

MEETING OF THE NATIONAL PRESS CLUB BOARD OF GOVERNORS

August 23, 2010

Myron Belkind, Secretary

Board Chair Theresa Werner called the meeting to order at 6:37pm. Present were President Alan Bjerga, Vice President Mark Hamrick, Secretary Myron Belkind, Treasurer Keith Hill, Membership Secretary Angela Greiling Keane, Governors Ed Barks, John Donnelly, Marc Wojno, Theresa Werner, John Hughes, Mike Soraghan, Jennifer Sargent, Rodrigo Valderrama, Donna Leinwand (ex-officio), Rick Dunham, president of the board of the Eric Friedheim National Journalism Library, and Evan Sweetman, chair of the Young Members' Committee. Not attending: Jessica Brady, Shawn Bullard. Staff present: Executive Director Bill McCarren and Sarahanne Driggs, director of membership recruitment.

The Minutes from the July 19, 2010 meeting were unanimously approved.

Membership Report

On the recommendation of Membership Secretary Angela Greiling Keane, the Board unanimously approved the application of 30 members (see list at end of Minutes), retired status for seven members and a six-month hardship dues waiver for one member. The number of new members so far this year is 216, compared to 265 as of July last year (there was no Board meeting in August 2009). Total members as of the Membership Report to the July Board meeting were 3,294, compared to 3,492 as of July last year.

State of the Press Club: August 2010

Financial Report

The "summer curse" of unprofitable months at the NPC may be nearing an end.

Against a historical backdrop of triple-digit losses in July, the start of the traditionally slow summer period, the Club this year had a loss of only \$34,000, compared to a deficit of \$124,000 for the same month last year, Treasurer Keith Hill reported.

The turnaround came by growing revenues by about \$37,000, to \$880,000, and reducing costs by \$50,000.

The results meant that on a cash flow basis, there was no need to dip into cash reserves to fund the small operating loss.

The financial outlook for August, which is budgeted for a loss of \$360,000, is on pace to meet or improve on that budget, with the operations receiving a boost from Restaurant Week and a series of summer weddings during a period when the Club itself does not have many events of its own scheduled.

Executive Director William McCarren projected that by the end of August the Club should finish with a cash position of \$1.2 million, 20 percent more than mandated by the Board. He also forecast that September and October should be significantly profitable.

President's Report

President Alan Bjerga said the Club had come a long way in improving its financial position in recent years, especially the state of its reserves during the summer when the Club has had to absorb losses. He recalled some years back there were only \$14,000 in reserves in August; now the projection is that there will be in excess of \$1 million at the end of this summer. "We have come a long way," he said. "But we still have a long way to go."

Bjerga also paid tribute to the "inspirational" work done by the Club staff on Saturday evening, Aug. 14, when an underground electrical fire in the neighborhood caused the evacuation of two hotels and the National Press Building as flames skyrocketed 25 to 30 feet above the pavement. A wedding reception was under way at the Club at the time and staff evacuated everyone next door to the J.W. Marriott Hotel until the wedding party could resume in the Ballroom several hours later.

Eric Friedheim National Journalism Library

Rick Dunham, the president of the board of the Eric Friedheim National Journalism Library, said the library was "on a glide path to self-sufficiency." The library, the non-profit arm of the NPC, provides professional development programs and scholarships and houses the Club archives. Dunham said Treasurers Keith Hill of the NPC and Sylvia Smith of the Library Board were working closely together and past president Jerry Zremski hopes to have a strategic plan for the Library in place this year. Dunham also said it was anticipated that the Library would have a part-time archivist on the staff by October 1 who would work three days a week.

Membership Initiatives

Membership Secretary Angela Greiling Keane reported on initiatives under way to bring in more members including offering a \$50 Fourth Estate gift certificate to those Club members who sign on as sponsor for at least five new Active, Affiliate or Associate members this year. Gift certificates will be valid for one year from date of issue and are good for one-time use in the Fourth Estate and must be presented to be used. Gift certificates are not valid for house account payments, dues or Club events. Not valid for recruitment of Student members. To be eligible, the sponsoring member's name must be listed on the new member's application. NPC board members are not eligible.

As part of the campaign, the Club is soliciting members' five reasons for being an NPC member. They should be submitted on the form at:

<http://press.org/membership/50for5>

Two New Reciprocal Club Arrangements Approved

On the recommendation of the Membership Secretary, the Board approved reciprocal arrangements with the Center Club of Baltimore and the Indian Women's Press Corps in New Delhi.

