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**Subject:** National Press Club  
**Location:** National Press Club, 13, National Press Building Leasing, 529 14th Street Northwest, Washington, D.C.  
**When:** 9/2/2015 11:55:00 AM - 2:00:00 PM  
**Attachments:** ATT34229

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**EVENT:** National Press Club

**DATE:** Wednesday, September 2, 2015

**TIME:**

12:00-12:30 PM      VIP Reception  
12:30-2:00 PM      Luncheon

**LOCATION:** National Press Club, 13, National Press Building Leasing, 529 14th Street Northwest, Washington, D.C.

**LOCATION SET-UP:**

**SCHEDULING CONTACT:**

Matt Mlynarczyk  
Cell: 703-623-2929  
[matt@advocatusgroup.com](mailto:matt@advocatusgroup.com)

**ONSITE CONTACT:**

**PRIMARY STAFF:** Ashton Lee, Rob Godfrey, Tim Pearson

**ADVANCE STAFF:** N/A

**PURPOSE:** Gov. Haley will deliver a speech entitled "Lessons from the New South" at a National Press Club Luncheon in Washington, D.C.

**PRESS:** Yes.

- NPC has a full-service broadcast facility that may be utilized by luncheon speakers' organizations for a fee ([Click Here to Visit NPC Broadcast Operations Center Site](#))
- A complimentary digital copy of the luncheon will be provided to the speaker's organization after the luncheon (typically 1-3 weeks)
- Luncheon transcripts are available for a fee from Federal News Service

**PUBLIC:** Invitation only.

**INVITED BY:** N/A

**HEAD TABLE:**

The head table consists of 14 people whose luncheon tickets are comped; it includes:

- Luncheon Speaker
- Three (3) Guests of Luncheon Speaker (*anyone the speaker would like to invite*)

- NPC President
- NPC Speakers Committee Chair
- NPC Speakers Committee Member Who Organized the Luncheon (Matt Mlynarczyk)
- Seven (7) NPC Members Who Cover the Speaker or Subject Matter Presented

**INTRODUCED BY:** John Hughes, National Press Club President

**ABOUT JOHN HUGHES:**

John Hughes is a 26-year journalist being sworn in as the 108th president of the National Press Club.

He has worked for Bloomberg News in Washington since 2000 and currently serves as an editor for First Word, the breaking-news desk. Before that he was Bloomberg's aviation and transportation reporter for more than a decade, covering the Sept. 11 attacks, airline and auto bankruptcies and aviation accidents including the Miracle on the Hudson.

A native of Mapelwood, Minnesota, John received a B.A. in political science from the University of Minnesota in Minneapolis and a Masters at Northwestern University's Medill School of Journalism in Evanston, Illinois.

He worked one year at the St. Cloud (Minn.) Times as a columnist and features writer. John then went to the Rochester (Minn.) Post-Bulletin, covering education and state government for six years. He moved to Washington in 1994 to work at Small Newspaper Group, the chain that included the Post-Bulletin, and became a National Press Club member.

John went to Detroit in 1996 to take a job with The Associated Press. His coverage included Jack Kevorkian assisted suicides and the auto industry before he moved back to Washington in 1998 to serve as AP's correspondent for the Seattle and Portland, Ore., bureaus. He rejoined the National Press Club in 2001 and has served on the Club's board since 2007. He has served on the Club's Journalism Institute Board since 2013.

John is also co-founder and president of Friends of the Soldiers Home, a non-profit serving veterans of the Armed Forces Retirement Home in Washington. He lives in the Park View neighborhood of Washington with his wife, Ellen, daughter, Isabelle, 17, and son Teddy, 13.

