

National Press Club

Board of Governors

February 19, 2013

Joe Morton, Secretary Pro Tem

The meeting was called to order at 6:30 p.m. in the Zenger Room by Chairman Burr

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

Absent: Joel Whitaker, secretary

Staff: William McCarren, executive director

Strategic Planning

Matt Mlynarczyk of Advocatus presented findings of a membership survey on patterns of club usage and what members are looking for.

Action items suggested included updating membership data, pushing out more e-mails and introducing new members quickly to the committee system to aid retention. The survey results will be included as part of the strategic planning report, which is slated to be completed by the October general membership meeting.

Approval of Minutes

Following the survey results presentation, Morton moved approval of the minutes from the previous board meeting. Burr seconded. The minutes were approved by a unanimous voice vote.

Membership (Wojno)

Wojno moved approval of 34 new club members. Motion second by Ballou. Motion was approved by unanimous voice vote.

Burr informed the board that the Washington Post's new managing editor Kevin Merida has joined the club and is coming for the Kalb Report on April 1.

Wojno moved the approval of retired status for five members and approval of moving one member from communicator to retired journalist member. Motion was seconded by Dunn. Motion approved by unanimous voice vote.

New Reciprocal Clubs

Upon motion by Wojno/Morton, the board unanimously approved three reciprocal clubs with facilities comparable to the NPC: Summit Avenue Clubhouse, St. Paul Minn.; St. Paul Athletic Club, St. Paul, Minn.; and Sout's Island Lodge of Birchwood, Wisc. Motion seconded by Morton, approved by unanimous voice vote.

President's Nominations

Greiling Keane/Mellgren moved to fill open spots on the Journalism Institute Board with Kathleen Cromley of National Geographic Television and John Hughes. The motion was approved by unanimous voice vote.

Greiling Keane nominated John Donnelly and Barbara Cochran to the Fourth Estate Award Selection Committee. Wojno seconded the motion, which was approved unanimously.

Committee Reports

Upon motion by Morton/Greiling Keane, the board unanimously accepted the committee liaison reports (Appendix 2)

In discussion, McGrath reported that Mardi Gras night was a big success, March Madness plans are underway, as are plans for a Jazz night at the Fourth Estate. History and Heritage Committee reported that they are planning a big event in November for the 50th anniversary of the JFK assassination.

Dunham reported that the Journalism Institute received a \$45,000 grant from the Ethics and Excellence in Journalism Foundation to buy new computers for training. The institute also received a \$15,000 grant from the Scripps Foundation to focus on training for mid-career journalists.

The board received a two-page report on the task force about work on Broadcast Operations Center.

Treasurer's Report (Hughes)

Since this is my first report to the board of the year, I want to begin by listing some priorities, or major themes, that my reports to you will embody in 2013. These are the areas that I believe should be the top budgetary focus of the board.

No. 1 is our goal to reach a reserve of \$3.5 million by Dec. 31. We need to determine what happens when we reach that milestone. The Strategic Plan will be a crucial document this year to help us set a future course for our reserve.

No. 2, membership. We have seen the membership numbers dropping and discussed what we need to do about it. This drop is showing up in our budget figures. Turning the membership numbers around is not only vital to our Club programs and activities, it is essential to our bottom line.

No. 3, the broadcast operations center. Ken's excellent report gives us a clear picture, dare I say, a high-definition picture, of the situation in the BOC in the near term. We must keep the center in clear focus for our long-term budgetary health.

No. 4, the journalism institute. The Club and its members send a substantial amount of money to the Institute and we need to ensure as much as possible that our investment is used wisely. We would also like to see the Institute gain more financial independence. Thanks to your approval in adding me to the institute board, I will be in a much better position to help us deliver on that goal.

It is also my goal to get at least some monthly budget information to you days ahead of board meetings. Bill is very receptive in working on this. The complexity of budgets and the ``this-just-in" nature of our reports mean that we won't be able to get you everything ahead of time.

Now, on to the January results. January was a solid performance, and we thank Bill and the staff. Events tied to the inaugural helped drive revenue to the Club last month. However, while the month was solid, we missed our profit target. Revenue exceeded our goal by about 2%, but costs also came in higher, by about 3.7%. Some of this was due to increased spending on marketing the Club, which we hope will pay dividends later in the year.