New Business

Proposal to Streamline Membership Categories

Membership Secretary Keane moved a proposal containing recommendations for a streamlining of the number of membership categories along with proposed annual fees for each category. Governor Valderrama raised a question whether the Board should meet as a Committee of the Whole, to allow the governors representing the Affiliate and Associates members to vote. Donna Leinwand said that under the Club's bylaws, the Board can only meet as a Committee of the Whole to approve the annual Club budget. Valderrama said that the proposal, which included fee proposals, would impact the budget. Governor Donnelly raised a separate point, which was that for the Board to consider any amendments to the Constitution or Bylaws, it should receive the formal proposed new wordings to change the appropriate Articles, in this case Article III of the Constitution, which describes the different membership categories. Membership Secretary Keane then withdrew her proposal and said she would resubmit it at the next meeting of the Board with the specific proposed amendments to the Constitution and without the proposed annual fees so that the fees be considered as part of the annual budget discussion.

John Aubuchon Press Freedom Awards

The Board approved the recommendation by John Donnelly, chair of the Freedom of the Press Committee, to award the 2010 John Aubuchon Freedom of the Press Awards to Charles N. Davis, an associate professor at the Missouri School of Journalism, and Iranian blogger Kouhyar Goudarzi. The awards, bestowed each year to one domestic and one international recipient, recognize individuals who have contributed to the cause of press freedom and open government. The awards will be presented at a special ceremony in November.

From 2005 until this year, Charles N. Davis led the National Freedom of Information Coalition, an organization headquartered at the Missouri journalism school that funds open-government groups around the country. A former reporter, Davis has also helped the cause through scholarly research and writing on governmental information and media law. □□Davis also was the recipient of the Sunshine Award from the Society of

Professional Journalists and the National Journalism Teacher of the Year from the Scripps Howard Foundation. □ □

Iranian blogger Kouhyar Goudarzi has been imprisoned since December 2009 in Evin Prison, charged with "heresy," a capital crime, "propagating" against the regime and "congregation and mutiny with intent to disrupt national security." Goudarzi is active in the Committee of Human Rights Reporters, a group that seeks to promote human rights in Iran. □ □

NPC Election Timetable

The Board approved the following timetable for the annual NPC elections, which will be held on Friday, Dec. 10 for president, vice president, secretary, treasurer, membership secretary, two governors elected by the Active Members for three-year terms and one governor elected by the Affiliate and Associate Members.

October 1	Notice in the Wire that nominations open October 4
October 4	Nominations open
October 18	Board appoints Election Committee and Chairman
November 10	Nominations close
November 12	Candidate bios & photos to the Wire editor Campaign mailing materials due
November 15	Ballot, bios and photos appear in Wire Copy of ballot posted on web and bulletin board
November 17	Absentee ballots available Campaign materials mailed
December 9	Deadline to pick up absentee ballots: 6 pm
December 10	Elections – polls open 8 am – 7pm

Board Eligibility When Membership Status Changes

The Board discussed whether any amendments need to be made to the Constitution or Bylaws to determine when a Board member whose membership status has been changed should resign from the Board. The discussion concluded that the existing clauses that relate to membership and resignations and vacancies on the Board adequately deal with this question.

The Board met in Executive Session from 9:20pm to 9:50pm

The next meeting of the Board was scheduled for Aug. 23, 2010. Secretary Belkind reported that the autumn General Membership Meeting would be held at 6pm on Friday, Oct. 8. The new time is being tried to enable members who work during the day and are unable to take a midday break to come for the GMM in the early evening.

The Board adjourned at 9:55 pm.

Committee Liaison Reports

Book and Author Committee

Larry Lipman initiated a discussion about what events the volunteers for the Book Fair were allowed to attend that evening, since there was some last minute confusion last year. Book Fair Committee Chair Barbara Bird said that more authors each year results in more of their own people, meaning space will be very limited in the First Amendment Lounge for the reception as it was last year. The 50 volunteers will be given two drink tickets this year but could not go to the reception because of space. There was some discussion whether the Fourth Estate might be available before the event for a reception; Committee Chair John Clark said he will check on it.

Regarding upcoming book raps, Ingrid Bettancourt speaks on September 22, Jeff Sharlet appears on September 27, and Condoleezza Rice addresses an October 15 luncheon. The latter event is co-sponsored with the Speakers Committee.

Other authors being pursued for book raps include Maria Bartiromo for early October, Tom Clancy for December, and Senator Scott Brown and Ron Reagan for January. The committee thought that Garrison Keillor would be a great draw, but is very hard to get since WAMU usually gets him first.

The committee decided that since Kathleen Koch's "Rising from Katrina" is coming out in August and we already have September book events planned, we will pass on this one. There was also discussion of Josh Bernoff's *Ground Swell*, but since the book is a year old, the committee agreed to send it to the professional development committee.

The next Book and Author Committee meeting will be held on September 14 in the McClendon Room.

