

MEETING OF THE NATIONAL PRESS CLUB BOARD OF GOVERNORS
June 14, 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, Governors John Donnelly, Jessica Brady, Marc Wojno, Theresa Werner, John Hughes, Jennifer Sergent, Mike Soraghan, Shawn Bullard, Rodrigo Valderrama, Donna Leinwand (ex-officio). Not attending: Membership Secretary Angela Greiling Keane, Governor Ed Barks. Staff present: Executive Director Bill McCarren, Melinda Cooke, membership secretary, and Sarahanne Driggs, director of membership recruitment. Others present: David Jones of Ribis, Jones & Maresca, P.A., the Club's auditors, and Andrea Snyder, chair of the Scholarship Committee.

The Minutes from the May 17, 2010 meeting were unanimously approved.

Membership Report

On the recommendation of Vice Chair John Donnelly, acting for Membership Secretary Angela Greiling Keane, the Board unanimously approved the application of 34 members (see list at end of Minutes), retired status for five members and a six-month hardship dues waiver for one member. The number of new members so far this year is 139, compared to 226 for the same period last year. Total members as of the Membership Report to the June Board meeting were 3,330, compared to 3,486 last year.

2009 Audit Report Presented

David Jones, of Ribis, Jones & Maresca, PA., the Club's auditors, presented the 2009 audit to the Board of Governors and commented that the Club had had "a very good year" with "solid numbers" that reflected increased revenues and lower expenses compared to 2008.

Financial Report

The National Press Club had another strong month in May, with revenues of nearly \$1.3 million and profits of \$280,000.

Executive Director William McCarren said the latest financial results are "a great example of the ongoing changes in the business operations," which are benefiting from cost control measures introduced over the past year.

As an example, the revenue in May was virtually the same as last year, but profits for the comparable periods actually increased by 14 percent.

McCarren also reported:

--Year-to-date profit is nearly \$900,000, about \$100,000 ahead of last year for the same period.

--June is proving to be a strong profitable month.

--The Broadcast Operations Center continues to show progress, with revenue in May nearly 70 percent higher than last year.

--The Club is well on its way to meeting the Board-mandated goal of having \$1 million in cash and reserves on September 1, after the anticipated losses in July and August, which are showing signs of being less than last summer.

"At this point it seems pretty clear that we are going to have a better year this year than last year--just a question of how much better," McCarren said.

President's Report

President Alan Bjerga said that the agreement signed last month with Georgetown University was "an exciting relationship" that would be beneficial to the university and to the National Press Club.

Under the agreement, Press Club members who enroll in classes at the Georgetown School of Continuing Studies will receive scholarships of up to \$500 per semester.

Bjerga also said he was "very proud" of the efforts being made to increase sponsorships for the annual 5K race, which will be on Saturday, July 17. He said \$30,000 in sponsorships had already been raised with a month to go to the event and expressed appreciation to Melissa Charbonneau for her success in leading the sponsorship campaign.

Renovations Approved

Treasurer Keith Hill moved and the Board accepted the final plans to renovate the bathrooms on the 13th floor and the one in the president's office and to make improvements to the Reliable Source kitchen to provide greater cooking capabilities and menu flexibility.

The works will be carried out from the end of July to September 6. During this period. Club members' breakfast will be served in the Fourth Estate, while lunch and dinner in the Reliable Source will be limited to a hot and cold buffet.

Feldman Fellowship Approved

The Board unanimously approved the recommendation of the Scholarship Committee to award this year's \$5,000 Feldman Fellowship to Bethany Chambers of Greentown, Ohio, who will use the fellowship toward graduate studies at Northwestern University's Medill School of Journalism in the fall. A graduate of Duquesne University in Pittsburgh, she coordinated the school newspaper's coverage when five basketball players were shot on campus, and the special edition she put out as managing editor won a Pennsylvania Newspaper Association Award. The Feldman Fellowship is endowed by the family of the late Dennis Feldman, a Club member, journalist and public relations advisor who put himself through graduate school at night, and members of the NPC. It is awarded annually to a journalism graduate school student.

