

## MINUTES OF THE BOARD OF DIRECTORS

American Society of Newspaper Editors

April 8, 1997

The board of directors, staff and legal counsel met beginning at 8:30 a.m. at the J.W. Marriott. They were joined at 11 a.m. by leaders of the ASNE committees and other journalism associations. At lunch, leaders of the Unity minority groups made a presentation to the ASNE group. Those present during the day-long meeting were:

Board members attending (some of who chaired 1996-97 committees):

Robert H. Giles, The Detroit News, president  
 Sandra Mims Rowe, The Oregonian, Portland, vice president  
 Edward L. Seaton, The Manhattan (Kan.) Mercury, secretary - Education for Journalism  
 N. Christian Anderson III, The Gazette, Colorado Springs, Colo., treasurer  
 Richard Aregood, The Star-Ledger, Newark, N.J.  
 John S. Carroll, The Sun, Baltimore  
 Gene Foreman, The Philadelphia Inquirer - Human Resources  
 Robert J. Haiman, The Poynter Institute, St. Petersburg, Fla.  
 Karla Garrett Harshaw, Springfield (Ohio) News-Sun - Ethics and Values  
 Deborah Howell, Newhouse News Service, Washington - Membership  
 William B. Ketter, The Patriot Ledger, Quincy, Mass.  
 Linda C. Lightfoot, The Advocate, Baton Rouge, La. - American Editor (co-chair)  
 Ron Martin, The Atlanta Journal and The Atlanta Constitution  
 Diane H. McFarlin, Sarasota (Fla.) Herald-Tribune - Freedom of Information  
 Tim J. McGuire, Star Tribune, Minneapolis - Convention Program  
 Marcia A. McQuern, The Press-Enterprise, Riverside, Calif.  
 Acel Moore, The Philadelphia Inquirer  
 Richard A. Oppel, Austin (Texas) American-Statesman - American Editor (co-chair)  
 William F. Woo, Stanford University

Committee chairs attending:

Cole C. Campbell, St. Louis Post-Dispatch - Future of Newspapers  
 Philip R. Currie, Gannett Co., Inc. - Small Newspapers  
 Michael J. Finney, Omaha (Neb.) World-Herald - Literacy  
 Jane E. Healy, The Orlando (Fla.) Sentinel - New Media  
 Mary Jo Meisner - Writing Awards Board  
 Gil Thelen, The State, Columbia, S.C. - Change  
 Howard C. Weaver, The Sacramento (Calif.) Bee - Newspaper Content  
 Narda C. Zacchino, Los Angeles Times - Diversity

Vice chairs attending:

George M. Benge, Journal and Courier, Lafayette, Ind. - Small Newspapers  
 Jennie Rae Buckner, The Charlotte (N.C.) Observer - Readership Issues  
 Gregory Favre, The Sacramento (Calif.) Bee - Writing Awards Board  
 Edward W. Jones, The Free Lance-Star, Fredericksburg, Va. - Convention Program  
 Robert W. Mong, Messenger-Inquirer, Owensboro, Ky. - Management and Human Resources

Rick Rodriguez, The Sacramento (Calif.) Bee - Diversity  
 Steven A. Smith, The Gazette, Colorado Springs, Colo. - Change  
 Matthew V. Storrin, The Boston Globe - International  
 Stanley R. Tiner, Mobile (Ala.) Register - Freedom of Information  
 James P. Willse, The Star-Ledger, Newark, N.J. - New Media  
 Patrick A. Yack, News & Record, Greensboro, N.C. - Membership  
 David A. Zeeck, The News Tribune, Tacoma, Wash. - American Editor (co-chair)

Guests:

David V. Hawpe, The Courier-Journal, Louisville, Ky., Associated Press Managing Editors  
 John F. Sturm, CEO, Newspaper Association of America

Legal Counsel:

Kevin M. Goldberg, Cohn and Marks  
 Richard M. Schmidt Jr., Cohn and Marks

ASNE Staff:

Craig Branson, publications director  
 Veronica Jennings, diversity director  
 Diana Mitsu Klos, project director  
 Lee Stinnett, executive director

