

National Press Club Board of Governors

March 18, 2013

Joel Whitaker, Secretary

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

Present: President Angela Greiling Keane, Secretary Joel Whitaker, Treasurer John Hughes, Immediate past president Theresa Werner, Chairman Thomas Burr, Suzanne Struglinski, Jeff Ballou, Ed Barks, Rick Dunham, , Marilyn Geewax, Pat McGrath, Ken Mellgren, Mark Wojno, Shawn Bullard, Joe Morton.

Absent: Vice President Myron Belkind, Frederica Dunn

Staff: William McCarren, executive director

Minutes

On motion by Whitaker/Ballou, the minutes of the previous meeting were approved.

Membership

Wojno/Geewax moved the list of new members, whose applications have been reviewed and approved by the Membership Committee. The list was approved.

Wojno/Mellgren moved approval of applications for retired status and change of status. The list was approved.

Wojno/Ballou moved applications for dues waiver, which also were approved.

New Business

Rob Stoddard Appointed to NPC Journalism Institute Board: The board concurred in President Greiling Keane's nomination of Rob Stoddard, of the National Cable Television Association, to the National Press Club Journalism Institute board.

Conflict of Interest Policy: Chairman Burr proposed the following conflict of interest policy:

Conflict of Interest Disclosure and Confidentiality Statement
National Press Club Board Members

During the time that I serve on the board of directors of the National Press Club, I realize that I will gain access to information that is considered to be confidential and/or proprietary. Such information relates to submitted proposals, criteria or decisions made with regard to

the business of the National Press Club and the National Press Club Journalism Institute.

Since confidential and proprietary information is crucial to the operation of the National Press Club, and because the National Press Club in some instances has the obligation to protect such information, I agree that I will not use, publish or disclose such information during or subsequent to my participation on the board of directors or the employee review team, and that I will preserve the restricted nature of this information except to the extent that it becomes publicly available, or is otherwise lawfully obtained outside the scope of this agreement from third parties. '

Additionally, as a member of the board of directors, I realize that I have an obligation to disclose and eliminate (if necessary) any potential or actual duality of interest or conflict of interest.

Below, I have listed all community organizations, nonprofit corporations or charitable programs that I or a member of my immediate family has a relationship with, that have sought or may in the future seek to do business with the National Press Club. The term "relationship" means any relation with a person or organization, whether financial (such as a significant donation of more than \$100), employment (such as a volunteer assignment, part-time job or as a consultant or independent contractor) or fiduciary (such as a board member or officer). The term "immediate family" means spouse, parent, child or other individual living in the same household.

I hereby certify that I have read, understand and agree to the National Press Club's policies as described in this statement, with respect to confidential information and conflict of interest, and that the information given in this statement is complete and accurate to the best of my knowledge.

Online Voting: Burr and Whitaker discussed the possibility of online voting. It was agreed the membership office would investigate various programs available and provide a report through the Secretary to the Board.

Treasurer's Report:

February was another solid 2013 performance by Executive Director William McCarren and the club staff, with results ahead of budget and ahead of February 2012.

We are on track to at least get close to our year-end goal of cash and reserves reaching \$3.5 million. Long-term debt is \$228,000, the lowest level in decades.

We wondered about the effect of the weather-related government shutdown in February. Our policy is that when the government closes, we consider closing. But we had three large events with people from out of town booked, and decided not to close.

Executive Director's Report

We had a denial of service attack on the club. We were able to contain it and to fix it. The attack came in through software known to have problems. Nothing was stolen, but files were moved around.

We have a new manager at the Fourth Estate, Brent Thorp. He's working a business day so he can do more marketing. Francisco Soto is closing the Fourth Estate.

Terry Davis, the director of the NPC Fitness Center, performed a Heimlich maneuver in the employee cafeteria. McCarren noted that eight staff members are trained to use the CPR machine.

