National Press Club Board of Governors

August 26, 2013

Joel Whitaker, Secretary

The meeting was called to order at 6:36 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, Treasurer John Hughes Immediate past president Theresa Werner, Chairman Thomas Burr, Vice Chairman Ken Mellgren, Frederica Dunn, Marilyn Geewax, Pat McGrath, Joe Morton, Ed Barks, Shawn Bullard, Suzanne Struglinski, NPCJI President Barbara Cochran.

Absent: Jeff Ballou

Staff: William McCarren, executive director

Guests: none

Membership

Upon a motion by Wojno/Dunn, the candidates for membership recommended by the Membership Committee (Appendix 1) were approved.

Wojno/Dunn moved approval of requests for retired status.

Wojno/Hughes moves approval of Susan Rae Baker's request to change to journalist status.

Board Liaison Reports

On a motion by Whitaker/Hughes, the board accepted the committee liaison reports (Appendix 2).

Online Voting

On a motion by Whitaker/Morton, the board approved the following motion:

- 1. Pursuant to NPC Bylaws, Article VI, Section 4b(4), the Board of Governors adopts the following rules to govern online voting in the 2013 elections:
 - (a) Members may vote online in lieu of voting in person or using a mail-in ballot.
 - (b) The ballot will be accessible through the members-only portion of press.org.
- (c) Once a member has voted, he may not vote again in the current election. There is no capability to change a vote once it has been submitted.

- (d) Members may begin to vote online at the same time as absentee ballots may be requested. Online voting shall cease at 7 p.m. the Wednesday before the election.
- (e) If electronic voting is available at the club on election day, one or more staff members may be present to verify eligibility to vote and to provide instruction in the online voting process. Staffers assisting in the voting process will take care to avoid any comment that may suggest how a member should vote.
- 2. Counting of ballots (Bylaws, Art. VI, Section 5) is not affected by the online voting process.
- 3. At the first meeting of the Board of Governors after the 2013 election, the Secretary shall provide a report on the implementation of online voting. Assuming the election has gone smoothly, the Secretary in consultation with the chair of the Election Board shall also propose a revision to the Club's Bylaws to make permanent online voting as well as any other changes to the Elections Bylaw to facilitate future elections.

Election Calendar

On a motion by Whitaker/Burr, the board approved the 2013 Election Calendar (Appendix 3).

Treasurer's Report (Hughes)

As expected, the club posted a loss in July, but the loss was about half of what had been budgeted. This was the third time in seven months that the club has performed better than expected.

In July, the club completely paid off its long-term debt. Our payments had been \$545,000 a year. Chairman Burr expressed the appreciation of the board to McCarren for the early retirement of the club's long-term debt. This is the first time in years that the club has been debt free. McCarren noted that this gives the club \$45,000 a month that can be used to build up the club's reserves.

Next month the board will review the assumptions the professional staff will use to develop the budget for 2014. It will assume a \$1 a month increase in dues for most categories, subject to member approval at the October General Membership Meeting.

Executive Director's Report

On a motion by Wojno/Mellgren, the board went into executive session to discuss personnel matters. No action was taken by the board, and on a motion by Wojno/Mellgren, the board returned to the normal course of business.

President's Report

President Greiling Keane congratulated McCarren and the board on the retirement of the debt. She noted that new membership applications are up about 25% and congratulated Allyson Cannon, recruitment director, for her efforts.

The new website will be online by the day after Labor Day.

Committee chairs have been given their individual committee budget reports. She asked board members to guide spending by their committees, and noted that those committees that are in good shape have been charging for events.

Homeland Security proposed a Newsmaker for its departing secretary, but said there would be no questions. It was informed that questions are a requirement for any press event sponsored by the National Press Club. The Department then paid for a room.

New Business

On motion by Burr/Barks, the Board amended House Rule No. 10 so that the privileges of the card room will be extended to members and their appointed guests. Greiling Keane noted that neither the McClendon Room nor the Card Room can be rented by nonmembers.

