

ASNE BOARD OF DIRECTORS MEETING – APRIL 4, 1995
Loews Anatole Hotel, Dallas

Board members attending:

Gregory Favre, Sacramento (Calif.) Bee, president
Bill Ketter, Quincy (Mass.) Patriot Ledger, vice president
Geneva Overholser, Des Moines (Iowa) Register, secretary
Bob Giles, Detroit News, treasurer
Chris Anderson, Colorado Springs (Colo.) Gazette Telegraph
Tim Gallagher, Ventura County (Calif.) Star
Bob Haiman, The Poynter Institute, St. Petersburg, Fla.
Jane Healy, Orlando (Fla.) Sentinel
Bill Hilliard, Portland, Ore.
Deborah Howell, Newhouse News Service, Washington, DC
Al Johnson, Columbus (Ga.) Ledger-Enquirer
Ron Martin, Atlanta Journal and Constitution
Diane McFarlin, Sarasota (Fla.) Herald-Tribune
Tim McGuire, Minneapolis Star Tribune
Marcia McQuern, Riverside (Calif.) Press-Enterprise
Acel Moore, Philadelphia Inquirer
Rich Oppel, Knight-Ridder Newspapers, Washington, DC
Sandy Rowe, Portland Oregonian
Edward Seaton, Manhattan (Kan.) Mercury
Bill Woo, St. Louis Post-Dispatch

Committee chairs attending:

Mervin Aubespain, Louisville (Ky.) Courier-Journal - Human Resources vice chair
Peter Bhatia, Portland Oregonian - Bulletin co-chair
Shelby Coffey, Los Angeles Times - International vice chair
Frank Daniels III, Raleigh (N.C.) News & Observer - Education for Journalism chair
Hunter George, Lakeland (Fla.) Ledger - Membership vice chair
David Hall, Cleveland Plain Dealer - Minorities chair
Saundra Keyes, Miami Herald - Education for Journalism vice chair
Don Lass, Asbury Park Press, Neptune, N.J. - Human Resources chair
David Lawrence Jr., Miami Herald - Writing Awards Board chair
Linda Lightfoot, Baton Rouge (La.) Advocate - Press, Bar & Public Affairs vice chair
Wanda Lloyd, USA today - Bulletin co-chair
Maxine Lynch, Cleveland Plain Dealer - Minorities vice chair
Scott McGehee, Fort Wayne (Ind.) News-Sentinel - Membership chair
Chris Peck, Spokane (Wash.) Spokesman-Review - Ethics vice chair
Ed Petykiewicz, Ann Arbor (Mich.) News - Small Newspapers chair
Mike Pride, Concord (N.H.) Monitor - Small Newspapers vice chair
Josette Shiner, Washington Times - Bulletin vice chair
Lou Ureneck, Portland (Maine) Press Herald - New Media vice chair
Julia Wallace, Chicago Sun-Times - Literacy vice chair

Other attendees:

Allan Adler, Cohn and Marks
Cathleen Black, Newspaper Association of America
Elise Burroughs, ASNE publications director
Veronica Jennings, ASNE minority affairs director
Dick Schmidt, Cohn and Marks, ASNE legal counsel

Lee Stinnett, ASNE executive director

Not Attending:

Karen Jurgensen, USA Today - Press/Bar chair
Craig Klugman, Fort Wayne (Ind.) Journal-Gazette - International chair
Cynthia Tucker, Atlanta Constitution - Ethics chair

Luncheon guests:

Zita Arocha, NAHJ executive director
Gilbert Bailon, Dallas Morning News, president NAHJ
Lisa Chung, AAJA executive director
Ruth Denny, NAJA executive director
Dinah Eng, president AAJA
Sidmel Estes-Sumpter, WAGA-TV, past president of NABJ
Dorothy Butler Gilliam, Washington Post, president NABJ
Vic Lee, KRON-TV, member AAJA
Karen Lincoln Michel, Dallas Morning News, president NAJA
Julio Moran, Los Angeles Times, member NAHJ
Wilda Wahpepah, Portland Oregonian, NAJA member
Diane Yen-Mei Wong, Unity '99 program consultant

Mr. Favre opened the meeting and thanked all of those present for contributing to a successful ASNE year. The ASNE **president** called the board's attention to the need to recruit new members to ASNE, noting that the Society has incurred a 15 percent loss in membership since 1988. In the current year, ASNE suffered a net loss of 30 members, despite outstanding work by the Membership Committee and its chair. He asked those present who don't have another major ASNE role to join the 1995-96 Membership Committee. The incoming chairman, he noted, has set a goal of achieving a net gain of 100 members during the current year.

"When we meet again next April in Washington, I hope we are back to over 900 members, approaching 1,000," the ASNE president said.

In his **executive director's** report, Mr. Stinnett noted that he had spent a great deal of his time on developing three major projects that are supported by foundation gifts. They include the Institute for Journalism Excellence (supported by the John S. and James L. Knight Foundation), the International Journalism Exchange (Freedom Forum), and the New Media and Values project (Robert R. McCormick Tribune Foundation).

The Knight project has 22 applicants, who have negotiated newspaper jobs with member papers this summer. The creation of the project has gone very smoothly, with enthusiastic acceptance by newspapers. Knight is supporting the project at \$250,000 a year.

Mr. Stinnett said the International Journalism Exchange enjoyed its highest ever level of success in the 1994 program. The materials for the 1995 program have been revamped and a strong proposal was submitted to Freedom Forum for funding in 1996. However, The Freedom Forum has indicated that funding will be reduced to \$100,000 beginning with the 1996 program. The cost of the 1994 program was \$125,000 and the 1995 program estimate is about \$130,000.

The first phase of the McCormick-funded project was completed this spring. A report has been published and a convention segment will focus on the study. A proposal has been developed to continue the project for two years, at about \$300,000 per year, with emphasis on the values part of the previous project, rather than new media.

Mr. Stinnett noted that ASNE has begun to conduct its business online. The Change Committee led the way, and the staff helped the Small Newspapers Committee develop an idea exchange through America Online. Convention information, a jobnet for journalism educators, and the minorities survey have been made available on the ASNE Forum within the NAA Forum. In addition, more and more communication between staff headquarters and members is being conducted over the Internet.