In a separate action, the Board voted 7-3 against accepting a recommendation from the Scholarship Committee to approve a travel and hotel stipend not to exceed \$500 per scholarship winner, or \$750 if a recent high school graduate is traveling with a guardian, to come to Washington to attend the annual NPC Awards Dinner. Under the proposal, the total outlay would not exceed \$2,000 annually and the scholarship winners would need to produce a multi-media presentation no longer than five minutes, or publicly speak at the Club for no more than five minutes as to why they aspire to be a journalist. While some members felt the goal of bringing the scholarship winners to Washington is laudable, the majority felt that it would be best to use all available funds administered through the Scholarship Committee for actual scholarships to be used for pursuing studies rather than for a trip to attend the annual awards dinner.

Board Approves 2010 NPC Awards

Awards Chairman Jonathan Salant had submitted the recommendation of the judging panels for the NPC Journalism Awards, which will be presented at the annual awards dinner on Aug. 2. Mike Soraghan, the awards' committee Board Liaison, noted that there was some question about one of the winners of the Free Animal Reporting Award, since the publication in which the article appeared is owned by the American Association for the Advancement of Science, which advocates on science issues. Another recommendation was for an organization whose entries had been disqualified the previous year.

Soraghan, who had served on the Animal Reporting judging panel, said the panel felt the article was good journalism and the publication is a respected journal that often prints peer-reviewed science studies.

John Hughes noted that the website of the organization listed its advocacy of science issues. Donna Leinwand noted that the head of the association (who is also the publisher of the magazine) has a column in every edition, giving the indication that it is a "house organ," which is specifically banned by the rules.

The Board also debated the qualifications of the other organization.

It was noted that the other award winners deserved to be notified to give them time to make plans for the awards dinner. The decision was made that the board would approve the other recommendations and hold an email vote on the other two recommendations after Soraghan compiled more information.

The Board approved all of the recommendations except the Free Animal Reporting/Print and the honorable mention for the Friedenbergl Online Journalism award.

On Monday, June 28 John Donnelly sent this email to the board with this subject: "Special Meeting" Notification

Colleagues:

This is to formally inform you that the board will hold an email vote beginning in 24 hours. It will run from 4pm Tuesday June 29 through 4pm Wednesday June 30. It will be on at least two motions (being drafted now by Mike Soraghan) about awards. Each one will recommend an award winner and honorable mention in a particular category. If necessary, Mike will then make follow-on recommendations in one or both of the categories so that we can (ideally) decide both sets of winners in the same set of email votes. Thanks for your attention to this. It turns out the bylaws do not (as far as I can tell) require a response to this notification. So unless I get a bounce back from your email address, you received it. Finally, this is not a budget issue so it does not require a vote by the Committee of the Whole.

John M. Donnelly
Vice Chairman, NPC Board of Governors

On Tuesday, June 29, John Donnelly sent this email to the board with the subject line "Vote message"

The email vote begins at 4pm and ends at 4pm tomorrow, although pretty much everyone has already indicated how they will vote.

To make it formally correct, I offer the following two motions, which have been submitted by Mike Soraghan and seconded by Mark Hamrick:

1. That the National Press Club Board of Governors accept the recommendations of the Ann Cottrell Free Animal Reporting Award (Print) judging panel for the winner and honorable mention.

2. That the National Press Club Board of Governors accept the recommendations of the Friedenbergl Online Journalism panel for the winner and honorable mention.

Background: The Ann Cottrell Free Animal Reporting Award (Print) judging panel recommended giving the top award to David Grimm of Science Magazine for "A Cure for Euthansia." The judges said David Montgomery of The Washington Post

should get an honorable mention for "Elephants in the Balance."

The Friedenberg Online Journalism panel recommended top honors for The Seattle Times's "Four Police Officers Slain" and an honorable mention for the Center for Public Integrity's "Sexual Assault on Campus."

In the email discussion, it was noted that another organization that has won in previous years and was recommended for an award this year is also owned by a non-profit advocacy group.

