

National Press Club

Board of Governors

June 24, 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, Vice President Myron Belkind Secretary Joel Whitaker, Treasurer John Hughes, Immediate past president Theresa Werner, Chairman Thomas Burr, Vice Chairman Ken Mellgren, Suzanne Struglinski, Jeff Ballou, Frederica Dunn, Marilyn Geewax, Pat McGrath, Mark Wojno, Shawn Bullard, Joe Morton, NPCJI President Rick Dunham.

Absent: Ed Barks

Staff: William McCarren, executive director

Guests: Will Lester, chairman, Awards Committee

Minutes

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

Awards Committee

Will Lester, chairman of the NPC Awards Committee, presented the list of those recommended for awards and asked for guidance on the number of honorable mentions.

There being no objection, the Board accepted McGrath's suggestion that it was the sense of the board that there be only one honorable mention per category.

On motion by Wojno/Dunn, the Awards list was approved.

Membership (Wojno)

Wojno/McGrath moved to accept new members (Appendix 1) and to approve applications for retired status. Both motions were approved by the board.

On a motion by Burr/Hughes, a change in membership status to Journalist for William Byrnes, an editor with Financial Advisory Publications and Summit Business Media, was approved.

Wojno asked board members to encourage their committees to reach out to new members.

Committee Reports

Whitaker/Wojno moved to accept board liaison reports. (Appendix 2). The motion was approved.

Online Voting

On motion by Whitaker/Wojno, the following resolution was approved:

WHEREAS, the present procedure for absentee voting – whether necessitated by geographic considerations or by work conflicts – requires members to apply for an absentee ballot, to have the absentee ballot mailed or handed to them, and to return the absentee ballot in a limited timeframe, and

WHEREAS, online voting would eliminate all these problems, potentially increasing participation in club elections, and

WHEREAS, online voting has been used by other clubs, associations, colleges and other entities for more than 10 years, and has been proven to be a safe and effective way to vote during that period, and

WHEREAS, membership staff has thoroughly investigated the various options, and their recommendation has been reviewed by a special working group,

NOW THEREFORE, the Board of Governors of the National Press Club approves online voting as a way to participate in club elections, effective this year, and authorizes the staff to negotiate a contract with VoteNet to implement this decision, subject to rules for online voting to be approved by the Board of Governors no later than September.

Treasurer's Report

Hughes described May's business operations as "disappointing," noting that revenue from all business units was below budget targets.

But, he said, this isn't a time to panic. He noted the Club's cumulative year-to-date profit is ahead of last year. Our reserves stand at \$2 million and long-term debt is just \$91,000. "Even if we fall short in June, we can top \$1 million in profit for the fifth consecutive year, if we hit our targets for the rest of 2013," he said.

He said the NPC Journalism Institute is considering raising funds around the issue of press freedom. While the intent is for the Club to retain its role in advocating for press freedom, and while the Club President, would remain the chief spokesman on press freedom issues, the NPCJI would need to have some role. Exactly what that role would be is unclear.

General Manager

McCarren discussed the loss of a major BOC client as a result of the sequester.

McGrath noted the Society of Professional Journalists Washington Professional Chapter had a dinner at the club recently, attended by nearly 100 people. "After the SPJ dinner we should have been able to have attendees up to the Reliable Source, where the bar was essentially empty. On some occasions, we ought to make an exception to our rules and allow attendees to have drinks at the Reliable Source," he said.

McCarren responded he was sure such guests would understand what we are trying to sell by inviting them to the Reliable Source.

McCarren also reported on work toward developing a corporate membership.

Finally, he noted the Library of Congress will be audio of 20 Press Club luncheons on its website. Speakers also hosted its second head of state, the president of Chile, and will host its second cabinet secretary, Ray LaHood of Transportation.

President's Report

Greiling Keane expressed appreciation for the board's approval of the online voting process, and thanked Burr for getting an agreement with the Herblock Foundation to display its cartoons on walls upstairs.

Turning to the issue of Press Freedom, she said she represented the Press Club at a meeting with Attorney General Eric Holder regarding the Department of Justice's subpoena of Associated Press phone records. She noted the AP president addressed a Press Club Speaker's Luncheon, which was well attended.

Andrea Mitchell will accept the Fourth Estate Award.