He said that online communication appears to have great promise for ASNE, though the great majority of ASNE members don't appear to be plugged in yet to the Internet.

Mr. Stinnett noted that the major foundation grants all include dollars for staff support and a new secretarial position has been created utilizing these funds. A project director's position to manage these projects is contemplated in the proposed 1995-96 budget. Currently, about \$6,000 of The Freedom Forum's grant for the international exchange is used for ASNE staff and other costs and that funding will likely disappear when Freedom Forum reduces its level of support in 1996.

Mr. Stinnett said that job descriptions for the staff have been revamped and a new job performance evaluation program is being devised.

He noted numerous achievements of his colleagues on the staff:

- Creating the Society's first electronic report.
- Handling of some \$3 million in financial transactions each year.
- Shifting much of the computer system work in-house, rather than through an outside consultant.
- Advanced planning and scheduling of minorities job fairs and short courses.

Mr. Stinnett said he continues to be the principal staff liaison with a dozen of ASNE's 18 committees (most notably the Convention Program Committee). He continues to serve as secretary and assistant treasurer of the ASNE Foundation and secretary to the Council of Presidents. Answering the phone and responding to mail continue to be a priority.

There have been no new developments regarding ASNE headquarters in Reston, he said.

The executive director has visited New Orleans to shop for hotel space and he said he is nearing completion of negotiations with the Fairmont Hotel for the year 2003. He said he believes he will obtain the best contract that ASNE has ever negotiated. Hearing no second thoughts about a New Orleans convention, he said he plans to proceed to obtain a contract he will sign. The contract will be subject to cancellation if an acceptable room rate cannot be agreed upon.

Mr. Seaton, reporting for **ASNE Foundation**, noted that ASNEF funds are growing. The Foundation has successfully raised money to cover the cost of the two-year study of potential readers and to fund ASNE's diversity projects.

Concern was expressed about the reduction of Freedom Forum funding of the International Journalism Exchange and the possibility that the exchange program will be diminished over the years.

The **secretary's** report, presented by Ms. Overholser, included membership applications, resignations, membership transfers, and deaths. As approved by the board, the report was as follows:

Since the board met in September, there have been three deaths and 23 resignations and ineligibilities. Seven members have requested transfer to the retired rolls. Forty-two new members

were elected by mail ballot; 10 were former members. Eight applications will be considered, including six held for discussion; one of those is a reinstatement. Two members dropped last fall for nonpayment of dues are requesting reinstatement. Assuming all are elected and the transfers approved, membership will stand at 872; 686 active and 186 retired.

The board elected all of the applicants and approved the reinstatements.

New Members/Reinstatements (52)

David Barrett, editor, Hartford (Conn.) Courant
Richard Beene, executive editor, Bakersfield Californian
George Bengé, executive editor, Muskogee (Okla.) Phoenix
Zack Binkley, executive editor, Fort Myers (Fla.) News-Press (reinstatement)
Alan Blanchard, editor, Greenville (Mich.) Daily News
Joye Brown, manager, editorial staff development, Newsday
Patrick Canty, editor, Harlingen (Texas) Valley Morning Star
Jill Claflin, executive editor, North Platte (Neb.) Telegraph
Roy Peter Clark, Poynter Institute for Media Studies, distinguished service member
Joan Connell, editor, Religion News Service, Washington, DC
David Cook, editor, Christian Science Monitor
Will Corbin, editor, Newport News (Va.) Daily Press (reinstatement)
John Costa, executive editor, Idaho Statesman, Boise
Rick Doyle, editor, Walla Walla (Wash.) Union-Bulletin
Paula Ellis, managing editor, Columbia (S.C.) State
Wyatt Emmerich, chairman and president, Emmerich Newspapers
Janet Fontenot, managing editor, St. George (Utah) Daily Spectrum
Gerald Garcia, editor, Houston Post (reinstatement)
Malcolm Gibson, managing editor, Lowell (Mass.) Sun (reinstatement)
James Godbold, managing editor, Eugene (Ore.) Register-Guard
Rosemary Goudreau, deputy managing editor, Norfolk (Va.) Virginian-Pilot and Ledger-Star
Terry Greenberg, managing editor, San Mateo (Calif.) Times
Joyce Ingram, deputy managing editor, Norfolk (Va.) Virginian-Pilot and Ledger-Star
Carolyn Lee, assistant managing editor, New York Times
Betty Liddick, executive editor, Stockton (Calif.) Record
Mark Mathes, managing editor, Tribune Media Services, Chicago (reinstatement)
David Mazzearella, editor, USA Today
Cindy McCurry-Ross, managing editor, Salinas Californian
Paul Merkoski, editor, Pleasantville (N.J.) Press of Atlantic City (reinstatement)
Gregory Moore, managing editor, Boston Globe
Barbara Morgan, editor, Bellevue (Wash.) Journal-American
Lanny Morgnanesi, executive editor, Doylestown (Pa.) Intelligencer/Record
Randolph Murray, executive editor, Anniston (Ala.) Star (reinstatement)
Mark Nusbaum, managing editor, Topeka (Kan.) Capital-Journal
Ed Perkins, managing editor, South Bend (Ind.) Tribune
Kent Pollock, assistant managing editor, Sacramento (Calif.) Bee
Neil Reynolds, editor and publisher, Saint John (New Brunswick) Telegraph-Journal and Times Globe (reinstatement)
Addie Rimmer, editor, Boca Raton (Fla.) News
Robert Rivard, managing editor, San Antonio (Texas) Express-News
William Roesgen, publisher, Racine (Wis.) Journal Times and director of editorial development, Lee Newspapers (reinstatement)
David Rutter, editor, Missoula (Mont.) Missoulian
Ellen Shearer, co-director and editor, Medill News Services, Washington., DC

Catherine Shen, editor, Kent (Wash.) Valley Daily News
James Smith, executive editor, Meriden (Conn.) Record-Journal (reinstatement)
Eric Thomason, editor, Kinston (N.C.) Free Press
Scott Ware, editor, Albuquerque (N.M.) Tribune (reinstatement)
Michael Wheeler, managing editor, Clovis (N.M.) News Journal
Michael Whitehead, executive editor, Salem (Ore.) Statesman Journal
Gordon Winters, editor, Lincoln (Neb.) Star
Jonathan Wolman, Washington bureau chief, Associated Press
Horacio Aguirre, editor, Diario Las Americas (reinstatement)
Robert Bentley, CEO and News Director, Greenwood (S.C.) Index-Journal (reinstatement)

In addition, the board approved the application of Marcia Bullard, managing editor of USA Weekend, should she want to join. Ms. Bullard's application last year was rejected, but the board reconsidered and reversed its action.

