

February 2004 Board Meeting Minutes

NATIONAL PRESS CLUB BOARD OF GOVERNORS MEETING FEB. 23, 2004

By Sylvia Smith, Secretary

Chairman John Donnelly called the meeting to order at 6:40 pm. Present were President Sheila Cherry, Vice President Rick Dunham, Secretary Sylvia Smith, Membership secretary Jerry Zremski, Vice chairwoman Donna Leinwand and Governors Jerry Bastarache, Alison Bethel, Larry Bivins, Gayela Bynum, Jack Cushman, John Gallagher, Mark Hamrick, and General manager John Bloom, Membership director Julie Schoo, Larry Lipman and Steve O'Hearn. Treasurer Jonathan Salant was absent.

Donnelly called on Lipman, who heads the Centennial Task Force. He distributed the following report and provided a summary of its origin and task:

FINAL REPORT BY THE CENTENNIAL WORKING GROUP
MARCH 2004

Membership: Larry Lipman, chairman; Rich Sammon; Dick Ryan; Kay Kahler Vose; Doug Harbrecht; Sylvia Smith; Donna Lienwand; Don Larrabee; John Cosgrove; Mark Hamrick; Tammy Lytle; Ann McFeatters; Bob Scheiffer

Mission: Outline steps to be taken to implement a series of projects previously identified by the Centennial Task Force which the NPC can pursue leading up to and through the 100th anniversary celebration in April 2008.

Goal: A primary goal proposed by former President John Aubuchon was to pursue at least one project that would be seen within the journalism community as a service to journalism.

The previous Centennial Task Force proposed the following projects, which we used as the baseline for our efforts:

- Public Service Award
- Documentary
- Books
- Exhibition
- Scholar-In-Residence
- Lecture series
- Commemorative stamp

Discussion:

1. National Press Club Public Service Award

In order to properly judge such a large quantity of thick entries, it is anticipated a much larger judging pool would be needed. The RFK Award encompasses about three dozen preliminary judges who winnow the field. The

Working Group suggests that the Club hire an intern or part-time person to help with the logistics of managing the judging of such a huge award. The initial entries would be judged by the preliminary panel and submitted to a group of semi-final judges. The semi-final judges would further winnow the field to three entries which would be submitted to the final judges. The final judges would be drawn from the ranks of former winners of the Fourth Estate Award.

Timeline: Sept. 1, 2006 - appoint panel to draft contest rules.

Jan. 1, 2007 -- finalize contest rules for inclusion in NPC Awards materials for the 2008 contest.

Jan. 1, 2008 - hire intern or part time staffer to assist with Public Service Award logistics. Awards Committee will be responsible for selecting judges.

July 2008 - Present award as highlight of NPC Awards night.

Cost: Awarding \$10,000 annually will require an endowment of at least \$200,000. This money could be raised through donations and fundraising events specifically earmarked for the project. In addition, the Club would probably have to pay additional printing costs for the entry forms and the cost of hiring an intern or part time staffer for at least half a year.

(Former NPC President Don Larrabee questions the wisdom of offering a \$10,000 prize. That was picked because that is what the Pulitzers offer and we wanted to boost this prize into the ranks of serious journalism prizes.

Obviously, it would be less costly and probably easier to swallow if the prize level was set at a lower threshold of \$5,000 or \$1,000. That decision should be left to the Board)

Additional: Ideally, the entries would be submitted in such a form that the winning or finalist entries could be uploaded to the Club website and permanently archived. Throughout our report we will urge that as much material as possible be produced and distributed through electronic media (including the Internet and CD or DVD, etc.) as possible.

2. Documentary

A documentary of the club's first 100 years could be a marquee of our centennial festivities, a teaching tool for young people interested in journalism and a major publicity bonanza to share with the world the incredible history and continuing important work done by the club.

Several years ago, the club authorized NPC member Jerry Krell, president of Auteur Productions, to seek funding for a documentary, but it is possible that the club may need to fund this documentary itself. The costs could be spread over several years.

