

MINUTES – ASNE BOARD OF DIRECTORS MEETINGS – APRIL 11 and 14, 2000
 JW Marriott Hotel, Washington

The ASNE board, staff and legal counsel met preceding the 2000 convention in Washington. During the day, the following were present.

Board members attending:

N. Christian Anderson III, publisher and chief executive officer, The Orange County Register, Santa Ana, Calif., President
 Richard A. Oppel, editor, Austin (Texas) American-Statesman, Vice President
 Tim J. McGuire, editor, Star Tribune, Minneapolis, Secretary - *Membership*
 Diane H. McFarlin, publisher, Sarasota (Fla.) Herald-Tribune, Treasurer
 Richard Aregood, editorial page editor, The Star-Ledger, Newark, N.J.
 Peter K. Bhatia, executive editor, The Oregonian, Portland
 Jennie Buckner, editor, The Charlotte (N.C.) Observer
 Kenneth F. Bunting, executive editor, Seattle Post-Intelligencer - *Education for Journalism*
 Susan C. Deans, assistant managing editor/Sunday, Denver Rocky Mountain News
 Frank M. Denton, editor, Wisconsin State Journal, Madison - *Coverage and Content*
 Karla Garrett Harshaw, editor, Springfield (Ohio) News-Sun - *Convention Program*
 Edward W. Jones, editor, The Free Lance-Star, Fredericksburg, Va.
 Linda C. Lightfoot, executive editor, The Advocate, Baton Rouge, La.
 Wanda S. Lloyd, managing editor/features, administration and planning, The Greenville (S.C.) News - *Diversity*
 Robert G. McGruder, executive editor, Detroit Free Press
 Gregory L. Moore, managing editor, The Boston Globe - *International*
 Rick Rodriguez, executive editor, The Sacramento (Calif.) Bee
 Edward L. Seaton, editor-in-chief, The Manhattan (Kan.) Mercury, ex-officio
 David A. Zeeck, executive editor, The News Tribune, Tacoma, Wash. - *Partnerships and Diversification*

Committee chairs attending:

Judy Pace Christie, consultant, Gannett Co. Inc. - *Ethics and Values*
 Thomas H. Greer, senior editor, The Plain Dealer, Cleveland - *Nominations*
 Jeannine A. Guttman, editor, Portland Press Herald/Maine Sunday Telegram - *Management and Human Resources*
 Earl R. Maucker, editor, Sun-Sentinel, Fort Lauderdale, Fla. - *The American Editor*, co-chair
 Paul C. Tash, editor and president, St. Petersburg (Fla.) Times - *Freedom of Information*

Incoming committee chairs attending:

Scott B. Anderson, Director of Shared Programming, Tribune Interactive, Chicago
 Susan Bischoff, deputy managing editor, Houston Chronicle
 Joe Distelheim, editor, The Huntsville (Ala.) Times
 Anders Gyllenhaal, executive editor, The News & Observer, Raleigh, N.C.
 Charlotte H. Hall, managing editor, Newsday, Melville, N.Y.
 Carole Leigh Hutton, managing editor, Detroit Free Press
 Christopher Peck, editor, The Spokesman-Review, Spokane, Wash.
 Rena M. Pederson, editorial page editor, The Dallas Morning News
 Jane E. Sutter, executive editor, Star-Gazette, Elmira, N.Y.
 Cynthia A. Tucker, editorial page editor, The Atlanta Constitution

Janet S. Weaver, executive editor, Sarasota (Fla.) Herald-Tribune

Others attending:

J. Scott Bosley, ASNE executive director
 LaBarbara Bowman, ASNE diversity director
 Craig Branson, ASNE publications director
 Kevin M. Goldberg, Cohn and Marks, ASNE legal counsel
 Diana Mitsu Klos, ASNE project director
 Sharon Miller, The Orange County Register, executive assistant
 Richard M. Schmidt Jr., Cohn and Marks, ASNE legal counsel
 John Sturm, president and CEO, Newspaper Association of America

Not attending:

Gilbert Bailon, executive editor, The Dallas Morning News
 Jane Amari, editor and publisher, The Arizona Daily Star, Tucson - *Interactive Media*
 Rick L. Doyle, editor, Walla Walla (Wash.) Union-Bulletin - *Small Newspapers*
 Tonnie L. Katz, editor, The Orange County Register, Santa Ana, Calif. - *Design and Presentation*
 Sharon Rosenhouse, managing editor/news, San Francisco Examiner - *The American Editor*, co-chair
 Sandra Mims Rowe, editor, The Oregonian, Portland - *Writing Awards*
 Steven A. Smith - *Marketing and Circulation*

President Anderson thanked the board of directors for joining this meeting during the 2000 convention. He also thanked the board for all of its help and support during the past year.

Mr. Anderson spoke about two grants that ASNE Foundation was about to receive, which will be announced on Thursday. The Knight Foundation's High School Journalism Initiative grant of \$500,000 is seed money that could lead to other significant funds being made available to ASNE. Both the Knight Foundation and Freedom Forum grants are not just money, but partnerships. Success of the high school initiative depends on ASNE members contributing and making it happen. The Freedom Forum grant will be a partnership with ASNE, APME and the Freedom Forum, with Freedom Forum staff leading the project.

Mr. Anderson said that the McCormick Tribune Foundation is considering a proposal to extend funding of the Journalism Credibility Project into a fourth year. A decision will be made in a few weeks.

Mr. Anderson noted that the committee reports in this year's convention bags were very nicely done and said he is very pleased with all of the committee work. He feels the strength of ASNE is in its board, committee chairs and officers. He also noted how smoothly the transition between executive directors went. He congratulated Mr. Bosley on an exceptional job.

Mr. Bosley thanked Mr. Anderson for his comments and went on to commend the ASNE staff for all of their dedicated work year-round.

Reporting as **Secretary** and **Membership** chair, Mr. McGuire noted that ASNE membership has increased throughout the year, though modestly. He noted that Ms. Schmitt does an exceptional job at keeping the membership efforts running smoothly.