Deaths (three)

John Dille Jr., retired, Elkhart, Ind.
John Emmerich, Greenwood (Miss.) Commonwealth
Andy McMills, Springfield (Mo.) News-Leader

Resignations and ineligibilities (23):

Robert Atkinson, Syracuse Newspapers; resigned, retired and did not want to continue
David Boldt, former editorial page editor, now columnist, Philadelphia Inquirer; resigned, no longer eligible
William B. Brown, executive editor, Montgomery (Ala.) Advertiser; resigned, "I told my publisher that if the newspaper can't afford to let me go to the convention it seemed foolish to pay annual dues."
Robert Burdick, managing editor, Denver (Colo.) Rocky Mountain News; resigned, "budgetary constraints"
Jim Campbell, former editor, Oak Ridge (Tenn.) Oak Ridger; resigned, left paper, not in a qualifying position
Michelle Carter, former managing editor, San Mateo (Calif.) Times; dropped, left paper and is in non-qualifying position
Julie Doll, Olathe (Kan.) Daily News; dropped, now assistant city editor, Poughkeepsie (N.Y.) Journal, no longer eligible
Wayne Ezell, former editor now marketing director, Boca Raton (Fla.) News; resigned, no longer eligible, editor will be member
Peter Fox, former editor, Racine (Wis.) Journal-Times; dropped, new job in public relations, no longer eligible
Martin Gottlieb, New York Daily News; dropped, left paper, no forwarding address
Donald Hadley, retired; resigned, no reason given
Jerome Huff, former general manager, Marietta (Ga.) Daily Journal; dropped, left paper, no forwarding address
Paul Janensch, former editor, Worcester (Mass.) Telegram & Gazette; resigned, left paper, now in non-qualifying position
David Levine, former editor, Passaic (N.J.) North Jersey Herald & News; dropped, not in qualifying position
James E. Mills, retired; resigned, "unable to attend meetings and continue active membership"
Richard Nenneman, retired; resigned, no reason given
John S. Perry, Kent (Wash.) Valley Daily News; resigned, now publisher, editor will be member
Roger Plothow, publisher, St. George (Utah) Spectrum; resigned, "I can no longer commit to ASNE projects and committees, given my responsibilities as publisher. I'm not comfortable being a member of an organization if I'm not able to attend its meetings and participate in a meaningful way."
Robert Rawlings, editor and publisher, Pueblo (Colo.) Chieftain; resigned, "unable to participate"

Larry Rose, Corpus Christi (Texas) Caller-Times; resigned, is now general manager and does not want to continue, editor will be member

William O. Taylor, Boston Globe; resigned, "time for the young team to take on this responsibility"

Michael Waller, Hartford (Conn.) Courant; resigned, now publisher and CEO, editor will be member

Bob Ward, Huntsville (Ala.) Times; resigned, now assistant to publisher, no longer in a qualifying position

Transfers to retired rolls (seven):

Wallace M. Davis Jr., Savannah (Ga.) News-Press

William B. Dennis, Henderson (N.C.) Daily Dispatch

Colleen Dishon, Chicago Tribune

William Evans, Dallas Morning News

Al Fitzpatrick, Knight-Ridder Inc.

Max Frankel, New York Times

Edward L. Johnson, New York Times Regional Newspapers

Transfers to other papers/title changes:

Scott Bosley, Journal of Commerce, New York, to publisher, Gary (Ind.) Post-Tribune

Thomas Callinan, Fort Myers (Fla.) News-Press, to editor, Rochester (N.Y.) Democrat and Chronicle and Times-Union

Jerry Ceppos, managing editor to executive editor, San Jose (Calif.) Mercury News

Jack Davis, editor to president and publisher, Newport News (Va.) Daily Press

Joe Distelheim, Anniston (Ala.) Star to executive editor, Huntsville (Ala.) Times

Kevin Doyle, San Gabriel Valley Newspapers, to editor, Appleton (Wis.) Post Crescent

Tim Gallagher, Albuquerque (N.M.) Tribune to editor, Ventura (Calif.) Star Free-Press

Robert Ingle, president and executive editor, San Jose (Calif.) Mercury News to vice president/new media, Knight-Ridder Inc.

C.W. Johnson, Nashville Tennessean, to managing editor, Rockford (Ill.) Register Star

Barry Lewis, from Port Jervis (N.Y.) Tri-State Gazette to editor, Willimantic (Conn.) Chronicle

J. Keith Moyer, Rochester (N.Y.) Democrat and Chronicle and Times-Union to editor, Fresno (Calif.) Bee

Wayne Parrish, from executive editor to general manager, Toronto (Ontario) Sun

Peter Prichard, USA Today, to executive director, Freedom Forum Newseum (requesting DS)

Joe Sullivan, Topeka (Kan.) Capital-Journal, to editor, Cape Girardeau (Mo.) Southeast Missourian

Unemployed/status pending:

Maggie Balough

Geneva Overholser

Mort Pye, offering retired

David Westphal

Mr. McGuire said he felt that ASNE should take a broader look at its membership rules. "It's a serious issue," he said. "If we remain rigidly locked into our concept of what is an editor, we will foreshadow our ineffectiveness." Mr. Opiel noted that within his own company, Knight-Ridder, newspaper revenues are stagnant or growing hardly at all, while revenue from other services has enjoyed a healthy growth. Mr. Favre appointed a committee (Mr. McGuire, Ms. Rowe, and Mr. Opiel) to study the matter and make recommendations. One idea they will pursue is developing an associate membership category.

Ms. Overholser concluded her report by announcing that she was resigning from the board as she is taking the ombudsman's position at the Washington Post and will not be qualified to continue as an ASNE member. She expressed regret over leaving ASNE. Mr. Favre noted that her resignation was a "sad moment" and said he hoped she would eventually return to ASNE and to the board.