Cost/financing: A bare bones budget is \$300,000. (see attached)

Auteur Productions is offering to donate \$60,500 of that in in-kind donations for camera equipment, editing equipment and other equipment overhead. That leaves a total of \$239,500 that must be raised or covered by the club. This does not include a music sound track or a study guide for use by students. (Club volunteers could put the study guide together, with some help from the library staff.)

The cost figure also does not include expenses for copying and distributing the show to journalism schools. We might be able to find some funding for distribution since it is a discrete project that might interest a foundation or media company. If we chose to seek donations for this project, it would need to be co-sponsored and approved by

the Friends of the National Journalism Library board. The Working Group believes the project is an educational one that is well within the mission of the library, which is a 501(c)(3) charitable organization.

Host: It will be important to find a high-profile host for the documentary, preferably a Press Club member. Former President Tammy Lytle has approached Tom Brokaw about hosting the program but he was non-committal.

Television airing: We've got several options to pursue:

- * PBS - This would provide national exposure, with the show on at the same time all through the country.

- * American Public Television - This is sort of like a syndicator for local public television stations. Each station would decide whether to pick up the documentary to show in their local market.

- * Broadcast networks - This is a long shot. But we might be able to get morning shows to run short segments from the documentary.

- * C-SPAN - They don't usually run documentaries produced elsewhere, but we have a long relationship with them, and their lunch speaker content will be a prominent part of the documentary.

Note: if it runs on C-SPAN it will be an hour long. If it runs on a network it will be 46 minutes. If it runs on public television, it will be 56 minutes.

Content: The club has a real treasure trove of photos and video. One question that will affect the cost is whether C-SPAN will duplicate original tapes or just give us copies of VHS tapes. The broadcast quality must be taken from duplicating the originals so if we could induce them to do that for us it would be very helpful. (The budget includes just \$3,000 for duping.) We will need to buy some stock footage. And we will do numerous interviews with people like Walter Cronkite, Austin Kiplinger and Helen Thomas. The documentary will use the club's Oral History Project archives for people like Sarah McClendon who are no longer alive.

Timeline:

Done: NPC Board of governors approves Auteur Productions to pursue funding for a centennial documentary.

March 2004: Auteur Productions will provide a budget that is divided out by year when the money would need to be paid so we can assess the financial impact on the club.

March 2004: Auteur and its attorney, Tom Gherardi, will provide the first draft of an agreement/contract between Auteur and NPC. If the project will be looking for donations, the contract also will be presented to the Friends of the National Journalism Library Board.

July 2004: Target date for winning approval from NPC and FNJL boards.

Post approval: Some early shooting must be done with elderly journalists who need to be interviewed.

Summer 2004: Begin raising money for the project.

April 2005: Begin shooting documentary.

April 2006: Finish shooting. Begin editing.

2006: Find host.

April 2007: Finish all work on documentary.

April-Sept. 2007: Approach television outlets about airing the documentary.

April 2008: Premiere documentary at NPC with reception. Also show segment of documentary at the major NPC centennial gala.

2008: Television airing of documentary.

2008: Send copies of documentary to journalism schools, with study guide if club volunteers can put that together. A sponsor to fund the copying and mailing would be helpful. (For other than journalism schools, we would have

Auteur Productions sell copies of the documentary, with proceeds split between Auteur and NPC.)

2008: Copies of documentary to be burned on DVDs for sale to Club members with proceeds split between Auteur and NPC.

3. Book update

The Centennial Working Group proposes publication of a 100th Anniversary National Press Club History Book by updating the last history book, "Reliable Sources." This makes plain sense. Doing a whole new history and finding another publisher runs a real risk that this project will not be done.

A publishing agreement for an updated version has been negotiated by former NPC President Richard Sammon and Todd Bottorff, president of Turner Publishing Company, the publisher of the last book. The terms are essentially identical to the contract for the last book. No financial risk will be incurred by the Club. There will be no obligation that a minimum number of books must be bought or sold. The Club will get a 5% royalty on all books sold.