The following secretary's report was approved. However, Mr. McGuire made a motion to act on the membership requests of Mr. Zamba and Ms. Blake separately. Mr. Jones seconded the

motion. After extensive discussion regarding Mr. Zamba's role with The Dallas Morning News Mr. McGuire made the motion to accept Mr. Zamba as an active member. The motion was passed. Mr. McGuire made a motion to offer distinguished service membership to Ms. Blake, as well as to Mr. Urschel of the Newseum. The motion was passed.

The Secretary's report:

Since the board met in September, there have been four deaths and 10 resignations and ineligibilities. Six members have requested transfer to the retired rolls. Twelve members paid 1999 dues after the September meeting and have been reinstated. Sixty-eight applications will be considered; two are former members. Assuming all are elected and the transfers approved, membership will stand at 909; 700 active, 17 distinguished service, and 192 retired. This compares to 896 at the same time last year.

Reinstatements (12)

Jack Davis, vice president/planning, Tribune Publishing Company, Chicago
 Earl English, retired, Columbia, Mo.
 Arnold Friedman, retired, Louisville, Ky.
 Jim Hampton, retired, Miami, Fla.
 Karen Jurgensen, editor, USA Today
 Frank Keegan, editor, The Express-Times, Easton, Pa.
 Warren Lerude, resigned in 1981 as publisher, Evening Gazette and Nevada State Journal, Reno, to teach journalism at the University of Nevada, Reno; reinstate as retired member
 Kevin McKenna, technology editor, The New York Times
 Douglas K. Ray, president and chief operating officer, Paddock Publications, Arlington Heights, Ill.
 Mary Ellen Shearer, co-director and editor, Medill News Service, Washington
 William W. Sorrels, retired, West Point, Miss.
 Warren Watson, associate director, American Press Institute, Reston, Va. (DS)

Membership applications (68)

Susan Albright, editor of the editorial pages, Star Tribune, Minneapolis¹
 Danilo Arbilla, editor-in-chief, Busqueda, Montevideo, Uruguay (DS, no initiation fee)
 Catherine Barnett, executive editor, The Press Democrat, Santa Rosa, Calif.
 Martin Baron, executive editor, The Miami Herald
 Cherie Beers, executive editor, Ocala (Fla.) Star-Banner²
 Margaret Bellows, editor, Herald & Review, Decatur, Ill.²
 Amanda Bennett, managing editor, The Oregonian, Portland
 Mary Kay Blake, vice president, partnerships and initiatives, The Freedom Forum, Arlington, Va. (DS, no initiation fee)
 Neil Brown, managing editor, St. Petersburg (Fla.) Times
 Terri Burke, editor, Abilene (Texas) Reporter-News²
 Jennifer Carroll, director of news development, Gannett Co. Inc., Arlington, Va.
 Kathleen Carroll, Washington bureau chief, Knight Ridder
 Stephanie Chang, senior vice president, editorial, Access Internet Magazine, Needham, Mass.
 Michael Chihak, executive editor, Tucson (Ariz.) Citizen (former member)
 George Condon, bureau chief, Copley News Service, Washington
 Julie Copeland, city editor/acting managing editor, The Californian, Salinas (10-25,000)
 Frank Craig, editor, Tribune-Review, Pittsburgh²
 John Curry, executive editor, USA Weekend, Arlington, Va.
 John D'Anna, deputy managing editor, The Arizona Republic, Phoenix
 Scott (Tony) Dearing, editor, The Bay City (Mich.) Times²
 Suzanne Downing, managing editor, Juneau (Alaska) Empire (under 10,000)
 Peter Ellis, managing editor, The Daily News, Longview, Wash. (10-25,000)
 Timothy Franklin, executive editor, The Indianapolis Star

Arnold Garcia Jr., editorial page editor, Austin (Texas) American-Statesman¹
 Gerald Garcia, editor, The San Bernardino County (Calif.) Sun (former member)
 Jorge Giannareas, managing editor, La Prensa, El Dorado, Panama²
 Glenn Gilbert, executive editor, The News-Herald, Willoughby, Ohio
 Pete Goering, editor, The Topeka (Kan.) Capital-Journal
 Thomas Griscom, executive editor, Chattanooga (Tenn.) Times/Chattanooga Free Press
 Glenn Guzzo, editor, The Denver Post
 Sue Hale, executive editor, The Daily Oklahoman, Oklahoma City
 Deborah Henley, executive editor, The News Journal, Newcastle, Del.
 Maria Henson, deputy editorial page editor, Austin (Texas) American-Statesman
 Fred Hiatt, editorial page editor, The Washington Post
 John Humenik, editor, Quad-City Times, Davenport, Iowa
 Marshall Ingwerson, managing editor, The Christian Science Monitor, Boston
 Jay Kennedy, editor in chief, King Features Syndicate, New York
 Mark Land, executive editor, Battle Creek (Mich.) Enquirer²
 Dennis Lang, managing editor, The Lawton (Okla.) Constitution (10-25,000)
 Brent Larkin, editorial page editor, The Plain Dealer, Cleveland¹
 Eileen Lehnert, editor, Jackson (Mich.) Citizen Patriot²
 John Lohman, interim editor, The Forum, Fargo, N.D.
 Mark Loudon, editor, Steamboat (Colo.)Today
 Larry Lough, editor, The Star Press, Muncie, Ind.²
 Donald Luzzatto, editor, Suffolk (Va.) News-Herald (under 10,000)
 Benjamin Marrison, editor, The Columbus (Ohio) Dispatch
 Katherine Marymont, executive editor, Springfield (Mo.) News-Leader
 Patricia Meagher-Walker, executive editor, Bucks County Courier Times, Levittown, Pa.
 Mark McKillop, editor, The Porterville (Calif.) Recorder (10-25,000)
 John Montgomery, editor and publisher, The Hays (Kan.) Daily News (10-25,000)
 Arlene Morgan, assistant managing editor/readership, The Philadelphia Inquirer
 Joan Nassivera, executive editor, New York Times Syndicate
 Derek Osenenko, executive editor, Florida Today, Melbourne
 Laurence Paul, executive editor, The New York Times News Service
 Arnie Robbins, managing editor, St. Louis Post-Dispatch
 Anabella Rubinoff, editor general adjunct, La Prensa, El Dorado, Panama
 Randolph Sanders, editor, Lubbock (Texas) Avalanche-Journal
 Christopher Satullo, editorial page editor, The Philadelphia Inquirer
 William Schmidt, associate managing editor, The New York Times
 Anne Schuhle, managing editor, Finger Lakes Times, Geneva, N.Y. (10-25,000)
 Lester Simpson, executive editor, Athens (Ga.) Daily News and Banner-Herald²
 Daniel Spatz, executive editor and general manager, The Dalles (Ore.) Chronicle (under 10,000)
 Kenneth Tingley, managing editor, The Post-Star, Glens Falls, N.Y.²
 Virgil Tipton, deputy editor, St. Louis Post-Dispatch
 Terri Troncale, editorial page editor, The Times-Picayune, New Orleans
 Joe Urschel, executive director, The Newseum, Arlington, Va.
 Louisa Williams, managing editor/newsroom administration, The Boston Globe
 Michael Zamba, special adviser to the president, The Dallas Morning News

