

MINUTES – BOARD OF DIRECTORS MEETING – OCTOBER 20-21, 1998
Miami, Florida

The meeting began with board members, legal counsel, staff and diversity committee chair Gilbert Bailon present. The other committee chairs joined them on the following morning.

Board members attending:

Edward L. Seaton, The Manhattan (Kan.) Mercury, *President*
N. Christian Anderson III, The Gazette, Colorado Springs, Colo., *Vice President*
Richard A. Oppel, Austin (Texas) American-Statesman, *Secretary, Membership*
Tim J. McGuire, Star Tribune, Minneapolis, *Treasurer*
Richard Aregood, The Star-Ledger, Newark, N.J.
Peter K. Bhatia, The Oregonian, Portland, *Convention Program*
Jennie Buckner, The Charlotte (N.C.) Observer
John S. Carroll, The Sun, Baltimore, *The American Editor*
Deborah Howell, Newhouse News Service, Washington, *The American Editor*
Edward W. Jones, The Free Lance-Star, Fredericksburg, Va.
Ralph E. Langer, The Dallas Morning News
Linda C. Lightfoot, The Advocate, Baton Rouge, La.
Wanda S. Lloyd, The Greenville (S.C.) News, *Nominations*
Diane H. McFarlin, Sarasota (Fla.) Herald-Tribune, *Ethics and Values*
Robert G. McGruder, Detroit Free Press
Gregory L. Moore, The Boston Globe
Rick Rodriguez, The Sacramento (Calif.) Bee
David A. Zeeck, The News Tribune, Tacoma, Wash.

Committee chairs attending:

Gilbert Bailon, The Dallas Morning News, *Diversity*
Douglas C. Clifton, The Miami Herald, *International*
Kenneth A. Paulson, First Amendment Center, Nashville, Tenn., *New Media*
Rena M. Pederson, The Dallas Morning News, *Writing Awards*
Christopher Peck, The Spokesman-Review, Spokane, Wash., *Wire Content*
Paul C. Tash, St. Petersburg (Fla.) Times, *Freedom of Information*

ASNE staff/legal counsel:

Craig J. Branson, ASNE publications director
Kevin M. Goldberg, Cohn and Marks, Washington
Veronica T. Jennings, ASNE diversity director
Diana Mitsu Klos, ASNE project director
Richard M. Schmidt, ASNE legal counsel, Cohn and Marks, Washington
Lee Stinnett, ASNE executive director

Board members not attending:

Karla Garrett Harshaw, Springfield (Ohio) News-Sun
Sandra Mims Rowe, The Oregonian, Portland, *ex-officio*

Committee chairs not attending:

Caesar Andrews, Gannett News Service, Arlington, Va., *Management and Human Resources*
Arthur Brisbane, The Kansas City (Mo.) Star, *Change*
Frank M. Denton, Wisconsin State Journal, Madison, *Readership Issues*
Joy Franklin, Asheville (N.C.) Citizen-Times, *Small Newspapers*
Gil Thelen, The Tampa (Fla.) Tribune, *Education for Journalism*

The minutes of the April meeting were approved.

In the **president's** report, Mr. Seaton said, "The real surprise of my presidency of ASNE was the decision of Lee Stinnett to retire next June." He noted that the ASNE presidency could take all of your time if you would let it." He reported that he had attended the Newspaper Association of America board meeting, the Council of President's meeting, conventions of the three minority associations, the ASNE diversity committee meeting, the Journalism Credibility Project think tank gathering, and the College Media Advisors annual meeting. "What strikes me most," he said, "is the remarkable amount of personal time that members are willing to contribute to the work of the Society. I have never seen anything like it in any other volunteer group."

Among the major projects that the ASNE president has focused on are the effort to enact the Uniform Correction or Clarification of Defamation Act in state legislatures and the development of a handbook to help newsrooms better cover international developments, especially those that connect with local communities.

Mr. Seaton participated in ASNE's fact-finding trip to Mexico earlier in the fall, and he took a leadership role in organizing the trip to Cuba, scheduled to follow the ASNE board meeting. He said the Cuban government had indicated that ASNE would get most of the appointments that had been requested. It was uncertain if the ASNE group would meet with President Fidel Castro or his brother Raul, who is defense minister.

Executive director Stinnett said he had received numerous communications from members and others regarding his retirement. During the months since the convention, he said, he had spent a good deal of time responding to press accounts about ASNE that included errors or left wrong impressions.