Executive Director's Report

Gift/cash cards should be available soon.

Executive Session

Wojno moved the board enter executive session to discuss personnel matters. Follow the discussion, Wojno/Bullard moved to return to the regular session.

President's Report

Greiling Keane said the survey results already are being acted upon, such as fixing bad email addresses for members.

First luncheon of her presidency with former U.S. Sen. Chris Dodd was well attended with a large number of press club members there.

Reported went to New York recently to participate in a round table and lunch under auspices of the International Press Institute where they discussed foreign affairs coverage and freedom of the press.

Also, Greiling Keane noted the Press Club's statement calling on Turkey to release journalists now held behind bars.

The first Meet the Press Club was held the previous week, which was well attended by a mix of new members and long-timers. She noted that women's history month is coming up with suffrage events, including a Feb. 28th reception with

entertainment, music, and a panel moderated by Eleanor Clift about women in journalism and their role in the suffrage movement.

Also have Sunshine Week is coming up in March with several events planned, including a FOIA panel. She noted that at the retreat, Press Club leaders talked about having each leader commit to recruiting at least one new member and retaining one as well.

Chairman Burr raised the idea of moving election responsibilities to the immediate past president and the possibility of online voting starting that with just overseas members.

Burr also talked about having winners of the Herblock awards or some of Herblock's best work displayed in the reliable source on a rotating basis.

The next board meeting was set for March 18 at 6:30 p.m. On motion by Wojno/Burr, the board adjourned at 8:30 p.m.

Respectfully submitted,

JOE MORTON
Secretary Pro Tem

Committee Reports

(February Meeting)

BROADCAST COMMITTEE (Mellgren):

-Ralph Malvik, who has led the Radio Team since its inception in 2006, would like to step aside. He's done a tremendous job over these years, as many of you know first-hand. Committee Chair Hamrick will be looking to hand off this responsibility to a volunteer.

-The continued output from the Radio Team and involving Rewind is one of the Club's real success stories. Co-Vice Chair Adam Konowe invites anyone interested in voicing Rewind to please get in touch with him.

-We will delete the Broadcast Committee Facebook page and use the Club's existing account to communicate where and when we need to.

-Betty Plummer kindly volunteered to be our representative on the NPC Professional Development Committee. That group has tentatively planned to hold a workshop with multi-platform journalist Lee Powell of The AP. Jonathan Salant of Bloomberg is the P.D. Chair.

-Co-Vice Chair Mike Freedman is reaching out to CBS Radio and affiliate WNEW to determine if they would be interested in being involved with a Broadcast Committee social event later this year. It is likely this is something we'd do for the Club's Membership efforts.

-Mike also reported on the successful recent edition of The Kalb Report, featuring most of the journalists who'd hosted presidential debates during the 2012 election cycle. Congratulations to Mike and his team.

PHOTOGRAPHY COMMITTEE (Ballou):

Chairman Darlene Shields reports:

Marc Rotenberg, co-founder and executive director of the Electronic Privacy Information Center (EPIC), spoke on, "Photography, Privacy and the Internet," at the Jan. 30 meeting of the Photo Committee. Rotenberg covered privacy and several major copyright issues affecting photography during his talk.

The next meeting will be a joint meeting of the Photo and International Correspondents Committees on Feb. 12 at noon. Photographer Satomi Kato will discuss her latest photo exhibit, "Rebuilding Hope after Pakistan's Floods," which is now on display in the Club's lobby until Feb. 15. Also on Feb. 12, Kato will hold a photo exhibit reception, from 5:30-7:30 pm, in the Bloomberg Room, sponsored by the United Nations Development Program. More than 100 guests, including Photo and ICC Committee members, are registered for this reception.

Arun Chaudhary, who served as the first official White House videographer from 2009-2011, will be the guest speaker at our Photo Committee meeting on March 28 at

noon. Chaudhary will discuss how he captured behind-the-scenes moments of President Obama, which he also describes in his book, "First Cameraman." Then, on April 23, the Photo and ICC Committees will hold another joint meeting with guest speaker Bill Crandall, who will discuss his photos taken in Belarus.

NOTE: Al Teich and I believe our Photo Committee is off to a great start this year! We are also looking forward to another outstanding Annual Members' Photo Exhibit in Sept. The challenge, however, will be to find sufficient funding for the exhibit reception on Sept. 3, since our annual Committee budget is only \$500 this year.

