

# **National Press Club Board of Governors**

**July 29, 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, Membership Secretary Mark Wojno.

Chairman Thomas Burr, Vice Chairman Ken Mellgren, Frederica Dunn, Marilyn Geewax, Pat McGrath, Joe Morton, Ed Barks, NPCJI President Barbara Cochran.

Absent: Treasurer John Hughes Immediate past president Theresa Werner, Suzanne Struglinski, Jeff Ballou, Shawn Bullard,

Staff: William McCarren, executive director

Guests: none

## **Welcome Barbara Cochran**

Chairman Burr welcomed Barbara Cochran, the new chairman of the National Press Club Journalism Institute, to the Board of Governors. Cochran is the director of the University of Missouri's Washington journalism program.

Cochran said she's excited about what's happening with the NPCJI. Noted that the Fourth Estate Awards dinner will be Oct. 4. Andrea Mitchell, the NBC News correspondent, will be honored.

## **Minutes**

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

## **Scholarship Committee**

Andrea Snyder, chair of the Scholarship Committee, couldn't attend the meeting because of work commitments. Burr provided her report.

The \$5,000 Zimmerman Scholarship will be awarded to Charles Schoten of Kitty Hawk, N.C., and the \$5,000 Feldman Fellowship will be presented to Nancy Deville, a 39-year-old reporter in Nashville, Tenn.

Some 123 persons applied for the Zimmerman and 33 applied for the Feldman.

## **Committee Reports**

On motion by Whitaker/Mellgren, the Board accepted the committee reports (Appendix 2).

## **Treasurer's Report**

McGrath reported for Hughes, who was on vacation. It's summertime and the Club is doing fine. Profits are higher than last year, and the club appears to be on track for another \$1 million in profits year.

McCarren reminded the Board that July and August are usually months that result in a loss, but said he expects the club to make its budget numbers in July.

The annual budget process will begin in August, and McCarren outlined the schedule.

Capital projects under way include changes in the kitchen's cold workroom. In the game/card room, an effort will be made to "brighten it up" so that it can be used for meetings. A wall that divides the room will come out, it will be repainted and new artwork will be installed.

McGrath said he supports changes to the game room, and Geewax observed that women would feel more comfortable in an open place, and suggested moving the pool table to the McClendon room.

## **Membership**

Wojno/Morton moved approval of the recommendations for new members. Barks noted that one applicant, Russell, has a podcast but also has a public affairs shop, and said he should be a communicator. Wojno amended his motion to recategorize Russell as a communicator, and the list was then approved.

On a motion by Wojno/Geewax, Phillip Schwartz was changed to journalist status.

On motion by Whitaker/Greiling Keane the Board referred Gonzalez to the Membership Committee for further consideration.

## **Executive Session**

Wojno/McGrath moved the board go into executive session to discuss personnel matters. After discussion the board returned to normal order on motion by Wojno/Dunn and accepted the recommendation of the Personnel Committee with regard to the Executive Director.

## **President's Report**

Greiling Keane noted that in the list of the top 25 clients in June, two of the top 12 were journalism groups -- Society of Professional Journalists DC Chapter and the American Newswomen's Club.

Helen Thomas, a longstanding member of the Press Club, has passed away. "She was an important person, worth celebrating and remembering," said Greiling Keane.

Among future events highlighted by President Greiling Keane: NPC Awards Dinner . . . James Risen of the New York Times will address the Press Freedom Awards program . . . An evening panel on obstruction by government public affairs officers will be held Aug. 12. . . . The annual 5K, a fundraiser for the NPCJ, will be Sept. 7 . . . . the Fourth Estate Awards Dinner will be Oct. 4.

The NPC Softball Team just completed its most successful season ever, placing second in the Metropolitan Area Media Softball League.

**Adjournment**

Chairman Burr commended McCarren for his leadership of the professional staff and business operations of the club in a poor economy, said the board appreciated it and looked forward to another great year.

After setting the next meeting for Aug. 26 at 6:30 p.m., the board adjourned at 8:15 p.m.