Vice president Anderson said ASNE and the Associated Press Managing Editors will work closely together in a number of areas in the future. These include newsroom diversity, credibility, and monitoring wire services. The collaboration on projects will strengthen both organizations, Mr. Anderson said. The arrangement will take advantage of the relative strengths of both associations. For example, once ASNE has developed its Journalism Credibility Project findings, the ideas will be communicated to newsrooms through APME's regional organizations.

APME members will participate in ASNE's efforts to develop benchmarks in connection with its newsroom diversity 2000 mission statement and both groups will generate ideas to stimulate newsroom diversity. ASNE members will join APME's Wire Watch group and ASNE will phase out its Wire Services Committee.

"It makes wonderful sense to take advantage of each others' strengths," Mr. Jones noted. "This strikes me as an enhancement." He added that he thought that APME president Pam Johnson's announcement during the APME convention generated a positive response.

Mr. McGruder, a former APME president, expressed enthusiasm regarding "what could be done on the diversity issue" through cooperative efforts.

Mr. Anderson noted that the fall 1999 board meeting will be held in Colorado Springs in October.

Mr. Oppel, reporting as **secretary**, noted that ASNE membership is currently at its highest level in five years. "The curve is not extraordinary, but the trend is positive," he said.

The board approved all of the applications for membership except one. The directors decided that Joseph Urschel, executive director, The Newseum, Arlington, Va., was not qualified. The following Secretary's report was approved.

Since the board met in April, there have been two deaths and 41 resignations and ineligibilities, including 24 dropped for nonpayment of 1998 dues. There are nine members requesting transfer to the retired rolls. Two active members were transferred to Distinguished Service. The board approved 31 applications for membership; three are former members. Including the approved applications, transfers and reinstatements, ASNE had 858 members; 671 active, 14 Distinguished Service and 173 retired. This compares to 839 at the same time last year.

Member applicants/reinstatements (31):

Walter Anderson, executive vice president/editor, Parade Publications, New York
 Lynnell Burkett, editorial page editor, San Antonio Express-News
 Susan Byrne, managing editor, React Magazine, New York
 Claire Connors, executive editor, React Magazine, New York
 David Currier, executive editor, Parade Publications, New York
 Julio de Mesquita, director, O Estado de S. Paulo, Sao Paulo, Brazil
 Bernd Debusmann, news editor, The Americas, Reuters, Washington
 Chazy Dowaliby, editor The Patriot Ledger, Quincy, Mass.
 Ellen Foley, managing editor, Philadelphia Daily News
 Ann Frantz, managing editor, Sentinel & Enterprise, Fitchburg, Mass.
 David Fritz, managing editor, The Daily News Leader, Staunton, Va.
 Leah Gentry, editorial director, new media, Los Angeles Times
 Enrique Gómez, editor, Compañía Periodística Meridiano, Leon, Guanajuato, Mexico
 Bernard Gwertzman, editor, New York Times on the Web
 José Santiago Healy, president and publisher, Editores del Noroeste, Hermosillo, Sonora,
 Mexico
 David Holwerk, editor, Duluth (Minn.) News-Tribune
 Stan Hough, editor and publisher, The York (Pa.) Dispatch
 Stephen Jukes, editor, Reuters America, Washington
 Sandra Keyes, managing editor, Contra Costa Times, Walnut Creek, Calif. (former member)
 Lee Kravitz, editor, React Magazine/Parade Publications, New York
 Diana Loevy, vice president, editorial director, United Media, New York
 William Marimow, managing editor, The Sun, Baltimore
 Peter O'Sullivan, editor-in-chief, Toronto (Ontario) Sun (former member)
 Benjamin Ortiz, general director, Diario Hoy, Quito, Ecuador
 Marcelo Rech, newsroom director, Zero Hora, Porto Alegre, Brazil
 Michael Riley, editor, The Roanoke (Va.) Times
 Larry Rose, editor, Corpus Christi (Texas) Caller-Times (former member)
 Alan Shearer, editorial director, Washington Post Writers Group
 Larry Smith, managing editor, Parade Magazine, New York
 John Temple, editor, Rocky Mountain News, Denver
 Gary West, editor, The Porterville (Calif.) Recorder

Deaths (two)

Joyce Ingram, deputy managing editor, The Virginian-Pilot, Norfolk
 Donald Wilder, retired, Braintree, Mass.