Adjournment

After setting the date of the next meeting for Sept. 16, the meeting was adjourned at 7:30 p.m.

Respectfully submitted,

JOEL WHITAKER
Secretary

<u>Appendix 1</u> - Recommendations for Membership

Name	Affiliation	Sponsor
Journalist 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 Ke Marc Wojno
Journalist Young Member		
Todd Tranausky	Argus Media Contributing Editor	Ed Barks Mihaela Biliovschi
Katheryn Zickel	Voice of Russia Senior Producer	Carmen Russel Sluc 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
Journalist Non Resident 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 The Geneva Shore Report Mihaela Biliovschi Senior Editor Lake Geneva, WI Celia Wexler **Communicator** Thomas Hendrick Zayas Hendrick Mediaworks, LLC Patrick McGrath Founding Partner Ann Southerlyn Reisig **Engility Corporation** Marc Wojno Technical Writer/Editor Susan Heavey Celia Wexler **Ariel Moutsatsos Morales Embassy of Mexico** Minister for Special Affairs Marc Wojno **Communicator - Young Member** Sarah Chase **REINSTATE**** Rural Media Group, Inc. **VP Public Relations** Organization for Economic Cooperation and Miguel Rodriguez-Gorman Development Susan Heavey Chief Media Officer Celia Wexler **Communicator News Source** Mark Pfeifle Off the Record Strategies JD Gordon Partner Mike Soraghan Laura Parker United States Senate Sergeant at Arms Kerry McKenney Deputy Assistant Sergeant at Arms for Operations Drew Von Bergen Shuan Butcher Journey Through Hallowed Ground Partnership Membership Director of Communications Committee **Communicator Non-Resident** Cameron Wallace Ed Barks **Helix Energy Solutions** Houston, TX Director of Marketing and Public Relations Susan Heavey **Student** Neal Smith University of North Carolina, Chapel Hill Susan Heavey

Total Members as of 7/12:

Celia Wexler

3,181

Student

3,153

Total Members as of 7/13:

Total Applications July:	21 17	Total Applications 7/12:
Applications to date:	212 184	
TOTAL JOURNALIST MEMBERS:	1,434 1,470	
TOTAL COMMUNICATOR MEMBERS:	1,176 1,282	
TOTAL COMMUNICATOR NEWS SOURCE:	682 716	
TOTAL MEMBERS UNDER 35:	265 289	
Journalist Young Members:	178 195 87	
Communicator Young Members:	94	
TOTAL RETIRED MEMBERS:	534 541	
TOTAL NON-RESIDENT:	914 896	
TOTAL SPOUSE MEMBERS:	162 135	
TOTAL PAYING MEMBERS:	2,933 2,961	

^{**} denotes reinstatement

NPC BOG Committee Reports - August 2013 Meeting

Photo Committee (Ballou)