The update would involve adding new pages covering the most recent years as well as a new forward and appreciation page and several more photographs from the archives. Revisions to old text will also be made as needed, including more detailed outlines to identify people whose identities in photos has become known since the original was published. A new cover also will be added. The Working Group suggests that Sammon and former NPC President John Cosgrove continue to work with the publisher on these details.

Cost: The Working Group suggests that a writer, preferably a member, be hired on a limited basis to write the new chapters. The contract would be negotiable but anticipated in the low five-figures.

Timeline:

2004 - Sammon and Cosgrove, assisted by Library staff, locate more archive photographs for inclusion. That work will start later this year. The library will receive all photographs back from the publisher after publication.

2006 - Club solicits and hires writer for new chapters adding 30-40 pages.

Early 2007 - New chapters completed, edited and approved by person or group designated by NPC president and approved by the Board.

Late 2007 - Book published

Additional: The publisher has agreed to provide 300 books to the Club at a 40 percent discount. They would be appropriate to present to luncheon speakers and award recipients through the year. In addition, the Club should promote sales of the book in the Record, at NPC lunches, on the website, at the front desk and at other club events in late 2007 and through all of 2008.

Electronic: The working group suggests that in addition to upgrading the book, a companion CD-Rom or DVD be produced featuring extensive photographs from the Club archives. The CD-Rom could be inserted in the back flap of the updated book as is common now with many books and will be even more common by 2007. The cost of the project has not been determined.

4. Scholar in Residence

We recommend that the Club hire a scholar-in-residence for a two-year period beginning Jan. 1, 2007. The

function of the scholar would be to write and publish articles on the state of American journalism in scholarly journals, journalism trades and, if appropriate, op-eds in mainstream publications. The scholar's activities would help shape the Club's role in commenting on activities and events in American journalism and raise the visibility of the Club on these issues. The scholar also would further enhance the Club's bona fides in the academic practice of journalism.

If the Kalb Report is not still operating in 2007-8, the duties of the scholar would include arranging a series of three or four lectures on journalism issues during the course of 2007-2008. These lectures would be different from the luncheons in the following ways: they would be in the evening; they would be primarily lectures, with limited Q& A; and they would be theater-style, not tied to a meal so that we could increase attendance.

If the Kalb Report is still going in 2008, we recommend that the Club fully sponsor the report, if that is agreeable with Marvin Kalb. In that case, the duties, and salary of the scholar would be substantially reduced, or perhaps, eliminated.

Regardless of whether the scholar in residence puts on the lectures or the Kalb Report continues the Club would invite the President of the United States to make a speech to the Club commemorating our centennial. Again, this would not be a luncheon but a speech. In recent years, we have found that incumbent presidents have declined invitations to participate in NPC luncheons, probably because of the format.

Timeline for scholar:

2/1/05 Board approval to proceed with search for scholar
5/1/05 Develop search plan including advertising; develop brochure
9/1/05 Search begins for scholar; implement search plan
3/1/06 Deadline for applications
4/1/06 Review committee reviews applicants; conducts interviews
7/1/06 Scholar chosen
8/1/06 NPC signs contract with scholar for two-year commitment
1/1/07 Scholar starts two-year stint at NPC

COST: \$200,000 including salary and benefits. Does not include office. An additional \$20,000 is proposed for the scholar to attend key journalism related conferences and make presentations. The cost of searching for the scholar could cost up to \$75,000 including advertising, printing and distributing brochures and administrative costs.

The cost of the lecture series would depend on how extensively it was advertised and marketed and whether the Club would deviate from its rule against paying honoraria. The cost would also include taking the ballroom "off line" on four occasions.

5. Exhibit

An exhibit would be created to be displayed at the Club and, potentially, at the Newseum and the National Archives. The exhibit would be ancillary to the documentary and the book "Reliable Sources." The exhibit would be assembled through a consulting firm specializing in corporate commemorative exhibits with assistance from NPC staff archivist(s) and, perhaps a graduate student.

Timeline:

Early 2006 - hire consulting firm to coordinate exhibit material with documentary and book.

