

Minutes of the board of directors  
 American Society of Newspaper Editors  
 March 30, 1993 — Baltimore, Md.

The board of directors met on the opening day of the 1993 convention. The following were present at various points during the day-long meeting:

Members attending:

Seymour Topping, New York Times Co., president  
 Bill Hilliard, Portland Oregonian, vice president  
 Gregory Favre, Sacramento (Calif.) Bee, secretary  
 Bill Ketter, Quincy (Mass.) Patriot Ledger, treasurer  
 Chris Anderson, Orange County Register, Santa Ana, Calif.  
 Linda Cunningham, Rockford (Ill.) Register Star  
 Jack Driscoll, Boston Globe  
 Al Fitzpatrick, Knight-Ridder, Inc.  
 Bob Giles, Detroit News  
 Bob Haiman, The Poynter Institute, St. Petersburg, Fla.  
 Jane Healy, Orlando (Fla.) Sentinel  
 Al Johnson, Columbus (Ga.) Ledger-Enquirer  
 Ron Martin, Atlanta Journal and Constitution  
 Tim McGuire, Minneapolis Star Tribune  
 Marcia McQuern, Riverside (Calif.) Press-Enterprise  
 Acel Moore, Philadelphia Inquirer  
 Geneva Overholser, Des Moines (Iowa) Register  
 Sandy Rowe, Norfolk Virginian-Pilot and Ledger-Star  
 Edward Seaton, Manhattan (Kan.) Mercury

Committee chairs attending:

Lou Boccardi, Associated Press  
 Frank Caperton, Indianapolis Star  
 Tony Day, Los Angeles  
 Frank Denton, Wisconsin State Journal, Madison  
 George Ewing, Canandaigua (N.Y.) Daily Messenger  
 Tim Gallagher, Albuquerque Tribune  
 Hunter George, Thomson Newspapers, Toronto  
 Jim Herman, Ottaway Newspapers  
 Beverly Kees, Fresno (Calif.) Bee  
 Bill Kovach, Nieman Foundation, Harvard  
 John Lee, New York Times  
 Wanda Lloyd, USA Today  
 Diane McFarlin, Sarasota (Fla.) Herald-Tribune  
 Bob Mong, Dallas Morning News  
 Peter Prichard, USA Today  
 Arnold Rosenfeld, Cox Newspapers, Atlanta  
 John Simpson, USA Today International  
 Bill Woo, St. Louis Post-Dispatch  
 Dave Zweifel, Madison (Wis.) Capital Times

Others attending:

Elise Burroughs, publications director  
 Neil Foote, minority affairs director  
 Gene Giancarlo, former ASNE executive director  
 Dick Schmidt, ASNE legal counsel, Cohn and Marks  
 Claude Sitton, Oxford, Ga.  
 Lee Stinnett, executive director

The meeting began with directors and staff present, the committee leaders joining later in the morning. Mr. Topping called the meeting to order. He noted that director David Lawrence Jr. was visiting his brother's recent widow and was unable to attend the meeting.

The minutes of the October meeting were approved, and Mr. Topping noted that the agenda included adoption of a budget for the coming year, as well as discussion of several broad issues. These included establishing priorities for projects requiring major funding and a review of a recent action by the journalism accrediting agency.

Mr. Hilliard, as vice president, reported that arrangements have been made to hold the fall board meeting in Portland, Ore., in October. He said that the International Committee will consider a foreign trip in the coming year.

In the executive director's report, Mr. Stinnett indicated the staff has developed the logo idea that was generated by an artist at the Sacramento Bee and is applying it to stationery and other printed materials. ASNE's mailing address changed when NAA moved its mail operations to Reston, and an effort is being made to use up the old materials and introduce new materials with the new address and logo.

Reporting for the ASNE Foundation, Mr. Stinnett said member contributions have increased dramatically — from \$8,585 in 1991-92 to \$22,475 in 1992-93. A follow-up mailing to non-respondents and a personalized solicitation were responsible for the improvement, he said.

A memo prepared by the executive director provided a basis for discussion of the priorities for projects requiring major funding. In the memo, Mr. Stinnett wrote:

The ASNE board can decide to continue the International Journalism Exchange at about \$100,000 a year, or the board can channel funds to an alternative project such as establishing ASNE-like associations in foreign nations, launching a major initiative in journalism education, or developing a project to address the readership problem.

The situation can be viewed as a giant marble game: ASNE can afford two major marbles. One million-dollar marble has been played in the diversity area over the past decade. The other has been used for IJE. ASNE can probably fund the minorities marble for the foreseeable future, and still raise funds for a second marble. Comments from foundation donors indicate that we couldn't play both marbles in the diversity area — the foundations are funding ASNE minorities programs at a maximum level already. Probably, ASNE cannot fund a third or a fourth marble, though we can occasionally afford less expensive toys. Does the board want to continue to devote the second major marble to IJE, or pick another game?

Mr. Seaton challenged the premise of the memo, wondering if ASNE's ability to raise significant funds exceeded the expectations laid out in the memorandum. He noted that three major foundations (Freedom Forum, Knight and McCormick) have recently acquired major new sources of funds. Some of the goals of these foundations mesh well with the objectives of ASNE, he noted.

Concern was expressed about ASNE pursuing projects solely because funding happened to be available. Mr. McGuire summed up the prevailing view: "Go after what you want, not what you can get funds for."