Resignations and ineligibilities (41), including 24 dropped for nonpayment of 1998 dues:

Andrea Aleff, former broadcast news editor, Sun-Sentinel, Fort Lauderdale, Fla.; resigned, now market development director, The Ithaca (N.Y.) Journal, no longer eligible
 Richard Allport, former executive editor, The Florida Times-Union, Jacksonville; resigned, new role as assistant to the president, Morris Communications Corp.; is non-newspaper, no longer eligible
 David Anderson, editor, Religion News Service, Washington; dropped, elected to membership April 1997, dues and initiation fee never paid

Meg Angus-Smith, managing editor, The Times Herald Record, Middletown, N.Y.; resigned, editor will be the only member

Rick Attig, former executive editor, The Bulletin, Bend, Ore.; dropped, '98 dues not paid, now associate editor, The Oregonian, Portland

David Barrett, former editor, The Hartford (Conn.) Courant; dropped, '98 dues not paid, not in qualifying position, no longer eligible

Keith Blackledge, retired, North Platte, Neb.; resigned, "Have lots of other things to do and know I would not be a good committee member."

Arnaud de Borchgrave, retired, Washington; dropped, '98 dues not paid

William Brown, associate editor, Montgomery (Ala.) Advertiser; dropped, '98 dues not paid

Arthur Browne, managing editor, Daily News, New York; dropped, elected to membership April 1997, dues and initiation fee never paid

George Burt, retired, Santa Ana, Costa Rica; resigned, no reason given

Jody Calendar, managing editor, The Record, Hackensack, N.J.; dropped, '98 dues not paid

Patrick Canty, publisher, Porterville (Calif.) Recorder; resigned, wants editor to be a member and can only afford one membership

Michael Chapin, managing editor, The Beacon-News, Aurora, Ill.; dropped, '98 dues not paid

Ann Charles, editor and publisher, Parsons (Kan.) Sun; dropped, '98 dues not paid

Shelby Coffey, former editor, Los Angeles Times; dropped, '98 dues not paid, not in qualifying position, no longer eligible

Patricia Colander, managing editor, The Times, Munster, Ind.; dropped, '98 dues not paid

Gerald Crawford, senior editor, Albuquerque (N.M.) Journal; resigned, is contemplating retirement and will not continue

John Curley, chairman and CEO, Gannett Co. Inc., Arlington, Va.; resigned, no reason given

Anthony Day, retired, San Marino, Calif.; resigned, says dues are not a lot but he needs to cut back somewhere, will no longer attend conventions

Ronald Dillman, former general manager and CEO, The Daily News, Charlotte Amalie, Virgin Islands; dropped, '98 dues not paid, no response to offer of retired membership

Kevin Doyle, publisher, The Oshkosh (Wis.) Northwestern; dropped, '98 dues not paid

Robert Gabordi, executive editor, The Herald-Dispatch, Huntington, W. Va.; dropped, elected to membership Sept. 1997, dues and initiation fee never paid

Kelso Gillenwater, former publisher, The News Tribune, Tacoma, Wash.; dropped, '98 dues not paid, no response to offer of retired membership

Joseph Goodman, retired, Winston-Salem, N.C.; dropped, '98 dues not paid

Donald Henninger, former managing editor, The Arizona Republic, Phoenix; resigned, left paper to work for American City Business Journals, no longer eligible

Thomas Heslin, metropolitan managing editor, Providence (R.I.) Journal-Bulletin; dropped, '98 dues not paid

James Hill, opinions page editor, The Arizona Republic, Phoenix; dropped, left paper, no forwarding address

Ted Holmberg, Hometown Newspapers, West Warwick, R.I.; resigned, cutting back on memberships

Joel Kramer, president and publisher, Star Tribune, Minneapolis; resigned, left position, will be teaching and writing, not old enough for retired membership

Ev Landers, director of training and staff development, The Asbury Park Press, Neptune, N.J.; resigned, no reason given

David Mack, former president and publisher, Democrat and Chronicle and Times-Union, Rochester, N.Y.; dropped, '98 dues not paid, not in qualifying position

Keith Moyer, publisher, The Fresno (Calif.) Bee; resigned, executive editor will be only member

Kent Pollock, former editor, Anchorage Daily News; dropped, '98 dues not paid, not in qualifying position