Early 2006 Hire graduate assistant on part time basis to assist in compiling material for exhibits, book and documentary.

Cost: Undetermined, but anticipated that graduate student would be hired for low-five figures

6. Logo

A commemorative logo should be designed using the NPC seal as the basis. We envision just a simple ribbon addition to the existing seal. The Working Group suggests that the staff either design a logo in-house or by hiring a designer. Several alternatives would be presented to the Board for a final decision.

Timeline: Logo should be completed by mid-2007 so that all products associated with the Centennial can be emblazoned with the logo.

7. Commemorative Stamp

The goal is to persuade the Citizens' Stamp Advisory Committee to adopt our proposal and recommend that the Postmaster General issue a commemorative stamp in 2008 saluting the Club's centennial. Of some 40,000 proposals the committee receives annually it recommends about two dozen.

Recommendations:

- The Board of Governors should request the Friends of the National Journalism Library Board to act as the fiduciary agent regarding the handling of funds for educational centennial projects including: the NPC Public Service Award; publications including books and CD-Rom (or DVD); exhibits, scholar-in-residence and a documentary film or video. Funding for these events would be the responsibility of the National Press Club.
- The Board of Governors should earmark at least \$300,000 as seed money for centennial projects including the documentary, publication of Reliable Sources and establishment of the NPC Public Service Award
- The Board of Governors should authorize the NPC President and Chairman of the Board to submit letters to the Citizens Stamp Advisory Committee for a commemorative postage stamp and to solicit additional letters from the membership.
- The Board of Governors should approve the contract negotiated between former NPC President Richard Sammon and Todd Battorff, president of Turner Publishing Company to republish an updated version of "Reliable Sources." The contract specifies that there will be no financial risk incurred by the Club.
- The Board of Governors should approve an agreement/contract with Auteur Productions to produce, distribute and broadcast a documentary on the Club's history. The Board of Governors should also ask the Friends of the National Journalism Library Board to approve the contract to allow Auteur to pursue fundraising efforts for the documentary.
- The Board of Governors should instruct the staff to produce proto-types for an NPC Centennial logo with the final selection to be made by the Board.
- The Board of Governors should consider authorizing the General Manager to hire a staff member whose primary duties would be to coordinate centennial activities and raise money for centennial activities.

Cost estimates:

Public Service \$200,000
at \$10,000 a year; \$20,000 at \$1,000 a year.

Documentary ----- \$300,000
Scholar in Residence ----- \$200,000
Scholar search ----- up to \$75,000
Scholar travel ----- \$20,000
Staff - Starting in 2005 to 2009 (Wages and Benefits) \$350,000
Exhibit ----- undetermined
Book ----- minimal
Stamp ----- minimal
Logo ----- minimal

Estimated total from 2004 to 2008 \$1,200,000

Dumhan moved that the recommendations be referred to the Budget Committee. He accepted a friendly amendment from Smith to remove the non-financial items from that recommendation and to approve them. After discussion, the Board unanimously approved the motion. The non-referred items that received approval are to ask the board of the Eric Friedheim Library to function as the fiduciary agent, authorizing the next steps in the stamp project and approving the contract for the documentary.

Donnelly asked O'Hearn to provide an update from the Record Task Force, which was assigned to consider issues and procedures for converting the Record to an electronic publication. O'Hearn said Tom Glad has made an arrangement with a company that handles email lists for several hundred companies. He said Cushman has volunteered to organize a group to call all members to make sure no one falls through the cracks. He said the Club has email addresses for about 68 percent of the members. He said Glad has already received indications from 400-450 members who want their copy of the Record to be in the printed, mailed form. He said Leinwand has been looking into alternatives for distribution. A NetPost test was not successful but can be worked out. Cherry asked what size the emailed version will be. O'Hearn said if it is done in PDF format, it will be about 300K. A URL would take less space. A disadvantage of that, he said, is that a reader must be on line to read it, which means people who are on the road and checking their emails would have to be on line to read it, rather than downloading it. O'Hearn was asked about privacy, and he said the only information the listserv will have is the email address. It will not be connected to the Club database. In addition, if NetPost is used, the only information the USPostal Service will have is addresses. He said the High Tech Committee has two members who have experience with implementing conversions such as this and have suggestions on how to alleviate concerns that the move to an electronic newsletter means the printed version will be eliminated. (It will NOT BE ELIMINATED.) Smith asked about running a coupon in the Record multiple times so that people who do not want an electronic version of the Record can make that known. Cushman recommended waiting until the process and procedures are finalized. He said answers to questions such as whether the electronic version will be PDF or through a URL should be decided before people are asked to choose which version (print or electronic) they want. He said the process will take about two months.