However, we are optimistic that funding will be found, as it always has been in the past, for this 14th Annual Photo Exhibit reception. The Members' Photo Exhibit is an excellent recruiting and retention tool, since only Club members may display their photos in the lobby during the month of Sept.

Also, we hope to get another Pulitzer Prize-winning photo to display on our Club's walls this year. Any suggestions on which photo to get would be most appreciated. There is no timeframe on getting another Pulitzer print, but it would be preferable to have one taken by a photographer who could come to the Club and discuss how he or she took the prize-winning shot, as Ron Edmonds did with his Reagan shots, which are on permanent display outside the Fourth Estate restaurant.

COMMUNICATIONS AND MARKETING COMMITTEE (Barks):

In 2013, the committee is focusing on events that provide educational and networking opportunities for Communicator members, and that continue to build bridges between Communicators and Journalists.

Monthly breakfast events for members are planned, in a format that involves a brief 10-15 minute presentation by a featured speaking followed by informal networking time. One or two events in the "Dinner with Champions" series will also take place. These evening events offer NPC members the opportunity for remarks by and discussion with a veteran communicator.

Additionally, the committee plans to launch the annual Communications Summit called for in the club's strategic plan. The summit is expected to take place in the fall. The precise format will be planned during the spring, and could include such components as a keynote, panels, and learning labs.

AWARDS COMMITTEE UPDATE (Geewax):

The winter push is beginning as the committee identifies judging panels, and starts putting out publicity on the awards.

The committee chair says:

--We have about two thirds or more of our judging panels pinned down and I'm working to fill in the gaps now.

-- We are doing two Wire stories a week, starting this week, through April 1, highlighting the different awards categories. We also will Tweet them.

-- We are doing two news releases a week, which Julie Schoo will send to a targeted list inviting their participation in the contest.

PROFESSIONAL DEVELOPMENT (Thomas Burr)

Under the guidance of Chairman Jonathan Salant, the Professional Development Committee set out an ambitious plan for the rest of the year that includes programming that should be of interest to all members. Some ideas the committee is working on: Resume Dr., how to get on TV, How to get into an agency, Networking tips for social media, Sunlight Foundation training, data dive day program and a boot camp for thriving in the new media environment.

The committee is also looking at doing events around Sunshine Week, including a class on the Freedom of Information Act. Salant has gathered a good group of involved members to get the training and other programming off to a good start.

YOUNG MEMBERS (Thomas Burr)

An army of Young Members showed up for the first meeting of the year, again requiring the need for several more chairs than the mezzanine could hold. That's a good sign.

Chairman Paul Shinkman is holding a happy hour with the interns from Street Sense on Feb. 19, and a Pub Quiz is scheduled for Feb. 21.

A few names for Piano Lessons, which are small, informal gatherings with n interesting speakers near the Truman Piano, were tossed out. Shinkman is looking to schedule the start of those soon.

The YMs also discussed a possible YM-seasoned NPC member listserv that could help with the mentoring program many have asked for.

The YMs expressed a desire to get invited to embassy nights and were concerned they were often last-minute invites and only a few slots were open to them.

The group also said it was interested in doing field trips, anywhere from a Gettysburg trek to visits to different media bureaus in town.

All great ideas that now just need to happen.

INTERNATIONAL CORRESPONDENTS (Jeff Ballou)

The International Correspondents Committee opened its annual Embassy Nights Series on Feb. 11 at the Embassy of Greece, which was attended by more than 60 NPC members.. Ambassador Christos Panogopoulos gave a comprehensive presentation on the financial and other issues confronting Greece and then responded to questions from members. Greek delicacies and wines were served during a networking reception that preceded and followed the ambassador's remarks.

PRESS FREEDOM (Geewax)

Upcoming Press Freedom Committee events. We could use the board's help promoting these. Can you ask them to do so?