Jane Purves, managing editor, The Chronicle-Herald and Mail-Star, Halifax, Nova Scotia; dropped, '98 dues not paid

Joel Rawson, executive editor, Providence (R.I.) Journal-Bulletin; dropped, '98 dues not paid

Ulysses Rivers, associate editor, The Hartford (Conn.) Courant; dropped, '98 dues not paid

Terry Schwadron, former deputy managing editor, Los Angeles Times; dropped, '98 dues not paid, now senior editor for information and technology, The New York Times Electronic Media Company

Will Sutton, deputy managing editor, The News & Observer, Raleigh, N.C.; resigned, budget will only cover memberships for executive editor and managing editor

Morris Thompson, former editorial page editor, Philadelphia Daily News; resigned, now reporter on Knight Ridder's foreign desk in Washington, no longer qualified

Thomas White, former editor, Lincoln (Neb.) Journal Star; dropped, '98 dues not paid, not in qualifying position

Transfers to retired rolls (nine):

Gene Foreman, deputy editor, The Philadelphia Inquirer

Edward Frede, executive editor, The News-Times, Danbury, Conn.

David Laventhol, editor-at-large, Times Mirror

Ray Moscowitz, editorial director, Nixon Newspapers, Peru, Ind.

Mel Opotowsky, managing editor, The Press-Enterprise, Riverside, Calif.

Wayne Poston, executive editor, Bradenton (Fla.) Herald

Waldo Proffitt, editor, Sarasota (Fla.) Herald-Tribune

Joe Stroud, editor, Detroit Free Press

Robert Witty, editor, Copley News Service, San Diego

Transfers to Distinguished Service (two):

Jack Marsh, executive editor, Argus Leader, Sioux Falls, S.D., to executive, The Freedom Forum (director, Allen H. Neuharth Center for Excellence in Journalism, University of South Dakota)

Warren Watson, executive editor, Central Maine Newspapers, to associate director, American Press Institute, Reston, Va.

Transfers to other papers/title changes (All want to continue and believe they are qualified to do so.):

Scott Anderson, executive producer, Digital City South Florida, Fort Lauderdale, to executive producer, Tribune Interactive, Chicago

Thomas Bell, editor and publisher, The Garden City (Kan.) Telegram, to editor and publisher, The Salina (Kan.) Journal

J. Randolph Brandt, editor, South County Journal, Kent, Wash., to editor, Journal Times, Racine, Wis.

Colleen Conant, executive editor to executive editor, publisher and chief executive officer, Daily Camera, Boulder, Colo.

Michael Curtin, editor to editor and associate publisher, The Columbus (Ohio) Dispatch

Herbert Davidson, publisher, president and co-editor to chief executive officer, president and co-editor, The News-Journal, Daytona Beach, Fla.

Frank del Olmo, assistant to the editor to associate editor, Los Angeles Times

Dennis Dible, managing editor to editor, Dominion Post, Morgantown, W. Va.

Gregory Favre, executive editor, The Sacramento (Calif.) Bee, to vice president/news, The McClatchy Co.

Michael Finney, executive editor, Omaha (Neb.) World-Herald, to president, World Media Co., Omaha, Neb.

John Irby, publisher, The Herald-Bulletin, Anderson, Ind., to editor and publisher, Shawano (Wis.) Leader

Max King, editor to associate editor, The Philadelphia Inquirer

Janet Leach, managing editor, The Cincinnati Enquirer, to editor, The Beacon Journal, Akron, Ohio

Thomas Lee, executive editor, The Oshkosh (Wis.) Northwestern, to publisher, The Journal, Martinsburg, W. Va.

Kevin McKenna, editorial director, New York Times Electronic Media Co., to assistant to the deputy managing editor, The New York Times

Robert Mong, executive vice president, A.H. Belo Publishing Division, to president and general manager, The Dallas Morning News

Sandra Petykiewicz, editor to editor and associate publisher, Jackson (Mich.) Citizen Patriot

Charles Pukanecz, editorial director to vice president, news, Journal Register Co., Trenton, N.J.

Rick Rodriguez, managing editor to executive editor, The Sacramento (Calif.) Bee

Alan Sorensen, director of strategic development, Landmark Communications, to editorial page editor, The Virginian-Pilot, Norfolk

Jane Sutter, managing editor to executive editor, Star-Gazette, Elmira, N.Y.