- -- NPC Members' Photo Exhibit hanging: Wednesday, Aug. 28, noon, McClendon
 Room: Many thanks to all NPC members who submitted photos for our 14th Annual NPC
 Members Photo Exhibit. We had an excellent response, and we are tabulating the final results. Our Photo Committee will be hanging the photos on the NPC lobby display boards on Wednesday, Aug.
 28, after a quick lunch at noon in the McClendon Room. Please join us for our photo hanging party...we always have a lot of fun! The photo hanging goes quickly with more member-volunteers. We actually velcroed and hung all the photos last year in less than an hour. We are hopeful that we can fit all this year's photos on the permanent display boards. While we can't guarantee a particular spot for anyone this year, we will do our best:-) So, please mark your calendars for Aug. 28 and join us!
- -- NPC Members' Photo Exhibit Reception: Tuesday, Sept. 3, 6:30-8 p.m., NPC lobby and Library classroom: After we hang our photos, it's time to party! We will have a reception honoring all the Club's member-photographers on Tuesday, Sept. 3, 6:30-8 p.m., in the NPC lobby and Library classroom. There will be a cash bar. Please invite your family, friends, colleagues, and future NPC members to celebrate and to admire your best shots. We also highly recommend that you make dinner reservations at either the Fourth Estate or Reliable Source restaurants. The Photo Team really looks forward to seeing everyone on Sept. 3!
- -- New Pulitzer Prize photo on NPC's wall now: Speaking of great shots, Javier Manzano's extraordinary Pulitzer Prize-winning photo of two Syrian rebel soldiers in now on our Club's walls outside the Fourth Estate restaurant. We are very grateful to Mladen Antonov, AFP, for making this generous donation to the Club possible. Please check out the new Pulitzer and also all the other Pulitzer photos on our walls...they are at both ends of the corridor on the 13th floor leading to the Fourth Estate restaurant.
- -- <u>Tom Cheatham presentation:</u> Wednesday, Sept. 11, 6-8 p.m., <u>Holeman Lounge:</u> Please mark your calendars for a special event presented by the International Correspondents Committee and our Photo Committee. The United Nations Development Program (UNDP) will sponsor a talk and slideshow by Tom Cheatham. Tom has many years of experience in print, broadcast, and photojournalism, including many years with NBC News. His assignments have included wars, conflicts, and turmoil on every continent but Australia and Antarctica. Tom is currently a contract photographer for the UNDP, and he has made eight trips to Myanmar since 2006. Tom will explore the changes in Myanmar, life in the countryside, and what non-governmental organizations like the UNDP are doing to improve people's lives. Please join us for this fascinating presentation!

-- John Launois book event/reception/photo exhibit: Monday, Oct. 7, Holeman Lounge, 5:30-8:30 p.m.: Please mark your calendars for another wonderful event, this time sponsored by the Book & Author Committee and our Photo Committee. It's a special evening featuring some of the photos of the late John Launois, famed photojournalist, and a discussion of the book "L'Americain: A Photojournalist's Life" by his son and co-author, Chris Pan Launois. Please note you must register for this event. Here are all the details: http://www.press.org/events/launois

Book & Author (Bullard)

Opening Remarks: Chairman Joe Motheral said that he and Heather Forsgren Weaver met with Barbara Cochran, chairman of the National Press Club's National Journalism Institute and Mark Hamrick, the Institute's liaison to our committee, to talk over the process of increasing the communications between the Book & Author Committee and the Journalism Institute Board. They will have meetings monthly.

Recent Book Raps:

The July 16th Tom Young book rap where he talked about his most recent novel, *The Warriors*, was a very good event. Carolyn Bloch introduced Tom and Joe Motheral reported. 17 books were sold for a \$91.63 profit and 46 tickets for \$230 making our total \$321.63.

The July 26th Shirley Jones event for her *Memoir* was a very big success. In a different format, Joe Luchok sat with Miss Jones and skillfully and delightfully asked her a series of questions in a conversational style. Heather Forsgren Weaver reported. 45 books were sold for \$243 and 80 tickets brought \$680 for a \$923 total. 10 NPC members did a pre-order on the book so their \$20 entry fee was waived.

Upcoming Book Raps:

- August 21st is the Dave Sheinin, *RG III, The Promise*. Joe Motheral will introduce and Rodrigo Valderrama will report. Nicole says we need more people to attend, because as of today the numbers are light.
- On Sept. 10 Matt Apuzzo and Adam Goldman will talk about their book, *Enemies Within*. Joe Luchok introduces and Jan King will report.
- September 30th is Richard Dawkins, *An Appetite for Wonder*. We need an introducer and reporter.
- October 7th is John Launois and his *L'Americain: A Photojournalists Life*. Eleanor Herman will introduce and Aileen Schlef will report.
- October 18th is a 2 p.m. event for Piers Morgan's *Shooting Straight*. He will be in conversation with Barbara Cochran. Eleanor Herman will introduce Barbara and Jeffery King will report.

Upcoming Joint Event with the Events Committee: Aileen Schlef is working to make the Ray Suarez event a big success. A date is still to be determined.