Guests Attending the Luncheon only:

Gilbert Bailon, The Dallas Morning News, representing the National Association of Hispanic Journalists  
 Dino Chiecchi, San Antonio Express-News, also representing NAHJ  
 Dorothy Gilliam, The Washington Post, representing the National Association of Black Journalists  
 Sandra N. Michioku, executive director, Asian American Journalists Association  
 Karen Lincoln Michel, freelance, representing the Native American Journalists Association

Committee leaders not attending were:

Michael J. Jacobs, Grand Forks (N.D.) Herald - chair, Press, Bar and Public Affairs  
 Maxwell E.P. King, The Philadelphia Inquirer - vice chair, Ethics and Values  
 Craig Klugman, The Journal Gazette, Fort Wayne, Ind. - vice chair, Newspaper Content  
 Robert W. Ritter, Gannett Suburban Newspapers - chair, International  
 Janet S. Weaver, The Wichita (Kan.) Eagle - co-vice chair, American Editor

Mr. Giles called the meeting to order by noting that Al Johnson has left the *Ledger-Enquirer* in Columbus, Georgia, to become associate publisher of the *Houston Business Journal*, a position that didn't qualify him to continue as an ASNE member. Gene Foreman will leave the *Philadelphia Inquirer* in the fall of 1998 to teach journalism at Penn State. His current term on the board expires next April. And the current meeting is the last for two of our six-year veterans — Ron Martin and Acel Moore.

The ASNE **president** invited a discussion of the 70 applications for membership, which had been reviewed by a board committee including Mr. Seaton, Ms. Lightfoot and Mr. Woo. The board approved all 70 applications, reported in the secretary's report below, and elected Jim Naughton, president of the Poynter Institute for Media Studies, as a Distinguished Service member.

The minutes of the fall board meeting were approved and Mr. Giles gave his perspective as ASNE president, addressing three topics "that I think need the society's attention and effort." These were freedom of information; a report from the U.S. Commission on Protecting and Reducing Government Secrecy, headed by Sen. Moynihan; and press fairness and credibility.

**Executive director** Stinnett reported that the staff was comfortably operating at its new headquarters at the American Press Institute. The efficiency and appearance of the ASNE office were improved with

furnishings given to ASNE by the Newspaper Association of America, which has relocated from the Newspaper Center to commercial office space.

Since February 1996, Mr. Stinnett noted, he has hired seven staff members. The diversity on the ASNE staff now includes people of black, white, Asian American, and Hispanic ancestry, six women and two men, and one openly gay man.

The ASNE Web site has been developed substantially in the past few months. The emphasis is on publishing as much information as possible, including The American Editor and The Editors' Exchange, as well as ASNE reports. The site is now getting about 50 hits a day. Mr. Stinnett said he plans to explore list serve functions in the coming months.

The discussion turned to the selection of a site for the ASNE convention in 2007. Mr. Stinnett was asked to poll members' preferences on Southern California, Miami, Seattle and Atlanta.

**ASNE Foundation** president Seaton reported that projects funded by the major newspaper foundations are developing according to plan. The Knight Foundation has approved a three-year extension of the journalism educators program, and a major credibility project proposal has been submitted to the McCormick Tribune Foundation. The Freedom Forum/ASNE International Journalism Exchange operated successfully within its \$100,000 budget this year.

Unrestricted gifts in the first three-quarters of the fiscal year have exceeded \$29,000, and ASNEF's unrestricted funds now top \$997,000. Burl Osborne has agreed to join the Foundation board and to become president in the fall.

Mr. Seaton followed with the report of the ASNE **secretary**, which was approved by the board, including the transfer of Ken Paulson, now executive director of the Freedom Forum First Amendment Center, to Distinguished Service membership. The secretary's report follows.

Since the board met in October, there have been three deaths and 32 resignations and ineligibilities. Four members have requested transfer to the retired rolls. Seventy membership applications will be considered, of whom six are former members. Seven members are requesting reinstatement. Membership stands at 871; 696 active and 175 retired. This compares to 870 at the same time last year.