¹ From editorial page editor mailing.

² Editor of 25-50,000 circulation paper, initiation fee waived if applied between Oct. 24, 1999, and Feb. 1, 2000.

Deaths (four)

Edward Cony, retired, Aptos, Calif.
 Lee Hills, retired, Miami
 Desmond Maberley, retired, New York
 Perry Morgan, retired, Virginia Beach, Va.

Resignations and ineligibilities (10):

Dennis Britton, former editor in chief, The Denver Post; dropped, now editor-in-chief, China OnLine, no longer eligible

Timothy Bunn, deputy executive editor, The Syracuse (N.Y.) Newspapers; resigned, intended to let membership lapse, hasn't attended a convention or been active for awhile, other members at paper are

Crosbie Cotton, editor, Calgary (Alberta) Herald; dropped, left paper to pursue business opportunities

Jane Eisner, editorial page editor, The Philadelphia Inquirer; dropped, left paper to do fellowship at University of Pennsylvania, will return as columnist, no longer eligible

Catharine Hamm, managing editor, The Californian, Salinas; dropped, left paper and is now deputy travel editor, Los Angeles Times, no longer eligible

Bruce Kyse, executive editor, The Press Democrat, Santa Rosa, Calif.; dropped, became general manager of Winetoday.com, no longer eligible

Larry McDermott, publisher, Union-News, Springfield, Mass.; resigned, since he has moved to publisher does not want to continue membership

Ian Murdock, new media director, San Antonio Express-News; resigned, assistant called to say he would not be continuing because of new job requirements

Sandra Petykiewicz, editor and associate publisher, Jackson (Mich.) Citizen Patriot; resigned, named publisher, new editor will be member

Rex Rhoades, executive editor, Sun Journal, Lewiston, Maine; resigned, "I found the membership costly and of little value."

Transfers to retired rolls (six):

Albert Cawood, editorial page editor, Dayton Daily News

Michael Gartner, editor and co-owner, The Tribune, Ames, Iowa

C. Donald Hatfield, editor and publisher, Tucson (Ariz.) Citizen (retiring 6/30/00)

Ruth Lehman, associate editor, Times-Call, Longmont, Colo.

Burle Pettit, editor, Lubbock (Texas) Avalanche-Journal

John Simpson, deputy editor, USA Today

Transfers to other papers/title changes:

J.D. Alexander, editor and publisher, Seattle Post-Intelligencer, to assistant to the president, Hearst Newspapers

Jane Amari, executive editor, The News Journal, Wilmington, Del., to publisher and executive editor, The Arizona Daily Star, Tucson

Scott Anderson, executive producer to director of shared programming, Tribune Interactive, Chicago

Walter Anderson, editor, Parade Magazine, to chairman, publisher and CEO, Parade Publications, New York

Philip Beckley, editor to publisher, Finger Lakes Times, Geneva, N.Y.

Susan Bischoff, assistant managing editor to deputy managing editor, Houston Chronicle

Joye Brown, manager, editorial staff development to editorial board, Newsday

Kenneth Bunting, managing editor to executive editor, Seattle Post-Intelligencer

Carl Crothers, managing editor to executive editor, Winston-Salem (N.C.) Journal

James Crutchfield, assistant to the publisher, Philadelphia Newspapers Inc., to general manager, The Beacon Journal, Akron, Ohio

Michael Curtin, drops title of editor, remains associate publisher and president, The Columbus (Ohio) Dispatch

Kenneth Doctor, vice president/editorial to vice president/strategy, Knight Ridder New Media, San Jose, Calif.

Terri Fleming, managing editor to editor, The Gazette, Colorado Springs

Perry Flippin, associate editor, Southwest Times Record, Fort Smith, Ark., to editor, San Angelo (Texas) Standard-Times

Nanya Friend, managing editor to editor, Charleston (W.Va.) Daily Mail

Bruce Gaultney, executive editor to operations director, Ocala (Fla.) Star-Banner

Terry Greenberg, managing editor to editor, The Elkhart (Ind.) Truth

David House, editor, Pittsburgh Tribune-Review, to Sunday editor, Fort Worth (Texas) Star-Telegram

Rick Jensen, editor, Observer-Dispatch, Utica, N.Y., to executive editor, Press & Sun-Bulletin, Binghamton, N.Y.

Edward Jones, managing editor to editor, The Free Lance-Star, Fredericksburg, Va.