Mr. Giles, **treasurer**, proposed a 1995-96 budget that included a five percent increase in dues and convention fees, which was approved. The treasurer's report and budget are on page 1340.

Mr. Ketter, **vice president**, reported that two of the 1995-96 committees will be renamed. The Ethics Committee will become the "Ethics and Values Committee" and will implement a major initiative if the McCormick Tribune Foundation approves a grant. The project would create an ASNE Journalism Values Institute, the purpose of which will be to explore "our traditional principles" and the public's expectations in this regard. The present New Media and Values Committee will be simply the New Media Committee and "push our frontiers" in the new media, with a focus on helping newspapers develop new media projects relating to "the fundamental purpose of a democratic society," including elections and community problem-solving.

He reminded the board that the fall meeting will be held Oct. 12-14 in Boston.

Mr. Woo urged the incoming ASNE president to "make sure that the issue of ethics" continues to be emphasized in the coming year.

Mr. Giles, who will become vice president, said he will "take advantage of a strong list of committee chairs" recruited by Ms. Overholser. Most of those she appointed have agreed to continue as vice chairs in 1995-96. The line up of committee chairs in 1996-97 will be:

American Editor – Richard Oppel, Knight-Ridder Newspapers, Linda Lightfoot, Baton Rouge (La.) Advocate, co-chairs

Change – Gil Thelen, Columbia (S.C.) State

Convention Program – Tim McGuire, Minneapolis Star Tribune

Education for Journalism – Edward Seaton, Manhattan (Kan.) Mercury

Ethics and Values – Karla Garrett Harshaw, Springfield (Ohio) News-Sun

Freedom of Information – Diane McFarlin, Sarasota (Fla.) Herald-Tribune

Future of Newspapers – Cole Campbell, Virginian-Pilot/Ledger-Star, Norfolk

Human Resources – Gene Foreman, Philadelphia Inquirer

International – Robert Ritter, Gannett News Service

Literacy – Mike Finney, Omaha (Neb.) World-Herald

Membership – Deborah Howell, Newhouse News Service

Minorities – Narda Zacchino, Los Angeles Times

4/2/95

1995-96 PROPOSED BUDGET COMPARISON

	A	B	C	D	E
<u>Income</u>	<u>1994-95 BUDGET</u>	<u>1994-95 thru 2/28/95</u>	<u>Projected 1994-95</u>	<u>1993-94 ACTUAL</u>	<u>Proposed 1995-6 BUDGET</u>
1. Dues	309,000	255,575	320,000	289,251	328,500
2. Initiation fees	9,000	10,950	14,000	9,600	12,000
3. Interest/dividends	14,500	11,468	20,000	17,115	17,000
4. Program reimbursements	193,500	156,000	254,500	118,750	195,500
5. Convention	256,500	95,204	235,000	302,844	378,500
6. Bulletin	12,000	10,280	15,000	14,823	13,500
7. Publications	2,000	678	1,000	3,926	4,500
8. Miscellaneous	<u>1,500</u>	<u>410</u>	<u>1,000</u>	<u>1,325</u>	<u>1,000</u>
9. TOTAL INCOME	798,000	540,565	860,500	757,634	950,500
<u>Expenses</u>					
10. Salaries	334,000	232,783	342,500	316,848	413,500
11. Payroll taxes	23,000	16,903	26,500	23,730	30,000
12. Group insurance	32,500	16,614	29,000	28,050	36,000
13. Retirement	25,500	12,870	26,000	19,492	32,500
14. Legal counsel	35,500	17,774	35,500	34,000	71,000
15. Auditing services	5,000	3,112	3,500	3,930	4,000
16. Convention	173,000	4,600	223,000	107,291	166,000
17. Board/committee meeting	7,500	1,932	5,500	7,474	7,500
18. Bulletin	38,500	15,723	51,500	33,149	50,000
19. Annual report/Proceedings	9,000	5,837	9,000	10,581	10,000
20. Editors' Exchange	9,000	3,559	7,000	6,065	9,000
21. Dues/subscriptions	500	429	500	544	500
22. Rent	18,000	11,797	18,000	17,473	18,000
23. Office expenses	15,000	10,845	15,000	15,302	16,000
24. Equipment/maintenance	5,000	3,023	4,500	6,644	6,500
25. Postage	28,500	14,049	26,000	23,509	33,000
26. Telephone	9,500	5,176	9,000	10,187	10,000
27. Travel	20,000	15,366	20,000	9,999	17,000
28. Insurance	6,000	4,495	5,500	5,875	6,000
29. Miscellaneous	<u>3,000</u>	<u>1,812</u>	<u>3,000</u>	<u>3,407</u>	<u>3,000</u>
30. TOTAL EXPENSES	798,000	398,699	860,500	683,550	939,500
31. Profit (loss)	- 0 -	141,866	-0-	74,084	11,000
32. FAF - income	13,500	14,217	16,500	18,339	14,000
33. FAF - expenses	<u>46,500</u>	<u>23,256</u>	<u>45,000</u>	<u>43,565</u>	<u>12,500</u>
34. FAF - profit (loss)	(33,000)	(9,039)	(28,500)	(25,226)	1,500

New Media – Jane Healy, Orlando (Fla.) Sentinel
Nominations – Al Johnson, Columbus (Ga.) Ledger-Enquirer
Press, Bar and Public Affairs – Mike Jacobs, Grand Forks (N.D.) Herald
Small Newspapers – Phil Currie, Gannett Co, Inc., Arlington, Va.
Writing Awards – Mary Jo Meisner, Milwaukee Journal-Sentinel

The board went into executive session and elected Mr. Seaton treasurer-designate. The resignation of Ms. Overholser was accepted with regret and the board voted to appoint the first runner-up in the April election to the board. Following the executive session, the board meeting resumed with the committee chairs and vice chairs present.

Mr. Haiman, **Convention Program**, said, “I have found that there are a million details involved in putting on the convention and the staff knows every single one of them. We have received tremendous cooperation from the Dallas Morning News.” He presented the printed program of the convention as his committee report.