Gil Thelen, retired member, to executive editor, The Tampa (Fla.) Tribune

Stephen Trosley, executive editor, Inland Valley Daily Bulletin, Ontario, Calif., to publisher, Norwalk (Ohio) Reflector

Patrick Yack, editor, News & Record, Greensboro, N.C., to editor, The Florida Times-Union, Jacksonville

Wendy Zomparelli, editor to vice president and general manager, The Roanoke (Va.) Times

Transfers to other papers/title changes; writing to be sure they want to continue and are eligible:

Richard Beene, executive editor to president and chief executive officer, The Bakersfield Californian

Robert Burdick, editor to president and general manager, Rocky Mountain News, Denver

Jack Davis, president and publisher, Daily Press, Newport News, Va., to president, Tribune Interactive, Chicago

Janet McMillan, editor, The Daily Journal, Vineland, N.J., to deputy Pennsylvania editor, The Philadelphia Inquirer

John Moore, editor, San Luis Obispo County (Calif.) Telegram-Tribune, to county editor, Ventura County (Calif.) Star

Larry Tarleton, executive editor to assistant publisher and chief operating officer, The Post and Courier, Charleston, S.C.

Unemployed/status pending ('98 dues paid, except where noted)

Lawrence Fuller, resigned as publisher, The Honolulu Advertiser, and president of the Hawaii Newspaper Agency

Robert Kaiser, managing editor to associate editor, The Washington Post, will contact to see if he wants to continue

William Ketter, resigned as editor, The Patriot Ledger, Quincy, Mass.

Steve Knickmeyer, resigned as managing editor, The Arizona Republic

David Lawrence, leaving chairman, The Miami Herald, will offer retired

Mark Mathes, left Tribune Media Services, Chicago

W. Russell Powell, left editor, The Daily Independent, Ashland, Ky.; requested retired but is only 52

Irby Simpkins, publisher, The Nashville Banner, paper closed 2/98; is looking to buy a newspaper

Mr. McGuire, in the **treasurer's** report, noted that progress was being made on raising funds for the 1999 convention, though one funder had raised a question. The treasurer's report on page 1415 was approved.

Mr. Seaton noted that the **ASNE Foundation** board met earlier in the day reporting that the foundation's unrestricted funds have grown to \$1.2 million. The number of donors to the Foundation was up 29 percent from the previous year. All of the ASNE and ASNE Foundation directors contributed. Mr. Seaton called the board's attention to the list of newspaper companies and their related foundations and asked members to make follow up calls wherever they can lend a hand to The Society's solicitation. In order to maximize the growth of the foundation's unrestricted funds, \$500,000 will be invested in equities over the next four years.

ASNE 1997-98 COMPARISON TO BUDGET, 1998-99 BUDGET

(Adjusted/Unaudited)

	<u>Budget</u> <u>1997-98</u>	<u>Actual</u> <u>1997-98</u>	<u>% of Budget</u>	<u>1998-99 Budget</u> <u>Approved 4/98</u>
1. Dues	339,000	345,235.00	101.8	355,500
2. Initiation fees	12,000	19,800.00	165.0	13,500
3. Interest/dividends	14,000	17,408.30	124.3	13,500
4. Reimbursements	223,000	227,650.00	102.1	238,000
5. Convention	429,500	414,931.79	96.6	447,500
6. American Editor	16,000	15,911.31	99.4	12,000
7. Publications	3,000	3,329.00	111.0	3,000
8. Miscellaneous	<u>1,000</u>	<u>1,300.00</u>	130.0	<u>1,000</u>
9. Total Income	1,037,500	1,045,565.40	100.8	1,084,000
10. Salaries	430,500	429,787.24	99.8	450,500
11. Payroll taxes	30,500	31,159.72	102.2	32,500
12. Group insurance	35,000	37,388.23	106.8	33,000
13. Retirement	32,500	32,142.00	98.9	35,000
14. Legal counsel	76,000	76,000.00	100.0	79,000
15. Audits/consulting	4,000	4,529.05	113.2	5,000
16. Convention	196,000	148,122.45	75.6	222,000
17. Board/committee meetings	9,000	10,034.04	111.5	10,000
18. American Editor	45,000	33,285.78	74.0	45,000
19. Proceedings	10,000	8,669.52	86.7	10,000
20. Editors' Exchange	6,000	3,715.48	61.9	7,000
21. Dues/subscriptions	1,000	709.02	70.9	1,000
22. Rent	23,500	23,280.00	99.1	24,500
23. Office expenses	28,500	27,836.48	97.7	30,000
24. Equipment/furniture	10,000	7,505.58	75.1	10,000
25. Postage	32,000	25,730.22	80.4	32,000
26. Telephone	12,500	11,192.40	89.5	13,000
27. Travel	19,500	19,717.64	101.1	31,000
28. Insurance	7,000	5,787.70	82.7	6,500
29. Miscellaneous	<u>5,000</u>	<u>6,850.51</u>	137.0	<u>7,000</u>
30. Total Expenses	1,013,500	943,443.06	93.1	1,084,000
31. Profit (loss)	24,000	102,122.34	425.5	--
32. FAF income	14,000	16,245.52	116.0	39,500
33. FAF expenses	<u>14,000</u>	<u>16,832.13</u>	120.2	<u>42,000</u>
34. FAF profit (loss)	--	(586.61)	--	(2,500)