#### Member applicants (70)

Kay Addis, editor, Virginian-Pilot, Norfolk, Va.

Liz Allen, managing editor, lifestyle, Times Publishing Co. (Morning News and Erie, Pa., Daily Times)

Alan Allnutt, editor-in-chief, The Gazette, Montreal, Quebec

David Anderson, editor, Religion News Service, Washington, D.C.

Rick Attig, executive editor, The Bulletin, Bend, Ore.

Thomas Bell, editor and publisher, The Chanute (Kan.) Tribune

Robert Brandt, managing editor/operations, Newsday, Melville, N.Y.

Charles Broadwell, editor, Fayetteville (N.C.) Observer-Times

Arthur Browne, managing editor, Daily News, New York

Joann Byrd, editor, editorial page, Seattle Post-Intelligencer (former member)

Robert Caldwell, editorial page editor, The Oregonian, Portland

Jody Calendar, deputy executive editor, Asbury Park Press, Neptune, N.J.

Ann Charles, editor and publisher, Parsons (Kan.) Sun

Patricia Colender, managing editor, The Times, Munster, Ind.

George Cox, editor, The Brownsville (Texas) Herald

Michael Curtin, editor, The Columbus (Ohio) Dispatch

Robert Dubill, executive editor, USA Today, Arlington, Va. (former member)

Terry Eberle, executive editor, The News-Press, Fort Myers, Fla. (former member)

Luis Ferre, coeditor, El Nuevo Dia, San Juan, Puerto Rico

Maria Ferre, coeditor, El Nuevo Dia, San Juan, Puerto Rico

Dionicio Flores, editor and publisher, El Paso (Texas) Times (former member)

James Gatti, editor, Honolulu Advertiser  
 Bruce Giles, executive editor, The Tuscaloosa (Ala.) News  
 Jeannine Guttman, managing editor, The Portland (Maine) Newspapers  
 Charlotte Hall, managing editor, Newsday, Melville, N.Y.  
 Pete Hamill, editor-in-chief, Daily News, New York  
 Tim Harmon, managing editor, South Bend (Ind.) Tribune  
 Jay Harris, chairman and publisher, San Jose (Calif.) Mercury News (former member)  
 J. Scott Honeyman, editor in chief, Saint John (New Brunswick) Times Globe/Telegraph Journal  
 Richard Jensen, editor, Observer-Dispatch, Utica, N.Y.  
 Peter Johnson, night managing editor, Cincinnati Enquirer  
 Timothy Kelly, editor, Beaumont (Texas) Enterprise  
 Gerould Kern, deputy managing editor/features, Chicago Tribune  
 Steve Knickmeyer, managing editor, The Arizona Republic, Phoenix  
 Susan Kille, editor, New York Times Regional Newspaper Group Wire & Graphics Network, New York  
 Debby Krennek, executive editor, Daily News, New York  
 Barbara LeBlanc, associate editor, The San Juan (Puerto Rico) Star  
 Mark Lett, editor, Post-Tribune, Gary, Ind.  
 Carl Leubsdorf, assistant managing editor/Washington bureau chief, The Dallas Morning News,  
 Washington  
 Charles Lewis, bureau chief, Hearst Newspapers, Washington  
 Dennis Lyons, executive editor, The Reporter, Lansdale, Pa.  
 Pamela Luecke, editor, Lexington (Ky.) Herald-Leader  
 Michael Marshall, managing editor, Mobile (Ala.) Press Register  
 Janet McMillan, executive editor, Daily Journal, Vineland, N.J.  
 John Winn Miller, executive editor, Centre Daily Times, State College, Pa.  
 Marnie Oberle, managing editor, Sunday Times-News, Erie, Pa.  
 Michael Parks, managing editor, Los Angeles Times  
 Allen Parsons, executive editor, Santa Barbara (Calif.) News-Press  
 Ricardo Pimentel, editor, The Sun, San Bernardino, Calif.  
 Adrian Pratt, executive editor, Athens (Ga.) Daily News  
 Charles Pukanecz, editorial director, Journal Register Co., Trenton, N.J.  
 Russell Pulliam, editor, Indianapolis News  
 Dorothy Reinhold, executive editor, San Gabriel Valley Newspaper Group, West Covina, Calif.  
 Larry Reisman, editor, The Press Journal, Vero Beach, Fla.  
 John Rieger, managing editor, The Norman (Okla.) Transcript  
 William Rood, vice president for editorial, Fox Valley Press/Copley Newspapers (four dailies)  
 Howard Schneider, managing editor and v.p. content development, Newsday, Melville, N.Y.  
 Leland Schwartz, editor and publisher, States News Service, Washington  
 Charles (Ray) Shaw, editor, Intelligencer Journal, Lancaster, Pa.  
 David Stacks, managing editor, The Holland (Mich.) Sentinel  
 Calvin Stovall, news executive, Gannett Co., Inc. Arlington, Va.  
 Rick Thames, editor, The Wichita (Kan.) Eagle  
 Robert Unger, executive editor, St. Joseph (Mo.) News-Press (former member)  
 Chris Waddle, executive editor, The Anniston (Ala.) Star  
 Vivian Waixel, editor, The Record, Hackensack, N.J.  
 Kathy Warbelow, managing editor, Austin (Texas) American-Statesman  
 Jim Witt, executive editor, Fort Worth (Texas) Star-Telegram  
 Rufus Woods, editor, The Wenatchee (Wash.) World