Follow discussion, Barks/Struglinski moved, and the board agreed, to commend Davis for his quick action. The following resolution was drafted, circulated among the board, and there being no objection was ordered presented to Davis:

By the
BOARD OF GOVERNORS
of the
NATIONAL PRESS CLUB

A RESOLUTION HONORING TERRY DAVIS

WHEREAS, TERRY DAVIS, while having lunch in the staff lunchroom noticed another employee choking, and

WHEREAS, normal methods of dealing with this situation failed to achieve results, and

WHEREAS, TERRY DAVIS then administered the Heimlich Maneuver, clearing the obstruction and enabling normal breathing again, possibly saving the employee's life,

NOW, THEREFORE, BE IT RESOLVED, the Board of Governors of the National Press Club commends TERRY DAVIS for his prompt action, which demonstrated not only concern for others but also commitment to training, reflecting great credit upon himself and setting a standard to be emulated by Club Staff and Members, and

BE IT FURTHER RESOLVED, that this Resolution shall be signed by the President, the Chairman of the Board of Directors and the Executive Director, attested to by the Secretary and presented to TERRY DAVIS in an appropriate manner, and

BE IT FURTHER RESOLVED that this Resolution shall be spread across the minutes of this meeting of the Board of Governors that TERRY DAVIS's action may be memorialized for future generations of Club staff and members.

ANGELA GREILING KEANE
President

THOMAS BURR
Chairman

WILLIAM MCCARREN
Executive Director

ADOPTED March 18, 2013

ATTEST:



JOEL WHITAKER, Secretary

Executive Session

On a motion by Wojno/Ballou moved the board went into executive session for personnel matters. Following discussion, Wojno/Struglinski moved the board return to public session.

President's Report

Women's History Month was a big success at the club. In conjunction with several women's group's, we celebrated the Women's March down Pennsylvania Avenue. During a presentation in the Ballroom, there was a discussion of the role of the press in the suffrage movement. The next night there was a panel of former NPC women presidents, including Vivian Vahlberg, who now lives in Chicago.

We hosted even on four of the five nights of Sunshine Week.

Today, I started a video message about the club we're going to try to do weekly. It's one more way to communicate with members.

The Speakers schedule has been active. We had four luncheons in six business days.

Adjournment

After setting the next meeting for April 22 by unanimous consent, the meeting was adjourned at 7:58 p.m.

Honorary Membership for Ken Burns

On April 8, under the provisions of the telephone voting procedure, the board unanimously approved the following motion sponsored by Wojno/Greiling Keane:

“I move that we appoint documentary filmmaker Ken Burns as an honorary member of The National Press Club. Mr. Burns has spoken regularly at The National Press Club and has valued its reputation for being a central professional and social organization for journalists and communicators. As a documentary filmmaker who has covered a wide range of topics of American history and culture through the use of inventive imagery and words, I believe he will be a valued asset to the Club and its members. If approved, I propose that President Greiling-Keane present his honorary membership at his speakers luncheon event on Friday, April 12.”

Respectfully Submitted,

JOEL WHITAKER
Secretary

Appendix 1 -

New Members

Name	Affiliation	Sponsor
<u>Journalist</u>		
Andrew Moore	Platts Coal Transportation	W.P. Holland Mary Ward
Don Wolfensberger	Roll Call Contributing Writer	Susan Heavey Celia Wexler
Kennedy Maize	Freelance	Marc Wojno Celia Wexler <i>*known about</i>
<u>Journalist Young Member</u>		
Ariunaa Dashtsogt	The Mongolian Great Empire Magazine	Marc Wojno Celia Wexler <i>*professor</i>
Darnley Hodge	Imagination Media LLC/NBC News Channel Video Production/ Photographer/ Editor	Marc Wojno Marilyn Geewa <i>*Melanie in BC</i>
Justine Underhill	RT America Producer, Finance and Economics	Hanan Elbadry Nader Gohar
Leslie Bentz	CNN Assignment Editor	Susan Heavey Mihaela Biliova
Kira Zalan	U.S. News and World Report Associate Editor, Politics & Policy	Jen DePaul <i>*Angela Greilich</i>
Corey Kane	Hearst Newspapers/Houston Chronicle Intern/Reporter	Rick Dunham Dan Freedman

	Reporter, Producer and Host	Celia Wexler
Audra Kincaid	Marine Engineers Beneficial Association (MEBA) Director of Communications	REINSTATE
Ashley McLaughlin	MacFadden Information Communications	Richard Vega Matthew Purce