Proposals: Eleanor Herman and Larry Lipman have been working to get a panel of authors together to discuss the JFK assassination fifty years later. The bottom line is that if they cannot get Richard Belzer to commit to the panel then the idea will be abandoned in favor of an event with Philip Caputo discussing his New York Times best seller, *The Longest Road*.

Joe Motheral and Bill Hickman are still working on a way to get David Baldacci here in 2014.

The Stories of the Great Steppe, Kazakhstan will be a private reception held in a private room. It will not be considered a book event.

The Gil Robertson, *Where Did Our Love Go: Love and Relationships in the African American Community* brought to our attention by Gloria Brown Marshall is a pass. It is a paperback and also the committee did not think it would draw enough of an audience.

Joe Luchok went to a Brad Thor event which was attended by approximately 1,000 people. So we know he will be a very big draw. We propose to get him for his next book, and because he's so prolific we won't have to wait that very long for his next book. The other three on the ballot are John T. Shaw's *JFK in the Senate, Pathway to the Presidency,* Robert Blecker's *The Death of Punishment*, and Sister Simone Campbell's *Nuns on the Bus.* There will be a decision on *Nuns* in September.

Heather also said that Penguin likes to go on their own schedule, so here are the books the subcommittee voted on for invitations. January: Sue Monk Kidd's *The Invention of Wings*. February: Joshua Zeitz's *Lincoln's Boys*. March: Holly-George Warren's *A Man CalledDestruction*. April: Ann Ross's *Miss Julia's Marvelous Makeover*. There are no dates on these yet.

Updates on Invitations in Progress: Nicole reported that Tim Conway said no. Diana Galbon, *Outlander*, is a maybe. They're putting the tour together. She also contacted the publicists of Mary Matalan and James Carville and Patton Oswald to tell them we were interested.

Black History Month: Gloria Brown-Marshall explained to the committee that her focus is race and the law. She'd like to do a panel with three authors and maybe have Andrew Young as the anchor for Black History Month. Eleanor said that we would need books that have come out within three months of the event and the authors should be well known. For any event, it's important to have a hot topic tied to a book. Joe Motheral said this might be a good event to do with the History Committee and he would contact Gil Klein. Mark Hamrick added this might be good for Newsmakers, as well.

Young Members: Emily Whitten was absent, but Heather Forsgren Weaver said that the Ron Paulson event was just wonderful and Emily wanted to thank everyone involved.

Book Club: Jack Williams was absent.

Board of Governors: Shawn Bullard was absent.

Journalism Institute Board: Mark Hamrick said it was great having Joe and Heather at last night's meeting in the "spirit of Glasnost."

Free Lance Committee (Dunn)

The Free Lance and Professional Development Committees are interested in co-sponsoring some events in the fall and sharing the costs. Events under discussion include a panel on:

- Entrepreneurship
- How journalists can establish their brand
- Making Blogging Pay
- How to Write and Publish Your Book
- Perfect pitch bringing in editors and letting freelancers pitch them ideas
- NPC tour and social gathering for writers groups

The idea of offering a low cost, three-month trial membership for freelancers will be discussed at the September 6 meeting.

Travel Committee (Dunn)

A new proposal for a Wine Country Trip to San Francisco/Sonoma was discussed for September, 2014 and approved by the committee. Three new Committee members were introduced at the July meeting.

A flyer announcing the Oktoberfest Beer Bash Bus Trip for September 28 is available at the front desk. This day trip to two Eastern Shore breweries will be offered for \$28/person. Vice Chair Fay Iudicello will attend the next Young Members Committee meeting to encourage participation in this event.

Currently scheduled trips include Myanmar (Burma) with options to add Vietnam, Laos, and Angkor Wat for March 2014. Considerable interest has been expressed and members are calling for more detailed information regarding dates and cost. These will be available at the September meeting. The Lisbon MLK Weekend is scheduled for January 15-20, 2014. Seventeen people have signed up. The 5-day trip is offered for \$1865 including airfare.

Awards Committee (Geewax)

This is the time of year when the Awards Committee pats its self on the back and takes a break. This year's awards dinner is now in the books.