MEMBERSHIP SECRETARY'S REPORT

Zremski proposed and the board approved 25 new members:

Active: Maurine Beasley, professor at University of Maryland; Paul Begala, CNN host; Michael Colton, correspondent for Canadian Broadcast Corp.; Steve Mencher, producer at NPR; Leslie Sage, senior editor at Nature America; Dubravka Savic, foreign correspondent; Anthony Howard Walker, North American editor at Australian Financial.

Active under 34: 'Brian' Hongxin Yang, producer at Nippon TV.

Provisional under 34: Javier Luis Garza, correspondent for El Heraldo de Mexico; Tad Vezner, Orange County Register reporter.

Active non-resident: Magaye Dienbokho, publisher of Le Diplomat; Diane Russomann; Educations Comics writer; Aileen Roberta Schlef, correspondent for Hispanic Link.

Affiliate: Anthony Gooch; spokesman for the European Commission; John Patrick Philbin, Chief, Office of Public Affairs, U.S. Coast Guard; Simon Van Der Burg, press secretary of the Embassy of the Netherlands; Stella Zervoudaki, head of press and public affairs of the European Commission.

Affiliate under 34: Lynette Chang, first secretary of the Embassy of Singapore.

Associate: Vicki Bendure, President, Bendure Communications; Jeffrey Leving, attorney, author and president of Jeffrey M. Leving, LTD.

Associate under 34: J. Fairley Washington, director of communications for AAA Foundation for Traffic Safety.

Active re-instatement: Laurence Arnold, Bloomberg News reporter; Mark Drajem, Bloomberg News reporter.

Active under 34 re-instatement: Ross Allen, senior editor, Argus Media Group.

Affiliate re-instatement, Terry Wade, self-employed.

Total members as of February 2004: 3,918 compared to 3,973 a year ago.

Zremski moved and the board approved retired dues status for 15 people and a six-month dues waiver for one.

Zremski also reported that the Board Membership Committee met and developed some ideas, which he will email to the Board and ask for feedback. He said the two major ideas are to have two major membership drives this year (one in the spring targeting non-resident members, and one in the fall) and to have monthly invitations to newly accredited journalists to come to taco night. He said an idea under discussion is whether to expand our reciprocal arrangements to include non-journalism clubs. He asked whether anyone on the Board has a philosophical objection to that, which would be a departure from general Club practice. Cherry said the policy shouldn't be changed but perhaps there could be affiliate reciprocal arrangements. Other governors said they like the idea of expanding the clubs worldwide that NPC members could use, particularly if they offer accommodations. Zremski said he would report back in a few months.

TREASURER'S REPORT

In Salant's absence, Bloom gave the report. He said income was \$90,000 less than budgeted for January, but expenses were also down. The January cash flow was \$87,000 compared to \$187,000 a year ago. The Club's line of credit is due to be repaid by March 31. The Budget Committee gave him approval to negotiate an extension to June 30. The positive news is that health insurance costs went up 6 percent instead of the anticipated 20 percent. The Club lost \$10,000 on the cancellation of the National Writers Conference. Because of that, he said the Professional Affairs Committee has no money in its budget for this year. Dunham moved and the board approved appropriating \$5,000 for the Professional Affairs Committee to operate this year.