Minorities chair Hall said minority affairs director Jennings had done “a magnificent job.” He described plans for the 1995 ASNE Reporter news lab. In the coming year, Ms. Lynch said, she hopes the committee will find help for young minorities to participate in a Cleveland seminar organized by Investigative Reporters and Editors. Ms. Jennings noted that she and the ASNE president, vice president and executive director had a positive meeting with the leaders of the minority associations on the previous day. The heads of the minority groups have proposed that ASNE join in sponsoring a series of projects to increase diversity through the Unity '99 convention. These proposals will be the subject of further discussion with the minority groups, Ms. Jennings said.

Bulletin co-chairs Bhatia and Lloyd said ASNE’s magazine “came out more or less on schedule.” The goal for the past year has been to generate “a more timely, topical” approach that interests editors. Color has been used more frequently on the covers, they noted. Mr. Ketter and Ms. Shiner proposed that the name of the magazine be changed to “The American Editor, Bulletin of the American Society of Newspaper Editors.” Mr. Ketter noted that the present name was adopted in 1926 when the publication was a newsletter that concentrated on the business affairs of the society. The magazine currently is an “important journal” that should have a high profile. Mr. Schmidt said that he had conducted a trademark search concerning the proposed new name of the publication.

A motion was made, seconded and approved to adopt the new name effective with the next issue.

Ms. Burroughs noted that the additional costs of color exceeded the magazine’s budget. Subscriptions continue to languish, she said. An offer to members to purchase bulk subscriptions at a significant discount produced 20 new subscriptions. She said the new name should increase the appeal of the magazine. Writers have been assigned to cover the convention sessions in order to produce a major report on the 1995 convention, she said.

The plan for the 1995 Proceedings is to do most of the work in-house, using free lancers and temps. She plans to use more pictures, since the photos are already electronically scanned for the printed program of the convention.

She noted that the critique forms completed by the directors had been helpful.

Change chair McGuire reported that the “Toolbox for Change” created by his committee provides “anything you want to know about change” and a summary of “most of the work that has been done on this subject at this point.” The committee’s report in the Bulletin was one of the best issues of the magazine. An article in the current American Journalism Review was based on the ASNE Bulletin report, he said.

Mr. Woo, who will chair the committee next year, said one project will help editors who are “not yet there with change, who are still window-shopping.” A second project will appeal to “papers that have already gone down the road to change, that are deep into it already.” A third project will approach change from a more intellectual basis.

The **Future of Newspapers** Committee completed ASNE’s two-year study of potential readers, Ms. Rowe reported. A Friday morning workshop will present the qualitative research done in the study.

Another major project of the committee was a study of fifth graders in order to get a better understanding of future readers and make better decisions about content changes. Thirteen newspapers represented on the committee agreed to assign reporters to do stories on fifth graders, which were collected and analyzed by the committee. A report was published in the Bulletin.

Ms. Black gave an update on NAA. She said that her association’s membership represents 85 percent of the newspaper circulation in the nation. Diversity continues to be a key strategic issue, she said. “Although we can’t make it happen, we can keep attention focused on it.” The association will soon open its Information Resource Center to which newspaper people can turn for quick information on the industry. The staff of the reorganized association has been reduced from 300 employed by the original associations to the present 150 persons. The Newspaper National Network has been launched to seek national advertising, and federations of various business side groups have been created.

In response to a question, she said that NAA is not doing anything specific about readership, though a handbook on circulation churn is being produced.

The meeting was adjourned for lunch at which the presidents of the four minority associations made remarks. The minority leaders urged ASNE to join them in developing projects to intensify efforts to diversify newsroom staffs through the year 1999.

The meeting resumed with a report on the **New Media and Values** Committee by Mr. Anderson. He noted the publication of a report entitled “Timeless Values: Staying True to Journalistic Principles in the Age of New Media,” presenting the findings of a year-long study funded by the Robert R. McCormick Tribune Foundation. The study shows that traditional journalism values (fairness, balance, editorial judgment, etc.) will have an important place in the newly developing electronic media. Mr. Ureneck, vice chair, said the New Media Committee in the coming year will help newspapers develop their online projects that focus on community problem solving.

Ms. McGehee, **Membership** chair, reported that the Committee had surveyed editors to better understand the impediments to membership. “It was no surprise to discover that the cost of membership and of attending the convention is the largest impediment,” she said. “There is a fairly widespread lack of understanding of the value of membership in ASNE. The greatest opportunity is to sell the value of the Society.” The committee tailored a solicitation to respond to the interests and concerns of potential members. Though “not thrilled with the response,” ASNE can take some satisfaction in the number of new members who applied. Member penetration is highest among newspapers whose circulation exceeds 50,000, and the under-50,000 newspapers provide “the greatest opportunity to educate those folks and their bosses about the value of membership.”

Mr. George said his Membership Committee will launch an ambitious effort to make a net gain of 100 members. “The way we are going to do it ain’t going to be pretty,” he said. “We will work the phones and drag those members in here if we have to.”

Mr. Giles, reporting for the **Nominations** Committee, noted the list of 10 board candidates that had agreed to run for election. Because of the resignation of Ms. Overholser, six will be elected.

Ms. McFarlin, **Literacy**, noted that the committee convened a "Reading in America" conference at The Poynter Institute for Media Studies at which 12 guest experts described their success in reaching young people. A research project was funded by the New York Times Regional Newspapers Group and a report (*Truths to Tell: Youth and Newspaper Reading*) was produced by Poynter. Some 40 editors participated and a major report was published in the ASNE Bulletin.

Ms. Wallace reported that the committee in the coming year will focus on computer literacy among young people.

The **Small Newspapers** Committee continued its critique project, though the level of participation has diminished by about 50 percent, according to Mr. Petykiewicz. Some of the editors involved in the critiques are continuing informal relationships established earlier, he noted. A major frustration among the editors of the smaller papers focuses on dealing with front-end technology, so the committee's major project was a survey resulting in a "hands-on guide to pagination and newsroom technology." Some 250 newspapers responded to the survey, he noted. The committee produced a second report presenting six case studies dealing with newsroom management.

Mr. Favre expressed appreciation to Petykiewicz for the contribution of a reprint of 2,500 copies of "Thinking Big about Small Newspapers."