Resolution Honoring Rick Dunham for Services as NPC Journalism Institute President

Greiling Keane presented a resolution to Rick Dunham for his service to the NPCJI.

Dunham responded that he has served 17 continuous years in NPC leadership roles, and said the NPCJI now offers some of the best training for journalists and communicators in Washington.

He said there has been steady progress in the last six years. The Institute has deepened its training curriculum. Its budget is completely transparent, it created a mission statement, changed its name to NPCJI, which reinforces its close ties to the NPC, and has started work on its first strategic plan. Barbara Cochran, head of University of Missouri's Washington Journalism program, will succeed him.

Adjournment

There being no further business, and the date for the next board meeting having been set for June 29, the board adjourned at 8:05 p.m. on a motion by Ballou/Struglinski.

Respectfully Submitted,

JOEL WHITAKER
Secretary

Appendix 1 - Recommended New Members

Name	Affiliation	Sponsor
<u>Journalist</u>		
Hannelore Fauqueux-Veit	Bureau Chief/ Washington Bureau ORF Austrian Radio and TV	Susan Heavey Ben Dooley
Amos Gelb	Director of Broadcast/Associate Professor Northwestern University-Medill	Thomas Burr Matt Mansfield
Claire Pickard-Cambridge	Bureau Chief-Washington DC Argus Media	Rod Kuckro John Cosgrove
Masaya Oikawa	Staff Writer and Editor The Mainichi Newspapers	Marc Wojno Celia Wexler
Kristian Mouritzen	USA Correspondent Berlingske	Celia Wexler Marc Wojno
Vivian Jordansen	Correspondent Radio 24/7	Susan Heavey Celia Wexler
Hiroaki Konno	Reporter Nippon Television	Ben Dooley Marc Wojno
<u>Journalist Young Member</u>		
Julia Pyper	Reporter E & E News	Mike Soraghan Lisa Friedman
Benjamin Dalton	Reporter-White House, Congress, Capitol Hill TV Tokyo	Eri Urano Allison Kingery
Ellen Mitchell	Associate Editor Inside Washington Publishers	Jennifer Judson Elizabeth Hudson
Lindsey Holmes	Tech Writer/Strategist Tech Cocktail	Marc Wojno Ben Dooley
Caroline Lee	Contract Reporter United Press International	Susan Heavey Ben Dooley

Bahaa Abdelkader	TV Reporter ONTV Channel	Thomas Gorguissian Rodrigo Valderrama
------------------	-----------------------------	--

Elizabeth Wahl	Anchor/Correspondent RTTV	Celia Wexler Ben Dooley
----------------	------------------------------	----------------------------

Journalist Non Resident

David Gerwitz Palm Bay, FL	CBS Interactive/UC Berkley Professor/Contributing Editor	Wayne Rash Pam Baker
-------------------------------	---	-------------------------

William Manning Dallas, TX	Assignments Editor KTVT CBS News	Susan Heavey Ben Dooley
-------------------------------	-------------------------------------	----------------------------

Alfred Poor Perkasie, PA	Freelance Writer HDTV Magazine	Pam Baker Wayne Rash
-----------------------------	-----------------------------------	-------------------------

Troy Johnson Baltimore, MD	News Anchor/On-Air Personality WNEW 99.1/WHUR	Susan Heavey Celia Wexler <i>*WNEW mixer</i>
-------------------------------	--	--

Michael Lee New York, NY	Non-Fiction Author	Celia Wexler Ben Dooley
-----------------------------	--------------------	----------------------------

Journalist Retired

Marsha Dubrow	DC Art & Travel Reporter Examiner.com	Lorna Aldrich Marilou Donahue
---------------	--	----------------------------------

Communicator

Jean Medina	SVP, Communications Airlines for America	Angela Greiling Keane Jeremy Pelofsky
-------------	---	--

Stephen Labaton	Partner RLM Finsbury	<i>*REINSTATE</i>
-----------------	-------------------------	-------------------

Wayne Gatewood	Founder/ President/CEO Quality Support Inc.	Celia Wexler Ben Dooley
----------------	--	----------------------------

Communicator - Young Member

Samaa Al-Hamdani	Political Analyst/Founder Yemeniaty	Marc Wojno Susan Heavey
------------------	--	----------------------------

Cadle "Quin" Woodward Pu	Director of Public Relations Brightline Interactive	Kate Michael Allison Priebe Brooks
--------------------------	--	---------------------------------------

Lauren Cohen

Communications Coordinator
Natural Products Association

Celia Wexler
Ben Dooley

Communicator News Source

Deidre Bass

Partner-Media Relations Manager
Bass Public Affairs, LLC

Angela Greiling Keane
Marc Wojno

Kristin Gossel

Director, External Communications
BAE Systems, Inc.