Paul Keep, editor, The Bay City (Mich.) Times, to editor, The Flint (Mich.) Journal

Melinda Keirnan, vice president/operations, Knight Ridder, to general manager, San Jose (Calif.) Mercury News

Thomas Kelsch, executive editor to publisher, Stars and Stripes

Lee Kravitz, editor, React Magazine, to editor, Parade Magazine, New York, also has titles with Parade Publications

Thomas Lindley, editor, The Flint (Mich.) Journal, to projects writer, The Daily Oklahoman

Diane McFarlin, associate publisher to publisher, Sarasota (Fla.) Herald-Tribune

John Winn Miller, executive editor, Centre Daily Times, State College, Pa., to executive editor, Tallahassee (Fla.) Democrat

John X. Miller, managing editor, The Sun-News, Myrtle Beach, S.C., to public editor, Detroit Free Press (transferred in Oct., title was incorrectly reported)

Thomas Miller, deputy managing editor to managing editor, Houston Chronicle

Everett Mitchell, executive editor, Statesman Journal, Salem, Ore., to managing editor, The Detroit News

Eric Newton, managing editor to news historian, The Newseum, Arlington, Va. (DS member)

Roger Oglesby, president, Orange County Edition, Los Angeles Times, to editor and publisher, Seattle Post-Intelligencer

Allen Parsons, executive editor to publisher, Santa Barbara (Calif.) News-Press

Tony Pederson, managing editor to executive editor, Houston Chronicle

Russell Pulliam, editor, The Indianapolis News, to associate editor, The Indianapolis Star

Lee Salem, editorial director to editor, Universal Press Syndicate

Rafael Santos, managing editor to editor, El Tiempo, Bogota, Colombia

Ruby Scott, director of editorial resources, Tribune Publishing Co., to director/diversity recruiting, Tribune Company, Chicago

Paul Tash, executive editor to editor and president, St. Petersburg (Fla.) Times

Robert Unger, editor-in-chief, Community Newspaper Company - Metro Unit, Needham, Mass., to executive editor, Centre Daily Times, State College, Pa.

Richard Wagner, editor, Kinston (N.C.) Free Press, to executive editor, The Daily Press/The Desert Dispatch, Victorville, Calif.

Leo Wolinsky, managing editor, news, to executive editor, Los Angeles Times

Owen Youngman, director, interactive media, Tribune Interactive, to director of planning and development, Chicago Tribune

Unemployed/status pending

Lawrence Beaupre, general news executive, Gannett Co., Inc., paid dues personally and identified himself as "editor"

Lorraine Branham, left executive editor, Tallahassee (Fla.) Democrat

Judy Pace Christie, left executive editor, Florida Today, Melbourne

Susan Edgerley, left executive editor, The New York Times News Service, now deputy metro editor, The New York Times, writing

David Hall, left editor, The Plain Dealer, Cleveland

David Hipschman, left editor, The Forum, Fargo, N.D.

Ray Holton, retired as editor, The Morning Call, Allentown, Pa., offering retired

Vikki Porter, executive editor, The Desert Sun, Palm Springs, Calif., to executive director, Western Knight Center for Specialized Journalism, University of Southern California (transfer to DS?/retired)

Steve Smith, left editor, The Gazette, Colorado Springs

Martha Steffens, left executive editor, Press & Sun-Bulletin, Binghamton, N.Y.

William Steinauer, executive editor, The Times Herald Record, Middletown, N.Y., to ??????, The Record, Hackensack, N.J., writing

Stan Tiner, left executive editor, The Daily Oklahoman, Oklahoma City

Benjamin Taylor, retired as chairman, Globe Newspaper Company, Boston, writing

Michael Tonos, left executive editor, The Sun Herald, Biloxi, Miss.

Teresa Wasson, left executive editor, Pensacola (Fla.) News Journal

Gary West, left editor, The Porterville (Calif.) Recorder

Mr. Anderson noted that Mr. Seaton is going off the board and recognized his excellent leadership and service throughout his tenure.

Mr. Seaton reported that the **ASNE Foundation** has had a very good year. He noted that during the earlier morning board meeting there was approval to spend up to \$100,000 on committee work this year. He noted that included in the \$100,000 was \$2,500 to cover the cost of a new photo award.

The foundation now has nearly \$1.5 million in unrestricted funds. He noted that total donations through Feb. 29 in unrestricted monies was \$87,000. He also noted that all ASNE and ASNE Foundation board members contributed to the Foundation.

Vice president Oppel reported on the relationship between ASNE and APME. He noted that officers of both organization expressed concern that much of the work of both groups is overlapping. He said that the officers of both ASNE and APME concluded that they would create a study committee consisting of members of both organizations to look at the future of the two organizations. Mr. Oppel selected Mr. McGruder, a former APME president, and Mr. Bhatia to represent ASNE on the study committee.

Mr. Oppel presented a proposal for an ASNE Excellence in Photojournalism Contest. He noted that past contests in photography had not achieved what he had hoped, so he began to put together this proposal for a new contest, one for community news and one for community service in journalism. The contest has now been modified to be one category only. He noted that the purpose of this contest is to recognize the impact that photojournalism can have in changing communities and in public attitudes about social issues. The board recommended that this contest should be managed in a manner that distinguished it from the Writing Awards. Mr. Oppel concurred. The proposal was approved.

Mr. Oppel announced that the fall board meeting would be held in Austin at the Four Seasons Hotel, September 28-30. Mr. Oppel also touched on the previous day's Council of Presidents meeting. He stated that there are now as many as 30 organizations belonging to COP and the group had shared a rich exchange of ideas.

Mr. McGuire briefly went over his selection of committee chairs for 2001-02. He also noted the mission statement for the committees that year will be: "We will work to equip editors to proactively create a viable dynamic future for their newspapers, their staffs and their readers by concentrating on issues important to ASNE in recent years, including journalism values, credibility, diversity, leadership and community focus."

Ms. McFarlin gave the report of the treasurer. She noted that at the fall meeting the board approved opening up convention sponsorships to content vendors in addition to newspaper companies. The response of vendors has been positive.

The board adopted the following report of the **treasurer**, including the 2000-01 budget.