Mr. Haiman said greater ambitions would require a more organized and better focused fund-raising approach.

The marbles memo outlined several options for \$100,000-plus projects:

- Continue the International Journalism Exchange (IJE) beyond 1993.
- Help editors in foreign lands establish organizations similar to ASNE.

- Involve newspapers in local projects to develop journalism programs at the high school level.
- Help college professors update their knowledge of newspaper operations.
- Develop an ongoing readership research program.

Mr. Johnson emphasized the need for ASNE to "take care of our own backyard," and Mr. Moore warned against an isolationist attitude. Ms. McQuern noted that the IJE involved expenditure of major funds on a relatively small number of people. Ms. Overholser expressed some skepticism about ASNE getting major new funds "easily."

Mr. Topping appointed an ad hoc committee to review ASNE's overall strategy for fund-raising and "to assess the comparative needs of the various projects." He asked Mr. Seaton to head the group, along with directors Anderson, Favre, Giles, Haiman, Hilliard, Ketter, McGuire, Moore, Overholser, and Rowe. ASNE Foundation President William Burleigh and Mr. Stinnett will be invited to participate in the discussions as well.

The consensus was to continue IJE through 1994, and raise funds for demonstration projects in areas such as readership and high school journalism.

Mr. Anderson, who has served on the Newspaper Association of America's Circulation and Readership Committee, reported that ASNE will have an opportunity to play a greater role in readership projects. He said that NAA had not made readership a top priority, but the organization would like to work with ASNE as a partner. The ASNE president asked Mr. Anderson to further explore the question of an NAA partnership.

The board turned its attention to the question of journalism-school accreditation, specifically a newly adopted measure that enables schools to classify certain journalism courses as "liberal arts." Mr. Sitton, who represented ASNE on the accrediting council for many years, said the matter was "complex, but goes to the heart of education for journalists." He said the new rule is a departure from ASNE's long-held opposition to increasing the number of J-school courses.

Mr. Giles said that the rule allows students to take more journalism courses, but does not advocate that students do this. He noted that he had supported the proposal to change the rules after discussing the question with the ASNE executive committee last summer. He reported at the fall board meeting that the change had been adopted by the accrediting agency.

Some board members expressed doubt that the council would rescind its action at this stage, even if ASNE objected. Mr. Giles was asked to try to prevent any further erosion in the curriculum standard that would result in additional reductions in the non-journalism portion of course work taken by undergraduates. Mr. Giles indicated that a comprehensive study of all of the standards is under way, and the suggestion was made that separate standards for news/editorial be set, to enable other disciplines to add additional journalism courses if they wish, while ensuring that news/editorial remains a broad-based education.

Mr. Giles suggested that ASNE might want to name an additional representative to the council, since he is currently president of the organization. Mr. Topping asked Mr. Moore, who is incoming chair of the Education for Journalism Committee, to explore the possibility of further representation on the accrediting council.

Mr. Herman said four dozen editors were participating in the Small Newspapers' critique sessions scheduled for the afternoon. The theme of the group's convention session is "Fix Local News or Die!" and lapel buttons were contributed by Gannett to call attention to the theme and the session. Mr. George indicated that the committee hopes to conduct some prototype experiments during the coming year.

Mr. Caperton, for Nominations, said 14 candidates were running for the ASNE board. He said the committee faced a difficult decision this year concerning two well-qualified members from the same newspaper. The committee would welcome guidance from the board. Mr. Topping asked the committee to continue to review such situations on a case-by-case basis.

Mr. Prichard said the Issues Committee, newly formed this year, had made a modest start. A number of op-ed pieces were generated for distribution to members. A piece by Mr. Topping, focusing on proposed revisions in the federal Freedom of Information Act, produced the greatest number of responses. Mr. Prichard said: "We didn't receive as many ideas from members as we had hoped for." Mr. McGuire said next year's committee will continue to develop media exposure on subjects of interest to ASNE.

Mr. Day, incoming chair of the Retired Members Committee, said that retired member involvement in local high school newspapers and journalism programs will receive special attention in 1993-94.

Mr. Rosenfeld said the Convention Program Committee's report was the printed program for the annual meeting. The Thursday sessions will be held at the Naval Academy in Annapolis, and headliner speakers include President Bill Clinton. He noted that numerous members and the staff had been helpful in organizing the meeting.

Mr. Ketter, who headed the Bulletin in 1992-93, said the magazine continues to be one of the most unifying aspects of ASNE. Ms. Burroughs said sales of ASNE publications and Bulletin subscriptions had been slow during the past year.

Ms. Kees, the Minorities Committee chair, said that much work remains to be done in the diversity field. A number of programs, including the recently published content audit, have been developed to add practical value to ASNE's minorities efforts.

Mr. Foote, minority affairs director, said the Society's annual employment survey indicates that the proportion of news staff members who are minorities is 10.25 percent. This year the percentage broke the double-digit barrier for the first time. While the number of non-minority newsroom staff continued to shrink, the number of minorities increased. Mr. Foote said that more than 200 newspapers were contacted through follow-up phone calls when the original surveys were not returned, but he sensed declining resistance to participating in the survey this year compared to past years.

Editors cited a lack of time, rather than philosophical objections, as a barrier to participation.

A number of directors expressed interest in renewing a scholarship program for minorities.