Communicator News Source

Amy Weiss	Weiss Public Affairs, LLC CEO	Susan Heavey Mihaela Bilio
Monica Coleman, JD	PWR Talk Network- Consultant	Celia Wexler Marc Wojno

Communicator Non-Resident

Jennifer Borg Woodland Park, NJ	North Jersey Media Group Inc. Vice President	Marc Wojno Celia Wexler <i>*malcom borg</i>
Nancy Watts	Charles County Public Schools Journalism Teacher	Marc Wojno Susan Heavey ***BOARD R

Communicator Retired

James Keyser	Director University Consortium for International Development (USFID)	Peggy Orchow
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Building Tenant

Katherine Brinkley	DS Simon Productions Account Executive	Susan Heavey Mihaela Bilio
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Student

Brennan Murray	George Washington University Student	Rachel Ray Raf Sanchez
Lauren Sneed	Student	Peter Park Richard Vega

***- denotes how they heard about membership at The National Press Club.**

Total Members as of 3/8/13:	3,214	Total as of 3/11:	3,296
Total Applications March:	30		34

Applications to date:	94		79
TOTAL JOURNALIST MEMBERS:	1,468		1,513
TOTAL COMMUNICATOR MEMBERS:	1,218		1,495
TOTAL NEWS SOURCE MEMBERS:	710		668
TOTAL MEMBERS UNDER 35:	256		290
<i>Journalist Young Members:</i>	174		195
<i>Communicator Young Members:</i>	82		95
TOTAL RETIRED MEMBERS:	537		501
TOTAL NON-RESIDENT:	931		850
TOTAL SPOUSE MEMBERS:	162		141
TOTAL PAYING MEMBERS:	2,986		3,023

Appendix 2 -

Committee Reports (March Meeting)

Broadcast Committee (Mellgren)

Chairman Mark Hamrick reports that our committee is working to nail down the date of the WNEW/CBS Radio reception which will be in the studio of the Broadcast Operations Center in an evening in the coming months. Thanks to Vice Chair Mike Freedman for moving this forward. It should have some scale to it.

Jared Rizzi of Sirius XM will be taking the helm of the Radio Team from Ralph Malvik in the coming weeks/months. It will be up to the two of them to work out the transition

The video project Rewind is going just fine. Vice Chair Adam Konowe was traveling, but reports all is well.

We're collaborating on a Professional Development on Video Journalism through the National Press Club Journalism Institute to be held at April 22 at 9 a.m. Award-winning Video Journalism Lee Powell, who shoots, edits, produces and appears on camera will provide the programming for this event.

We said hello to a new NPC member who attended, Les Johnson of Washington Avenue International. Welcome Les!

Thanks to Mike Freedman, the NPC will cooperate further with the award-winning radio program "This Just In!". We'll have more to say about this in the coming months.

Finally, if these emails are going to you and you'd rather be on the receiving end, please let me know. I'm hoping, however, that everyone wants to continue with the Committee.

The committee's next meeting will be Thursday, April 18.

Events Committee (McGrath)

A celebration of the 100th anniversary of the Women's Suffrage March on Washington was a huge hit. The ballroom was full on February 28th, for the reception and panel discussion with experts on the Suffrage movement who talked about the important role that media coverage of the march played in rousing the public to the need to give women the vote.

Women dressed in period costumes added a lot of color to the event, which was spear headed by Club member Jan Du Plain. The next day, the Club had a panel discussion featuring former women Presidents of the Press Club. A number of committees were involved in the Suffrage events, with Events Chair Megan Cotten playing an important role.

The Events Committee tried to increase turnout for the Club's annual St. Patrick's Day buffet...that Susan Delbert and Mesfin put together each year. Our talented past

President Alan Bjerga played guitar and sang "Libation Tunes" and Irish songs, during the hired entertainer's break. And in his finale, the well attended gathering joined Alan in singing the "Wild Rover." The event was held on a Thursday night...March 14th...instead of Friday, as was the case last year, when attendance would normally be higher. Nevertheless, a good crowd turned out Thursday night and all the tables in the Reliable Source were filled.