1) **Online Security Class** Feb. 26, 8:30am-12:30pm -- Cosponsored with NPC Journalism Institute Professional Development Committee. Instructor: Reporters Without Borders online security expert Stephanie Koch Library Conference Room (Up to 32 attendees). Cost: \$35 NPC Members/\$75 non members

2) **"How Post 9/11 Antiterror Laws are Being Abused Globally to Crush Press Freedom"** March 12, 6-7:30pm, (up to an hour panel at least half hour Q&A) conference rooms (hoping for 30-60 attendees)

Moderator: Rachel Oswald, National Journal A moderated panel discussion will examine how in the years since 9/11, often at the behest of the U.S. Government, foreign nations have passed broad counterterrorism laws that have been used in a number of instances to prosecute and jail journalists and citizen bloggers for writing things deemed critical of the government. According to the Committee to Protect Journalists, a record-231 journalists were in prison in 2012. Of that number, at least 132 journalists were imprisoned on anti-state charges such as terrorism, treason, and subversion.

Confirmed panelists include Letta Tayler, senior terrorism and counterterrorism researcher at Human Rights Watch; Mohamed Keita, Africa Advocacy Coordinator for Committee to Project Journalists; and Frank Jannuzi, deputy executive director of Amnesty International USA.

The press freedom committee will also be inviting the State Department to send a representative to the panel to discuss the department's thinking on foreign counterterrorism laws and its reactions to the crackdown on global press freedoms under the laws that it has frequently advocated for.

3) **"DC Open Government Summit"** -March 13, 6-8pm. Cosponsored by NPC Press Freedom Committee and DC Open Government Coalition (possibly also Society for Professional Journalists). Conference rooms. Panel including DC Council Chairman Phil Mendelson and others

4) **"How to Make the Most of FOIA (Title TBD)"**-March 14,6:30-8pm. Cosponsored by NPC Journalism Institute Professional Development Committee and NPC Press Freedom Committee. Zenger Room.

Moderator: Rick Dunham, Houston Chronicle, former president of the National Press Club and president of the National Press Club Journalism Institute

Panelists: Bill Allison, editorial director, Sunlight Foundation; Randy Rabinowitz, research director, Center for Effective Government; Lisette Garcia, Judicial Watch, and Bloomberg's Chuck Babcock.

5) We'll also be doing **a statement soon protesting Turkey's treatment of reporters**. Ankara is now the world's leading jailer of journalists.

Books and Author (Bullard)

Upcoming Book Raps:

February 27th is the panel discussion of Bill Moyers and family. His publicist has arranged for a moderator. Larry Lipman will introduce and Joe Luchok will be reporting.

March 6th is Jeb Bush and Clint Bolick's *Immigration Wars*. Donna Leinwand Leger will introduce and Jan King will report.

March 13th is Bob Thompson's *Born on a Mountaintop*. Joe Luchok will introduce and Jeffery King will report.

April 9th is Simeon Booker's *Shocking the Conscience*. Larry Lipman will introduce and Jan King volunteered to report.

May 10th is astronaut Buzz Aldrin's *Mission to Mars*. The introducer is Joan Michelson and Heather Forsgren Weaver will report.

June 5th is Steve Barry's *The King's Deception*. Eleanor Herman will introduce and Bea Snyder reports.

Invitations in Process:

Joe Motheral will talk with the Speakers Committee about doing a joint venture for the April Eric Schmidt (*The Digital Age*) event.

The Chuck Todd book on Obama is being looked into by Joe Luchok for a possible April event.

Nicole reported there is still no word from Sidney Poitier, Marcia Coyles, Jimmy Connors or Brian Stetler for possible May raps.

Joe Luchok reported that the Shirley Jones event is for mid-summer, and her PR people have not made the travel schedule yet.

SPEAKERS (Greiling Keane)

The Speakers Committee has five luncheons booked for the remainder of the year and is actively pursuing dozens more.

Mar. 13: Mariska Hargitay, star of Law and Order, SVU and founder of the Joyful Heart Foundation

Apr. 9: John H. Noseworthy, M.D., President and CEO, Mayo Clinic

Apr. 12: Ken Burns, Documentary Filmmaker

Topic: New documentary "The Central Park Five"

Apr. 17: Gil Kerlikowske, Drug Czar

Jun. 3: Gerald R. Ford Journalism Awards – Speaker to be Announced

EVENTS COMMITTEE (McGrath)

The Events Committee is off to an enthusiastic start under Chair Megan Cotten and Vice Chair Jennifer DePaul. A Mardi Gras night will have been held by the time of the next Board meeting and all indications were, it would be a big hit.

Megan is planning a March Madness event for the Reliable Source...with prizes...that sounds like it will be fun.