Mr. Boccardi said members of the Writing Awards board recommend a change in the rules to allow writers for the supplemental wire services to submit entries.

The board went into executive session to consider membership matters and a budget.

Ms. Cunningham, Membership chair in 1992-93, said editors continue to feel the effects of the recession. Many would like to join ASNE, but feel they cannot afford it.

Mr. Favre gave the secretary's report. Since the board met in October, he said, there have been three deaths and 23 resignations and ineligibilities. Five members paid 1992 dues and were reinstated. Eight members have requested transfer to the retired rolls. Twenty-seven members were elected on the spring mail ballot. Including 13 applicants to be considered, membership will stand at 896, representing 697 active and 199 retired.

In the ballot mailed to board members prior to the convention, 27 new members were elected:

Philip Beckley, managing editor, Geneva (N.Y.) Finger Lakes Times  
 Janet Brandt, managing editor, Tacoma (Wash.) Morning News Tribune  
 Kenneth Brusica, managing editor, Santa Ana (Calif.) Orange County Register  
 Michael Chihak, executive editor, Salinas Californian  
 Kathryn Christensen, managing editor, Baltimore Sun  
 Judy Pace Christie, editor, Shreveport (La.) Times  
 Thomas Clinton, executive editor, Madisonville (Ky.) Messenger  
 Colleen Conant, editor, Naples (Fla.) Daily News  
 Thomas Conner, editor, Fort Walton Beach (Fla.) Northwest Florida Daily News  
 Foster Davis, managing editor, St. Louis Post-Dispatch  
 Kenneth Grubbs, director of editorial and commentary page, Santa Ana (Calif.) Orange County Register  
 James Haught, editor, Charleston (W.Va.) Gazette  
 John Hollon, editor, Great Falls (Mont.) Tribune  
 Robert Hunter, editor, Medford (Ore.) Mail Tribune  
 Tonnie Katz, editor, Santa Ana (Calif.) Orange County Register

Robert Kelleter, executive editor, Bangor (Maine) Daily News  
Jim Lynch, editor, Owatonna (Minn.) People's Press  
Lawrence Lyon, executive editor, Lexington (N.C.) Dispatch  
Jeff Nelson, editor, Lincoln (Ill.) Courier  
Howell Raines, editorial page editor, New York Times  
Kathryn Read, editor, Albany (Ga.) Herald  
Madelyn Ross, managing editor, Pittsburgh Post-Gazette  
Gary Sawyer, editor, Mason City (Iowa) Globe-Gazette  
Christine Spangler, managing editor, Fort Atkinson (Wis.) Jefferson County Union  
Pearl Stewart, editor, Oakland (Calif.) Tribune  
Paul Tash, executive editor, St. Petersburg (Fla.) Times  
Scott Ware, editor, San Juan (Puerto Rico) Star

The board approved the following 13 additional applications:

Daniel Blom, editor, Logansport (Ind.) Pharos-Tribune  
 F. Richard Ciccone, managing editor, Chicago Tribune  
 Michael Connor, managing editor, Syracuse (N.Y.) Post-Standard  
 Ellie Dixon, managing editor, St. Johnsbury (Vt.) Caledonian-Record  
 Michael Keating, assistant managing editor, Washington Times  
 Van King, president and publisher, Greensboro (N.C.) News & Record  
 Harlan Kirgan, executive editor, Opelousas (La.) Daily World  
 David Kushma, associate editor, Detroit Free Press  
 Janet Leach, managing editor, Phoenix Gazette  
 Dave Owen, editor, Parkersburg (W. Va.) Sentinel  
 Ellen Soeteber, deputy editorial page editor, Chicago Tribune  
 William W. Sutton Jr., editor, Gary (Ind.) Post-Tribune  
 Mark Trahan, executive news editor, Salt Lake Tribune, Salt Lake City

Five reinstatements were approved:

George Beidler, executive editor, Greensburg (Pa.) Tribune-Review  
 Kay Berenson, editor and publisher, Hays (Kan.) Daily News  
 Kenneth Fazzari, editor, Sault Ste. Marie (Mich.) Evening News  
 Jack Moseley, editor, Fort Smith (Ark.) Southwest Times Record  
 James Santori, publisher, Ottumwa (Iowa) Courier

Deaths (three):

William Chapman, retired, Theodosia, Mo.  
 Vincent Jones, retired, Rochester, N.Y.  
 Lionel Linder, editor, Memphis Commercial Appeal

Resignations and ineligibilities (23):