Ms. Jennings described the feedback generated by the draft **diversity** mission statement. There was criticism as well as praise of the draft. The board adopted a revised statement as follows. All the suggestions on which a consensus was reached at a diversity committee meeting in August were incorporated in the revised mission statement:

**Mission Statement
Newsroom Diversity 2000**

While American newsrooms have become more diverse in recent years, newspapers will fall short of achieving racial parity in newsrooms with the population by 2000.

ASNE reaffirms its commitment to racial parity in newsrooms and to full and accurate news coverage of our nation's diverse communities. The Society urges everyone in journalism — newsroom professionals, publishers, educators, journalism associations and others — to join the quest for greater newsroom diversity.

ASNE has adopted the following mission statement on newsroom diversity:

To cover communities fully, to carry out their role in a democracy, and to succeed in the marketplace, the nation's newsrooms must reflect the racial diversity of American society by 2025 or sooner. At a minimum, all newspapers should employ journalists of color and every newspaper should reflect the diversity of its community.

The newsroom must be a place in which all employees contribute their full potential, regardless of race, ethnicity, color, age, gender, sexual orientation, physical ability or other defining characteristic.

ASNE will pursue the following strategies, which may be expanded or amended periodically:

- Conduct an annual census of employment of Asian Americans, blacks, Native Americans, Hispanics and women in the newsroom.
- Encourage and assist editors in recruiting, hiring and managing diverse newsrooms.
- Expand ASNE efforts to foster newsroom diversity.
- Establish three-year benchmarks for measuring progress.

The board's approved statement added women to the annual newsroom employment survey, but the consensus was that the focus of ASNE's efforts will remain on racial and ethnic minorities.

Mr. Seaton said the announcement of the new mission will note that ASNE will establish measurable benchmarks to assess the industry's progress every three years, including possibly some or all of the following:

- Increasing the number of minorities in journalism education/news-editorial sequences.
- Reducing the number of newspapers that employ no minorities.

- Reducing turnover among for minorities in newsroom.
- Increasing minority scholarships and internships.
- Increasing the number of newsrooms that have diversity plans.
- Developing innovative programs that identify and support minority young people interested in journalism careers.
- Monitoring the number of women moving into management.

The following comments were made in the discussion.

Mr. Seaton: "I feel strongly that the focus ought to remain on racial and ethnic diversity, but it's important to add women to the annual census. "

Mr. Bailon: "No other organization is tracking women in newsrooms. There is an issue about women of color. We ought to have the data. There ought to be three-year benchmarks. If we see some slippage, then we can address it quickly."

Mr. Seaton: "When the board drafted the proposed mission statement last April, we thought it was the right thing to do. We felt the 20 percent in 2010 benchmark was difficult but achievable. However, it was clearly interpreted as a lessening of our commitment, a stepping back. That was not the intent of the board. All of the minority organizations want the state goal to be parity and are agreeable to setting a date; they have suggested 2025. There will be three 'diversity dialogs' to develop ideas on increasing the flow of minorities into newsrooms, recruitment and hiring, and newsroom culture."

Mr. Bhatia: "Edward Seaton's work on this issue was done with class and calmness. What he brought to this process reflected well on ASNE."

Mr. McGruder: "ASNE did a fantastic job of bringing together different points of view. Gilbert Bailon did a magnificent job of presiding at the Diversity Committee meeting. A lot of people had lots of points of view. It was difficult but successful."