**2000-01 PROPOSED BUDGET COMPARISON TO
1999-2000 ACTUAL THROUGH 2/29/00 AND PROJECTED YEAR-END**

	A	B	C	D	E
Income	1999-00 <u>BUDGET</u>	1999-00 thru <u>2/29/00</u>	Projected <u>1999-00</u>	1998-99 <u>ACTUAL</u>	Proposed 2000-01 <u>BUDGET</u>
1. Dues	362,500	298,575	367,500	349,750	366,000
2. Initiation fees	16,500	12,250	16,500	14,100	16,500
3. Interest/dividends	20,000	12,379	19,500	20,575	20,000
4. Program reimbursements	243,500	166,500	243,500	238,000	248,500
5. Convention	454,000	149,110	454,000	412,312	479,500
6. American Editor	13,500	9,722	14,000	15,908	12,000
7. Publications	3,000	1,387	1,500	3,877	1,500
8. Miscellaneous	<u>1,500</u>	<u>1,275</u>	<u>1,500</u>	<u>1,357</u>	<u>1,500</u>
9. TOTAL INCOME	1,114,500	651,198	1,118,000	1,055,879	1,145,500
<u>Expenses</u>					
10. Salaries	475,000	303,647	483,500	475,734	483,000
11. Payroll taxes	33,000	21,619	35,000	33,951	35,000
12. Group insurance	30,000	18,938	32,000	32,375	39,000
13. Pension contributions	37,000	16,710	34,500	29,257	36,000
14. Legal counsel	89,000	43,575	89,000	79,000	97,000
15. Auditing services	5,000	3,728	4,000	4,020	4,500
16. Convention	194,500	9,377	221,500	222,851	238,000
17. Board/committee meetings	10,500	12,135	12,500	13,482	12,500
18. American Editor	36,000	22,690	38,500	27,696	43,000
19. Proceedings	9,500	6,948	10,000	10,195	10,500
20. Editors' Exchange	6,500	914	1,000	2,165	--
21. Dues/subscriptions	1,000	704	1,000	623	1,500
22. Rent	24,500	13,580	23,500	23,280	24,500
23. Office expenses	27,000	17,615	25,000	27,674	25,000
24. Equipment/maintenance	10,000	10,029	12,500	10,393	10,000
25. Postage	35,000	14,510	22,500	25,848	25,000
26. Telephone	16,500	9,806	17,500	17,300	21,000
27. Travel	25,500	9,205	23,000	26,053	19,500
28. Insurance	6,500	1,851	6,000	6,090	6,500
29. Miscellaneous	<u>15,000</u>	<u>12,312</u>	<u>17,000</u>	<u>19,376</u>	<u>14,000</u>
30. TOTAL EXPENSES	1,087,000	549,893	1,109,500	1,087,363	1,145,500
31. Profit (loss)	27,500	101,305	8,500	(31,484)	--
32. FAF - income	12,000	4,535	4,500*	23,298	--
33. FAF - expenses	<u>8,500</u>	<u>7,227</u>	<u>13,000</u>	<u>30,038</u>	--
34. FAF - profit (loss)	3,500	(2,692)	(8,500)	(6,740)	--

* First Amendment Fund became non-existent in Jan. 2000. ASNE Foundation will cover the 99-00 actual deficit. In 00-01 budget, legal counsel expenses previously covered by FAF are included in line 14. Other FAF expenses will be assumed by ASNEF.

Ms. McFarlin said that, once numbers are finalized for 1999-2000, the board may need to make adjustments in the 2000-01 budget, possibly including increases in fees. Costs involved with the High School Initiative will also be clearer by fall.

Staff and legal counsel were excused for an executive session, following which the board was joined by the committee leadership.

Mr. Anderson asked committee chairs present to summarize their committee's work to the group.

Ms. Harshaw started out by thanking the ASNE staff and everyone who worked on the **Convention Program** Committee to help make the 2000 convention a success. She noted that the list of distinguished speakers was headed by President Clinton, Vice President Al Gore and President Pastrana. She also said that George W. Bush had been invited and declined to come.

The **International** Committee report was presented by Mr. Moore. He noted that this year's work included four regional seminars on international news coverage in conjunction with The Freedom Forum. Mr. Moore commented that the committee attempted to put together a trip to Brazil, but did not get sufficient interest.

Ms. Christie reported on the **Ethics and Values** Committee. She noted that this was the third year of the Credibility project. She commented that building credibility would continue to be a very slow process, but that she hoped ASNE would continue its work. Ms. Christie noted that ASNE had submitted a \$245,000 proposal to the Robert R. McCormick Tribune Foundation to extend the Journalism Credibility Project another year. This extension would allow the project to go deeper into newsrooms.

In her **project director's** report, Ms. Klos noted that the Institute for Journalism Excellence will be up for a renewal from the Knight Foundation in the spring. She noted Ms. Christie's exceptional work on the credibility project for the past year.

Ms. Guttman reported that the **Management and Human Resources** Committee had a very productive year. She noted that instead of doing a printed report, the committee chose to put their work effort into a user-friendly web site. She also noted that the one area in particular that has become very developed on the site was the area of diversity. Ms. Guttman said that the committee also did a benefits survey, which provided a tremendous amount of feedback.

Mr. Anderson spoke on behalf of Ms. Amari for the **Interactive Media** Committee. He noted the printed tabloid that the committee produced. Mr. Anderson summarized the highlights of the printed report.

Mr. Denton reported for the **Content and Coverage** Committee. He noted that last year the ASNE board and the NAA board approved the creation of the National Readership Initiative. This year's committee worked with the Readership Institute at Northwestern University's Media Management Center to begin work on the Initiative. Mr. Denton also said that the Local News Handbook from the previous year had been reprinted with sponsorship money from the ASNE Foundation and the Ethics and Excellence in Journalism Foundation. The copies were then distributed to all U.S. daily newspapers and college journalism professors.

Mr. Tash gave the report for the **Freedom of Information** Committee, stating that the Senate again rejected the flag desecration amendment to the U.S. Constitution. He noted that after the Senate vote a letter was sent to those who were opposed to the amendment thanking them for their support. Mr. Tash said that there are three ongoing initiatives of the committee. The first is the long term project of trying to pass the Uniform Corrections and Clarification of Defamation Act in the various state legislatures. The second is to try and open federal agencies and federal

courts to photography. The third is a project to hold up great examples of journalism based on access to public records.

