

## **May 2004 Board Meeting Minutes**

### **NATIONAL PRESS CLUB BOARD OF GOVERNORS MEETING**

MAY 24, 2004

By Sylvia Smith, Secretary

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

#### **MEMBERSHIP REPORT**

Dunham moved and the board unanimously approved retired dues status for three members. Zremski moved and the board unanimously approved membership applications for 58 people. He said 15 to 20 came through the MediaBistro event. The new members are:

**ACTIVE:** Herman Ayayo, Tax Analysts, Executive Editor; Alister Bull, Reuters America correspondent; Gerhard Helskog, TV2 Norway bureau chief Joel Hoel Larson, Norwegian Broadcasting Corporation, correspondent; Sarah Leshner, Montgomery Sentinel, freelance reporter; Salameh Nematt, ALHAYAT Newspaper, bureau chief; Rafael Ponce de Leon, TV Azteca America reporter; Tim Schorrock, The Nation, freelance journalist; Graham Smith, NPR, supervising senior producer; Sandra Westfall, People Magazine, bureau chief.

**PROVISIONAL UNDER 30:** Jessica Simmons, BNA, legal editor.

**PROVISIONAL UNDER 34:** Karen Mitchell, WPFW, reporter; Darby Nickey, WPFW, freelance reporter.

**ACTIVE UNDER 34:** Heidi Glenn, Tax Analysts, news editor; Katherine Hunt, Reuters, reporter; B. Allen Kenney, Tax Analysts, IRS reporter; Sean O'Neill, Kiplinger's Magazine, staff writer.

**ACTIVE UNDER 30:** Daniel Berman, Environment & Energy Publishing, reporter; Wyatt Buchanan, Seattle Post-Intelligencer, reporter; Julie Hirschfeld Davis, The Baltimore Sun, correspondent; Jennifer Dlouhy, Congressional Quarterly, reporter; Karina Hurley, Hispanic Radio Network, reporter; Hye Jeong, Environment & Energy Publishing, reporter; Joel Kirkland, Chemical Newsletter Intelligence, correspondent; Alex Massie, The Scotsman, correspondent; Damian Palette, American Banker, staff writer; Malia Rulon, Associated Press, reporter.

**ACTIVE NON-RESIDENT:** Mary Felter, Capital Newspaper, community news editor; Tim Gleason University Oregon, dean of the School of Journalism; Kathryn Hudson, Maryland Gazette, editorial assistant; Ismaila Isa, The Democrat Newspaper publisher; Catherine Sumner, Broadcastmonsters.com, freelance.

**GRADUATE STUDENT:** Majeed Babar Khan, University of Maryland; Jason McLure, University of Missouri;

Kalinansa McPherson, American University; Inez Saki-Tay, University of the District of Columbia; Rick Steele, American University.

AFFILIATE: Margaret Holwill, Foreign Press Center, program officer; Rex Stucky, Rex Allen Stucky Photography; Gretchen M. Wintermantel, press secretary, Congressman Paul Kanjorski.

AFFILIATE UNDER 34: David Patrician, Voice of America news producer.

ASSOCIATE: Josephine Cooper, vice president, Toyota Motor North America; Daniel Difonzo, deputy director of media relations, Pew Initiative on Food & Biotechnology; Emmanuel Saturnin Francois, secretary-treasurer, National Organization for the Advancement of Haitian-Americans; Mark Lombard, CFO and editor, Catholic News Service; Alan Newman, managing editor, American Chemical Society; J. Leon Peace, legislative counsel, Credit Union National Association; Anthony Spence, director and editor in chief, Catholic News Service; Paul Thacker, associate editor, American Chemical Society.

ASSOCIATE NON-RESIDENT: Wade Hoyt, public affairs manager, Toyota Motor Sales; Richard Kelley, southeast PR manager, Toyota Motor Sales; John McCandless, Midwest corporate communications, Toyota Motor Sales.

ASSOCIATE UNDER 34: Stacey Bee, partner, S. Bee Johnson; David G. Cooper, project coordinator, American Physical Society; Amanda Kazdoy, managing editor, Funworld Magazine; Gregory Lynett, circulation-zone manager, The Washington Post; Nathasha Rosenstock, associate director, American Jewish Press Association; Karisue Wyson, sales manager-syndicate, The Washington Post Writers Group.