Bad weather forced cancelation of the first "Jazz Night at the 4th Estate." The series is planned for the first Wednesday of the month, so the first Jazz night will now be held Wednesday, April 3rd. This is being made possible by Blues Alley Executive Director Harry Schnipper, who is a member of the Events Committee. He and Susan Delbert have cooked up this idea, which hopefully will draw customers to the 4th Estate.

Harry is also working with Committee Co-Chair Jennifer DePaul to try to organize a jazz reception in April at the Club in connection with the Big Band Jam... a series of concerts that will be held at venues around Washington to celebrate Jazz Appreciation Month.

Finally, Committee member Pat Host, is working on a "March Madness" event to encourage members who are college basketball fans to watch the games in the Reliable Source and participate in a "pool" that will not run afoul of the antigambling laws... prizes instead of money pay outs.

Communications and Marketing Committee (Barks):

Due to a late guest speaker cancellation, the committee was forced to scrub its February Communicators Breakfast. The next such event will feature President Greiling Keane discussing her 2013 goals for the club. May's Communicators Breakfast will present former CBS and ABC News Anchor Thalia Assuras on how to be a good interview subject.

The next Legends Dinner is tentatively scheduled for Thursday, April 25, with APCO CEO Margery Kraus. Legends Dinners offer intimate conversations between a senior communicator and NPC members.

Planning for the Communications Summit to be held in the fall is underway, with a planning group now being formed. You may recall that this program was suggested in the club's first strategic plan.

The committee is considering holding its business meetings on a quarterly basis rather than monthly. Attendance has not been robust of late, so the committee will move to form smaller working groups that can tackle specific tasks and meet as needed.

Committee Chairman Tom McMahon and Vice Chairwoman Martha Lockwood attended the recent committee reception and met some prospective committee members. Many are interested in attending the committee's events but not in helping to organize them.

Speakers (Greiling Keane):

The Speakers Committee has a busy upcoming schedule and is focusing on diversity among our speakers.

Upcoming speakers include:

Mar. 20, 2013

Kathy Calvin, President/CEO of the United Nations Foundation

Topic: Calvin will discuss the public charity's work in supporting the mission and programs of the United Nations

Mar. 26, 2013

Robert Johnson, Chairman, RLJ Companies Inc.

Apr. 9, 2013

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

Topic: Noseworthy will discuss issues facing the health care industry

Apr. 12, 2013

Ken Burns, Documentary Filmmaker

Topic: New documentary "The Central Park Five"

Apr. 17, 2013

Gil Kerlikowske, Director, Office of National Drug Control Policy

Jun. 3, 2013

Gerald R. Ford Journalism Awards – Speaker to be Announced

The committee distributes lists of new NPC members with a goal of including a new member at each luncheon head table. Committee members are regularly reminded to follow through. For two recent luncheons with Thomas Drake and Mariska Hargitay, committee members reached out to non-member reporters with an interest in the topic and invited them to join the club so they could sit at the head table. While they didn't directly get new members from these two efforts, they did make contact with journalists and pointed out to them how the club could be of interest. It may get them to join in the future.

Travel Committee (Dunn):

The travel committee's annual Spring Reception was held March 7 with excellent attendance. Vice-Chair Fay Ludicello will attend the New Members Committee meeting and solicit suggestions regard their activities of interest. Young members have indicated

interest in day trips to historical sites. These trips have been popular with all age groups and will be planned for the spring. It was suggested that the committee offer fewer trips over the next year and concentrate on filling those instead of having to cancel. The London trip over MLK Weekend was very well received and went at capacity. The following trips are planned for 2013:

- Vienna/Budapest scheduled for March 17-25
- South Africa, Victoria Falls/Botswana scheduled for May 12-24
- Scotland scheduled for August 3-12
- Croatia/Dalmatian Coast for early September/October

Free Lance Committee (Dunn):

An excellent Free Lance reception and meeting was held February 28 with high attendance by former and new members. There was a lot of informal networking and enthusiasm for more activities of this sort. Freelancers are a big part of the Club's future and we need to do more for them. The committee is trying to offer more business opportunities for freelancers, by matching NPC members with those who might be in need of their services. Future activities include:

- March 7-- , NPC tour led by Gil Klein and Molly McCluskey of Freelance
- April 3-- a half-day workshop in conjunction with the Society of Professional Journalists
- May 1 --- panel with representatives from Contently and E-Byline organized by Molly McCluskey (Co-Chair of Freelance Committee)
- June---panel on "How to write the perfect pitch" organized by Jamila Bey

Book & Author Committee (Bullard):

Opening Remarks: Chairman Joe Motheral opened the meeting with remarks about the intent to update the Book & Author Committee's operations plan. Also, the template for introducing speakers at our Book Raps needs to be updated to include information about the microphones.

