

MEETING OF THE NATIONAL PRESS CLUB BOARD OF GOVERNORS
October 19, 2009
Myron Belkind, Secretary

- Vice Chair John Donnelly called the meeting to order at 6:39 p.m.
 - Board members in attendance: President Donna Leinwand, Vice President Alan Bjerga, Secretary Myron Belkind, Treasurer Keith Hill, Membership Secretary Mark Hamrick, John Donnelly, Jessica Brady, Theresa Werner, Mike Soraghan, John Hughes, Gayela Bynum, Shawn Bullard, and Sylvia Smith (ex-officio)
 - Not attending: Dipka Bhambhani, Jennifer Sergent
 - Staff: Bill McCarren, Sarahanne Driggs
- Minutes from the Sept. 21, 2009 meeting were unanimously approved.
- Mark Hamrick delivered his membership report.
 - The board approved 48 member applications, although approval for one was rescinded in a unanimous e-mail vote the following week on the recommendation of Membership Secretary Hamrick (see revised list at end of minutes). Thus, the total new members so far this year is 344, compared to 368 for the same period last year.
 - One members was given retired status. There were no requests for a hardship dues waiver.
 - Mark Hamrick also raised the question of whether new members should be required to belong to the Club for a minimum period, since there have been some instances of members resigning within months of joining the Club. After discussion, it was unanimously agreed to make no change in the status quo—i.e., no minimum term of membership.
- Committee reports
 - Freedom of the Press
 - Class: On Oct. 21, the Press Freedom Committee hosts the next in its series of classes helping reporters navigate public information. This class would teach reporters how to gain access to court records and proceedings.
 - Torture photos: The Senate is expected to send to the president this week a bill containing a ban on public release of photographs said to depict the abuse of detainees. The Club has advocated the release of the photos, which the ACLU sued the government to obtain. The Supreme Court is expected not to take up the case.

- Speakers Committee
 - Upcoming speakers
 - Oct. 23: Chris “Ludacris” Bridges, Grammy Award-winning musician, actor and founder of the Ludacris Foundation
 - Oct. 26: Capt. Wei Jiafu, president and CEO, COSCO
 - Nov. 13: Truett Cathy, founder/chairman, and Dan Cathy, president/CEO, Chick-fil-A
 - Nov. 16: Deborah Hersman, chairman of the National Transportation Board
 - Nov. 30: Prince Albert of Monaco

- Broadcast Committee:
 1. Our weekly radio show continues as scheduled with WFED-AM 1500 being our local outlet. We are still trying to achieve a predictable schedule so we may promote it on our Web site.
 2. Bill McCarren, Ralph Malvik and Broadcast Committee Chair Ken Mellgren met with John Barth, Managing Director of Public Radio Exchange (PRX), regarding opportunities to distribute our weekly show and possibly create additional content from the Press Club for distribution to their 400 member public radio stations. It was very encouraging, and we worked out an arrangement so that billing would not begin until January 2010. Bill suggested that each committee who participates in distributed programs share in the annual cost. There appears to be agreement and the negotiated cost is \$1,000 annually. We hope to begin distribution in November.
 3. Our committee members are reaching out to several other committees in the hope of assisting them with future activities.

- Book and Author
 - Nearly 100 authors will be attending and there will be 50 volunteers at the event, which will be held from 5:30-8:30 p.m., Tuesday, Nov. 17.

- Newsmakers
 - There were six Newsmaker events in September, and five scheduled so far in October, including Indiana Professor Wayne Winston on sports statistics at 10am Oct. 20 and Rep. John Therny (D-Mass), chairman of the House National Security and Foreign Affairs subcommittee, on oversight on U.S. ‘s new Afghanistan strategy, at 3pm Oct. 30.

- Professional Development
 - The second political reporting workshop on Oct. 17 was very successful, with the conference rooms filled to capacity for the day-long event.

- Travel
 - The Travel Committee reports that 13 people have signed up for the Malta/Tunisia trip Nov. 11-22; 20 people for the MLK Day weekend trip to Madrid, and two for the Cartagena trip Feb. 12-16. There will be a trip to Egypt and Jordan March 10-24. There will be a Travel Committee Reception for Club members regarding forthcoming trips on Nov. 19.

- House Committee
 - The committee plans to discuss security at its next meeting.