Legal Counsel Schmidt thanked Mr. Tash for being a terrific chairman. Mr. Schmidt also noted that he thinks that ASNE will be in for a long battle over privacy issues. Mr. Goldberg added that it was a pleasure to work with Mr. Tash. He also noted that in addition to the flag amendment, the biggest project throughout the past year and continuing into the next year is the access to federal government records on the Internet.

Mr. McGuire gave the report of the **Membership** Committee. He noted that membership has increased by 13 people this year. He also noted that 13 is a good number due to the incredible amount of turnover in membership.

Mr. Zeeck gave the **Partnerships and Diversification** Committee report. He noted the printed report that this year's committee produced, "Extending the Brand". He commented that the committee held a mid-year meeting in Chicago.

Mr. Maucker gave **The American Editor** Committee report on behalf of himself and Ms. Rosenhouse. He noted that they had planned to produce nine issues in 1999-2000 and they met their goal and generally met deadline. He was excited to note that the committee produced an above average special edition of the magazine that focused on design.

In the **publications director's** report Mr. Branson noted the design issue would not have been possible without the work of The Orange County Register staff. Mr. Branson noted that ASNE has thousands of hits to its Web site each week, most of which are students searching for career information. Mr. Branson indicated that he planned to do a complete re-design of ASNE's Web site in conjunction with the new Knight Foundation grant. He noted that the Local News Handbook was the most popular publication this year and that the Proceedings was mailed out on November 30 last year, much earlier than in recent years.

Mr. Sturm of the Newspaper Association of America spoke to the board. He noted that the Readership partnership has gone very well and that NAA has high hopes for this project. He presented a brief profile of NAA. He noted that NAA was the world's largest newspaper trade association. He noted that NAA is comprised of both daily and weekly newspapers. Mr. Sturm said that NAA's key priorities are public policy, marketing, industry development, technology, diversity and readership. Mr. Sturm also noted that NAA has a \$25 million foundation focused primarily on youth readership.

Mr. Greer gave the **Nominations** Committee report. Mr. Greer was serving as vice chair for 1999-2000 and moved into the chair position when Mr. Natt passed away. He noted that the committee met in St. Petersburg in January and selected 10 nominees to run in the board of directors election.

Ms. Lloyd reported for the **Diversity** Committee. She noted that the committee and the ASNE staff implemented the initiatives that the board approved in 1999 to create a talent bank and expand the number of job fairs from eight to ten. She also noted that ASNE will participate in Time Out for Diversity II. Ms. Lloyd also noted that when the board approved the benchmarking proposal in September it deferred action on retention for further examination. Ms. Lloyd made a motion that the board approve the following retention plan as proposed by the Diversity Committee:

The board in October adopted five benchmarks, then asked the Diversity committee to develop a plan for improving retention of people of color in the industry. Establishing a retention benchmark is a crucial part of achieving the 2025 diversity goal. This report is to update the board on the status of the plan to improve retention in the newsroom.

Step One

We will investigate the feasibility of doing a scientific study to determine why people leave, if retention rates are different for whites and people of color, and, if so, what can be done to stop the talent flow. We are NOT asking the board to fund a study. We are simply reporting that we would like to investigate the feasibility of such a study. If it appeared feasible, then we would return either with a request for board funding, or with a commitment from a foundation to fund such a study.

In the 1990's ASNE, the Freedom Forum, and two of the minority organizations conducted surveys asking current journalists whether they planned to leave the newspaper industry. This is anecdotal information. We need to look at the feasibility of doing a study of people who actually left the industry. No one has surveyed journalists who have actually left the businesses to find out why they left and what might have enticed them to stay.

Step Two

If we determine the need for a scientific survey, then we would use those findings to devise strategies for improving newsroom retention with an emphasis on retaining people of color.

Ours is a very mobile business. Journalists move from paper to paper for better positions, better pay, and a better balance between work and home. These strategies will aim at keeping journalists in a newsroom somewhere.

The motion was passed.

Ms. Lloyd reported that progress has been made on increasing the number of minorities in newsrooms. This year's employment survey showed that the number of minorities has increased 3/10 of 1 percent from last year. While their progress was an improvement over last year, she noted it is far short of the pace needed to reach our benchmarks.

Ms. Bowman gave the **Diversity Director's** report. She noted that the benchmarks adopted by the board were to begin with next year's census. She noted that there were 5 benchmark categories: overall hiring, interns, supervisors, number of papers without minorities and first-time hires. Ms. Bowman noted that the convention newspaper increased from 12 to 16 pages this year.

Mr. Bunting reported for the **Education for Journalism** Committee. He noted that ASNE received a \$500,000 grant from the Knight Foundation for the High School Initiative.

Mr. Anderson reported that the **Writing Awards Board** recognized Diversity as the special revolving category. He also noted that vice chair Tucker was the recipient of an ASNE writing award this year.

Mr. McGuire moved for acceptance of the minutes of the Fall board meeting. The minutes were approved.

Meeting April 14, 2000

The newly constituted board met briefly to elect officers for the coming year. Elected were Richard A. Oppel, editor, Austin (Texas) American-Statesman, president; Tim J. McGuire, editor, Star Tribune, Minneapolis, vice president; Diane H. McFarlin, publisher, Sarasota (Fla.) Herald-Tribune, secretary; and Peter K. Bhatia, executive editor, The Oregonian, Portland, treasurer.

The meeting was resumed following the convention's closing luncheon, with the 2000-01 committee chairs joining the directors and staff.