Mr. Pride said the 1995-96 committee will focus on the basics of reporting and what reporters have to say to editors in this regard. A project on what makes community journalism work is contemplated. The committee will ask members whether or not ASNE should continue the critique project.

Mr. Daniels, **Education for Journalism** chair, noted that ASNE was successful in its request to the John S. and James L. Knight Foundation to fund the new initiative in retraining journalism educators in newsroom work. "During the second half of the year, we didn't do anything," he said.

Ms. Keyes said the committee would continue to participate in the Knight project, which will have a research element to learn more about newspapers' needs for certain skills and what's happening in the classroom. "We are very interested to know about the adequacy of the journalism school curriculum to prepare graduates to work in a multicultural environment," she said. The committee also plans to establish "a more cooperative role" with the journalism educators group and perhaps organize a segment for the AEJMC convention.

Human Resources chair Mr. Lass said his committee developed a Bulletin piece on repetitive stress injury, which may shock some readers. "Around the country, RSI is far more serious than many editors realize," he said. The project was stimulated by the experience of an Asbury Park Press newsroom staffer whose RSI was a "crippling disorder." Mr. Lass said that progress is being made on the long-awaited newsroom management handbook. "We're going to get it done." Ms. McQuern continues to work on the project, now scheduled for completion in the summer. The committee also generated a Bulletin piece on the industry-wide NAA salary survey indicating that copy editors are not faring very well. Work on a project dealing with the copy desk has been deferred to the incoming committee. Finally, the Human Resources chair set up a demonstration for the ASNE and American Press Institute staff on interactive video instruction. ASNE and API are pursuing the idea of an interactive product dealing with newsroom diversity.

Mr. Aubespain, incoming committee chair, indicated that the copy desk will be a prime area of concentration in 1995-96.

The **Press, Bar and Public Affairs** Committee sponsored a seminar at USA Today on legal questions about online projects, according to a report submitted by Karen Jurgensen, USA Today, chair.

Mr. Adler said that legal questions about free speech in cyberspace “continue to be a hot issue.” The Clinton administration is focusing on questions such as the responsibilities of operators of online services. Legislation on Capitol Hill poses a “significant threat to the First Amendment.”

Mr. Schmidt said there are 67 proposals in the House, and 22 in the Senate, to amend the U.S. Constitution. “The present Congress seems to view the Constitution as a rough draft,” he said. One issue that is re-emerging is a Constitutional amendment on flag burning, which he described as “dangerous.” There is also the possibility of a Constitutional convention if the Congress doesn’t get what it wants. “Basic freedoms are in jeopardy,” the ASNE legal counsel said.

Ms. Lightfoot, vice chair, said a major project in the coming year will be “to take a good look state by state at protective orders.” The committee will also work to get the bar/press segment at the National Judicial College re-established.

Freedom of Information chair Mr. Johnson said the committee had “an active year inside and outside the courtroom.” ASNE concentrated on access to information. An ASNE delegation met twice with Attorney General Janet Reno. “These were successful meetings,” Mr. Johnson said. “The attorney general is very willing to be cooperative and is interested in our concerns, including the backlog of FOI Act requests. She feels the Justice Department has done a pretty good job of keeping up with the requests, though she is concerned about the backlog.” Ms. Reno indicated a continuing interest in meeting with the ASNE group.

Mr. Schmidt said the press “lost out” on an act addressing access to electronic information held by the government. ASNE had sought legislation that would assure that public access to electronic information is as full as it has been to paper records.

In the absence of Craig Klugman, **International** Committee chairman whose arrival at the convention was delayed because of a death in his newsroom, Mr. Coffey, vice chair, reported that ASNE is set to bring another group of foreign editors to the United States through the International Journalism Exchange. The Freedom Forum has funded the 1995 exchange.

A trip to Southeast Asia is scheduled for May, he said, and the recently retired Los Angeles Times foreign editor is helping with the development of plans. The committee next year will take a look at a problem identified by former New York Times editor Max Frankel and that is the small number of reporters through which virtually all of America’s news about the world is funneled.

In the absence of **Ethics** Committee chair Ms. Tucker, Mr. Peck reported that a proposal is before the Robert R. McCormick Tribune Foundation to create an ASNE Journalism Values Institute to pursue ideas generated by this year’s New Media and Values Committee.

Mr. Favre noted that a gift from Los Angeles Times executive David Laventhol establishing the Jesse Laventhol Prizes for deadline reporting “has added new prestige to the ASNE Distinguished **Writing Awards.**”

Turning to **other business**, the board discussed the ideas presented by representatives of the four minority journalism associations during the lunch earlier that day.

Mr. Moore said his impression was that the minority association leaders are asking ASNE to undertake something “bolder and bigger” than we have done heretofore. He said that to “ignore the proposal, and not to confront it, would be a mistake.”

Ms. Jennings said her impression was that the Unity leaders were looking for a recommitment from ASNE, particularly at a time when there are national political pressures against affirmative action. What is needed, she said, is “a re-examination of ASNE’s priorities and strategies, and a broadening of perspective. We should develop a broader concept and bring in more people.”

Newspapers all over the nation are restructuring themselves, Mr. Woo noted, and layers of management are being eliminated. “To commit ourselves to ‘X’ percentage of increase is something that we will have to think about carefully.”

Mr. Giles, who heads the journalism accrediting body, said that most schools that are accredited do meet standard 12, the diversity requirement. “That is not to say that there is not room for improvement,” he said. The accrediting council is currently conducting a full review of all of the standards. He said the Unity group should be invited to submit ideas about new language for standard 12.

Ms. Lloyd said her sense was that there was not so much an interest in changing the standard, as there was a concern about how standard 12 is monitored and applied.

Mr. McGuire endorsed the idea that ASNE ought to do something bold, though he questioned whether the document submitted to ASNE presents the best form for doing it.

Ms. Lynch liked the statement in the document that said “the soul of America is under siege,” which she related to attempts to end affirmative action. She said the Unity leaders were urging ASNE to work with them on some of the initiatives and create a new partnership.

Ms. Rowe urged that ASNE give this document additional review to see if the proposals were bold enough or concise enough. Perhaps ASNE should endorse the proposal in principle.