- Communications and Marketing Committee
 - Items to be discussed at its Oct. 20 meeting:
 1. Liaison with other committees: Vice Chair for Committee Outreach Marjorie Tharp will lead the discussion on plans for assistance to other club committees.
 2. Connections programs: We will hear an update on potential future directions from Vice Chair for Connections Tom McMahon. This effort is designed to increase communication and understanding between the club's Active (reporters) and Associate/Affiliate (public affairs practitioners) members.
 3. Communications/Marketing executive on loan: Tony Culley-Foster and Pat Pellerin have written a draft set of duties and responsibilities for our attempt to bring on board an expert experienced in communications and marketing.
 4. Improving online services for members: We will reignite this topic, which we raised earlier this year, with an informational discussion of changes to the Club's Web site scheduled for early 2010.
 5. Associate and Affiliate member programming: This effort has been pushed back to 2010.

- Photography Committee
 - Ron Edmonds, recently retired AP senior White House photographer, will make a presentation about his career at the Oct. 28 meeting of the Photography Committee and present a signed copy of his trilogy of Pulitzer Prize photos to the NPC during his talk for display on the NPC Pulitzer photo wall.

- International Correspondents Committee

We will have an event on Nov. 2 on Afghanistan, featuring Malalai Joya, whom some call "The Bravest Woman in Afghanistan." She was suspended for the rest of her term in the Afghanistan parliament after criticizing the body for links with warlords and drug barons.

- Books & Brunch

“The Ayatollah Begs To Differ: The Paradox of Modern Iran” by Hooman Majd, an Iranian-American writer who is the grandson of an eminent ayatollah and the son of an Iranian diplomat, will be the subject of the next Books & Brunch at noon Saturday, Nov. 21, in the Fourth Estate Restaurant.

Maniza Naqvi, a new NPC member, discussed her fourth novel, *A Matter of Detail*, at Books & Brunch on Saturday, Oct. 17.

- Events Committee

Upcoming events:

-- National Arts Exhibit Nov. 6-13

--Israeli Embassy Night with Young Members Nov. 11

--National Geographic Digital Media speaker Oct. 21

--Phillips Museum tour Nov. 12

--Halloween party Oct. 30

The Virginia wine country tour Oct. 3 was very successful.

- **Treasurer’s Report**

The Club is headed to a \$1 million profit this year.

Following the traditional loss-making months of July and August--- when the losses were about \$75,000 less than budgeted---the Club returned to strong sales and profitability in September with revenues of more than \$1.1 million and a healthy profit of \$200,000.

The overall September figures for the Club were a marked improvement over the same month last year: revenue up by 11 percent and the monthly profit 178 percent over 2008.

The Board unanimously approved the 2010 budget assumptions with one amendment: to permit committee funding to be increased by up to 5 percent more than the 2009 funding level.

- **General Manager’s Report**

Elaborating on the financial results, General Manager McCarren said that "continued strong performance on cost control was the main driver of increased margins."

He added that the financial performance "was good right across the board, although one sector that really stood out was the Broadcast Operations Center, which had done one of its best months of year," with more than \$200,000 in sales.

The general manager said that working is continuing with a vendor to improve the Club’s Web site and that beta testing is on schedule for December.

- **President’s Report**

President Leinwand said three forthcoming events were serving as important fundraisers for the Eric Friedheim National Journalism Library: "Ink & Drink", a tasting of large selection of outstanding Old and New World Wines from France,

Spain and Argentina, on Oct. 23 from 6 p.m. to 9 p.m.; the 2009 Fourth Estate Awards dinner on Nov. 13 honoring Tom Friedman of the New York Times, and the annual Book Fair on Nov. 17, which is seeking volunteers for the evening.

Leinwand said she had fielded 40 media calls during the day on a hoax press conference arranged in the name of the U.S. Chamber of Commerce.

The president also reaffirmed the longstanding policy that the Front Desk could not be responsible for looking after members' personal belongings.

- Old Business

- Awards Criteria:

- Following a discussion at the Sept. 21 Board meeting and further discussion this evening, the Board decided not to make any change in the existing language for eligibility requirements for the annual NPC Awards. The Board felt that the "existing criteria for the awards are flexible enough to address the changing landscape of journalism." Leinwand said she would write to former president Larry Lipman, who had proposed a new definition to determine eligibility for who can submit entries for the awards.

- Advertising in the Wire:

- As a followup to Sylvia Smith's suggestion at the Sept. 21 Board meeting that the Club sell ad space for the online Wire, General Manager Bill McCarren presented to the Board a proposal that was based on his conclusion that "there are good opportunities for advertising on the Wire."