Zremski said he wants to start developing a plan for member retention and asked for ideas. Among the ones offered were inviting new members to VIP receptions when there are receptions on the same days as new-member orientation lunches; inviting each to sit at the head table; asking sponsors to call each new member about 6 months after joining to see whether the new member has gotten involved in a committee or has questions.

TREASURER'S REPORT Salant said income is up and is above budget.

He said that at the April meeting, the board asked the Budget Committee to see whether additional cuts are needed in light of the slower-than-expected startup of the electronic Record and corresponding anticipated decrease in mailed Records. He said Bloom has indicated, however, that the Club is doing well enough financially that additional cuts are not needed. He also reported that, regarding the suggestion that there be a financial incentive for people to sign up for the emailed Record, the Budget Committee recommended waiting to see how the transfer goes.

Salant reported that the Budget Committee recommended that a documentary of the Club's history be funded. (It was one of several ideas offered by the 100th anniversary task force.) He said the money the Club will receive because of the building sale hasn't come in yet, but the documentary would be a good use of some of the money when it does. He said a suggestion that various foundations be asked to contribute was left for another day and that Bloom will solicit ideas from staff on how likely that would be. Salant moved approval of the funding of a

documentary and an accompanying exhibit marking the Club's first 100 years as well as a party to mark the event.

During discussion, Dunham noted that the Club is not in possession of the building settlement money yet and do not want to give the impression that the board or Budget Committee rejected other ideas. Bivins said the board should restore cut member services before spending money on new projects. He was reminded that the only thing the board cut for the 2004 budget that directly affect members are the lunches given away at taco night and the reduction in comp tickets former presidents get to events. Bastarache suggested changing the motion to reflect that the board is approving planning for the documentary, not the money. Salant accepted the friendly amendment.

Bloom noted that in 2003, the board approved in principle the items recommended by the task force but did not approve any money for the projects. He said the board asked the Budget Committee to determine what money to allocate to which areas. He said the Club has received a formal proposal for the documentary, which would cost \$300,000, although Club member Jerry Krell has offered \$60,000 of in-kind services toward the film. Krell has presented a proposed contract to the Club, but no action has been taken because of lack of money. Bloom also said that when the settlement money arrives, it would be prudent to make some expenditures that would reduce the tax obligation. He said one of his recommendations for doing this was to earmark money for the documentary and spend it in the first year of receiving the settlement money. He said the documentary might help with other fund-raising. He noted that any contract would come before the board for approval. Smith said the board already designated the documentary as a priority and told Bloom to continue work on the contract. She said the next step whenever it is taken, is to commit money or indicate that the board members have changed their minds.

Salant noted that the motion on the floor did not spend money and allows for the possibility of a foundation to contribute. The motion was approved unanimously

#### GENERAL MANAGER'S REPORT

Bloom said 4 members have signed up for the reduced-rate deal with Washington Sports Club. He said the audit report is posted on the web site for members to read. He said the Club's insurance will decrease 10 percent, but the amount is still dramatically higher than 3 years ago. He said the Dun and Bradstreet report is good.

Bloom said he is filling staff positions that have been open for 2 years, including a Fourth Estate sou chef, a night manager, several cooks and a membership recruitment person.

He noted that the Fourth Estate award winner and contest judging are running behind. The Awards Dinner is July 11.

#### PRESIDENT'S REPORT

Cherry (who joined the meeting by speakerphone) said Rep. Sheila Jackson Lee will be the next lawmaker at the Club. She said Club information will be inserted in the packets of people attending the National Association of Hispanic Publications' summit in June.

Cherry congratulated Zremski and the Membership Committee for the extensive list of new members.

Salant said that it is ill advised to have the NPC board on record as approving the annual audit but with the president's abstention (as was voted at the April meeting). He moved reconsideration of the audit report. Cherry explained that her concern was that the board members had not received a full month to review the audit before voting on it. The vote on approving the audit was unanimous except for Bethel's abstention.