David Yarnold, vice president/editorial, Knight-Ridder New Media, San Jose, Calif., on April 24 moves back  
 to managing editor, San Jose Mercury News

Ande Zellman, associate editor, new media, The Boston Globe

Requesting reinstatement (seven)

David Butler, editor, Daily News, Woodland Hills, Calif. (Los Angeles)

Meg Greenfield, editorial page editor, The Washington Post

Timothy Kelly, publisher, Lexington (Ky.) Herald-Leader  
 David Levine, editor, The Tribune-Democrat, Johnstown, Pa.  
 Ignacio Lozano, retired, Newport Beach, Calif.  
 Howell Raines, editorial page editor, New York Times  
 Michael Whitehead, executive editor, The Times, Shreveport, La.

Deaths (three)

Julius Gius, retired, Somis, Calif.  
 Albert Kraus, retired, Westfield, N.J. (deceased 3/96, not previously reported)  
 William Southerland, executive editor, Waterbury (Conn.) Republican-American

Resignations and ineligibilities (32):

Edward Bristol, managing editor, Attleboro (Mass.) Sun Chronicle, resigned, no reason given  
 Amy Carlile, The Arizona Republic, Phoenix; resigned, has new job as editor/specialty publications and did not want to continue  
 John Christie, former deputy managing editor, Sun-Sentinel, Ft. Lauderdale, Fla.; resigned, job changed to general manager/South Broward, said "It doesn't make sense to continue."  
 Joan Connell, former editor, Religion News Service, Washington; dropped, no longer eligible, moved to Washington state to be with husband, has title of senior editor but is basically reporting and not supervising anyone  
 Foster Davis, former managing editor, St. Louis Post-Dispatch; dropped, left paper and is not in a qualifying position  
 David DuBuisson, former editor of the editorial pages, News & Record, Greensboro, N.C.; resigned, ". . . because my new job description (title is associate editor) does not meet the criteria for membership."  
 Dennis Ellsworth, editor, San Angelo (Texas) Standard Times; resigned, ". . . it's in the best interest of our newspaper for us to use our membership dues for other purposes."  
 Wilbur Elston, retired, Grosse Pointe Farms, Mich.; resigned, "My part in it is now ended"  
 Stephen Ford, op-ed editor, Louisville (Ky.) Courier-Journal; resigned after title changed from managing editor, no reason given  
 Max Frankel, retired, New York; resigned, no reason given  
 Joan Fraser, editor, The Gazette, Montreal, Quebec; dropped, left paper and is free-lancing, no longer eligible  
 Kenneth Grubbs, former director of editorial and commentary page, The Orange County Register, Santa Ana, Calif.; dropped, left paper and is editing a magazine, no longer eligible  
 Ben Hansen, former editor, Beaumont (Texas) Enterprise; resigned, moved to general manager and did not want to try to continue  
 Steven Hungerford, Scottsbluff (Neb.) Star-Herald; resigned, went from managing editor to publisher right after elected to membership Oct. 1996 and does not want to continue  
 Norman Isaacs, retired, Katonah, N.Y.; dropped, mail returned, unable to be forwarded, telephone disconnected  
 Bill Jackson, editor, The Evansville (Ind.) Press; resigned, no reason given  
 Al Johnson, executive editor, Columbus (Ga.) Ledger-Enquirer; resigned to become associate publisher of the Houston Business Journal, no longer eligible  
 Sandra Keyes, managing editor, Walnut Creek (Calif.) Contra Costa Times; resigned, top editor will be only member  
 Lavice Laney, former managing editor, Brownsville (Texas) Herald; dropped, left paper and could not get forwarding address, dues not paid  
 Betty Liddick, former executive editor, Stockton (Calif.) Record; resigned, left paper and went into magazines, no longer eligible  
 Andrew Marsters, former managing editor, Biddeford (Maine) Tribune; dropped, left paper to teach, dues not paid  
 Thomas McLean, editorial page editor, The State, Columbia, S.C.; resigned, expects to retire in March and