Stephen Bouser, editor, Salisbury (N.C.) Post; resigned, can't come to convention  
 Stephen Buttry, former editor, Minot (N.D.) Daily News; resigned, left paper and secured position as reporter for Omaha (Neb.) World-Herald, no longer eligible  
 Jerry Dhonau, retired, Little Rock, Ark.; resigned, joined Daytona Beach (Fla.) News-Journal in writing position, no longer eligible  
 Michael Foley, former executive editor, St. Petersburg (Fla.) Times; resigned, now director of community relations, no longer eligible  
 Barbara Henry, publisher, Great Falls (Mont.) Tribune; resigned, editor will be member  
 Stanley Hojnacki, editor, Chapel Hill (N.C.) Newspaper; dropped, paper went weekly  
 Linda Hughes, publisher, Edmonton (Alberta) Journal; resigned, editor will probably join  
 Beverlee Kritz, limbo; dropped, no response to offer of retired membership  
 Nelson Lampe, assistant managing editor, Fresno (Calif.) Bee; resigned, no budget for dues  
 Brian Mertz, former managing editor, Ogden (Utah) Standard-Examiner; dropped, left paper to edit magazine, no longer eligible  
 Carl Morgan, retired, Tecumseh, Ontario; resigned, circumstances have changed  
 Verne Peyser, former editor, Bullhead City (Ariz.) Mohave Valley Daily News; dropped, left paper, no forwarding address  
 Harry Reed, retired, Clarklake, Mich.; resigned, no reason given  
 John Reid, executive editor, Medford (Ore.) Mail Tribune; resigned, editor will be member  
 Lloyd Schermer, retired, Davenport, Iowa; resigned, no reason given  
 Gary Seacrest, former executive editor, Lincoln (Neb.) Journal; resigned, left paper and has no plans to return to directing editor's position  
 Thomas Taylor III, executive editor, Mobile (Ala.) Press Register; resigned, change in duties  
 Philip Terzian, editor of the editorial pages, Providence (R.I.) Journal; resigned, no reason given  
 Darrow Tully, former president and publisher, Beacon Communications; dropped, left paper apparently retiring, no forwarding address  
 James Veseley, associate editor, Seattle Times; resigned, newspaper will no longer underwrite dues  
 Richard Wagner, editor, Vero Beach (Fla.) Press-Journal; resigned, membership fell victim to recession  
 Betty Wells, editor, Gary (Ind.) Post-Tribune; dropped, left paper to pursue career outside industry

John Wilson, former assistant managing editor, Washington Times; resigned, now with Rockford (Ill.) Register Star, no longer eligible

Transfers to retired rolls (eight):

C.W. Baker, Knight-Ridder, Inc., Miami  
 Richard Buzbee, Hutchinson (Kan.) News  
 Sig Gissler, Milwaukee Journal  
 Donald Hadley, Geneva (N.Y.) Finger Lakes Times  
 Daniel Henderson, Harlingen (Texas) Valley Morning Star  
 Jenkin Lloyd Jones, Tulsa (Okla.) Tribune  
 Harvey Jacobs, Indianapolis News  
 Richard Nenneman, Christian Science Monitor

Transfers to other papers/title changes:

Jane Amari, Daily News of Los Angeles, to managing editor, Kansas City Star  
 N. Christian Anderson, editor, Santa Ana (Calif.) Orange County Register, to associate publisher  
 Larry Beaupre, Gannett Suburban Newspapers, White Plains, N.Y., to editor, Cincinnati Enquirer  
 Randolph Brandt, Merced (Calif.) Sun-Star, to assistant managing editor, Norwich (Conn.) Bulletin  
 Marty Claus, Detroit Free Press, to vice president/news, Knight-Ridder, Inc., Miami  
 Charles Cooper, MediaNews Group, to editor, Hayward (Calif.) Daily Review  
 Julie Doll, Camarillo (Calif.) Daily News, to associate publisher, Olathe (Kansas) Daily News  
 Kevin Doyle, Palo Alto (Calif.) Peninsula Times-Tribune, to executive managing editor, San Gabriel Valley Newspapers, West Covina, Calif.  
 Jerald Finch, Richmond News-Leader, to ombudsman and senior editor, Richmond (Va.) Times-Dispatch  
 Bennie Ivory, Jackson (Miss.) Clarion-Ledger, to executive editor, Melbourne Florida Today  
 Pam Johnson, Phoenix Gazette, to managing editor, Arizona Republic  
 John Kerr, Lincoln (Ill.) Courier, to managing editor, Elgin (Ill.) Daily Courier-News  
 Sandra Keyes, Long Beach (Calif.) Press-Telegram, to managing editor, Miami Herald  
 Wayne Lee, Simi Valley (Calif.) Enterprise, to editor and publisher, Hutchinson (Kan.) News  
 Jack Marsh, Vineland (N.J.) Daily Journal, to executive editor, Sioux Falls (S.D.) Argus Leader  
 Angus McEachran, Pittsburgh Press, to editor, Memphis Commercial Appeal  
 John Oppedahl, Arizona Republic, to executive editor, Arizona Republic and Phoenix Gazette  
 Ken Paulson, Melbourne Florida Today, to executive editor, Gannett Suburban Newspapers, White Plains, N.Y.  
 John Simonds, editorial page editor, Honolulu Star-Bulletin, to special projects editor, Hawaii Newspaper Agency  
 Robert Wills, Milwaukee Journal, to vice chairman, Journal/Sentinel, Inc.  
 Lou Ziegler, Springfield (Mo.) News-Leader, to general news executive, Gannett Co. Inc.

Unemployed/lost/status pending:

Thomas Beebe, left paper  
 George Blake, eligibility question  
 Debra Flemming, left paper  
 Malcolm Gibson, sabbatical  
 Cody Hall, offered retired  
 Jenk Jones Jr., offered retired  
 Don Marsh, offered retired  
 Mary Martin, offering retired  
 Scott McElhaney, left paper  
 Joseph McGuff, offered retired  
 Randal Miller, left paper  
 Randolph Murray, paper closed  
 Eric Newton, paper sold  
 Ed Rademaekers, paper sold  
 V. Paul Reynolds, left paper



Mr. Ketter gave the Treasurer's report, which included a projected 92-93 profit of \$47,400. He proposed a budget that included increases in dues and convention fees. The board approved the budget (on the following page), with the idea of reviewing the dues structure in the fall before dues notices are mailed out.