Book Fair Committee

Committee Chair Barbara Bird reports that 57 authors are confirmed for the November 9 Book Fair. Among them are Jonathan Alter, Kitty Kelley, and Eugene Robinson. The committee is now working on the public relations kickoff and is taking applications for authors on the club web site. Due to an unforeseen scheduling conflict, Mika Brzezinski is unable to serve as honorary chair. The good news: Diane Rehm has agreed to serve as honorary chair.

Communications and Marketing Committee

This committee is planning to hold three distinct types of events, "New Media Happy Hours," "Evening Exchange with Reporters and Sources," and "Learning from the Masters," with one occurrence of each event forecast by the end of 2010. Board members

are encouraged to suggest panelists who would be a good fit for the “Evening Exchange with Reporters and Sources” series.

Communications and Marketing is also working with the Young Members Committee to encourage club membership among students of communications in addition to those studying journalism.

Broadcast Committee

Regarding plans to mark the 50th anniversary of the Kennedy-Nixon debates, we have pretty much decided to forego the original TV production idea in favor of a single interview with Lillian Brown, whom we are told has some wonderful stories about making up not only Kennedy and Nixon (both declined for the first debate in Chicago although it is suspected that Kennedy secretly changed his mind and used the kit Lillian provided), but for a total of nine presidents. She tells these stories in a soon-to-be-published book. So we will keep the October 7 date, which was the date of the Washington DC debate at WRC/NBC studios, and spend the time in a conversation between Sam Holt and Lillian Brown. We will scale back production plans to include just a single camera in our TV studio and add back in the audience opportunity for Club members. It will be at 6:30 PM. C-Span will be invited. A video copy will be added to the NPC archives and placed on our website for streaming to out of town members, and a radio edition will be produced for distribution to WFED and to PRX affiliates. Meanwhile plans are coming along nicely for the lobby exhibit including AP photos of the debates, an NBC microphone possibly used in the DC debates and a makeup kit similar to the ones provided by Lillian Brown for the debates.

History Committee:

The Club's History Committee is preparing a special event honoring the Kennedy-Nixon debates. It is scheduled to take place on October 5. In the meantime, the entire Club is being invited to the Portrait Gallery for a special exhibit on Mrs. Katherine Graham, date TBD. The House of Representative historian will pay us a visit for a seminar and we are standing by to assist with a commemoration of the life of Daniel Schorr. The Committee completed an oral history interview with Dawson (Tack) Nail. Others interviews planned are with Mark Russell, Mark Shields and Jack Limpert (Washingtonian Magazine).

Professional Development Committee

Upcoming activities:

Tuesday, Aug. 24: Web. 2.0 tools in Bloomberg Room, 9:30 a.m.; Advanced Google Search, following that at 11 a.m.; Twittering Away, 1:30 p.m.; Reporting From Facebook, 3 p.m.

Wednesday, Aug. 25: Blogging Basics, 9:30 a.m.; RSS: Build Your Own Newsstand using RSS, 11 a.m.

--We're aiming to launch group career sessions with coach Jackie Jones this fall, one starting in September, the other in late October. These would be once a week.

--We're also trying to work with the Op-Ed Project, a national initiative to expand the range of voices we hear from in the world, to see if they would some of their sessions at the Club and members a discount. These are one-time, all-day sessions on a Saturday.

--Trying to nail down a 1 or 3-day statistics course with IRE.

--Pat McMurray and Suzanne Struglinski are working on a program about journalists who move to PR and that they've learned they could help reporters. Panelists must be NPC members.

Travel Committee

Here's where we are:

September 15 -- Semi-annual Travel Committee Reception to talk about -- and receive -- suggestions on future trips.

Nov. 29-Dec. 13 -- Myanmar and Laos -- still adding people -- have 7, need 12-14.

Jan. 12-17 -- Paris -- 24 signed up

Fpr 2011, looking at Israel, Quebec City, China and Tibet, Buenos Aires and Argetina, and others.

Scholarship Committee/Awards Dinner

The Scholarship Committee secured funding from an anonymous donor for NPC Diversity Scholarship winner Mary Susman to attend the National Press Club's awards dinner on August 3, 2010. Bethany Chambers, the 2010 Feldman Fellowship recipient, also attended. Both elected to speak at the event and a number of other guests approached them afterwards to tell them how inspirational their comments had been. Mary and Bethany both said that the event was extremely motivating and extended thanks to everyone involved in helping them. About 120 members, guests and awardees and their families attended. Several previous award winners were encouraged to attend as well, and did, saying it was the first time they had participated in an NPC awards dinner.

