Brack also mentioned that renowned photojournalist, Max Desfor, just celebrated his 100th

birthday at the Club. The Club has a print of Desfor's extraordinary Pulitzer photo taken in Korea on the Club's walls.

— The Photography Committee will hold its final event of the year on Wednesday, Dec. 11, at noon, in the McClendon Room, with a holiday luncheon and mini photo contest. We will have two judges, who will award prizes to the 1st, 2nd, and 3rd place winners. Only Club members are eligible to enter the photo contest, although members are always welcome to bring guests. We have a lot of fun at our holiday luncheon and encourage all Club members to join us.

House and Bar (Morton)

The House and Bar Committee met Nov. 4 in the McClendon Room. The committee reviewed comment cards received from the Reliable Source, which were uniformly favorable. There were no comment cards received from the Fourth Estate.

The committee continued discussion about having a program to recognize servers for excellent performance. The committee's vice chairman Paul Merrion volunteered to help develop and implement the program.

The committee remains concerned about the proposed replacement chairs for the club, specifically their comfort, attractiveness and efficacy. The committee considered the possibility of displaying freelance writers on the electronic bulletin board as a means of enhancing the value of a press club membership. The committee determined presence on the NPC web site is sufficient.

The committee voted unanimously to express its frustration with the Eventbrite system for making reservations at the club and to recommend that a dual system of online and in-person/phone reservations be used.

Book Fair (Whitaker)

We have 103 authors, including Alice McDermott, Rep. John Lewis, Dan Balz, Mark Leibovich, Kitty Kelley, Jim Lehrer, Rep. Debbie Wasserman Schultz, Gov. Bill Richardson and Roger Rosenblatt. As of Friday morning, 160 people have pre-purchased their tickets and C-SPAN is committed to full coverage.

For the 5th year, SEED School students will attend with their library wish-list, cookbook authors have been in contact with Chef Delbert re ordering ingredients, 50 volunteers are lined up and Brown Capital Management will sponsor the author reception.

Awards (Geewax)

The Awards Committee is currently working in three areas:

1) rounding up names and contacting new Press Club members in DC who could help the Atlanta Press Club, which needs judges for its contest. This process also helps identify good potential judges for our own contest.

2) Working with Bill McCarren, Ryan Howard and Joann Booze on developing an online alternative for sending in entries for our contest.

3) Meeting with the Photo Committee to look for ways to promote the photo competition this coming year.

History and Heritage (Wojno)

The History and Heritage Committee is in the process of looking for new projects for next year, including revamping the oral history project and sponsoring creative panel discussions showcasing the

Club's history.

Of high importance, however, is the Committee's exploration in seeking a federal grant for the Club's oral history project, of which there are several hundred video and audio interviews of past Club members and legendary journalists that require proper preservation and transcription.

History & Heritage Chair Gil Klein says the success of 2013 will be a hard act to follow, but will be rallying to the cause.

Broadcast Committee (Mellgren)

The Broadcast Committee did not have a business committee meeting this month. They did have a social event which was very successful.