Mr. Langer: "The supply question is very important. We must keep track of how we recruit and find young people."

Ms. McFarlin: "The question with women is not supply. It is a question of how many women are moving into management."

Mr. Moore: "Many groups will be looking to ASNE for leadership and innovation. The question is, how do we move them into the tent?"

Mr. Aregood: "We must reach further down with age."

Ms. Buckner: "Do we know what the figures are regarding minorities in journalism education?"

Mr. Aregood: "Starting pay is not good. Newspapers acted very quickly when the question of investments came up. Newspapers should react equally quickly on the salary question. We have to address the supply side."

Mr. Anderson: "For newspapers to make a one-percentage-point increase in minority employment, every additional hire to the newsroom would have to be a journalist of color and none could leave."

Ms. Lightfoot: "We have no power to make individual newspapers pursue our mission statement. Even some members of this organization think that it is not attainable. If we could

build on our mission statement and convey the message that it is good for individual newspapers to do it, we would make more progress.”

Mr. Oppel: “ASNE must reflect passion on this issue when we represent what we’ve done. This has been a rough year for ASNE on the diversity issue. ASNE has carried more of the responsibility than anyone else has. We are serious about it. We don’t know now what is achievable in 2025, but the benchmarks will give us a clear idea about how we are doing. Benchmarks are even more important than the 2025 target. Although I wasn’t at the Chicago meeting, I can identify with the mood. I really like it. It is powerful. I don’t see any other professional group doing what we’re trying to do. The doctors and lawyers aren’t. No one but journalists are doing it. We must embrace it fully.”

Mr. Seaton: “We should emphasize what we are going to do.”

Mr. Jones: “We must have passion.”

Mr. Rodriguez: “Although we can’t impose it on other newspapers, we can do it ourselves as a board.”

McGruder: “The goal is not as important as how hard we work on this.”

Mr. Anderson: “At my newspaper, we have a ‘big hairy goal’ to reach every person with some product. Retention is a similar challenge.”

Ms. Lloyd: “We must get the Newspaper Association of America and the Association for Education in Journalism involved.”

The board went into executive session and named Ms. McFarlin treasurer designate. Also, the board appointed a search committee to seek a new executive director, consisting of the officers, Mr. Moore and Ms. Rowe: The committee will present one candidate to the board before the April convention. The timeline is to close applications on December 15, interview candidates in late January and select the finalist by mid-February.

Meeting Wednesday Oct. 21

The committee chairs joined the board when the meeting resumed on the following morning.

Mr. Paulson gave the report of the **New Media** Committee, which has “met editors half way” by publishing its report on-line and encouraging editors to use the Web. Committee members have promised a lengthy list of projects. All of the reports will be published for distribution at the convention. The focus of the committee’s work is a marriage of the traditional American newspaper and the emerging technology. The material will present exploratory steps that the traditional newspaper can take to work in the new media and create and expand newspaper Web sites. The market has shifted, Mr. Paulson said, so that now most newspapers have Web competitors in their own market.

Mr. Clifton noted that the principal project of the **International** Committee is the creation of a handbook to help newspapers bring international news home to their readers. George Krimisky, former head of the International Center for Journalists, wrote the text.

Ms. Klos noted that a seminar was held in San Francisco to generate ideas about the handbook text and to help the participating editors increase and improve their international coverage. Two more seminars are scheduled.

Ms. McFarlin, reporting for the **Ethics and Values** Committee, noted that the Credibility Think Tank had a successful meeting in October in San Francisco. The test site newspapers are

developing projects to address the question of bias, disconnection with readers, and sensationalism. All the newspapers are conducting experiments on explaining themselves better.

Chris Urban will be working with each of the test site papers in January to develop their projects.

In the absence of Mr. Thelen, chairman of the **Education for Journalism** Committee, Ms. Klos noted that ASNE has successfully lobbied AEJMC to make credibility the focus of the AEJMC convention in New Orleans.

Diversity Committee chair Bailon noted that ASNE had heard from many groups in connection with the proposed newsroom diversity 2000 mission statement. He expressed hope that the forthcoming "diversity dialog" meetings would produce ideas about programs, benchmarks and ASNE's working with other groups.