Committee member Harry Schnipper of Blues Alley is involved with some exciting projects. Teaming with Susan Delbert, he is bringing Jazz Nights to the 4th Estate on the first Wednesdays of the month. Harry has other exciting ideas about bringing more jazz to the Club.

The Events Committee hopes to work with other committees to insure that the Club's involvement with suffragist events will be a success ...including the March 1st panel featuring past women Presidents of the Club.

HISTORY & HERITAGE (Wojno)

The Committee is off to strong start this month. Chairman Gil Klein has formed a subcommittee looking at the history page on the Club's Web site to come up with improvements, including providing video and audio clips of archived material. The Committee is also working on its November 4 program titled "Where Were You When Kennedy Was Shot" to commemorate the 50th anniversary of the Kennedy assassination. Already Jim Lehrer and Marvin Kalb have accepted (an invitation went out to Bob Schieffer as well). The Committee is also contacting Marianne Means and Dan Rather.

NEWSMAKERS COMMITTEE (Struglinski):

Herb Perone will take over as full chairman of the committee with Patti Giglio as the vice chair.

There was a lot of discussion at the meeting about improving the way the club staff works with this committee on publicizing events, both in terms of getting news coverage and attendance. There should be a system in place for getting things into the elevators, the wire, the club's web calendar and onto PR newswire. There is some confusion about who is in charge on getting things publicized.

The committee members will work together, along with input from previous chairmen, on developing templates and "how-to" lists for putting together events. One idea includes a Top 10 list for what to do after a newsmaker is approved by the committee.

Some upcoming "series" ideas included newsmakers on gun control featuring the NRA as well as anti-gun advocates. Another series would be on drones looking at it from a military point of view but also from a civil rights/privacy stand point. Also looking to talk with former ambassadors and reps from the State Department on security of US personnel overseas.

A next committee date has not been set.

FREE LANCE COMMITTEE (Dunn):

The committee organized a two-hour workshop on Jan. 23 for freelance writers on successfully pitching business and financial news stories and drew a sold-out crowd of about 30.

The featured panelists were Fara Warner, a former free lancer and now the editorial director AOL Business, Technology and Entertainment Group; and John Burgess, a longtime editor for The Washington Post and AARP Media.

They explored topics including the volatile for freelance business and financial journalism, the characteristics of an effective pitch to editors and how to negotiate reasonable freelance terms. Participants offered their own experiences and were impressed with the caliber of the speakers and garnered new ideas for media outlets they could approach and techniques they could in interacting with editors.

TRAVEL COMMITTEE (Dunn)

The committee sponsored a five day trip to London over the Martin Luther King holiday weekend. The trip was sold out and feedback was excellent. The Annual Travel reception will be held March 7 and all trips will be profiled for the upcoming year.

HOUSE & BAR (Morton)

House and Bar Committee Chairman Lou Priebe convened the February 4 meeting in the McClendon Room.

The committee discussed the latest batch of comment cards, which were favorable with one exception, and the need for a new wooden comment box for the Reliable Source. Susan Delbert plans to obtain the new comment box. Susan Bainbridge will present her recommendations for revised comment card text at the next meeting on March 4.

David Vuich continues work on inviting the Danish Embassy for an international night promotion.

Marshall Cohen reported via e-mail that the White House News Photographers Association Inaugural Exhibit was a success and commended Sarah Driggs for her supervision.

Lou Priebe has obtained a new "We Got Bin Laden" front page plate, but due to technological changes the Washington Post's Springfield plant is no longer able to copy front pages from other newspapers. The committee will work on finding a new option for future plates. The committee voted unanimously to commend the Post for their past help in this area and a plaque will be presented to them at the March 4 meeting.

A photo for the East wall of the NPC lobby has been selected and will be hung soon.

The committee endorsed the suggestion of having a 3X5 card succinctly stating NPC membership benefits and promoting the page on the club's web site that spells out benefits of membership.

BOG Chairman Tommy Burr's suggestion to hang the winners of the Herblock Award in the club was favorably received, although no action was taken. The committee also discussed updating or renovating the club's now-underutilized game room. Noel St. John raised the idea of putting a new plasma television and Xbox in the room.

At the next meeting on March 4, the committee will review the NPC house rules. Afterward, the committee will tour the kitchen and other back-of-the-house facilities.