Patti Giglio
Brian Roehrkasse

**** denotes reinstatement**

Total Members as of 6/13:

3,138

Total Members as of 6/12:

3,157

Committee Reports - July 2013 Meeting

Book & Author (Ballard)

Chairman Joe Motheral opened the meeting by advising us of the results of the meeting he had with Julie Schoo and Nicole Hoffman of the Journalism Institute, the new Journalism Institute Board President Barbara Cochran, National Press Club President Angela Greiling Keane, Larry Lipman and Heather Forsgren Weaver.

For future book events, committee members will be admitted free. The charge for National Press Club non-members is \$10. The fee will be waived if NPC members buy a book. There will be a review of this status after six months.

Larry Lipman said that the meeting was constructive and he felt that there would now be strengthened communication between our committee and the Institute with the new policy of one of our members attending their meetings. He added that the charges were not aimed specifically at our committee but rather for other things as well.

Bill Hickman reported that he was able to obtain a CD from the archives of a 1998 book rap with David Baldacci. Joe said that Baldacci's scheduler has promised to get back to us.

Recent Book Raps: Eleanor Herman reported that the June 19th rap for Steve Berry, *The King's Deception*, was a big success. Nine people attended in Renaissance costume. Bea Snyder reported for that event. We sold 15 books for \$81 and 47 tickets for \$235, making a \$316 profit.

The June 27th John Hendrick's *A Curious Discovery* was a big success as well. 30 books were sold for \$173.94, 61 non-member tickets for \$610, and 13 NPC tickets for \$65, bringing the profit to \$848.94. Rick Dunham introduced John Hendricks who is the founder of the Discovery Channel. Joe Luchok and Nicole also handled this event at which veteran newscaster Paula Zahn did an excellent job.

Upcoming Raps: July 16th is Tom Young's *The Warriors*. Carolyn Bloch will introduce and Joe Motheral will report. Eleanor Herman and Jan King volunteered their help.

July 26th is the ballroom event for Shirley Jones' *A Memoir*. Joe Luchok will introduce, Heather Forsgren Weaver will report, and Gregory Page, Barbara Bird, Jan King, Eleanor Herman, and Aileen Schlef will be volunteers.

August 21st is Dave Shenin's *RG3: The Promise*. Joe Motheral will introduce and Rodrigo Valderrama will report.

September 10th is the Matt Apuzzo and Adam Goldman book, *Enemies Within: Inside the NYPD's Secret Spying Unit and the bin Laden's Final Plot Against America*. Joe Luchok will introduce and Heather Forsgren Weaver will report.

September 30 is Richard Dawkins *An Appetite for Wonder: The Making of a Scientist*. We will choose an introducer and reporter next month.

October 7th is John Launois's *L'Americain: A Photojournalist's Life*. Eleanor Herman will introduce and Aileen Schlef will report.

Proposals: The committee had a discussion about thoughts on having a Kennedy Assassination panel scheduled for the last week in October with Richard Belzer, James Reston and other authors. Joe Motheral suggested we get a big name moderator like Bob Scheiffer that might help draw a big crowd. Heather advised that Clint Hill who was a secret service agent in the presidential motorcade during the assassination also has a book, *Five Days in November*.

Aileen proposed an event for Congressman Luis V. Gutierrez's *Still Dreaming: From the Barrio to Congress*. After some discussion, Heather said we have quite a few other October proposals we're waiting to hear from.

Aileen also suggested another event for the launching of the six part PBS series, *Latinos in America* by Ray Suarez that could be a screening and a book signing. Latino Americans will also include a companion book written by Suarez, a senior correspondent for *PBS Newshour*. The companion book will be published by Celebra, an imprint of Penguin Group (USA) and will be released in conjunction with the broadcast premiere. Suarez is the founder of the National Association of Hispanic Journalists. Larry Lipman suggested this might be suitable for the Event's Committee, so Joe will contact them and see if they might co-sponsor an event with our committee.