Board members attending:

Richard A. Oppel, editor, Austin (Texas) American-Statesman, President
 Tim J. McGuire, editor, Star Tribune, Minneapolis, Vice President
 Diane H. McFarlin, publisher, Sarasota (Fla.) Herald-Tribune, Secretary –
Convention Program, co-chair
 Peter K. Bhatia, executive editor, The Oregonian, Portland, Treasurer – *Ethics and Values*
 N. Christian Anderson III, publisher and chief executive officer, The Orange County Register, Santa Ana, Calif., Ex-Officio
 Richard Aregood, editorial page editor, The Star-Ledger, Newark, N.J.
 Jennie Buckner, editor, The Charlotte (N.C.) Observer - *Leadership*
 Kenneth F. Bunting, executive editor, Seattle Post-Intelligencer
 Susan C. Deans, assistant managing editor/Sunday, Denver Rocky Mountain News
 Frank M. Denton, editor, Wisconsin State Journal, Madison
 Karla Garrett Harshaw, editor, Springfield (Ohio) News-Sun
 Pamela J. Johnson, executive editor, The Arizona Republic, Phoenix
 Edward W. Jones, editor, The Free Lance-Star, Fredericksburg, Va.
 Wanda S. Lloyd, managing editor/features, administration and planning, The Greenville (S.C.) News
 Robert G. McGruder, executive editor, Detroit Free Press – *Readership Issues*
 Gregory L. Moore, managing editor, The Boston Globe - *Membership*
 Rick Rodriguez, executive editor, The Sacramento (Calif.) Bee – *International*
 Paul C. Tash, editor and publisher, St. Petersburg (Fla.) Times
 David A. Zeeck, executive editor, The News Tribune, Tacoma, Wash.

Committee chairs attending:

Scott B. Anderson, Director of Shared Programming, Tribune Interactive, Chicago – *Interactive Media*
 Susan Bischoff, deputy managing editor, Houston Chronicle. – *Education for Journalism*
 Joe Distelheim, editor, The Huntsville (Ala.) Times – *Small Newspapers*
 Thomas H. Greer, senior editor, The Plain Dealer, Cleveland – *Nominations*
 Anders Gyllenhaal, executive editor, The News & Observer, Raleigh, N.C. – *Freedom of Information*
 Charlotte H. Hall, managing editor, Newsday, Melville, N.Y. – *Diversity*
 Carole Leigh Hutton, managing editor, Detroit Free Press – *Design and Presentation*
 Earl R. Maucker, editor, Sun-Sentinel, Fort Lauderdale, Fla. – *Convention Program*, co-chair
 Christopher Peck, editor, The Spokesman-Review, Spokane, Wash. – *The American Editor*, co-chair
 Rena Pederson, editorial page editor, The Dallas Morning News, *The American Editor*, co-chair
 Jane E. Sutter, executive editor, Star-Gazette, Elmira, N.Y. – *Marketing and Circulation*
 Janet S. Weaver, executive editor, Sarasota (Fla.) Herald-Tribune – *Partnerships and Diversification*

Others attending:

J. Scott Bosley, ASNE executive director

LaBarbara Bowman, ASNE diversity director
 Craig Branson, ASNE publications director
 Kevin M. Goldberg, Cohn and Marks, ASNE legal counsel
 Diana Mitsu Klos, ASNE project director
 Richard M. Schmidt Jr., Cohn and Marks, ASNE legal counsel

Not attending:

Gilbert Bailon, executive editor, The Dallas Morning News
 Cynthia A. Tucker, editorial page editor, The Atlanta Constitution – *Writing Awards*

The results of the board of directors election were as follows:

	<u>No. of votes</u>
Five directors were elected for three-year terms:	
KARLA GARRETT HARSHAW, Springfield (Ohio) News-Sun	170
WANDA S. LLOYD, The Greenville (S.C.) News	134
KENNETH F. BUNTING, Seattle Post-Intelligencer	129
PAMELA J. JOHNSON, The Arizona Republic, Phoenix	125
PAUL C. TASH, St. Petersburg (Fla.) Times	123

Other finishers were:

LINDA C. LIGHTFOOT, The Advocate, Baton Rouge, La.	110
EARL R. MAUCKER, Sun-Sentinel, Fort Lauderdale, Fla.	102
ANDERS GYLLENHAAL, The News & Observer, Raleigh, N.C.	99
JOE DISTELHEIM, The Huntsville (Ala.) Times	92
JANE AMARI, The Arizona Daily Star, Tucson	81

There were a total of 234 valid ballots, including 22 absentee. There were 14 invalid ballots and five write-in votes.

The board approved the following banking resolution:

Resolved that Fidelity, Merrill Lynch, Scudder, and United 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 Richard A. Oppel, president; Peter K. Bhatia, treasurer; or Scott Bosley, executive director. In addition, United 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.

President Oppel appointed the following to the membership review committee: Ms. McFarlin, chair; Mr. Moore and Mr. Bhatia.

Ms. McFarlin, secretary, presented two applications for membership:

Michael K. Hirten, executive editor, The Burlington (Vt.) Free Press
 William H. McAllister III, Washington bureau chief, The Denver Post.

Ms. McFarlin also recommended that Hodding Carter III, president of the Knight Foundation, be granted Distinguished Service membership.

The board approved all three new members.

Ms. McFarlin also recommended reinstatement of Leland Schwartz, editor and publisher, States News Service, Washington who had previously been dropped for non-payment of dues, and has now paid up. The Board approved.

With these additions, membership totals 914.

Committees then reported on their plans for the coming year:

Ms. Pederson and Mr. Peck said they would divide leadership of **The American Editor** on alternating issues and that they planned to seek new, timely features and innovative ways of addressing key initiatives of ASNE. In addition, they are seeking ways to add some humor to the magazine and are considering an advice column, for which the working title is "Dr. Ink." The editors expressed a desire for assistance on ideas and for articles from other committees. Workforce issues, media convergence and leadership are among key themes to be addressed.

Convention Program Committee chairs Mr. Maucker and Ms. McFarlin indicated dates had been tentatively set for the committee's meetings: June 17, Oct. 28 and Feb. 5. The convention is scheduled for April 3-6 at the JW Marriott in Washington. Among subjects being considered for the program are media convergence, mergers and the key ASNE initiatives. In addition, the committee is seeking to place some "leadership moments" throughout the convention and is exploring the Capital Rotunda and The Pentagon as possible venues for receptions. The chairs will be appointing liaisons to committees working on key initiatives to bring program ideas to the committee.