Ms. Jennings noted the need to accelerate ASNE's activities. The diversity dialogs will "enrich our conversations" and will be "broadly inclusive." She noted the initiative of Mr. Rodriguez to create an internship program at small newspapers. The Student/Press Partners Project continues successfully, she said, along with the short courses for minority college students and job fairs. Another poster promoting newspaper internships has been produced and the booklet citing the appeal of starting careers at small newspapers has been republished. It is called "@ small newspapers."

Mr. Peck said the **Wire Content** is developing the prototype for international wire pages around the country. Every story on the page would have a definite link to the community. These would be the 10 links to the world that are most important to the community. The committee will probably work with the Associated Press. A preliminary experiment will take place in Washington State, which will be linked to the AP's international bureaus.

The **Writing Awards Board** will recognize distinguished writing in the four established categories – deadline writing by an individual, deadline writing by a team, editorial writing, column writing and commentary, and non-deadline, according to Ms. Pederson. The rotating category will be for writing that helps readers understand international developments that affect and change their local communities and lives.

Ms. Lloyd said the **Nominations** Committee will meet in January in Savannah, Ga. In addition to the committee business, there will be opportunities to see the historic city. Ms. Lloyd asked the board and committee members to send in names of potential nominees for director.

Mr. Tash said the **Freedom of Information** Committee had "a better year than we might have expected." He added, "In the Congress, the flag amendment apparently will fail to win two-thirds of the Senate and the measure to restrict the so-called paparazzi also will also fail in both houses. The Congress has passed or is about to pass, another Communications Decency Act, which will have to be challenged in the courts. If passed, some of the material that newspapers published in the Starr report could be construed as harmful to minors under the law.

"The American Civil Liberties Union is anxious to challenge the Internet law and is willing to have ASNE be a co-plaintiff at no charge to the Society. However, we will probably wait until the cases develop more before deciding what suit, if any, ASNE should join.

The FOI chair said Mr. Seaton had taken the lead in the effort to rekindle interest in the Uniform Corrections and Clarification of Defamation Act. It appears that there are some states where passage may be possible.

ASNE continues to cultivate working relationships with other FOI groups, Mr. Tash noted. He added that ASNE continues to be "terrifically represented by Mr. Schmidt and his colleague Mr. Goldberg.

Mr. Schmidt said that it's difficult to explain the value of the First Amendment to the public. He commended Mr. Tash and the FOI Committee for getting newspaper editorial pages to do a "terrific educational job" in opposing the flag desecration amendment.

Mr. Goldberg noted that Congress has passed legislation to release documents on the Nazi movement. ASNE ensured that the measure wasn't adopted as amendment to the Freedom of Information Act. Legislation ought to be created in its own right, not as amendments to FOIA, either at the federal or state levels, he said. The release of the Starr report, though politically motivated, may be helpful to freedom of information.

Mr. Oppel said the **Membership** Committee is working hard and there have been more members elected in 1998 than during any year since 1990. ASNE's current total membership numbers are higher than at any year since 1993. He commended ASNE finance/membership manager Chris Schmitt in alerting the membership chair and committee to potential new members. The committee has initiatives in six different areas, he said.

Ms. Howell reported that **The American Editor** has produced some outstanding issues. Story ideas are welcome.

Mr. Branson said that subscriptions to the magazine are at a recent low point. Efforts will be made to revive the subscriptions. ASNE's Web site draws growing numbers of visitors, he said, including members of the public, as well as editors. The most popular areas of ASNE's home page are those focused on career information. Also the page on the flag desecration act was heavily used.

The staff has developed the capacity to use listserve, with help from the American Press Institute.

Mr. Bhatia reported that the **Convention Program** Committee met shortly before the board meeting and a number of solid program segments are locked in. The convention will offer the best of what the San Francisco Bay area has to offer. There will be lively discussions of how the communications technology industry may threaten our business and how newspapers can best embrace this technology. In addition, there will be sessions on Bill Clinton's presidency and a performance by the San Francisco theatrical group, Beach Blanket Babylon.

Mr. Seaton gave a brief account of the activities of several committees whose chairs were absent:

The **Change Committee** is developing case studies of significant change several newspapers, with an analysis of the lessons learned.

The **Management and Human Resources** is negotiating with the group that manages the Newspaper Industry Compensation Study to get ASNE's membership in the steering committee reinstated and to publish an annual report on the study.

The **Small Newspapers Committee** is developing information for reports on low-budget training and/or buying new technology systems for the newsroom.

The **Readership Issues Committee** will generate a helpful report on local news.

Richard A. Oppel, ASNE Secretary