

MEETING OF THE NATIONAL PRESS CLUB BOARD OF GOVERNORS
July 19, 2010
Myron Belkind, Secretary

Board Chair Theresa Werner called the meeting to order at 6:35pm. 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, Jessica Brady, Marc Wojno, Theresa Werner, John Hughes, Mike Soraghan, Shawn Bullard, Rodrigo Valderrama, Donna Leinwand (ex-officio). Not attending: Jennifer Sergent. Staff present: Melinda Cooke, membership secretary, and Sarahanne Driggs, director of membership recruitment.

The Minutes from the June 14, 2010 meeting were unanimously approved.

Membership Report

On the recommendation of Membership Secretary Angela Greiling Keane, the Board unanimously approved the application of 43 members (see list at end of Minutes), retired status for one member and a six-month hardship dues waiver for one member. The number of new members so far this year is 173, compared to 265 for the same period last year. Total members as of the Membership Report to the July Board meeting were 3,342, compared to 3,492 last year.

State of the Press Club Monthly Report: July 2010

Board Applauds 5K Organizers, Lauds June's Record Financial Results

The Board applauded the three organizers of this year's 5K race for what President Alan Bjerga said was "an innovative, re-invention of a Press Club treasure." The Board also welcomed the news that the Club had generated record revenues and profits in June.

Bjerga paid tribute at the monthly Board meeting to Melinda Cooke, membership secretary; Jessica Brady, the 5K committee chair, and Melissa Charbonneau, the vice chair, for their tireless efforts in organizing the race, which raised more than \$20,000 for scholarships and training programs administered by the Eric Friedheim National Journalism Library.

Bjerga said that there had been questions in the past about whether the 5K race was worth the hours and costs that went into organizing the event, and he said that this year's success proved it was an essential part of the NPC calendar. He said that next year the race would likely be held in the spring, although the 90-degree temperatures did not discourage the 759 participants on Saturday.

Bjerga said the Club also gained new membership applications from among the race's participants and those who attended a special luncheon on Friday featuring Tony Horton, the fitness expert who served as the event's grand marshal.

Brady said she had received "totally great feedback" after the race. She thanked Cooke and Charbonneau for their hard work as the Board applauded the three organizers.

Financial Report

Treasurer Keith Hill said the Club had a record \$1.375 million in revenue in June. He said that the monthly profit of \$338,000 also was a record, and pointed out that it included \$40,000 of over-accrued operating expenses and real estate taxes in 2009. Even without this adjustment, the Club still had one of its best months ever on the profit side, he said.

Hill also said that while the Club does not expect to add profit during July and is projecting a substantial loss in August, "it remains clear that we will easily reach our Board-mandated goal of \$1 million in reserves by Sept. 1."

Aside from the financial gains, the Club also benefited in June from several events that advanced the Club's mission as "The World's Leading Professional Organization for Journalists," Executive Director William McCarren said in a written report.

These included the Club being used as the venue for CNN's 30th anniversary celebration in the ballroom and the Federal Trade Commission holding a day-long series of panels at the Club that examined "How Will Journalism Survive The Internet Age?" Several organizations also held news briefings for journalists on various issues related to the Elena Kagan nomination hearings, making the Club a central place for reporters to get information on one of the major stories of the summer.

Old Business

Mike Soraghan, the Board liaison to the Awards Committee, said he felt the Board should consider updating eligibility rules for the annual NPC Journalism Awards. "I believe that somehow we need to consider updating our eligibility to make it more clear and perhaps more open," he said. He based his presentation on what he said had been the experience in determining eligibility for the 2010 NPC awards, which he said "was confusing, at least to me, and perhaps a little contentious." He noted that as an example of changes being made in eligibility of journalism awards that the Pulitzer Prize Board announced in December that it had eased eligibility for online-only entries by removing the requirement that entries come from outlets "primarily dedicated to original news reporting and coverage of ongoing events." He said the Pulitzer Board decided the requirement sometimes excluded promising entries—notably by online columnists, critics and bloggers—because of the nature of their Web affiliation. There was a consensus to establish a Task Force to review the NPC Awards criteria. Soraghan asked Board

members who are interested in participating on the task force to e-mail him so that the matter can be considered well in advance of the 2011 awards.