1993-94 BUDGET AND COMPARISON

94	1992-93	1992-93 thru	Projected	1991-92	Proposed 1993-
<u>Income</u>	<u>BUDGET</u>	<u>3/20/93</u>	<u>1992-93</u>	<u>ACTUAL</u>	<u>BUDGET</u>
1. Dues	288,500	266,413	284,500	278,140	318,500
2. Initiation fees	9,000	6,000	9,900	11,652	9,000
3. Interest/dividends	8,500	1,728	5,700	13,190	16,000
4. Grants	163,000	68,000	143,500	65,500	102,500
5. Editors' Exchange Fund	7,500	4,227	2,000	7,832	--
6. Convention	272,500	222,889	273,000	259,528	312,500
7. Bulletin	15,000	7,936	12,500	20,573	14,500
8. Publications	5,500	2,991	5,000	4,398	4,500
9. Miscellaneous	<u>1,500</u>	<u>945</u>	<u>1,500</u>	<u>1,620</u>	<u>1,500</u>
10. TOTAL INCOME	771,000	581,129	737,600	662,433	779,000
<u>Expenses</u>					
11. Salaries	308,000	235,007	305,500	305,737	320,500
12. Payroll taxes	24,000	17,300	23,300	21,969	22,000
13. Group insurance	35,500	20,364	33,500	31,608	35,000
14. Retirement	21,000	591	5,800	6,304	20,500
15. Retiree payments	--	--	--	1,400	--
16. Legal counsel	35,000	16,978	35,000	52,000	36,500
17. Consulting services	4,000	3,745	3,750	3,330	4,000
18. Convention	171,000	12,785	138,350	103,941	171,000
19. Board/committee meeting	7,000	5,023	7,500	7,673	7,500
20. Bulletin	35,500	20,565	31,000	31,664	35,500
21. Proceedings	11,000	6,248	10,500	10,054	11,000
22. Editors' Exchange	9,000	5,662	7,800	7,276	9,000
23. Dues/subscriptions	500	366	500	630	500
24. Contributions	--	--	--	250	--
25. Rent	18,000	12,870	17,200	2,006	18,000
26. Office expenses	20,000	6,140	12,000	14,358	17,000
27. Equipment/maintenance	7,000	3,434	4,500	3,948	5,000
28. Postage	33,500	15,205	27,000	25,693	28,000
29. Telephone	10,000	4,760	8,500	8,106	8,500
30. Travel	10,500	6,481	10,500	8,749	10,500
31. Insurance	6,500	3,819	5,500	5,949	6,000
32. Miscellaneous	<u>4,000</u>	<u>1,454</u>	<u>2,500</u>	<u>2,163</u>	<u>3,000</u>
33. TOTAL EXPENSES	771,000	398,797	690,200	654,808	769,000
34. Profit (loss)	--	182,332	47,400	7,625	10,000
35. FAF - income	23,000	15,512	17,000	18,549	15,000
36. FAF - expenses	<u>43,500</u>	<u>21,592</u>	<u>43,500</u>	<u>24,478</u>	<u>45,000</u>
37. FAF - profit (loss)	(20,500)	(6,080)	(26,500)	(5,929)	(30,000)

Following lunch, the meeting continued with committee reports.

Mr. Seaton, reporting for Human Resources, said the major project of the committee, published as a special supplement in the Bulletin, dealt with crisis management in the newsroom. The report was well received, he said. The committee contributed articles to the magazine regarding the Americans with Disabilities Act and also newsroom salaries. He said that newsroom people are becoming more activist in some respect, and personnel policies are rapidly changing to allow more community involvement by the staff, compared to the past. Ms. Lloyd said that the committee in the coming year will work with Indiana University researchers to mine data on newspaper people in a recent study of American journalists.

Ms. McFarlin called attention to the Education for Journalism Committee's tabloid report on "How to Rescue High School Journalism." She said that high school journalism enrollments are down and censorship is up. "We hope to nudge editors into action," she said.

The Ethics Committee concentrated this year on a study of advertising pressure, according to Mr. Woo. He said that a "strong sense of ethics" still pervades journalism, and that "keeps spines stiff" when the newsroom faces intrusion from the business department. Mr. Kovach, who will chair the committee in the coming year, indicated that ASNE will investigate ethical issues associated with "trends in celebrity and tabloid journalism."

Mr. Zweifel said the Freedom of Information group monitored First Amendment issues, particularly at the federal level. He said, "A noticeable and disturbing trend to make it more difficult for the public to see and hear what its government is doing continues." ASNE needs to "turn up the heat." He cited the Federal Maritime Commission and the National Archives as agencies that had erected obstacles to open records.

ASNE, along with five other media-related organizations, made an unprecedented appeal to the incoming administration to reverse the trend, he said. Projects undertaken during the past year focused on cameras in the courtroom, electronic data access, and privacy.

Legal counsel Schmidt said, "In my 25 years of working with ASNE as your legal counsel, no FOI issue has ever reached a resolution," suggesting that keeping openness in government requires continuing vigilance.