On Wednesday, June 30, John Donnelly sent an email with the subject line: Final tally on awards vote

In the board's email awards vote, held between 4pm June 29 and 4pm June 30, the results were as follows on a pair of motions, both by Mike Soraghan and seconded by Mark Hamrick:

1. That the National Press Club Board of Governors accept the recommendations of the Ann Cottrell Free Animal Reporting Award (Print) judging panel for the winner and honorable mention. The vote was 10 Ayes (Hill, Hughes, Greiling Keane, Bjerga, Hamrick, Belkind, Brady, Wojno, Sergent and Soraghan) and 1 Nay (Donnelly); Chairman Werner did not vote.

2. That the National Press Club Board of Governors accept the recommendations of the Friedenberg Online Journalism panel for the winner and honorable mention. The vote was 10 Ayes (Hill, Hughes, Greiling Keane, Bjerga, Hamrick, Belkind, Brady, Wojno, Sergent and Donnelly) and 1 Nay (Soraghan); Werner did not vote.

The Board met in Executive Session from 8:45 p.m. to 9:10 p.m.

The next meeting of the Board was scheduled for July 19, 2010

The Board adjourned at 9:15 pm.

Committee Liaison Reports

Book Fair Committee

The Book Fair Committee for the 33rd Annual Book Fair and Authors' Night continues its work to secure more than 95 notable and award winning authors to appear with their latest books on Tuesday, November 9. Some of the prestigious authors recently confirmed include Jonathan Alter and his latest, *The Promise: President Obama, Year One*, and Evan Thomas with his book, *The War Lovers: Roosevelt, Lodge, Hearst, and the Rush to Empire, 1898*. News releases and media contacts are being prepared for the major announcement of the Book Fair, to be made shortly.

Book and Author Committee

Approximately 30 persons attended the Ben and Quinn Bradlee event held on May 18. On June 14 will be the Fred Thompson event, "Teaching the Pig to Dance," with Andrew Young/Kabir Seghal to follow on June 16 with "Walk in My Shoes."

Jim Michaels, "A Chance in Hell", has been scheduled for July 12, and Ingrid Bettancourt, "Even Silence Has an End" for September 22.

At its June 8 meeting, the committee held a discussion about the fact that our members had noticed that the Bradlee event had charged a \$5.00 entrance fee for non-NPC members. This decision, which is inconsistent with the B&A Committee decision to charge a \$5.00 fee for Ballroom events but not smaller events, was apparently made by the Library Board without discussion with or notice to the B&A Committee. The reported basis for the \$5.00 charge was that people often came to see the bigger "star" authors but often did not buy their books. Library staff indicated its understanding that the \$5.00 fee did not apply to persons who pre-ordered the book, and that for reservations taken for events where a \$5.00 fee was charged for non-members, no one had objected or complained about the fee.

A discussion ensued about the history of misunderstandings and some amount of friction with the Library Board over these jurisdictional issues. Disappointment was also expressed that, in his semi-annual report to the membership last month, President Bjerga reviewed the recent achievements of several NPC committees, but neglected to mention any book events or give credit to the B&A Committee.

After some discussion, the committee expressed with a show of hands its sense that a policy of charging a \$5.00 fee to non-members for all NPC book events was not unreasonable and the committee can support this policy.

The committee suggested that Chairman John Clark should speak to President Bjerga about clarifying the role of the B&A Committee and the line between the jurisdiction of the Library Board and that of the committee over decisions involving NPC book events. The chairman agreed to arrange with Vice Chair Joe Motheral a meeting with President Bjerga for that purpose.

Books & Brunch

The next meeting will be June 19 will discuss "Evening in the Palace of Reason: Bach Meets Frederick the Great in the Age of Enlightenment" by James R. Gaines.

Communications and Marketing Committee

The Communications and Marketing Committee now meets the third Thursday of each month at noon and welcomes all club members who wish to get involved.

The committee is considering mailing welcome letters to new Affiliate/Associate members inviting them to join the committee. In addition, a list of luncheon speakers will be sent to committee members to have them identify and invite potential attendees to purchase seats. On another matter, committee members will be invited to participate as beta testers for the new club web site, which is expected to go live in June.