The committee chairman plans to meet with Bill McCarren to discuss ways to set up online submissions for photos, and possibly for all print stories. The committee plans to work with Mark Schoeff and Mike Soraghan to develop a strategy to boost entries in the photo category, as well as for breaking news-broadcast.

<u>International Correspondents (Ballou)</u>

The International Correspondents Committee and the Photo Committee, in conjunction with The United Nations Development Program (UNDP), are sponsoring a talk and slideshow by photographer Tom Cheatham on Myanmar from 6-8 p.m. Wednesday, Sept. 11, in the Holeman Lounge.

Two Embassy Nights are being planned for October, at the Embassies of Mexico and Bangladesh.

Communications and Marketing Committee (Barks)

Plans for the October 18 Communications Summit are moving forward. President Greiling Keane has graciously agreed to offer welcoming remarks. The event, featuring two panels discussing various aspects of the convergence of traditional and new media, will offer a continental breakfast and an optional lunch for those who wish to stay for additional networking and discussion. The planning group for the summit is now in the process of identifying and securing panelists. This is the first in what is hoped to be the annual flagship event for the club's Communicators. We are starting with a modest half-day program, and plan to expand the scope in coming years.

Other committee business has been slow as committee meetings have been on hiatus for the summer.

Speakers (Greiling Keane)

Speakers has been incredibly busy for Summer and have made a special effort to get people immediately off the news.

Our luncheon earlier this month with Wendy Davis, the Texas state senator and filibusterer was so popular we moved it from the Holeman to the Ballroom and she generated loads of political news by coming about as close to announcing for Governor as she could without starting fundraising.

Later this month we have Benjamin Jealous of the NAACP to talk about Trayvon Martin. September is filling up:

Sept. 10 - CDC head Thomas Friedan

Sept. 17 - Mary Fallin of Oklahoma and National Governor's Association

We're in talks with the US Conference of Mayors for a luncheon in Sept. and with Detroit Mayor David Bing, who has expressed interest for Sept.

We also have in the works Army Chief of Staff, Gen. Odierno, and Charles Schwab CEO in November.

One great thing is we've been approached by some very high profile speakers (Napolitano and Paulson) who wanted to do major speeches at the club. Some have not worked out but it shows that the club is certainly considered a top destination.

Young Members (Thomas Burr)

The Young Members Committee started off August with a packed event featuring voice actor Rob Paulsen, who entertained an 81-person-strong crowd of young and old alike with the various

cartoon characters he's played over the decades. The event netted more than \$500. With some extra cash from that event, the YMs were able to help the

Freedom of the Press Committee co-sponsor the "Government Public Affairs Offices: More hindrance than help," so that the discussion could be recorded and webcast.

The YMs met for a short meeting in mid-August and then held a Piano Lesson with Kathryn Foxhall, one of the presenters at the event on public affairs offices.

A brewery tour, coordinated with the help of the Travel Committee, is on tap for Sept. 28.

<u>Professional Development (Thomas Burr)</u>

The NPC's Journalism Institute held an introduction to editing Wikipedia with instructor Maureen Clements helping members understand not only how to change or add to the site but also the history of the volunteer-ran encyclopedia and how to jump into discussions.

Coming up, the Institute is hosting a Women Media Entrepreneurs Summit, bringing together women entrepreneurs who have launched media projects and how they were able to move their ideas ahead.

On Sept. 18, the Club is hosting a spelling bee with several high-profile journalists and members of Congress as a fund-raiser for the Institute. The bee is a nod to a contest held 100 years ago when President Woodrow Wilson attended, a member of his Cabinet attended and an Ohio congressman won.