does not want to continue

W. Davis Merritt, former editor, The Wichita (Kan.) Eagle; resigned, new job title is senior editor, but he's working as a Knight-Ridder consultant on public journalism, says "My new duties probably don't qualify me."

Thomas Mullen, publisher, Lima (Ohio) News; resigned, editor will be member (left in Feb. 96, not previously reported)

Michael Pelrine, editor, Delaware State News, Dover; resigned, no reason given

Daniel Rosenheim, managing editor, San Francisco Chronicle to news director, KRON; no longer eligible

James Rosenthal, former managing editor, Providence (R.I.) Journal-Bulletin; dropped, left paper and is not

in a qualifying position

Todd Schurz, editor and publisher, South Bend (Ind.) Tribune; resigned, transferring membership to managing editor who is in charge of the newsroom, paper will have only one member

Adam Smyser, retired, Honolulu; resigned, says he's "76 and cutting back"

Isabel Spencer, managing editor, Denver Post, to assistant city editor, Newark (N.J.) Star-Ledger; resigned, does not want to continue

Clay Stauffer, former editor and publisher, Holland (Mich.) Sentinel; dropped, left industry and went to art school when company sold, no longer eligible

John Swan, editor, The Leader-Post, Regina, Saskatchewan; resigned, no reason given

Transfers to retired rolls (four):

William Cody, Intelligencer Journal, Lancaster, Pa.

Bill Kovach, Nieman Foundation

David Lipman, St. Louis Post-Dispatch

Bill Woo, St. Louis Post-Dispatch

Transfers to other papers/title changes:

Jane Amari, Kansas City Star, managing editor/design and features to managing editor, new media, features, production

Reid Ashe, Tampa (Fla.) Tribune, from president and associate publisher to publisher

Caesar Andrews, Gannett Suburban Newspapers, White Plains, N.Y., to editor, Gannett News Service, Arlington, Va.

Gilbert Bailon, The Dallas Morning News, from deputy managing editor to executive editor

Timothy Bunn, Syracuse (N.Y.) Newspapers, executive editor to deputy executive editor

Jeff Cohen, Albany (N.Y.) Times Union, executive editor to editor

Arnold Garson, The Sun, San Bernardino, Calif., to publisher, Argus Leader, Sioux Falls, S.D.

Rosemary Goudreau, The Virginian Pilot, Norfolk, to deputy editor, St. Louis Post-Dispatch

David Greenfield, Charleston (W. Va.) Daily Mail, to publisher, The Repository, Canton, Ohio

John Hughes, retired, to editor, Deseret News, Salt Lake City

John Irby, Thomson L.A. News Group, to editor, The Herald Bulletin, Anderson, Ind.