Shawn Bullard was absent so we didn't discuss The Ellison and Julian Guthrie books, and we already discussed the Howard Willens book.

Subcommittee: Heather asked us to pick our #1 choice for a Nov/Dec event. We went around the table and Tim Conway was first choice followed by Shirley McLaine.

Free Lance Committee (Dunn)

A priority of the freelance committee is to build more of a “community” of freelancers within the NPC. We’ve launched and grown both a Twitter feed and a LinkedIn Freelance Committee subgroup (under the NPC’s LinkedIn group). The LinkedIn group has grown from just a handful to more than 33 members in the last two months.

Most recently the committee developed and launched a freelancers list on the NPC website. This list of 63 NPC freelancers serves as a resource for editors looking for qualified freelancers and promises to become a key member benefit that may retain freelance members and draw more freelancers to join NPC.

Activities planned for fall include:

- A panel on journalism entrepreneurship, focusing on how to run your freelance writing as a small business, including creating and promoting your brand
- NPC club tours for leaders and members of other writers groups in D.C. followed by a social hour for informal job exchange

Travel Committee (Dunn)

Previous travelers made up 25-33% of the Civil War trip to Gettysburg Battlefield in June. This is always a very popular and well attended event for the committee. By popular demand from Young Members and Young-at-Heart Members, there will be an Oktoberfest trip September 28 to local

breweries. Tours and tastings will be hosted by the National Brewing Company in Easton, MD and the Eastern Shore Brewing Company in St. Michael's, MD.

The committee is working with the St. Andrew's Society to promote a Scotland trip in August.

Lisbon, Portugal is scheduled for Martin Luther King Weekend (MLK) January 15-20, 2014. Possible trips for 2014 include Myanmar (Burma), Sonoma/San Francisco and Amsterdam/Bruges

Broadcast Committee Report

The July 11 meeting generated the largest turnout of members in attendance ever. New member Katheryn Zickel was introduced by Mark Hamrick, chairman. She works for Radio Russia.

Interns/Interviews: Mark Hamrick appealed for help in performing interviews with various committees to be included in a documentary highlighting activities and plans of many committees. The interns have been shooting and editing these. Ken Mellgren interviewed Mark Hamrick on the subject of the Broadcast Committee.

Rewind: Adam Konowe thanked those who have been narrating and helping to edit Rewind. There was an open discussion on how to improve the scripts. Several of our committee members have been helpful in conducting writing seminars with our interns and ideas on making improvements have been submitted for future consideration.

Proposed Podcast: Mike Hempen reported that plans for a new podcast have been moving closer to a reality. During the meeting he recruited several volunteers to assist.

Sirius/XM: Jared Rizzi reports that Sirius/XM has failed to execute the agreement to provide a weekly half-hour panel discussion to be distributed on the satellite service's public affairs channel. He will distribute a demo for the executive committee to review.

Financial Panel Discussion: Mark described a financial panel concept with help from Jennifer Schonberger who hosts a local cable financial program.

Kalb Report Series: Mike Freedman reported that the season opener is tentatively scheduled for Tuesday, August 27 - when moderator Marvin Kalb will commemorate the 50th anniversary of the March on Washington and Dr. Martin Luther King's "I Have a Dream" speech. Kalb was there on the National Mall 50 years ago covering the event for Walter Cronkite and the CBS Evening News. On August 27, he and panel of marchers, journalists and historians will explore the role of the press in the civil rights movement, lessons learned and how they can be applied in the digital age. Confirmed guests include Civil Rights Leader Julian Bond and Dorothy Gilliam, the first African American woman journalist at the Washington Post.

Then, on Friday, November 22, the Kalb Report will welcome Dan Rather, on the 50th anniversary of the death of President John F. Kennedy. Rather was there, in Dallas, on that fateful day in 1963 as principal correspondent for CBS News, while Kalb covered the funeral here in Washington.

Tickets for each edition of the Kalb Report will be available to NPC members at the front desk two weeks before each forum.