Cushman asked why the Library's balance is up considerably from last year. Bloom said the figure reflects the sale of the house that was bequeathed to the Library. He said the money is not restricted and can be used in the way that the Library Board decides (not the NPC Board).

Smith moved and the Board approved moving into executive session to discuss a legal matter. The Board then resumed open session.

PRESIDENT'S REPORT

Cherry said she received a letter from the American Women in Radio and TV, which said it is closing its DC chapter and offered to turn over its membership list and scholarship money (about \$3,000) to the NPC. She said the matter is under discussion.

She said that in discussions with 2003 President Tammy Lytle, the New Republic offered to underwrite NPC forums. She said the issue is under discussion. Zremski said he would have qualms if the New Republic's name is associated with NPC events. Bethel said if there is a partnership, it should be made clear what each organization's role is.

Cherry moved and the Board confirmed the following appointees to the Friends of the National Journalism Library Board: Gil Klein, chairman, Andy Alexander, Barbara Vandegrift, Rick Dunham, Sylvia Smith, Sheila Cherry, Tammy Lytle, Caesar Andrews and Michelle Mittlestadt.

BOARD AND COMMITTEE LIAISON REPORTS

Smith said the House Committee is looking for guidance about the no-photo rule on the 14th floor and its application to cell phones that take pictures. It was the Board consensus that the policy applies to all picture-taking devices and asked Smith to ask the committee to remind the membership, perhaps through a notice in the Record but not by putting up signs.

Smith said the Silver Owls hope to re-create a USO night during the World War II anniversary events.

Dunham said an informal task force is working on developing the Club's emporium, including selling items on line, and invited ideas for additional Club logo items to be sold.

The 5K will be Sept. 11, The only other date the city offered was Sept. 25, which is Yom Kippur.

The Travel Committee will have a reception March 23 to discuss its planned 2004 trips.

The Holiday Bazaar will be Nov. 18. Member/vendors will not be charged. Non-member/vendors will be charged \$50.

Scholarship entry judging begins March 13.

The first 5 oral histories are being made available to C-SPAN: Liz Carpenter, Walter Cronkite, Sarah McClendon, Jack Germond and Helen Thomas. Gallagher was asked to review each first to make sure there is nothing inappropriate from the Club's perspective. He said the interviewees would also be asked if they want to review the tapes first.

The Young Members Committee is working on a trip to Cuba.

Cherry raised a concern about large groups (many non-members) attending taco night and not buying drinks. Zremski said a recent taco night got out of hand with poorly behaved interns. After considerable discussion about

possible approaches, the Board decided to ask intern advisers to remind their interns that the Club is a private Club, not a college bar, and that it is not appropriate to invite more than a few non-members to taco night.

NEW BUSINESS

Donnelly said the last General Membership Meeting conducted a straw vote (20-16) to ask the Board to reconsider its adopted policy of requiring Record recipients to opt out of the electronic version if they want a printed, mailed version, and to consider accepting advertising for the Record. He said he would like the Record task force to consider the advertising proposal. Cushman agreed. He also suggested the board defer discussion for one month on changing the opt-out policy.

Bloom said he has discussed with Washington Sports Club the possibility of offering corporate discounts to NPC members. The regular rate is \$996 per year plus a \$149 enrollment fee. The offer to the NPC is \$649 per year with no enrollment fee. He said the Club would buy the memberships and resell them at cost to NPC members. He said the Club would only buy a membership when an NPC member wants one. For every 15 WSC memberships NPC members purchase through the Club, the NPC would receive 1 free membership. Bloom said there are 15 WSC outlets in DC as well as in Boston and New York. Bethel asked whether it would lead to closing the NPC fitness center and was told it would not. Smith moved and the Board unanimously approved the new member benefit. Dunham said he and Salant are working with the Political Button Collectors to have an event at the NPC during inaugural week 2005. He said there will be free entry and/or free vendor space for NPC members. If there is a profit, the Button Collectors and the NPC will split it.

Smith moved and the Board approved the January minutes.

The next meeting is March 15, 2004.

The meeting adjourned at 9:50 pm.