The ability of the press to cover the military has been a major issue for the Press, Bar and Public Affairs Committee, according to Mr. Lee. ASNE hopes to arrange a seminar involving military and press representatives, in cooperation with the Freedom Forum, he said. ASNE continues to provide speakers to the National Judicial College in Reno, and this year Freedom Forum helped with travel expenses. The committee distributed a document to members to provide historic context and ideas on First Amendment issues.

Fifteen members participated in a fact-finding trip to Southern Africa in January, said International Communication chair Simpson. A highly successful International Journalism Exchange program brought 11 editors to the United States in the fall, and the committee issued a number of protests on international situations involving journalists.

The Literacy Committee successfully completed a study of the impact of writing styles on readership (Ways with Words), Mr. Denton reported. The data indicate that, for many people, traditional ways of writing news stories provide an impediment to reading.

The Readership Committee, working with the Los Angeles Times Poll, explored how readers relate to the newspaper, according to a report submitted by committee chair C. Shelby Coffey III, Los Angeles Times. Also, the committee queried members about "best practices" that "explain and illuminate the democratic process."

The Future of Newspapers Committee concentrated on a study of how newspapers can compete with television and a tabloid report, "Competing with Television," was developed by Lou Heldman, chair.

Mr. Topping named Gregory Favre to head a board committee to review staff compensation, especially the newly revamped retirement program.

At the conclusion of the meeting, Mr. Topping presented certificates to Linda Cunningham, Al Fitzpatrick, and Jack Driscoll, who are leaving the board. Mr. Lawrence's certificate will be mailed to him.

There being no further business, the meeting was adjourned.

### **Meeting April 2, 1993**

The newly constituted board of directors met briefly to elect new officers. Directors present were:

Chris Anderson, Orange County Register, Santa Ana, Calif.  
 Gregory Favre, Sacramento (Calif.) Bee  
 Bob Giles, Detroit News  
 Bob Haiman, The Poynter Institute, St. Petersburg, Fla.  
 Jane Healy, Orlando (Fla.) Sentinel  
 Jim Herman, Ottaway Newspapers  
 Bill Hilliard, Portland Oregonian  
 Deborah Howell, Newhouse News Service, Washington, DC  
 Al Johnson, Columbus (Ga.) Ledger-Enquirer  
 Bill Ketter, Quincy (Mass.) Patriot Ledger  
 Ron Martin, Atlanta Journal and Constitution  
 Tim McGuire, Minneapolis Star Tribune  
 Marcia McQuern, Riverside (Calif.) Press-Enterprise  
 Acel Moore, Philadelphia Inquirer  
 Richard Oppel, Charlotte (N.C.) Observer  
 Geneva Overholser, Des Moines (Iowa) Register  
 Sandy Rowe, Norfolk Virginian-Pilot and Ledger-Star  
 Edward Seaton, Manhattan (Kan.) Mercury  
 Seymour Topping, New York Times Co.  
 Bill Woo, St. Louis Post-Dispatch

The following were nominated and elected: Mr. Hilliard, president; Mr. Favre, vice president; Mr. Ketter, secretary; and Ms. Overholser, treasurer.

### **Meeting April 3, 1993**

The directors met with 1993-94 committee chairs following the convention. Directors who attended the April 2 meeting were present, along with:

#### Committee chairs:

Richard Aregood, Philadelphia Daily News (Bulletin)  
 Linda Cunningham, Rockford (Ill.) Register Star (Nominations)  
 Tony Day, Los Angeles (Retired Members)  
 Jack Driscoll, Boston Globe (Future of Newspapers)  
 George Ewing, Canandaigua (N.Y.) Daily Messenger (International)  
 Tim Gallagher, Albuquerque Tribune (Press, Bar)  
 Hunter George, Thomson Newspapers, Toronto (Small Newspapers)

Wanda Lloyd, USA Today (Human Resources)  
 Bob Mong, Dallas Morning News (Minorities)

Others Attending:

Elise Burroughs, publications director  
 Neil Foote, minority affairs director  
 Dick Schmidt, Cohn and Marks, legal counsel  
 Lee Stinnett, executive director

Mr. Hilliard called the board to order and congratulated the newly elected directors. The results of the election were as follows:

Elected to three year terms:

Jane E. Healy, managing editor, Orlando (Fla.) Sentinel (148)  
 Tim J. McGuire, executive editor, Minneapolis Star Tribune (145)  
 Robert H. Giles, editor and publisher, Detroit News (138)  
 Deborah Howell, editor, Newhouse News Service (137)  
 Richard A. Oppel, editor, Charlotte (N.C.) Observer (130)

Elected to one-year terms:

James P. Herman, associate director of newsroom services, Ottaway Newspapers (127)  
 William F. Woo, editor, St. Louis Post-Dispatch (126)

Others running :

Dee M. Boaz, editor, Clarksville (Tenn.) Leaf-Chronicle (108)  
 Craig Klugman, editor, Fort Wayne (Ind.) Journal-Gazette (108)  
 Wanda S. Lloyd, senior editor, USA Today (101)  
 David V. Hawpe, editor, Louisville (Ky.) Courier-Journal (97)  
 Timothy J. Gallagher, editor, Albuquerque (N.M.) Tribune (88)  
 Angus McEachran, editor, Memphis (Tenn.) Commercial Appeal (84)  
 Josette S. Shiner, managing editor, Washington Times (75)

There were 233 valid ballots cast including 30 absentee ballots. The 1993 Judges Committee included Joseph S. Distelheim, Anniston (Ala.) Star; Henry M. Freeman, Wilmington (Del.) News Journal; Linda C. Lightfoot, Baton Rouge (La.) Morning Advocate; Maxine Lynch, Cleveland Plain Dealer. Thomas Greer, Election Judges chair, had to leave Baltimore and was unable to participate.