- "We should focus on the two-to-three best or most natural opportunities rather than trying to capture every opportunity. The Wire is a great, real-time communications tool and we don't want it to be overwhelm with paid content."

- The proposal included having text ads that would run in an additional section at the end of the Wire and sponsorship advertising at the top of the Wire that is conveyed in a button or graphic and that might remain in place for a week or so.

- Next steps:

- Mock up what some of these ads might look like

- Do an operational walk-through with a text ad submitted to Josh Funk and see what the process is like getting that to the Wire in good form.

- Prepare a draft message to go to the database of catering clients and (maybe) on the Wire itself – telling clients to contact us for more information on advertising on Wire that we expect to begin Feb. 1, 2010.

- Have some beta trails to clients for late January, after the new Web site is launched, to gather feedback. Train the sales people in how to push the ads. And, then, begin!

- The next meeting was scheduled for Nov. 23, 2009
- The board adjourned at 8:50 pm.

New Member Applications Approved

Active

Gary Gentile – Platts, Sr. Writer; Carlos G. Hamann - Agence France-Presse, Editor/Reporter; Dana Milbank - Washington Post, Columnist; Michele Salcedo - The Associated Press, Newsperson; Andrea Shalal-Esa – Reuters, Correspondent; Kyung Song - The Seattle Times, Reporter; Cynthia A. Tucker - The Atlanta Journal-Constitution, Columnist

Active Non-Resident

Emmanuel Earl Ankrah - Ghana Broadcasting Corporation, Senior Editor; Mohamed Eliwa - Arabia Inform, Moheet.com, CEO, Chief Editor;

Active Non-Resident Reinstate

Peter A. Holmes - Semloh Advisors, Robert Kimata Kungu; G.P.S. Newspix - Writer, Photographer

Active Under 35

Joseph Adler – SourceMedia, Reporter; Nya Hawkins - Associate Press, Coordinating Producer; Seda Serdar - IHA News Agency, Washington Bureau Chief

Active Under 30

Evan McMorris-Santoro - TalkingPointsMemo.com, Reporter; Andrew S. Medici - BNA, Inc., Reporter; Jennifer Richer - Citadel Communications: 630 WMAL News, Web News Coordinator, Web News Content

Affiliate

Katherine Carboo - Embassy of Ghana, Press Attaché; Min Chan - Arabia Inform, General Counsel; Karin Finkler - Self-Employed, Contracting; Heide Bronke Fulton - U.S. Department of State, Legislative Fellow; Annie Howell - Discovery Communications, Inc. (Planet Green), SVP, Communications & Public Affairs; Peter Charles Knudson - National Transportation Safety Board, Public Affairs Officer; Doreen Ackom Owusu - Embassy of Ghana, Higher Executive Officer, Public Affairs; Dennis Raimondi - Self-Employed, KRUU FM Radio Show Host

Affiliate 65+

Jack Kramer - M + K Partners, Independent Contractor

Affiliate Non-Resident

William Jeffrey Brown - AHN Media, Publisher/CEO; Jan Diggs - Arabia Inform, GM Business Development; Jessica Durkin - Self-Employed, Freelance Journalist, Founder, www.inothernews.us <<http://www.inothernews.us>> ; Noah Miller - Dyncorp International, Media Advisor

Associate

Janet Bass - American Federation of Teachers, Deputy Director; Joseph R. Berger - Dickstein Shapiro LLP, Associate, Litigating Attorney; Yinong Chong - Traditional Chinese Culture Institute International, Communication Director; Gregory Davis - GVC, LLC, C.O.O.; Matthew C. Davis - Global Village Publishing & Media, Managing Director, USA; Steven G. Ellis - Saylor Company, Principal; Barton R. Greer - BAE Systems, Director, Media & External Relations; Michael Henry - Library of American Broadcasting, Reference Specialist; Maniza B. Naqvi - World Bank, Sr. Social Protection Specialist

Associate Reinstate

Johnnie Leon Peace, Jr. - Peace Consulting, Government Affairs, Lobbying

Associate U35

Natalya Anfilofyeva – CSBA, Director, Public Affairs; Midy Aponte - The Sanchez Ricardo

Agency, President; Meredith Hall – NISH, Marketing Specialist: Ability One Speaker's Bureau

Building Tenant

Steven Nadel - American Council for an Energy Efficient Economy, Executive Director

Student

Ryan Lee Honick - American University, Student; Andrew M. Seaman - Student/Intern, Wilkes University/USA Today; Christie Williams - CQ-Roll Call, Intern