Ms. Hutton said the **Design and Presentation Committee** will explore the role of design in influencing the conversion to pagination, and the emergence of new media and the 50-inch web. She said the committee will study how to create and nurture a newsroom environment in which content and presentation are both universal responsibilities. She said it was particularly important for the committee to assist small newspapers on design issues.

Ms. Hall said the **Diversity Committee** will be working on implementation of ASNE's initiative with The Freedom Forum and APME on improving diversity in small newspapers and will work closely as well with Education for Journalism on the Knight Foundation-funded High School Journalism Initiative. She also said the committee was planning to meet during the Asian American Journalists Association convention in New York. Also, she said, a sub-committee is at work on a proposal for a recognition program for newspapers that meet or exceed the diversity of their communities. Members of that sub-committee are Ms. Lloyd, Mr. Rodriguez, Mr. Bhatia, Mr. McGruder, Mr. Moore, Mr. Greer and Mr. Zeck. Ms. Bowman will work with the committee on a goal of presenting a report for action at mid-year board meeting.

Ms. Bischoff said that the **Education for Journalism Committee** had a major and exciting task ahead as it worked to implement the high school journalism initiative, funded with a \$500,000 organizational and planning grant from the Knight Foundation that was announced during the convention. This will involve shaping the final plan for the program and winning approval of a long-term grant between now and the end of the calendar year. Though this will be the major focus of the committee, it will also continue its supervisory role for the ASNE Institute for Journalism Excellence and maintain its relationship with the accrediting committee for journalism schools and colleges.

Mr. Bhatia said that in the fourth year of the Journalism Credibility Project, the **Ethics and Values Committee** plans to use what we have learned to assist editors and newsrooms in shaping effective strategies for the years ahead. Among key ideas are publishing a credibility

handbook and a set of discussion modules for journalists as well as setting up a reference center on the Web that would include credibility information produced by ASNE and others. A proposal to fund this work has been submitted to the McCormick Tribune Foundation.

Mr. Gyllenhaal said the **Freedom of Information Committee** will undertake a two-year project on public records. In the first year, backed by the Freedom Forum, the committee will conduct a national survey on attitudes about public records and a similar survey of editors. In the second year, the committee will develop a strategy for future protection and effective use of public records.

Mr. Anderson reported that the **Interactive Media Committee** would work to provide membership more useful tools for practicing journalism in the online world. Another key will be collaborating with other industry trade groups to promote the work of ASNE and making interactive a more integrated part of the annual convention program.

Mr. Rodriguez discussed the planned **International Committee** fact-finding trip to Mexico, set for the last week in May, ahead of the Mexican election. He also indicated the committee may plan another trip later in the year, perhaps taking President Pastrana up on the invitation made in his convention speech. Also, Mr. Rodriguez called attention to the plight of a radio journalist in Russia and offered a resolution. After a discussion and a second by Mr. Aregood, the board unanimously approved the following:

The American Society of Newspaper Editors expresses its concern about press freedoms in Russia and wishes to draw attention to the case of Andrei Babitsky, a correspondent of Radio Free Europe and Radio Liberty. The Society asks that the charges against him be dropped.

The ASNE has welcomed Russia's progress toward a more open media and views what the authorities there have done recently in Chechnya as unacceptable and several steps away from the principles of press freedom the Russian government and the international community have committed themselves to uphold.

Ms. Buckner outlined the direction of the **Leadership Committee**. She said the committee is planning a research project to examine how journalists view their leaders, what they expect from them and how those expectations are met. Also, the committee plans to convene a conference on leadership that will include smart thinkers on leadership and top editors to explore and learn about leadership skills. A report will be published based on the conference and the research, leading up to a significant convention program segment.

Ms. Sutter said the **Marketing and Circulation Committee** will look for ways that editors can adapt marketing principles to their efforts to build readership through content improvements. The committee plans a mid-year meeting to examine some of the best practices and to follow up by publishing a report.

Membership Committee chair Mr. Moore said the committee would develop a strategy to increase minority representation in ASNE as well as overall membership. He said the group would also seek to attract more members from small newspapers.

Mr. Greer reported that the **Nominations Committee** would meet in late January, at a date and site to be soon established, to put together a quality slate of candidates for open board seats.

Ms. Weaver said the **Partnerships and Diversification Committee** would build off ideas to explore how to best leverage our newsgathering and presentation resources across multiple platforms. Also, the group will work with NAA and the Readership Committee on branding issues.

Mr. McGruder said the **Readership Issues Committee** will represent ASNE in the Readership Initiative partnership with NAA and Northwestern University's Media Management Center. It will take the lead in interpreting research results for editors from this large-scale project. The committee also will work to produce a "Local News Workbook," following up on the very successful "Local News Handbook" published two years ago.

Small Newspapers Committee chair Mr. Distelheim reported the committee will explore what sets apart small newspapers generally recognized as excellent, focusing on the role of the editor and leadership. In addition, the committee has a major role in the partnership, announced at the convention, with the Freedom Forum and APME to place more journalists of color in small newspapers.

Moving to other business:

Mr. Bosley asked committee chairs and board members to remember to utilize ASNE's list serve capability to communicate with committees and others. He asked that chairs forward any changes in their committee's membership so that lists could be kept timely. Also, if there are substantial changes in committee mission statements, he asked that those be forwarded as well.

Mr. Oppel thanked all participants for their acceptance of leadership roles and their commitment to hard work going forward. He passed out a list of tips for committee chairs for making their year's more fulfilling and effective.

In concluding, Mr. Oppel reminded all of the mid-year meeting of the board and committee chairs in Austin, Sept. 28-30. He noted that that activities would begin with a dinner on Thursday, Sept. 28, and a full day of business sessions on Friday followed by a dinner. Saturday will be a day of fun and learning, including a visit to the LBJ ranch and a concluding evening at the home of Rich and Carol Oppel.

Mr. Oppel thanked all for a good meeting and an outstanding convention. The meeting was adjourned at 4:30 p.m.

Tim J. McGuire, Star Tribune, Minneapolis
ASNE Secretary