Committee leadership will meet with Melinda Cooke to review the distribution of club announcements and news releases. The aim here is to help increase attendance at club events.

Committee members also expressed a desire for more social events in addition to the monthly business meeting. This could include happy hours and breakfasts. The goal is to enhance the benefits of club membership and contribute to the retention of Affiliate/Associate members. The committee is investigating the possibility of sponsorship for some of these events.

Speakers Committee:

Upcoming speakers:

June 21: Dr. Edward Miller, dean and CEO, Johns Hopkins Medicine.

June 23: Oliver Stone will speak about his latest film, "South of the Border", and political issues it addresses (Speakers Press Conference)

July 7: Venus Williams, tennis champion

July 16: Tony Horton, Celebrity Fitness trainer and Creator, P90X. HE will address the nation's obesity epidemic and its impact on declining fitness levels among U.S. military recruits. Horton will lead the audience in a P90X workout designed for military training at the National Press Club's first Speakers "Boot Camp" luncheon.

History & Heritage

The History & Heritage Committee will be hosting a special reception on June 24, celebrating the merger of the National Press Club and the Washington Press Club. All board members are encouraged to attend. In addition, the Committee is seriously concerned about the lack of a full-time archivist to assist with maintaining the artifacts of the Club -- audio and video interviews, photos, documents, etc. -- and urgently requests that the position of archivist be filled as soon as possible with a professional archivist. Bill Hickman, the committee chair, has written a letter stating that the committee "strongly believes that the Club's Archives is essential to maintaining the heritage of the Club and vital to the preservation of valuable historic records and artifacts of the institution and the practice of journalism in the nation's capital."

International Correspondents Committee

The 6th Annual International Membership Recruitment Reception on June 9 attracted more than 100 attendees, who heard Rajmohan Gandhi, grandson of Indian independence leader Mohandas K. Gandhi, speak on the important role press freedom has had in India's history. Several persons filled out membership applications at the event that were processed in time for approval at today's Board of Governors meeting. Looking ahead, the committee will co-sponsor, with the Photography Committee, a photo exhibit in January 2011 on Iran featuring the photos of Peter Bregg, who spent six months of the 44 days of the 1979-1981 hostage crisis in Tehran and who has put together an exhibit covering that period. The exhibition will coincide with the the 30th anniversary of the release of the hostages on Jan. 20, 1981. The photos also tell the story of how the then Canadian ambassador in Tehran, Kenneth Taylor, managed to aid in the escape of six Americans from Iran who were not in the U.S. Embassy when the hostages were taken.

Photography Committee

The next meeting of the Photography Committee will have as guest speaker Marcel Chotkowski LaFollette, a researcher, historian, and author, who will discuss, "Behind the Images: Photographs from the 1925 Scopes Trial." This is the famous anti-evolution trial of John Scopes when Clarence Darrow served as defense attorney and William Jennings Bryant argued for the prosecution. Marcel's book about the trial, "Reframing Scopes: Journalists, Scientists, and Lost Photographs from the Trial of the Century," describes two Washington journalists who took their cameras to Tennessee to cover the trial. Eighty years later, their unpublished photos were rediscovered at the Smithsonian. Marcel's talk will describe the images, the photographers, and some recent acquisitions that shed more light on the enigmatic Scopes. Her research on these images sheds new light on the proceedings, as well as on the journalists and scientists who gathered for this epic confrontation between science and tradition.

Membership Committee

The membership committee, NPC staff and Membership Secretary Angela Greiling King are working on recommendations for revising the membership categories and will have a plant to present to the Board this summer. Any input would be welcome.

Newsmakers

There had been 3 Newsmakers so far in June, bringing the total for the year to 37

Broadcast Committee

Radio Team: The Comedy Night program is now fully edited by Phil Chordas who did a wonderful job. Once a few of us have reviewed it in full, it will be ready to be uploaded to PRX. We also continue to discuss improving the quality and quantity of our radio program offerings. We plan to begin to introduce some of the higher profile Newsmaker programs and they will receive more attention in the recording process with more care taken on how they are mic'd and with a staffer in the room monitoring the levels.