Press Freedom (Geewax)

Press Freedom Committee Chairman John M. Donnelly reports:

- --On Aug. 6, at the awards dinner, we honored "The Whistleblower" and Zeynep Kuray of Turkey with the John Aubuchon Press Freedom Award. James Risen of the New York Times addressed the importance of anonymous sources in a democracy. A judge compelled Risen this month to testify about one of his own anonymous sources for a book he wrote about a CIA program in Iran. He is appealing the decision.
- --On Aug. 12, we held 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. It was a full room and was broadcast live on CSPAN 2.

http://press.org/news-multimedia/news/%E2%80%98hacks%E2%80%99-square-%E2%80%98flacks%E2%80%99-over-federal-public-affairs-practices

--We spoke out twice this month against the murders, detention and mistreatment of journalists in Egypt:

http://press.org/news-multimedia/news/national-press-club-condemns-killings-journalists-egypt-demands-probe

http://www.prnewswire.com/news-releases/national-press-club-condemns-recent-violence-against-journalists-in-egypt-220538611.html

--On October 10, we are planning a panel of journalists from the Commercial Appeal newspaper in Memphis, among other speakers, who will tell 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.

--We are working with a coalition of media organizations to promote a national shield bill being drafted in Senate Judiciary to protect journalists in most circumstances from having to reveal confidential sources. A markup of the bill is tentatively set for Sept. 12.

Fourth Estate Dinner Committee (Greiling Keane)

Cochairs Lori Russo and Jodi Schneider report the committee is starting to line up speakers. Received confirmation from USA Today's Susan Page and awaiting word from Ken Strickland and Jim Lehrer. Items are beginning to come in for the silent auction. NPCJI Executive Director Julie Schoo is meeting with potential sponsors and donors of items including flowers and table cloths. We will soon begin work on the art for an ad in Congressional Quarterly Roll Call.

Jodi attended the Press Club Awards dinner on Aug. 6, and interviewed the scholarship winner and the regional award winner about the foundation and what this kind of support meant to them for use in the video that we'll show at the Fourth Estate dinner. We also publicized the dinner at the event.

House & Bar (Morton)

The House and Bar Committee met on Aug. 5 and discussed the significant <u>improvements</u> <u>currently underway in NPC's game room</u> to make it more conducive for multiple uses. Several committee members inspected the construction project. It was suggested that photos of NPC members using the pool table, playing cards and otherwise enjoying the new facility would enhance the decor. Also an opening ceremony to celebrate the enhancement, promote greater awareness and encourage more frequent usage via The Wire.

The new lobby photo is up. While the committee feels it is satisfactory on an interim basis, it was felt to be too dark and lacking in perspective to effectively convey the drama of multiple video cameras at a major NPC luncheon. When opportunity arises, a new photo should be taken, according to the committee. If possible, it was recommended that we track the ratio between member and non-member use of NPC's gourmet restaurant.

The ten <u>armless chairs</u> which are in use on a "test" basis were felt too small, uncomfortable and unattractive. Ten alternatives have been ordered for assessment before a final quantity is ordered.

Miscellaneous: <u>Sales of NPC lapel pins at the front desk</u> was reassessed in view of the minimum quantity of 200 which are required for an order. In view of the low sales numbers, it was suggested that more data be ascertained to justify the expense.

On Sept. 7 when **NPC's 5K race** will be held, it was requested by Bob Weiner that NPC's front door be unlocked at 6:00 am to facilitate use of the Fitness Center's locker rooms.

Appendix 3 - Election Calendar

2013 Election Calendar

September 16 Board appoints Election chair and committee

Board approves eligible voter lists

September 23 Notice in the Wire with nominations calendar

September 30 Nominations open

October 25 Nominations close

October 28 Candidate bios and photos due

Eligible voter lists uploaded online

Oct. 28 – Nov. 1 Candidate review period

Online ballots created

Paper ballots sent to printer

November 4-8 Online ballot tests

November 11 Online voting opens

Candidates given eligible voter lists

Wire story featuring candidates and website link Copy of ballots and bios posted on website Copy of ballots posted member bulletin board

November 13 Paper absentee ballots available

December 6 Last day to request absentee ballot by mail

December 11 Online voting ends

December 13 Election Day – polls open 8 a.m. – 7 p.m.

Last day to receive mailed absentee ballots