New Business

Vice President Mark Hamrick said he was continuing to monitor implementation of the Club's Strategic Plan and noted a number of action items had been accomplished as called for in the plan including the addition of a third Board member representing the Affiliates and Associates. He asked the Board to reflect on items still unresolved and to think about those that should be made priorities for the future.

Hamrick also said he was pleased with efforts of the Membership Retention Task Force, on which he would report back to the General Membership at a future date.

The Board requested that a proposal by Keith Hill to allow use of the Club's logo for a possible new reciprocal arrangement with a hotel be referred to Executive Director McCarren for review.

The Board met in Executive Session from 8:40 p.m. to 9 p.m.

The next meeting of the Board was scheduled for Aug. 23, 2010

The Board adjourned at 9:30 pm.

Committee Liaison Reports

Book and Author Committee

Upcoming book raps include Ingrid Betancourt's *Even Silence Has an End: My Six Years of Captivity in the Colombian Jungle* on September 22; Jeff Sharlet's *C Street: The Fundamentalist Threat to American Democracy* on September 27; and Condoleezza Rice's *Extraordinary, Ordinary People: A Memoir of Family*, jointly sponsored with the Speakers Committee. No book raps are slated for August.

Book Fair Committee

The Book Fair Committee continues its planning for the 33rd Annual Book Fair and Authors' Night on November 9. Book Fair submission information and applications are available for online submission on the new NPC website. The committee has received recent commitments from authors including Jonathan Alter, Mark Halperin, John Heilemann, Kitty Kelley, Ted Leonsis, and Evan Thomas, among many others. Its target is 95 notable authors. There is also preliminary discussion of holding a raffle to raise added funds for the Eric Friedheim National Journalism Library.

Books & Brunch Committee

Books & Brunch met July 24 to discuss "Olive Kitteredge". Sixteen people attended. The group will discuss "Twice a Stranger" at its Aug. 21 meeting.

Wine Dinners

More than 70 people attended the Spike Mendelsohn dinner. The Top Chef contender gave a lively presentation and included a copy of his cook book with the meal.

Next up: 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.

Communications and Marketing Committee

While the Communications and Marketing Committee assists in the promotion of NPC activities and events, that mission also makes the committee a natural gathering place for Associate and Affiliate members involved in public relations and other disciplines within the communications profession. To build and foster the community of Associate and Affiliate members within the NPC, the committee plans to develop, plan, and promote activities that also provide opportunities to connect with Active members.

Note that all of these activities are currently in the initial planning stages, so details remain to be ironed out. The committee plans three separate types of events:

- "New Media Happy Hours:" Discussion led by a subject matter expert revolving around an aspect of social media that impacts the news industry. The format is comprised of a short presentation followed by focused group discussion and socializing and networking. Events will be free to members and feature a cash bar.
- "Evening Exchange with Reporters and Sources:" Representatives from a news agency or reporters from a specific beat meet with Associate and Affiliate members to develop relationships and exchanges ideas in an informal evening event.
- "Learning from the Masters:" A dinner with seasoned veterans of the Associate/Affiliate member community who talk about their careers and experiences and advice they have for others. These will be affairs geared toward 25-40 attendees in the Winners Room of The Fourth Estate.

Photography Committee

--The committee's next meeting on July 21 will feature Chris Palmer, environmental filmmaker, who will discuss his new book, "Shooting in the Wild: An Insider's Account of Making Movies in the Animal Kingdom." Chris is the Director of American

University's Center for Environmental Filmmaking, and he will reveal what often goes on behind the scenes in wildlife filmmaking and television.

--Members' Exhibit photos are due by August 20 in the Membership Office. The exhibit will open with a reception from 6-8pm on Thursday, Sept. 2, in the Club's lobby and Library classroom.

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." It also is hoped to announce shortly an Embassy Night for early September.

Travel Committee

Upcoming plans:

--July 20: NPC Travel Committee Meeting, 6:30pm

--Late November/Early December: Trip to Laos and Myanmar

--January 2011 Martin Luther King Jr. Holiday Trip to Paris -- 18 signed up and more still in the works. Cost = little less than \$2000. Great buy and great trip!

--Looking at some short trips -- Quebec City (direct from Dulles) and others for 2011.

Newsmakers

There has been one Newsmaker so far in July, bringing the total for the year to 41.

