

ASNE Foundation Board of Directors Minutes  
Boston, Marriott Copley Place - October 12, 1995

The ASNE Foundation board of directors met in Boston in connection with the fall meeting of the ASNE board. Present were:

Edward Seaton, Manhattan (Kan.) Mercury, president  
William B. Ketter, Quincy (Mass.) Patriot Ledger, vice president  
Arnold Rosenfeld, Cox Newspapers, treasurer  
Diane Borden, ASNE project director  
Elise Burroughs, ASNE publications director  
John S. Carroll, Baltimore Sun  
Robert H. Giles, Detroit News  
Veronica Jennings, ASNE minority affairs director  
Richard M. Schmidt Jr., Cohn and Marks, ASNE legal counsel  
Lee Stinnett, ASNE executive director, secretary and asst. treasurer

Board members absent were Gregory Favre, Sacramento (Calif.) Bee; John Seigenthaler, Freedom Forum First Amendment Center; and Howard A. Tyner, Chicago Tribune

Minutes of the April meeting were approved.

Mr. Rosenfeld reported highlights of the 1994-95 financial statements:

- Member contributions were \$18,000, up \$2,800 over the previous year.
- Contributions for minorities showed a \$20,000 improvement over the previous year, reflecting \$10,000 from Times Mirror Foundation and cash flow. However, expenses were up over the previous year, and we ended up showing a \$7,870 improvement in minorities funds from June 30, 1994, to June 30, 1995.
- ASNE Foundation could have spent \$68,000 (from unrestricted interest income) in 1994-95 for committee projects and administrative expenses. However, expenditures were only \$39,000.
- The net gain in unrestricted cash funds over the previous year was \$101,833.

Mr. Stinnett added:

- Tribune Co. stock, contributed by McCormick, was sold immediately on receipt. Transactions were as follows: (1) Stock valued at \$98,000, donated during 1993-94 for New Media Values, netted \$96,204. (2) Stock valued at \$200,028, donated during 1994-95 as the first payment for the Journalism Values Institute, fetched \$198,623. (3) The second payment for JVI, received last month, was valued at \$172,000, and netted \$172,635.
- Assuming that MORI bills us \$18,233 for the final phase of the potential readers study, ASNE Foundation will have contributed \$3,057 to the \$168,007 total cost of the two-year project.

Mr. Stinnett indicated that overall ASNE Foundation is spending funds in compliance with IRS guidelines.

The board agreed to continue its policy of investing in four-year CDs in financial institutions approved by Merrill Lynch.

ASNE has solicited 46 newspaper companies or their foundations for contributions to minorities programs and the current readership project, a study of Generation X which may cost up to \$80,000. Mr. Rosenfeld indicated that Cox has responded with a \$6,000 gift. Mr. Seaton noted that Foundation directors may be asked to follow up on the solicitation. Members will be solicited for personal unrestricted contributions in a few weeks.

Ms. Borden reported on projects funded by major foundations, including the Institute for Journalism Excellence, International Journalism Exchange, and Journalism Values Institute. Mr. Seaton noted the ASNE leaders met with Charles Overby of Freedom Forum, who committed to continuing support for the International Journalism Exchange through 1999, though at a lower level of funding (\$100,000 vs. \$120,000).

Ms. Jennings gave a summary of ASNE's diversity initiatives, including job fairs and short courses. Mr. Ketter reported that he and Mr. Stinnett met with Mr. Overby recently and were informed that Freedom Forum would no longer fund the Rainbow Institute. ASNE has been invited to submit a proposal for a \$40,000 grant, either to continue the Institute under ASNE's auspices or for some other project.

The discussion turned to opportunities to raise funds from new sources. Mr. Seaton indicated that he had discussed ASNE interests with David Zemel, a senior program officer of the Donald W. Reynolds Foundation, which has come into new money to bring it up to the level of the other major newspaper-related foundations. Mr. Giles said he has had some contact with Fred Smith of Donrey Media in connection with the journalism program at the University of Nevada-Reno. Mr. Seaton said the Reynolds Foundation is rethinking its funding role. The consensus was that ASNE's greatest need is for program funding, rather than funding for capital needs such as headquarters office space.

Mr. Ketter noted that he and staff members met with Jon Funabiki of the Ford Foundation for a brainstorming session. One possibility is a project that would address the exclusion of minorities from access to news media, beyond commercial TV and radio. Another possibility is a CD-ROM training module on newsroom diversity.

Discussion turned to the possibility of developing new projects with the Knight Foundation, including a project to get newspaper editors into journalism schools as curriculum consultants and advisers. The Knight Foundation has agreed to allow ASNE to apply \$7,567 remaining from a previous journalism education gift to production costs of the 1995 Proceedings.

The board approved the following banking resolution:

Resolved that Dreyfus, Merrill Lynch, Vanguard and George Mason Bank are hereby designated as depositories for the funds of this Foundation and that said banks are hereby authorized and directed to pay checks and other orders for the payment of money drawn in the name of this Foundation when signed either by Edward Seaton, president; Arnold Rosenfeld, treasurer; or Lee Stinnett, secretary/assistant treasurer. And that said banks shall not be required to make inquiry respecting the application of any instrument executed in virtue of this resolution or of the proceeds therefrom, nor be under any obligation to see to the application of such instrument or proceeds.

There being no other business before the board the meeting was adjourned.

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Lee Stinnett  
Secretary and assistant treasurer