Hilliard reminded everyone that he hoped that the theme of diversity would flow naturally through all of ASNE's activities during the coming year. He asked the ASNE directors to set an example to the membership at large by making early contributions this year to the ASNE Foundation.

Mr. Stinnett asked committee chairs to indicate in their reports any needs for ASNE Foundation grants during the coming year. He said about \$38,000 will be available for all of the committee projects this year, not including projects of the Minorities Committee or the International Journalism Exchange. "The foundation can probably fund a half dozen \$5,000 projects in the coming year," he said.

Mr. Hilliard asked Mr. Ketter as secretary to head the membership review committee and to be joined by Mr. Johnson, Mr. McGuire and Ms. Howell.

The ASNE president called attention to a list of editors who do not belong to ASNE. He noted that the board had included a dues increase in the budget approved earlier in the week, but the dues increase will be reviewed at the fall meeting. If the membership numbers are increased significantly, ASNE could forego raising the dues. He said the staff estimates that 115 new members in the over-25,000 category are needed to avoid the dues increase. Mr. Hilliard said he would personally attempt to recruit 15 new members, and he challenged the board to raise the others. To meet this goal, each director would have to recruit an average of five new members. Board members present accepted the challenge.

A motion was made and approved in connection with the following banking resolution:

"Resolved that Fidelity, Merrill Lynch, Scudder, and George Mason Bank are hereby designated as depositories for the funds of this Society 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 Society when signed by either William Hilliard, president; Geneva Overholser, treasurer; or Lee Stinnett, executive director. In addition, George Mason Bank is authorized and directed to pay checks up to \$500 in the name of this Society when signed by Christine L. Schmitt. 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."

The board approved the membership applications of John Green, editor, Santa Clarita (Calif.) Signal, and Joseph Visci, deputy managing editor/features/business, Detroit Free Press.

Each committee leader gave a brief summary of plans for the next 12 months, as follows:

**Bulletin.** The magazine will continue to serve as a forum for newspaper editors. Among the topics that will be explored in the current year are "great mistakes" made by editors, retaining readers, and provocative letters-to-the-editor. Through the Bulletin, editors share their ideas and their problems, and explore important professional issues. Outside critics and other views find expression in the magazine. The Bulletin also reports on ASNE initiatives and news. *Richard Aregood, Philadelphia Daily News, chair; Wanda S. Lloyd, USA Today, and Peter Bhatia, Sacramento (Calif.) Bee, vice chairs.*

**Convention Program.** The 1994 ASNE convention, April 12-15 in Washington, will explore critical issues affecting newspapers, offer nuts-and-bolts workshops on newsroom operations, and examine significant issues in the news. Editors will have an opportunity to hear top news-makers and ask them questions. The possibility of holding a session in the U.S. House of Representatives will be explored. Paul Janensch, Worcester (Mass.) Telegram & Gazette, will coordinate workshops. *Geneva Overholser, Des Moines (Iowa) Register, chair; Robert J. Haiman, Poynter Institute for Media Studies, St. Petersburg, Fla., vice chair.*

**Education for Journalism.** ASNE will establish a dialogue with high school journalism educators. Newspapers will be encouraged to employ college journalism instructors in summer internships. A clear-the-air meeting of editors and educators will be organized. *Acel Moore, Philadelphia Inquirer, chair; Frank Daniels III, Raleigh (N.C.) News and Observer, vice chair.*

**Ethics.** The ethical implications of the trend to "reconnect with the community" will be examined, as will photojournalism and the new tabloid journalism. A goal is to help editors handle sensational news stories in an ethical manner. *Bill Kovach, Nieman Foundation, Harvard, chair; Cynthia Tucker, Atlanta Constitution, vice chair.*

**Freedom of Information.** At the request of the committee, the board approved the following resolution:

The Federal Communications Commission in 1987 repealed the general fairness doctrine, concluding that it did not serve the public interest, had a chilling effect on news coverage and was unconstitutional. That decision was upheld by the U.S. Court of Appeals for the District of Columbia. ASNE reiterates its firm belief that First Amendment protection of free speech and free press apply to all information services, print or electronic, and opposes those proposals pending in Congress to reinstate the so-called fairness doctrine.