Martin Kaiser, Milwaukee Journal Sentinel, to editor from managing editor

Mindi Keirnan, assistant vice president to vice president/operations, Knight-Ridder, Inc.; writing to see if she

wants to continue

Tim Kelly, Lexington (Ky.) Herald-Leader, to publisher from editor

Thomas Kelsch, Sun-Journal, Lewiston, Maine, to executive editor, Stars and Stripes, Europe

Ralph Langer, Dallas Morning News, to senior vice president and editor from senior vice president and executive editor

Phil Latham, The Lufkin (Texas) Daily News, to editor and publisher, News Messenger, Marshall, Texas

Mark Mathes, Tribune Media Services, managing editor/news and features to editor/news and features

Tim McGuire, from editor and senior vice president for content to editor and senior vice president for new media, Star Tribune, Minneapolis

Wm. James Mortimer, Deseret News, Salt Lake City, from editor and publisher to publisher

Richard Petersen, Escondido (Calif.) North County Times, to new ventures director, San Diego Union-Tribune

Glenn Ritt, from editor to vice president/news and information, The Record, Hackensack, N.J.

Robert Ritter, Gannett News Service, to executive editor, Gannett Suburban Newspapers, White Plains, N.Y.

David Rutter, Missoulian, Missoula, Mont., to night operations editor, News-Press, Fort Myers, Fla.

William Sutton, Post-Tribune, Gary, Ind., to assistant managing editor, The News & Observer, Raleigh, N.C.

Louis Ureneck, Portland (Maine) Newspapers, to assistant to the editor, The Philadelphia Inquirer

Joseph (Chip) Visci, Detroit Free Press, to assistant to chairman and CEO, Knight-Ridder, Inc., Miami

Karen Wada, Los Angeles Times, to deputy managing editor from assistant managing editor

Howard Weaver, from assistant to the president, McClatchy Newspapers, to editorial page editor, Sacramento (Calif.) Bee

#### Transferred to Distinguished Service

Ken Paulson, Gannett Suburban Newspapers, to executive director, Freedom Forum First Amendment Center, Nashville, Tenn.

#### Elected to Distinguished Service

James N. Naughton, president, The Poynter Institute for Media Studies, St. Petersburg, Fla.

#### Unemployed/status pending:

Larry (Rusty) Coats, checking on new position

Rich Connor, left paper

Sal DeVivo, retired, wrote to see if he'll continue

David House, Corpus Christi (Texas) Caller-Times, to editor, Pittsburgh Tribune Review

Arthur Hudnutt, Chronicle Telegram, Elyria, Ohio, paid retired dues, contacting

John Johnson (Jackson, Miss.), left paper

David Mack, left paper (97 dues paid)

Mary Jo Meisner, left paper (97 dues paid)

J. Randolph Murray, left paper

Jennie Phipps, left paper

John Vinocur, executive editor to senior correspondent, International Herald Tribune; wrote to see if he wants to continue

Neil Westergaard, left paper

Thomas White, left paper (97 dues paid)

Ms. Howell was asked to present a report at the fall board meeting about the transfer of active members to retired member status. A question was raised about the current procedure that allows members to transfer to retired-member status at age 55. Also, the board will consider in the fall whether or not ASNE should actively recruit members from Latin America.

Mr. Anderson gave the following **treasurer's** report. At the Friday meeting the board adopted the proposed budget, subject to further discussion about increasing dues at the fall board meeting. One plan that will be considered in the fall is to increase dues only for members at newspapers over 50,000.