Mr. Hilliard indicated his belief that what is needed is for ASNE to say it has no intention of downgrading its commitment to diversity and to “send that message out to the country.”

Mr. Johnson proposed a reaffirmation, indicating speedier action.

Mr. Favre noted that ASNE is run by committees and that this board could not commit future committee chairs to a certain action.

The following resolution was unanimously adopted by the board:

The American Society of Newspaper Editors is profoundly concerned with the threats to diversity in today’s America.

The Society takes this opportunity to reaffirm its commitment to diversity, its affirmative action programs and its newsroom diversity goals.

The society pledges to join Unity '99 in a partnership to bring new attention to the importance of reflecting multicultural society in America's newsrooms and newspapers.

Meeting Friday, April 7

The newly constituted board of directors met for the purpose of electing officers. Along with the re-elected incumbents, Haiman, Johnson, Martin and McQuern, new directors joining the meeting were Gene Foreman, deputy editor, Philadelphia Inquirer, elected to a three-year term, and Karla Garrett Harshaw, editor of the Springfield (Ohio) News-Sun, elected to a two-year term to fill a vacancy created by the resignation of Ms. Overholser. The following directors were present:

Chris Anderson, Colorado Springs (Colo.) Gazette Telegraph
Gregory Favre, Sacramento (Calif.) Bee
Gene Foreman, Philadelphia Inquirer
Tim Gallagher, Ventura (Calif.) Star-Free Press
Bob Giles, Detroit News
Bob Haiman, The Poynter Institute, St. Petersburg, Fla.
Karla Garrett Harshaw, Springfield (Ohio) News-Sun
Jane Healy, Orlando (Fla.) Sentinel
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
Diane McFarlin, Sarasota (Fla.) Herald-Tribune
Tim McGuire, Minneapolis Star Tribune
Marcia McQuern, Riverside (Calif.) Press-Enterprise
Acel Moore, Philadelphia Inquirer
Rich Oppel, Knight-Ridder Newspapers, Washington, DC
Sandy Rowe, Portland Oregonian
Edward Seaton, Manhattan (Kan.) Mercury
Bill Woo, St. Louis Post-Dispatch

The ASNE board elected the following officers: William B. Ketter, editor, Quincy (Mass.) Patriot-Ledger, president; Robert H. Giles, editor and publisher of the Detroit News, vice president; Sandra Mims Rowe, executive editor of the Portland Oregonian, secretary; and Edward Seaton, editor-in-chief and publisher of the Manhattan (Kan.) Mercury, treasurer.

Meeting Saturday, April 8

Following the conclusion of the 1995 convention, the ASNE board of directors convened for the primary purpose of hearing the action plans of the 1995-96 committees. In addition to all of the directors present at the April 7 meeting, the committee leaders were present as indicated in the following reports.

Mr. Ketter called the meeting to order and congratulated the newly elected directors, as well as Mr. Favre and Mr. Haiman on the success of the 1995 convention. Mr. Ketter presented everyone with a granite paperweight and an invitation to the fall board meeting, Oct. 12-14. The meeting will take place at the Marriott Copley Place in Boston. The first night's dinner will be at the home of John Adams, second president of the United States, in Quincy and the second evening will be spent at the MIT Media Lab. ASNE members who wish to see the New England display of fall foliage can make arrangements at some of the guest house inns in the region.

The following **banking resolution** was adopted: “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 B. Ketter, president; Edward Seaton, 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.”

Mr. Ketter appointed a **membership review** committee to review the applications before the spring and fall board meetings and make recommendations to the board. If necessary, someone on the membership review committee will call applicants and clarify matters that the board will want to know about. The committee will also review the ASNE bylaws and make a recommendation about changes to allow retired members to vote. The committee will be headed by ASNE secretary Rowe, joined by Mr. Woo, Ms. Healy, Mr. McGuire, and Ms. Harshaw. The ASNE president urged the directors and committee leaders each to recruit two new members to ASNE.

Mr. Ketter also appointed the following to serve on the Unity liaison committee: Directors Rowe, McGuire; and Moore; and committee chairs Keyes, Aubespain, Lynch, and Pride. The ASNE president reported that the resolution adopted earlier in the week was well received by the Unity leaders.

Committee chairs outlined their plans for the coming year as follows:

The American Editor — Josette Shiner, Washington Times, chair

The American Editor will look at how editors use their time. A full report will be made on Mr. Favre’s convention address. The magazine will also present the cartoonists’ view of the American editor. Each issue will include a profile of an editor, giving the “human aspect” and some situation the editor faced. The magazine will also present a critique of how newspapers do their work. Mr. Ketter noted the need to market the magazine to increase subscriptions.

Change — William Woo, St. Louis Post-Dispatch, chair

Mark Silverman of Gannett will lead a project to survey change, including how to measure change and its results. Gil Thelen of the Columbia (S.C.) State will examine change “from the inside out.” The project will include the perspective of newsroom people most affected – reporters, for example. What will change do to the newsroom staff? How will staff resistance be overcome? The committee will organize a combined workshop/committee meeting in St. Louis. It will be a one-day, low-budget “mind-expanding” meeting focused on restructuring the newsroom. Jeff Cowart of the American Press Institute is planning the program. The Post-Dispatch hopes to arrange for some work to be done by the Synectics firm. ASNE Foundation may need to fund the airfares and hotel costs for three speakers. The committee will continue the online discussion.

Convention Program — Richard Oppel, Knight-Ridder Newspapers, chair

The committee leaders were asked to send the Convention Program chair by April 30 a memo proposing any convention segments they have in mind. The 1996 meeting will include a major segment on newspapers online. The committee thinks that ASNE should not go to the White House under the same circumstances as it did in 1994, when attendance was limited and everyone could not attend. It is clear that members love going to White House.

Education for Journalism — Sandra Keyes, Miami Herald, chair

In addition to the Knight-funded Institute for Journalism Excellence, the committee also hopes to focus on censorship of high school journalism. ASNE will help organize a session during the journalism educators convention in Washington this summer and the likely topic is newsroom diversity.

Ethics and Values — Christopher Peck, Spokane (Wash.) Spokesman-Review, chair

The committee hopes to launch a project focusing on the core values of journalism. A decision is pending on funding from the Robert R. McCormick Tribune Foundation.