ASNE will monitor FOI developments, especially at the federal level, and respond when significant problems arise. The Clinton administration will be encouraged to maintain a high level of openness. Other projects: an "outrage list" on secrecy in the federal government and a study of how sunshine laws

affect universities, university foundations and athletic departments. *Deborah Howell, Newhouse News Service, Washington, D.C., chair; Al Johnson, Columbus (Ga.) Ledger-Enquirer, vice chair.*

**Future of Newspapers.** Research will probe evolving newspaper readership patterns. Also, ASNE is gathering the collected wisdom of visionaries to help editors understand the changing American society. ASNE will try to better understand how young people preparing for journalism careers might best be trained, and current news professionals retrained, so that newspapers can respond to a changing world. A meeting of journalism educators and editors will be held during the journalism educators' convention and will be videotaped for distribution. *John S. Driscoll, Boston Globe, chair; Sandra Mims Rowe, Portland Oregonian, vice chair.*

**Human Resources.** ASNE is probing the attitudes of reporters, copy editors, photographers and other staffers toward newsroom management, using focus groups of newsroom people. The findings from a national survey of journalists (Indiana University) will be mined for implications to newsroom managers. An update on the ASNE management handbook is nearing completion. Also being undertaken are projects to identify the fruits of newsroom diversity and to develop a list of training resources available to newsroom people. The committee will monitor issues relating to people with disabilities. *Wanda Lloyd, USA Today, chair; E. Donald Lass, Asbury Park Press, Neptune, N.J., vice chair.*

**International.** The committee monitors press problems abroad, especially when American journalists are involved. When appropriate, protest statements are issued. The International Journalism Exchange will sponsor a six-week program for directing editors of newspapers in countries where free-press principles are developing. A fact-finding trip for editors, focusing on Islam in the Middle East, is scheduled for May 1994. *George Ewing, Canandaigua (N.Y.) Daily Messenger, chair; Craig Klugman, Fort Wayne (Ind.) Journal-Gazette, vice chair.*

**Issues.** ASNE spotlights the major issues of concern to editors by generating material for distribution in the press and electronic media. Op-ed pieces on topical press issues are developed and distributed to the members. *Tim J. McGuire, Minneapolis Star Tribune, chair; Geneva Overholser, Des Moines (Iowa) Register, vice chair.*

**Literacy.** Efforts being made by newspapers to reach younger readers — kids, not young adults — are being cataloged. A research approach is being developed to measure the effectiveness of newspaper content in reaching kids and turning them into adult newspaper readers. A massive federal adult literacy study, due to be released in 1993, will be mined for implications for newspapers and newspaper reading. *Ron Martin, Atlanta Journal and Constitution, chair; Diane McFarlin, Sarasota (Fla.) Herald-Tribune, vice chair.*

**Membership.** ASNE aspires to become more diverse in its membership. *Thomas Greer, Cleveland Plain Dealer, chair; Scott McGehee, Fort Wayne (Ind.) News-Sentinel, vice chair.*

**Minorities.** Job fairs for minorities just entering the work force will be continued and, if possible, expanded. The staff was asked to explore the possibility of adding a minorities job fair to the ASNE convention. ASNE will continue to survey newsroom employment to monitor progress in hiring minorities. Short courses at colleges with major minority enrollments will be organized. A newsroom multicultural initiative will be further developed to help editors manage diversity in their newsrooms. ASNE's recent "Covering the Community" workbook is being used to help editors improve their coverage of all elements in their communities. ASNE is assisting with an industry study of staff departures and retention. A major Hispanic initiative (possibly a high school recruiting film) will be launched. Also, ASNE is examining minority recruiting efforts undertaken by other industries, to shed light on how newspapers can recruit minority talent from outside the news business. Mr. Hilliard indicated that he plans to attend the conventions of the minority journalism associations. *Robert Mong, Dallas Morning News, chair; David Hall, Cleveland Plain Dealer, vice chair.*

**Nominations.** ASNE will offer a diverse slate of candidates for the ASNE board of directors election in the spring of 1994, including women and racial minorities, editors from small and large newspapers, and

representatives of newspaper groups and independently owned newspapers. *Linda Grist Cunningham, Rockford (Ill.) Register Star, chair; Robert H. Giles, Detroit News, vice chair.*

**Press, Bar and Public Affairs.** Teams of high school students in all 50 states will test the open records and open meetings laws. The project will be an admittedly unscientific test of how well these laws work. The project will highlight the meaning of citizenship, especially for young people. ASNE will continue to foster understanding and support of free-press principles among attorneys and judges by providing editors and other journalists as speakers for programs at the National Judicial College in Reno, Nev., and at the annual federal judicial conference. A major focus on press coverage of the U.S. military will continue. ASNE will encourage editors to visit military training academies and nearby bases. *Timothy J. Gallagher, Albuquerque (N.M.) Tribune, chair; Karen Jurgensen, USA Today, vice chair.*

**Retired Members.** Although retired members are encouraged to participate in all of the committees, a special emphasis this year is on efforts to strengthen high school journalism. Retirees are encouraged to visit college campuses and work with newspapers abroad. *Anthony Day, Los Angeles Times, chair.*

**Small Newspapers.** The Society will continued its focus on practical ways to improve newspapers, expanding its critique program during the convention and developing a year-round critique process. A prototype for an interactive news-feature section will be tested in several markets. Ways for small newspapers to diversify their staffs will be spotlighted. A dialogue with wire service and syndicate representatives that serve small newspapers will be opened. *Hunter T. George, Thomson Newspapers, Toronto, chair; Ed W. Petykiewicz, Ann Arbor (Mich.) News, vice chair.*

**Writing Awards.** Five cash prizes of \$2,500 each will be awarded to news staffers who distinguish themselves as writers. Work in deadline and non-deadline writing, commentary, editorial writing and headline writing will be recognized. *Jane Healy, Orlando (Fla.) Sentinel, chair; David Lawrence Jr., Miami Herald, vice chair.*

There being no further business before the board, the meeting was adjourned.

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Gregory Favre, Secretary