Recent Book Raps: Larry Lipman introduced the Bill Moyers event which was held on February 27th. Joe Luchok reported. Larry said the event was a huge success and that the Ballroom was packed. There was a lot of discussion during the Q and A. 53 books were sold for a \$162.25 profit plus 184 tickets for \$920, making the overall amount earned for the library \$1,082.25. Joe Motheral added that he got a nice thank you note from Moyers.

The March 6th Jeb Bush event was postponed due to inclement weather. The committee is trying to reschedule, but it's unlikely because Bush's schedule is jammed.

Upcoming Events:

- The March 13th Bob Thompson, *Born on a Mountaintop* event was cancelled because not enough people signed up.
- April 4th is Tom Dunkel's *Color Blind*. Joe Luchok is introducing and Joe Motheral volunteered to report.
- April 9th is Simeon Booker's *Shocking the Conscience*. Larry Lipman is introducing and Jeffery King will report.
- May 6th is Richard Belzer's *Hit List*. Heather Forsgren Weaver is introducing and Jan King is reporting.
- May 10th is Buzz Aldrin's *Mission to Mars*. Joan Michelson is introducing and Heather Forsgren Weaver is reporting.
- June 5th is Steve Barry's *The King's Deception*. Eleanor Herman will introduce and Bea Snyder will report.

Scholarship Committee (Hughes)

Chairwoman Andrea Snyder reports we're going to have a scholarship judging next month -- and everyone on the board is invited! Exact dates for the judging will be settled on by next week. Depending on the ratio of applications to volunteers, we may ask judges to recommend a non-member who might make a good judge with the understanding that we'll give them a membership packet at the event.

Publications Committee (Hughes)

Donna Leinwand Leger reports the Publications Committee has reached out to three new members who expressed interest in *The Wire*. Those members have become part of our stable of feature writers who cover events. Their assignments ensure that they'll attend Club events and in doing so, become acquainted with the Club and integrated into its daily life, which we think is the surest way to keep members.

The Wire itself is a great ambassador for both recruitment and retention by reminding our members four days a week what the Club has to offer.

Professional Development (Thomas Burr)

Under the guidance of Chairman Jonathan Salant, the Professional Development Committee has co-sponsored two programs with the Freedom of the Press Committee, including one March 14 on how to use FOIA.

The committee has have survival boot camp coming up in May and a Saturday data diving seminar on June with the Sunlight Foundation and the Center for Responsive Politics. We also have a program with CRP this spring, part of a series the center is doing. Waiting to pin down a date for a regional IRE conference this fall.

The committee seems to have a firm grasp on using its professional training and panels to attract new members and help retain those we have with strong programming.

Young Members (Thomas Burr)

President Angela Greiling Keane stopped by to chat with Young Members at their

last meeting and offered a nice give-and-take about how the club operates and how they could get more involved.

Also visiting, a representative of the Travel Committee who asked members to suggest trips that might more appropriate cost-wise and interesting for younger members. Some ideas were floated and the YMs are hopeful for some fun day trips.

The NPC softball coach dropped by to try and recruit YMs to play this season.

Separately, committee members spent some time with interns from Street Sense to help with some journalism questions they have and introduce them to the NPC.

The YMs have an upcoming Piano Lesson with former State Department spokesman PJ Crowley and are looking at other events soon as well.

As apropos for the committee so far this year, the last committee meeting was packed, requiring additional chairs even in the McClendon Room. The committee appears to have grown and several new members joined to say they want to get involved.