Speaker's (Greiling Keane)

We had a slow July, with one speaker on the first of the month and the next speaker canceling after losing his job. We're heading into August with four late-summer/fall speakers confirmed and many more solidly in the works.

Here's the schedule as it stands:

- **Aug. 4:** The Honorable Wendy Davis, Texas State Senator
- **Sept. 10:** Thomas R. Frieden, M.D., Director of the Centers for Disease Control and Prevention
- **Sept. 17:** The Honorable Mary Fallin, Governor of Oklahoma and Vice Chair, National Governors Association
- **Nov. 11:** Walt Bettinger, President and CEO, The Charles Schwab Corporation

In addition: We are in negotiations with NAACP for Ben Jealous to talk Trayvon Martin in August, World Bank president for September and Gen. Odierno wants to come back in October. Off the news, we're working on Schumer/Graham on the shield law and Detroit Mayor Bing.

Events (McGrath)

The Events Committee has added two new members...Stacy Page and Josue Lopez Calderon.

Upcoming Events:

Sept. 25th... Screening of the documentary "The Revolutionary," about the Chinese "Cultural Revolution" and the role played by one American, Sidney Rittenberg. The co-producer, writer and interviewer, Irv Drasnin will introduce the film and participate in the Q & A session following the screening.

Oct. 30th.... Co-hosting with the Book and Author Committee the screening of the PBS documentary series "Latinos in America," featuring PBS Correspondent Ray Suarez. Suarez also wrote a companion book that will accompany the TV series.

Date: Still TBD....A "Prohibition Party." This is still in the early planning stages with hopes that it will attract a sizable number of members. Volunteers will be needed.

Idea under Discussion.... Sailing. Marc Apter has found a great deal on a boat cruise on the Potomac. Committee is trying to determine level of interest before committing to the event.

Press Freedom (Geewax)

Chairman John M. Donnelly reports that at the annual Awards Dinner on Aug. 6, the committee will honor "The Whistleblower," as well as Zeynep Kuray of Turkey, with the John Aubuchon Press Freedom Award. The Whistleblower is a symbolic winner, representing the brave individuals who speak up when they see something wrong.

James Risen, of the New York Times, will address the importance of anonymous sources in a democracy. Just this month, a judge compelled Risen to testify about one of his own anonymous sources for a book he wrote about a CIA program in Iran.

On Aug. 12, the committee will hold a forum titled, "Government Public Affairs Offices: More Hindrance than Help for Open Government?"

This will be a balanced panel examining whether public information policies in recent years have unduly restricted government transparency.

<http://press.org/news-multimedia/news/government-public-affairs-offices-more-hindrance-help-open-government>

The committee asks for the board's help in promoting the event, which will have an admission charge of \$10 for non-members and \$5 for members.

Sometime in October, (date TBD), the committee plans to host a panel of journalists from the Commercial Appeal newspaper in Memphis, who will explain how they used FOIA to unearth an award-winning story about how a famous photographer of the civil rights movement, Ernest Withers, was also an FBI snitch.

In other business, the committee is working with a coalition of media organizations to promote the national shield law to protect journalists in most circumstances from having to reveal confidential sources. The NPC as an organization is supporting the bill being written by Senate Judiciary Committee. This advocacy is consistent with board policy allowing such legislative endorsements by the Club (but not by individual Active members) in rare cases.

The NPC was involved in the process that led to Justice Department revisions of guidelines governing investigations of reporters as part of criminal probes. The NPC president was among those who met with the US attorney general, and the Club, in concert with other groups, helped draft recommendations that influenced the changes.

<http://news.yahoo.com/justice-dept-tightens-guidelines-reporter-223259169.html>

A judge denied a request from the Club and other media organizations to compel the military judge in the Bradley Manning tribunal to increase transparency, but the suit appears to have forced the judge to make more documents available, though there are still concerned the releases are happening too slowly. <http://www.democraticunderground.com/1014517302>

Awards Committee (Geewax)

The Awards Committee's annual work is all coming together now with the Awards Dinner scheduled for Aug. 6.

Committee chairman Will Lester is working with Angela on her speech. And the committee is planning a rehearsal of the program and the multi-media elements. Joann Booze is working with the committee to find a good time for that practice round.