Respectfully submitted,

JOEL WHITAKER  
Secretary

## Appendix 1 - Recommendations for Membership

<b>Name</b>	<b>Affiliation</b>	<b>Sponsor</b>
<b><u>Journalist</u></b>		
Stephen Beadencup	1-800 Politics.com Executive Editor, Co-Founder	Marc Wojno Celia Wexler
Giancarlo Gonzalez	Talk Radio News Service Correspondent/Freelance	Myron Belkind Jan DuPlain *Sunshine Week
Justin Russell	Rialtas Public Strategies, LLC Principal Director	Angela Greiling Keane Marc Wojno
<b><u>Journalist Young Member</u></b>		
Todd Tranausky	Argus Media Contributing Editor	Ed Barks Mihaela Biliovschi
Katheryn Zickel	Voice of Russia Senior Producer	Carmen Russel Sluchan Elaine Mui
Diane Barnes	Global Security Newswire (National Journal) Reporter	Rachel Oswald Larry Lipman
Molly Seder	Voice of Russia Producer/Reporter	Jamila Bey Elly Mui
Geoffrey Bennett	Washington Reporter-Politics Time Warner Cable News	Marc Wojno Celia Wexler
<b><u>Journalist Non Resident</u></b>		
Bruce Henderson Menlo Park, CA	Non-Fiction Book Author	Tam Harbert
Harry Kirsbaum Sylvan Lake, MI	Detroit Jewish News Contributing Writer	Susan Heavey Celia Wexler
Kristoffer Ronneberg New York, NY	Aftenposten Journalist	Marc Wojno Celia Wexler

James Strauss Lake Geneva, WI	The Geneva Shore Report Senior Editor	Mihaela Biliovschi Celia Wexler
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**Communicator**

Thomas Hendrick	Zayas Hendrick Mediaworks, LLC Founding Partner	Patrick McGrath
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Ann Southerlyn Reisig	Engility Corporation Technical Writer/Editor	Marc Wojno Susan Heavey
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Ariel Moutsatsos Morales	Embassy of Mexico Minister for Special Affairs	Celia Wexler Marc Wojno
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**Communicator - Young Member**

Sarah Chase	Rural Media Group, Inc. VP Public Relations	REINSTATE**
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Miguel Rodriguez-Gorman	Organization for Economic Cooperation and Development Chief Media Officer	Susan Heavey Celia Wexler
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**Communicator News Source**

Mark Pfeifle	Off the Record Strategies Partner	JD Gordon Mike Soraghan
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Laura Parker	United States Senate Sergeant at Arms Deputy Assistant Sergeant at Arms for Operations	Kerry McKenney Drew Von Bergen
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<i>Shuan Butcher</i>	<i>Journey Through Hallowed Ground Partnership Director of Communications</i>	<i>Membership Committee</i>
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**Communicator Non-Resident**

Cameron Wallace Houston, TX	Helix Energy Solutions Director of Marketing and Public Relations	Ed Barks Susan Heavey
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**Student**

Neal Smith	University of North Carolina, Chapel Hill Student	Susan Heavey Celia Wexler
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<b><u>Total Members as of 7/13:</u></b>	<b>3,153</b>	<b><u>Total Members as of 7/12:</u></b>	<b>3,181</b>
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<b><u>Total Applications July:</u></b>	<b>21</b>	<b><u>Total Applications 7/12:</u></b>	
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	17
	212
<b><u>Applications to date:</u></b>	184
<b>TOTAL JOURNALIST MEMBERS:</b>	1,434 1,470
<b>TOTAL COMMUNICATOR MEMBERS:</b>	1,176 1,282
<b>TOTAL COMMUNICATOR NEWS SOURCE:</b>	682 716
<b>TOTAL MEMBERS UNDER 35:</b>	265 289
Journalist Young Members:	178 195
Communicator Young Members:	87 94
<b>TOTAL RETIRED MEMBERS:</b>	534 541
<b>TOTAL NON-RESIDENT:</b>	914 896
<b>TOTAL SPOUSE MEMBERS:</b>	162 135
<b>TOTAL PAYING MEMBERS:</b>	2,933 2,961

**\*\* denotes reinstatement**

## 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 Hemen 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 Drasin 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 14<sup>th</sup> 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.