**LENGTH OF SPEAKING:** 20-25 minutes followed by Q&A. Final question will be asked at approximately 1:58 PM.

**SPEAKING ORDER/LINE-BY-LINE:**

- 11:55 a.m. NPC Speakers Committee Member (Matt Mlynarczyk) greets speaker at the National Press Building entrance (529 14<sup>th</sup> Street, N.W.) and escorts speaker to VIP reception
  - If requested, a reserved elevator will transport speaker to 13<sup>th</sup> floor
- 12:00 p.m. VIP reception begins
  - VIP reception attendees will be NPC members attending the luncheon, head table, and 15 guests of the speaker
- 12:20 p.m. All guests not seated at the head table are asked to leave reception and be seated in the ballroom
- 12:25 p.m. Head table is seated in the ballroom (NPC president and luncheon speaker remain)
  - Speaker signs NPC guest book
  - Speaker autographs the previously-provided 8" x 10" photo
  - "Grip-and-grin" photos (5 clicks) are taken of speaker with NPC leadership
- 12:30 p.m. Luncheon speaker and NPC president enter ballroom
  - Speaker takes seat
  - NPC president makes brief remarks related to luncheon; lunch is served
- 1:00 p.m. Luncheon program begins
  - NPC president introduces luncheon speaker
  - Luncheon speaker makes remarks (20-25 minutes)
  - Question and answer session begins once luncheon speaker concludes remarks (written questions are

- submitted by NPC members prior to the luncheon and by attendees during the luncheon; they are reviewed and asked at the podium by the NPC president who stands next to the speaker)
- Final question is asked at approximately 1:58 p.m.
- After answering final question, speaker is presented with NPC mug by Club president (speaker usually has witty canned thank you in response to presentation)
- **Luncheon speaker must remain at luncheon until 2:00 p.m. due to C-Span taping/broadcast schedule**

2:00 p.m. Luncheon program ends

#### **BACKGROUND:**

- The National Press Club's Speakers Committee typically needs a minimum of three weeks to plan and promote a successful luncheon
- The best days of the week for luncheon speeches: Tuesday, Wednesday, and Thursday
- A VIP Reception is held immediately prior to the luncheon in an adjoining room; the speaker may invite up to 15 guests to attend this reception (guests must be ticketed luncheon attendees)
- The luncheon is open to NPC members, credentialed media, and the general public
- All members of the luncheon speaker's organization who plan to attend the luncheon (even to support the speaker) must have a ticket to gain entrance to the ballroom
- Luncheon speakers may not use any type of visual aids such as banners, posters, video, or PowerPoint presentations during their remarks
- The luncheon speaker's organization may not distribute written materials or place any type of signage inside the ballroom (but arrangements can be made for video, handouts, speech copies, press releases, etc. to be placed immediately outside of the ballroom)
- The speaker's remarks should be between 20-25 minutes
- The speaker may invite three guests to sit at the head table
- The NPC President asks the speaker questions after his/her remarks during a Q&A session; these questions are either emailed in advanced or passed from attendees to the head table
- The speaker may not leave the luncheon prior to 2:00 p.m. due to C-Span's broadcast schedule; the network broadcasts all NPC luncheons either live or live-to-tape

#### **RESERVATIONS AND TICKETS:**

- One member of the luncheon speaker's staff should be responsible for making all of the speaker organization's ticket reservations either by emailing [reservations@press.org](mailto:reservations@press.org) or calling the reservations desk at 202-662-7501
- Ticket cost is \$37.00 for non-head table guests of the luncheon speaker; the speaker's organization may purchase up to 50 tickets
- Tickets must be paid for at time of reservation; the final reservation count must be made by 2:00 p.m. 24 hours prior to the luncheon (no walk-ins)
- The speaker's organization typically distributes their purchased tickets at the Club on the day of the luncheon, and is provided a seat at the sign-in table outside of the ballroom

#### **TALKING POINTS:**

<h4><b>Items Due from Speaker's Organization Four Weeks Prior to Luncheon</b></h4>
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- Speech Title
- Luncheon Speaker Bio
- High-Resolution Digital Photo of Luncheon Speaker
- Hard-Copy 8" x 10" Color Vertical Format Photos (2) (to be signed by speaker at VIP Reception)

Please mail hard-copy photo to:

Matt Mlynarczyk  
Advocatus Group, LLC

124 N. Alfred Street – Suite 103  
Alexandria, VA 22314

<b>Items Due from Speaker's Organization One Week Prior to Luncheon</b>
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- Names/Titles/Organizations of Luncheon Speaker's Three (3) Head Table Guests
- Names/Titles/Organizations of Luncheon Speaker's Fifteen (15) VIP Reception Guests
  - advise if luncheon speaker or their head table guests have special dietary requirements