The event begins with a 6 pm reception in the Holeman Lounge, and the 7 pm dinner in the Ballroom. Tickets are \$50 per person.

International Correspondents Committee (Ballou):

The International Correspondents had a very successful pot-luck lunch and swimming/boat party at the residence of committee member Connie Lawn on July 13. More than 40 Club members attended the second annual get-together.

The committee's next event — a talk and slide presentation on Myanmar — will be at 6pm Wednesday, Sept. 11, by Thomas Cheatham, who has been a contract photographer for the United Nations Development Program in Myanmar. The UNDP will be providing light refreshments at the event

House and Bar Report (Morton)

The House and Bar Committee met on July 1, 2013.

It considered and recommended changes to the format and content of the club restaurants' comment cards Comment Cards. Included will be an "open ended" invitation to solicit menu suggestions and encourage patrons to recommend the restaurant(s) to friends. The new approach will be assessed for the new card's efficacy, practical application and incentive for excellence in culinary offerings, server performance and décor enhancement.

The committee requested information about the percentage of member versus non-member usage of the Fourth Estate Restaurant.

Lobby renovation: The magazine stand has now been removed from the lobby and replaced with the "Where News Happens" photo on the East wall.

Improvements to the Game Room for more efficient and frequent usage are scheduled for August.

Photo Committee (Ballou)

Mladen Antonov, director of photography for North America, Agence France-Presse, presented a Pulitzer Prize winning photo shot by Javier Manzano, a freelancer with AFP, to the Club on July 10. NPC President Angela Greiling Keane accepted the photo on behalf of the Club. The photo will join the other Pulitzers on the Club's walls, after it is professionally framed.

The 14th Annual NPC Members' Photo Exhibit is coming up soon, and members' photos are due between Aug. 5-16 in the Membership Office. Photos will be hung on Aug. 28, and the members' photos will be on display in the NPC lobby for the month of September.

There will also be a reception on Sept. 3 to honor all the Club's member-photographers from 6:30-8 p.m. in the NPC's lobby and Library classroom. NPC President Angela Greiling Keane will provide opening remarks.

The Photo Committee and the International Correspondents Committee will present a talk and slideshow on Myanmar by photojournalist Thomas Cheatham on Sept. 11. Cheatham has many years of experience in print, broadcast and photojournalism. The event is sponsored by the UNDP.

The Photo Committee and the Book and Author Committee will present a joint event in October about the life and work of the late photojournalist, John Launois. An exhibit of his photos will be on display in the NPC lobby from Oct. 1-11. A book event will be held at the Club on Oct. 7, featuring Chris Launois, John Launois' son and co-author, who will discuss the book, "L'Americain: A Photojournalist's Life."

Fourth Estate Dinner Committee (Greiling Keane)

A small committee, co-chaired by club members Jodi Schneider and Lori Russo, is working with Julie Schoo and Bill McCarren to plan the gala event scheduled for Friday, Oct. 4, 2013.

A press release was issued on July 18 to announce the event and a Wire item was distributed to Club members.

Inquiries about sponsorships already are coming in, even as the committee adds new options (including a VIP Reception sponsorship) and is in the process of revamping the sponsorship pitch package. Julie has reached out to past sponsors and board member Rob Stoddard is assisting with several new options. Lori Russo is reviewing the list of communicator members to identify potential new supporters.

Bill McCarren has met with Andrea Mitchell's point person and is working to identify speakers and other program elements. The invitation, program and advertising design may be provided by Stanton Communications free of charge in exchange for sponsorship recognition. Gayela Bynum has volunteered to make arrangements for silent auction items. Lori and Julie are working on gift bag items.

Jodi will be attending the NPCJI scholarship dinner on August 6 to conduct interviews with scholarship/award winners to include in the updated NPCJI.

Communications and Marketing Committee (Barks)

Planning continues apace for the Friday, October 18, Communications Summit. Original plans called for securing a high profile keynote speaker along with two panels, followed by a networking lunch. The idea has been floated to change the event to two panels minus the keynoter. Decisions will be made over the next month on the exact format and list of expert speakers. It goes without saying that the roster will include numerous NPC members.

With summertime in full swing, the committee's Communicators Breakfasts and Legends Dinners have gone on hiatus until September, with specific dates, speakers, and topics to be announced.