Kennedy-Nixon 50 Year Anniversary: We are planning a special event this fall centering on the Kennedy-Nixon debates anniversary. The Broadcast Committee will work with the History & Heritage Committee to create a panel discussion with guests who had actually covered the debates and perhaps one or two from behind-the-scenes. This is a rare opportunity which can never be duplicated again. We would hope that C-Span would carry this and we would anticipate some pretty good publicity. Our Broadcast Committee will focus on identifying the broadcasters and the History Committee will handle logistics and print reporters to participate. We have also discussed a lobby exhibit. This is in the very early stages of planning.

Professional Development

- Financial planning session June 15
- Secured career coach discount partner, working on other discounts
- Working on improvement to 14th floor work space
- Trying to plan some sessions on covering politics
- Second set of video sessions and new Photoshop sessions still being planned

Travel Committee

- 1) Turkey trip was a great success -- 34 people went
- 2) Travel Committee did face painting for children at the picnic this past Saturday
- 3) NPC/Civil War Preservation Trust Annual trip -- July 10 to Brandy Station battlefield, near Manassas. 50 people have signed up and we have 6 on the waiting list. This is always a great success.
- 4) Budapest/Krakov/Prague for September is in promotion. Have 5-6 signed up, but need more for it to be a "go"
- 5) Martin Luther King, Jr., Holiday Trip to Paris -- good response to date and will get more. That weekend trip is always a hit!!

Member Applications Approved

Active

Frank Bass - Bloomberg News enterprise reporter; Sarah Cohen - Duke University, Knight professor of journalism & Public Policy; Jill Dougherty – CNN foreign affairs editor; Joyce Frieden - MedPage Today news editor; Nadar Gohar - Cairo News Company chief editor

Active Reinstated

Dee Ann Divis - Washington Examiner assistant managing editor

Active Non-Resident

Ananda Mitra - Wake Forest University professor of communication; Heyecan N. Veziroglu – Freelance journalist

Active Under 35

Sumanth K. Garakarajula - Hyderabad Media Television (HMTV-India) spl. Correspondent; David van den Berg – Freelance reporter; Anders Tvegard - Norwegian Broadcasting Corp. correspondent

Active Under 30

Giulia Belardelli - La Repubblica/Galileo freelance; Sophia Chien-Chun Yan - Bloomberg News health care reporting; Hee Young Kwon - The Christian Post staff reporter; Benjamin Sarlin - The Daily Beast Washington correspondent; Julie Yang - Asahi Shimbun America, Inc. news assistant/staff reporter

Affiliate Reinstated

Ben Barber – USAID senior writer

Affiliate 65+ Reinstated

Nicholas Horrock - Capital Research Group legal research

Associate

John Maa - U. of California, San Francisco School of Medicine assistant professor of surgery, associate clerkship director; Quintin Peterson - Self-Employed freelance, retired Metro Police DC; Allen R. Schaeffer - Diesel Technology Forum executive director; Rosemary Segero - Hope For Tomorrow/Segeros International Group, Inc. president; Kimberly Warfield - Georgetown Cause Consulting, non-profit consulting

Associate Reinstated

Roger Conway - Growth Energy chief economist; Mame Reiley - The Reiley Group – event communications

Associate Non-Resident

Gary Charles Pick - A.D.N. Media, LLC (dba Connectus) developer

Associate Under 35

Rebekah Pizana - ParentalRights.org national coalition director, Media & PR; Christi Rich - Hayes & Associates, LLC, director, special events; Matthew A. Streit - The Heritage Foundation director, broadcast services

Building Tenant

Cari Marchetti - Macfadden & Associates graphic design/illustration; Amy Elizabeth Noreuil - Macfadden & Associates cartographer

Student

Brianna Diffie - University of Colorado, Boulder student; Molly E. McCluskey - American Rivers/Georgetown communications associate director/student; Carlos Andres Vargas - Corcoran College of Art & Design student of photojournalism