Freedom of Information — Forrest Landon, Roanoke (Va.) Times & World-News, chair

The committee's work is organized into five subcommittees: federal administration and legislation (Ms. Howell); federal/state coalition (Mel Opatowsky, Riverside (Calif.), Press-Enterprise); new media and policy (Paul McMasters, Freedom Forum); scholastic journalism (Mr. Johnson); and projects and publications (Craig Klugman, Ft. Wayne (Ind.) Journal-Gazette). Mr. Schmidt noted that troubling legislation, including "agricultural disparagement" prohibiting defamation of various fruits and vegetables, is being considered in many legislatures. The committee will continue to meet quarterly with Attorney General Janet Reno. The ASNE legal counsel said that the relationship with the attorney general is the best in ASNE's history. However, federal workers at the second or third level would like to operate without public scrutiny. Mr. Seaton noted that President Bill Clinton signed the Declaration of Chapultepec, addressing freedom of the press in the Americas.

Future of Newspapers — Timothy Gallagher, Ventura County (Calif.) Star, chair

The committee will operate along two paths in the coming year. One will look at future readers, particularly the "Generation Xers" (18-30 years), a group that is significantly different from previous generations. This project will look at their readership habits and develop information about their lifestyles. The project will be narrowly defined and will include what is working and recommendations on what newspapers should do to relate to this important segment of the population. A second project, which will be led by Cole Campbell of the Norfolk Virginian-Pilot and Ledger-Star, will attempt to discover what "core competencies" editors need to shape strategies and be successful negotiators in the newsroom. Mr. McGuire recommended that future leaders take a careful look at the name of the Change, Future of Newspapers and Literacy committees to make sure the various ASNE groups are focused.

Human Resources — Mervin Aubespain, Louisville (Ky.) Courier-Journal, chair

The committee's major project will look at the problems of the copy desk. A two-day forum with 20-25 line copy editors will be held at the University of North Carolina and hosted by the School of Journalism. A second forum of copy editing managers will be hosted in Lexington by the University of Kentucky School of Journalism. Karen Brown of the Poynter Institute will be involved in the project. The conclusions of the forums will be published. The costs will not be high – possibly there will be a need for sponsorship of dinners at the seminars (about \$1500). Member newspapers in the area will be asked to serve as hosts for the dinners. Buck Ryan, University of Kentucky, will prepare an article for The American Editor about what newspapers are doing for their copy desks that is really different.

International — Shelby Coffey, Los Angeles Times, chair

Four members will serve on the selection committee for the International Journalism Exchange at a meeting in mid-June. The ASNE trip to Southeast Asia is due to depart in mid-May, following the International Press Institute convention in South Korea. The committee is considering an ASNE trip to the former Soviet republics in 1996. Another project of the committee this year will be to take a look at how the American public is becoming increasingly dependent on a few American journalists to provide almost all of the news coverage from abroad. Mr. Seaton recommended that next year's convention include a program segment on press freedoms in allegedly free states such as Turkey, which has more than 70 journalists in its jail, he said.

Literacy — Julia Wallace, Chicago Sun-Times, chair

The focus for 1995-96 will be on computer-savvy kids, including what our kids have taught us about computers. The committee will create a "home page" whereby members can communicate online, specifically with kids.

Membership — Hunter George, Lakeland (Fla.) Ledger, chair

The committee will concentrate on 500 editors, who ought to be members. It will be a four-part effort, using proven marketing techniques. The first step is a letter, selling ASNE membership, which will be followed with three mailings from ASNE over a three-month period. The committee will follow up with as many phone calls as needed. ASNE/Reston will provide a monthly update, with the names of potential new members. The members who attended the committee meeting expressed concern that there be one more reduced-dues category for 25,000 to 50,000 circulation newspapers and to waive the initiation fee for that circulation category. Also, there was some concern about the value and practicality of ASNE membership. The membership brochure will be modernized.

Minorities — Maxine Lynch, Cleveland Plain Dealer, chair

The committee is looking for sites for short courses. A segment will be proposed for the 1996 convention. The committee will be updating the handbook, "Recruiting and retention of minority students: A 'how-to' guide for journalism schools." Sandra Keyes, chair of the Journalism for Education Committee will be asked to assist in the project. Editors will be asked to work year-to-year on the convention newspaper to increase continuity. ASNE's diversity publications will be updated. The employment survey will be reviewed, with sensitivity to not doing anything that would skew the numbers.

New Media — Louis Ureneck, Portland (Maine) Press Herald, chair

The committee will help newspapers develop new media projects, especially those that focus on public life, elections and community problem solving.

Nominations — Acel Moore, Philadelphia Inquirer, chair

The committee will meet Jan. 14 in Las Vegas.

Press, Bar and Public Affairs — Linda Lightfoot, Baton Rouge (La.) Advocate, chair

The committee will look at the implications of tort reform, and do a state-by-state survey. Mr. Gallagher will continue as ASNE's liaison with the National Judicial College in Reno, Nev. The committee will also open up a dialog with the nation's military academies.

Small Newspapers — Mike Pride, Concord (N.H.) Monitor, chair

Participation in the critiques has fallen off sharply. However, new members may find them beneficial. A project will help newspapers use local sources in their communities to cover specific topics, such as religion and spirituality. Also, the committee will look at what can be done to create an environment to help top community reporters do their work effectively. Another theme to be pursued: why readers quit their newspapers.

Writing Awards — Mr. Ketter reporting for John Carroll, Baltimore Sun, chair

Sports will continue to be the revolving category.

Under **other business**, Ms. Harshaw said that her conversations with editors attending the convention indicate that ASNE needs to do a better job promoting its services to editors. "Some of

those who came up to me during this convention showed some ambivalence about their membership, she said. "ASNE needs to spell out what are the services that we provide to you."

Mr. Giles reported that Messrs. Ketter, McGuire and Haiman have joined him to pursue connections between ASNE and the Associated Press Managing Editors. One idea that will be proposed is to hold conventions in the same city during the same week. There is a potential that both organizations may benefit from such a plan.

The staff agreed to pursue the idea of adding a number on community diversity that corresponds to the percentage of minorities in the newsroom to the annual employment census.

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

Geneva Overholser, secretary