Photo Committee (Ballou)

Chairwoman Darlene Shields reports Arun Chaudhary, the first official White House videographer, a position created at the beginning of the Obama administration, will speak to the Photo Committee on **Thursday, March 28, at noon**, in the McClendon Room.

Chaudhary has traveled extensively with President Obama, capturing public events and behind-the-scene moments, as well as producing and packaging Presidential tapings for the web and broadcast television. Chaudhary is also the creator and architect of "West Wing Week," the first-ever video diary of the White House. Chaudhary was a key member of Obama's New Media team during the 2008 campaign and directed the team responsible for capturing the day-to-day life of the future president in video and stills. Chaudhary has been profiled in the New York Times, the BBC, National Journal, Politico, Fortune, and many political websites.

* * *

--Our Photo Committee believes that having interesting and informative speakers, such as Arun Chaudhary, at our meetings absolutely helps with the recruitment and, certainly the retention, of NPC members. We normally fill the McClendon Room with members and guests for our monthly meetings.

--Another important recruiting and retention tool is that any NPC member with a professional camera may volunteer to take photos of NPC events and have them published on the NPC website and in the Wire. Members simply need to contact Noel St. John, the NPC Photo Coordinator, for more details. Volunteer photographers are always welcomed.

--We are also gearing up to announce the 14th Annual NPC Members' Photo Exhibit sometime in April. Vice Chair Kay Floyd will be helping with the exhibit.

Newsmakers (Struglinski)

Feb 22 -- Former AIG Chairman and CEO Maurice Greenberg on Financial Regulatory Reform and Wall Street Challenges in the current economy

Feb 26 -- “Eye of the Storm” -- Palestinian Bassam Aramin and Israeli Rami Elhanan-- once committed fighters who were willing to kill or be killed to advance their opposing causes – discussed their decision to abandon violence in favor of working for organizations advocating peace. Also included Shelly Hermon, a filmmaker who produced a documentary on the two former combatants’ transformation.

Feb 28 -- Economist Dean Baker of the Center for Economic Policy and Research presented his argument that the trade deficit is the major imbalance in the U.S. economy and why addressing sustainable economic recovery requires moving toward balanced trade.

March 5 -- Former Ambassador Prudence Bushnell discussed the recent attack against the U.S. Embassy in Benghazi and discussed current security threats to our embassies and what a smart security policy should look like.

March 8 -- At the hour that the Affordable Care Act went into effect state-by-state, we had three state-level officials (ND State Rep. George Keiser, NY State Sen. Neil Breslin and Mila Kofman of the Washington DC Health Benefit Exchange) on a panel with Jay Angoff, who led ACA implementation efforts as he first director of the U.S. Office of Consumer Information and Oversight, discussing how states will implement Obamacare.

March 11 -- Steven Waldman, senior advisor to FCC Chairman Julius Genachowski, along with Common Cause President Bob Edgar and documentarian Kevin McKinney, discussed the FCC’s ongoing relaxation of media consolidation rules and its effect on diluting diverse and objective news reporting in local media markets.

UPCOMING Newsmakers

March 15 -- “Reducing Gun Violence in America” – Daniel Webster, director of the Johns Hopkins Center for Gun Policy and Research, will discuss researchers’ findings in the wake of the Sandy Hook Elementary tragedy and propose evidence-based policies for reducing gun violence.

March 18 (or 19) -- A three-member, progressive Syrian delegation representing a broad political current within that country that opposes the dictator – but also opposes foreign intervention – will discuss their push for a democratic, secular future for Syria.

April 2 -- Rep. Elijah Cummings (and several cosponsors) will announce new gun control legislation.

April 10 -- Washington DC Metropolitan Police Chief Cathy Lanier will discuss a variety of issues.

April 10 -- Alex Salmond, First Minister of Scotland, will discuss Scotland's independence movement and relations with the U.S.

April 11 -- Peter Maurer, President of the Geneva-based International Committee of the Red Cross (ICRC) -- the world's largest independent humanitarian agency active in over 80 countries affected by armed conflict and armed violence -- will address the catastrophic humanitarian situation in Syria and provide updates on other conflicts, including those in Afghanistan and Mali. He will also discuss the challenges of providing assistance during acute humanitarian crises.