## COMMITTEE AND BOARD LIAISON REPORTS

Smith said the Exhibits Committee will have a glass-case exhibit on the Club and World War II in time for the NPC canteen on May 29. She said the House Committee has selected a signature drink, the Reliable Sauce.

Dunham asked board members for ideas for 5K sponsorships.

Salant said the NPC softball team is in first place. He said July 10 is the last game of the season, and he has reserved space at a park in Wheaton for an all-club picnic that day. He said the question is whether it should be free to members and their families. He said board members would handle the grilling. Cherry asked that it be open to staff members and their families as well. Salant moved that the picnic be open to Club members, staff and families of both at no charge. It was approved unanimously.

Cherry said letters have been sent to the leaders of the countries the Committee to Project Journalists designated the 10 worst countries in which to practice journalism. She received a response from China and had a discussion with a Chinese official.

Bastarache said the affiliates-associates meeting is June 17 at 6:30 pm to discuss the campaign to get full voting rights on the board for the affiliate-associate representatives.

Bethel said the Scholarship Committee is working to choose the Feldman recipient. There were a record 77 entries.

She said there will be a wine dinner the first night of Unity, with 2 possible chefs.

Leinwand said Young Members Committee has a panel on June 21 on how to get a fellowship and is planning a speed networking event.

Donnelly said in addition to the 10 letters Cherry mentioned, the Freedom of the Press Committee has joined with other organizations to oppose a Department of Homeland Security rule about withholding information on critical infrastructure.

## OLD BUSINESS

Leinwand said the Record task force has prepared an email letter to members, asked for board input and said the letter will go out as soon as possible. It will tell members they can receive an electronic Record in pdf or html if they choose to receive it electronically.

Dunham moved that it is the policy of the Board of Governors that all events involving fees or admission charge

should cost members at least 25% less than non-members on events costing \$100 or less and 50% less on events costing more than \$100; that the Board of Governors strongly recommends that the Friends of the National Journalism Library board adopt this policy; and that this policy may be waived by either the NPC president or the chairman of the Board of Governors for NPC events, or by the NPC president and the FNJL president for Library events.

He said the policy is not meant to be inflexible but is intended to clarify the board's intentions. He said there have been strong objections from the Library and the Book and Author Committee, and that Cherry asked him to meet with representatives of each. The Book and Author Committee has started a policy of charging \$5 for events in the ballroom but rejected a board request for charging a differential because of concerns that attendance would drop. Dunham suggested the committee come up with a member benefit, so the representatives agreed to talk to Olsson's.

As for the cost of training events held in the Library, Dunham said some events are conducted by outside organizations that rent the training space and are not sponsored by the Library. He said the events are not marketed to explicitly state that they are not Library programs, and he has suggested that the Library make that distinction clear.

Zremski said the general principal of charging non-members more than members is a good one and illustrates the benefit of Club membership. He said the Book and Author Committee's concerns could be addressed by not charging for any of its events. Salant said he has no problem with the committee not charging for its events, but if it does charge, it must follow the board's policy. He also asked why the Club publicizes events in the Library if they are not sponsored by the Club or Library. Bethel said she doesn't support charging for Book and Author Committee events because attendees hate it. Besides, she said, someone has to collect the money and determine whether an attendee is a member. She asked whether it is the policy to charge for all events. Smith said the board previously set a policy of charging non-members for non-newsmaking events. Dunham said the policy he proposed would not require any committee to charge for events that do not now have a fee. Hamrick said the policy reinforces that this is a members' club. Leinwand asked whether a member's date for something like the New Year's Eve party would have to pay non-member rates and was told that, in the past, members were allowed to purchase two tickets at the member rate. The board approved Dunham's motion unanimously.

## NEW BUSINESS

Salant said he is not happy with the practice of publicizing training programs in the Record if the events are not Club or Library sponsored. He said the Record should either not publicize them or publicize them only if the organization follows the Club's policy on the charging differential for non-members. Dunham said the board could mandate that policy for the Record but could not mandate the content of the emails sent from the Library; only the Library board could do that. After some brief discussion, Donnelly suggested the board think about an approach and deal with it later.

Smith moved and the board approved the minutes of the April meeting.

The next meeting was set for June 14.

The meeting was adjourned at 9 p.m.