Photography Committee

The 11th Annual NPC Members' Photography Exhibit will open on Thursday, Sept. 2, with a reception in the lobby and Library classroom tom 6-8pm. Participation from members has been excellent. Actual numbers will be given at the next Board meeting.

Books & Brunch Committee

Books & Brunch will discuss “The Elegance of the Hedgehog” by Muriel Barbery at its Sept. 25 meeting.

Wine Dinners

Father Leo, a Catholic priest and gourmet chef known for elevating the family dinner, has become an Internet sensation and has appeared on the Food Network in a Throwdown with Bobby Flay. Father Leo will discuss his new book, "Grace before Meals", at a dinner on Sept. 23.

Fourth Estate Dinner

Please buy your ticket for the reception and dinner on Friday, Oct. 15 honoring CBS Chief Washington Correspondent Bob Schieffer. Tickets are \$125 for NPC members, who can buy one guest ticket at this price, and \$175 for non-NPC members.

International Correspondents Committee

The committee will meet on Sept. 13 to discuss events through January 2011 and to hear a presentation starting at 6:30pm by NPC member Larry Wojno on “How to Communicate with Foreigners.” There will be a Botswana Embassy Night on Sept. 7 that will feature a talk by the ambassador on investment opportunities in Botswana.

Newsmakers

There has been two Newsmakers so far in August, bringing the total for the year to 43.

Speakers Committee

Upcoming Speakers:

Sept. 13: Rev. David Beckmann, president, Bread for the World

Sept. 30: Sen. John Cornyn, chair, National Republican Senatorial Committee

Oct. 12: Gen. Norton Schwartz, U.S. Air Force chief of Staff

Oct. 15: Former Secretary of State Condoleezza Rice

Nov. 10: Jeff Bridges, Academy Award-winning actor and national spokesperson for “Share Our Strength’s No Kid Hungry Campaign”,

Dec. 15: Muhtar Kent, chairman and CEO, The Coca Cola Company

Events Committee

The summer documentary series was very successful and well attended. Plans are being made for a Halloween party and a Christmas party.

House and Bar Committee

A kickoff event to mark the re-opening of the full Reliable Source restaurant with its new kitchen and healthy menu items is being planned for the autumn.

Member Applications Approved

Active

Matthew Algeo - freelance writer; Paul Jenks - CQ - Roll Call, co-editor, staff writer

Active Reinstate

Mary Coffman - Medill News Service/Northwestern University, editor/associate professor

Active Under 30

Kristin Coyner - Congressional Quarterly, staff writer; Lakshmi Eassey - National Student Leadership Conference on Journalism & Mass Comm., program director; Valerie Insinna - Tokyo Chunichi Shimbun, staff reporter; Jacquelyn Kasuya - Mainichi Shimbun, reporter/researcher; Delawit Mesfin - IHLAS News Agency, journalist - IHA in the U.S.; Emily Lawson Poe - Platts, editorial intern; Yanmei Xie - Platts, associate editor/Nuclear Power

Affiliate

Portia E. McCollum - U.S. State Department, retired Foreign Service officer; Michelle Parish - New Zealand Embassy, public affairs; Moira Whelan - USAID, DAA for public affairs

Affiliate Reinstate

Chet Lunner - self-Employed consultant

Affiliate Non-Resident

Susan G. Dunlap, Versailles, Ky. - self-employed, Susan Dunlap Insurance Agency

Affiliate Non-Resident Reinstate

Kathleen Hall Jamieson, Philadelphia, Pa. - Annenberg Public Policy Center, University of Pennsylvania, director

Affiliate Under 35

Jerome Lee - Singapore Embassy, first secretary (Information); Babar Taimoor - International Center for Religion & Diplomacy, program manager/media project manager

Associate

Daniel F. Drummond - Certified Financial Planner Board of Standards, Inc., director of public relations

Associate Reinstate

Thomas D. Neale - Boeing, director, Communications, Public Policy

Associate Non-Resident

Renee O'Farrell, Mount Savage, Md. - self-employed/DBA O'Farrell Consulting, freelance/consultant

Associate Non-Resident Reinstate

James R. DeSantis, Annapolis, Md. - self-employed consultant

Associate 65+

Norma J. Reck - Retired, self-employed consultant

Associate 65+ Reinstate

Paul S. Allen - self-employed consultant

Associate Under 35

Matt Brady - National Association of Mutual Insurance Companies, director, media relations; Anna Miller - George Washington University Medical Center, writer/assistant editor; Katherine Mozzone - Society for Neuroscience, editorial assistant; James Shackelford - Prommis Solutions, director of Marketing & Communications; Teddy Wilson - Synaptic Digital, account manager

Building Tenant

James H. Moore - Synaptic Digital, vice president, sales, Southeast U.S.