Speakers Committee

Upcoming Speakers:

July 27: Education Secretary Arne Duncan

Aug. 19: New Orleans Mayor Mitch Landrieu

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

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

Oct. 15: Former Secretary of State Condoleezza Rice

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

Broadcast Committee

The Broadcast Committee is moving forward with plans to conduct a series of interviews centering on the 50th anniversary of Kennedy-Nixon debates 1960. We are working closely with the Kalb team to avoid duplication and to complement each other. On October 7, the anniversary of the 2nd debate, which was held in Washington, D.C., beginning at 6:30 p.m we will conduct several interviews with people who have a connection with the debate series. These will be recorded in the BOC TV studio and the segments will be edited into a one-hour special.

We have designated the following key individuals and their roles: Bill McCloskey – Producer; Sam Holt – Interviewer; Bob Viterelli – Director; Amy Henderson - Coordinator of the lobby exhibit, during the month of September

C-Span has expressed an interest in broadcasting the completed documentary.

Events Committee

The summer documentary series is proving successful and well attended.

House and Bar Committee

The committee is considering security issues.

Member Applications Approved

Active

Sue Doyle - Los Angeles Daily News Freelance Reporter; Ingeborg Eliassen - Stavanger Aftenblad - Reporter, International Affairs; David L. Hunke - Gannett/USA Today, President & Publisher; Sumiko Mori - Fujisankei Communications International, Inc., Washington Bureau Chief - Fuji Television; William Murray - Energy Intelligence Group - Oil Daily, Reporter/Editor; Sonia Schott - Globovision – Venezuela, U.S. Correspondent; Mike Walter - University of Maryland/Walter Media, Adjunct Professor/Production Company

Active Reinstate

David J. Lynch - USA Today, Staff Writer

Active Non-Resident

Victoria M. Gaither - At Home w/ Victoria, TV & Radio Host; Kathleen Lynn Johnson - University of Oklahoma, McMahan Centennial Professor of Journalism; Sara Brittany Somerset - New York Post, Freelance Photographer

Active Under 35

Shealah Craighead – Freelance Photographer; Thomas Paggini - Swiss Broadcasting Corporation/RSI, U.S. Correspondent; Brian Scheid – Platts, Associate Editor; Brooke Williams - The Watchdog Institute, Investigative Reporter

Active Under 30

Malena S. Caruso - ABC, Inc. Owned Television Stations, Temporary Field Producer; Avery Fellow - Courthouse News Service, Washington, DC Correspondent; Sarah A. Jones – CNN, Freelancing - Live Production; Devin Symons - Nippon TV, Producer

Affiliate

Parichehr Farzam - Voice of America, International Broadcaster/Journalist; Frank Yee Wang – TECRO, Director, Press Division; Daniel Whitten - America's

Natural Gas Alliance, VP of Communications

Affiliate Reinstated

Thomas S. Amontree - America's Natural Gas Alliance, Executive Vice President

Affiliate Non-Res 65+

Lisa Elizabeth K. Tracy - Author/Professor of Editing, Random House/Washington & Lee University

Affiliate Under 35

Nicole Alberico - U.S. Department of State, Public Affairs Specialist; Matthew E. Berger - Dezenhall Resources, Account Supervisor; Karina Coronel - Voice of America, Freelance Reporter/Producer; Lisa Gillespie - Street Sense/Campus Progress, Online Editor/Staff Writer; Andrew Lewis - U.S. Department of State, Media Relations Officer

Associate

Brian Roehrkasse - BAE Systems, Inc., Director, Strategic & Digital Communications; Robin Strongin - Amplify Public Affairs, President & CEO; John Suttle - BAE Systems, Inc., Sr. Vice President, Communications

Associate Non-Resident

Peter R. Gourlay - Maryland-Asia Environmental Partnership, President

Associate Under 35

Mark Hall – Mediachase, Architect; Lindsay Miesko - McFadden/XL Associates, Recruiter; Peter P. Yeung – Mediachase, General Counsel/General Manager

Student

Amanda DeGross - Wheaton College/Hearst Newspapers, Student/Intern; Virginia Pasley - University of Missouri/WTOP, Master's Student/Intern; Kyle Peterson - The Daily Caller, Reporting Intern; Heather Pulliam - Georgetown University/SunTrust Bank, Journalism Student/Teller 2; Thomas Sandford - New Mexico State University/Air Force Times, Student/Intern; Kyla Thompson - Student/CNN, Georgetown MPS Journalism/Production Intern; Ayesha Venkataraman - Georgetown University, MPS Journalism Student