**1997-98 PROPOSED BUDGET COMPARISON TO  
1996-97 ACTUAL THROUGH 3/30/97 AND PROJECTED YEAR-END**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	
<u>Income</u>	<u>1996-97 BUDGET</u>	<u>1996-97 thru 3/30/97</u>	<u>Projected 1996-97</u>	<u>1995-96 ACTUAL</u>	<u>Proposed 1997-98 BUDGET</u>
1. Dues	317,500	304,455	328,500	304,961	320,000
2. Initiation fees	12,000	8,400	14,000	8,100	12,000
3. Interest/dividends	14,000	7,002	10,500	18,353	10,500
4. Program reimbursements	211,500	124,500	214,500	195,500	223,000
5. Convention	419,000	319,528	460,500	391,811	429,000
6. American Editor	16,500	9,155	16,000	11,199	14,500
7. Publications	3,000	1,847	2,000	3,574	3,000
8. Miscellaneous	<u>1,000</u>	<u>935</u>	<u>1,000</u>	<u>1,085</u>	<u>2,000</u>
9. TOTAL INCOME	994,500	775,822	1,047,000	934,583	1,014,000
<b><u>Expenses</u></b>					
10. Salaries	403,000	283,596	401,500	401,848	436,000
11. Payroll taxes	29,000	20,632	29,000	30,079	30,500
12. Group insurance	33,500	17,492	33,500	32,711	28,500
13. Pension contributions	31,000	19,520	26,500	31,450	34,000
14. Legal counsel	73,000	36,500	73,000	71,000	76,000
15. Auditing services	4,000	3,375	3,500	3,520	4,000
16. Convention	185,000	73,663	214,000	197,191	196,000
17. Board/committee meeting	9,000	4,015	7,500	9,176	9,000
18. American Editor	50,000	22,527	45,000	40,592	45,000
19. Annual report/Proceedings	10,000	--	10,000	3,725	10,000
20. Editors' Exchange	10,000	5,231	7,500	2,562	6,000
21. Dues/subscriptions	1,000	222	1,000	707	1,000
22. Rent	23,500	17,435	23,500	18,164	25,000
23. Office expenses	31,500	21,771	27,000	26,019	28,000
24. Equipment/maintenance	6,000	3,064	6,000	6,119	10,000
25. Postage	40,000	18,674	32,000	27,364	32,000
26. Telephone	12,500	8,906	12,500	12,485	12,500
27. Travel	22,000	9,679	18,500	19,501	19,500
28. Insurance	6,500	6,094	6,500	6,047	7,000
29. Miscellaneous	<u>14,000</u>	<u>17,499</u>	<u>18,500</u>	<u>9,509</u>	<u>5,000</u>
30. TOTAL EXPENSES	994,500	589,895	996,500	949,769	1,015,000
31. Profit (loss)	--	185,927	50,500	(15,186)	(1,000)
31a. Unbudgeted expenses	--	(24,130)	(31,000)	(12,300)	--
31b. Adjusted profit (loss)		161,797	19,500	(27,486)	
32. FAF - income	14,000	11,899	13,000	14,533	14,000
33. FAF - expenses	<u>12,500</u>	<u>9,178</u>	<u>12,500</u>	<u>12,082</u>	<u>12,500</u>
34. FAF - profit (loss)	1,500	2,721	500	2,451	1,500



Ms. Rowe, reporting as **vice president**, reminded the board that the fall meeting will be held in Portland on Sept. 25-27. She said her major focus as ASNE president will be on the core issues of credibility. ASNE will take a leadership role in coordinating various credibility efforts getting underway by newspaper groups and the major foundations, including McCormick Tribune Foundation, The Freedom Forum, Poynter, Pew-sponsored programs, the Knight Foundation, and individual newspaper companies, all of which have indicated a determination to do something about the declining credibility of journalism. ASNE's own effort will assemble a think tank of editors and the heads of various newspaper-related foundations, institutions and associations, many of whom are ASNE members. The group will try to do two things, she said: (1) assess the research that already exists, "looking at what else we need to know"; and (2) understand what can be done to shore up newspaper credibility. "It's going to require years of hard, tough work for journalism to climb out of this hole," she said. But there's an "incredible opportunity for ASNE to generate some action that will improve credibility." Ms. Rowe added, "I'm determined to focus my entire year on it."

Seaton added, "We hope to direct the Pew people to working in the broadcast and online areas, while we hope to get Freedom Forum to take the results to the public."

Turning to **other business**, the board adopted the following resolution proposed by Mr. Woo: "The American Society of Newspaper Editors opposes any effort by government to compel or to require as a condition for covering the news the disclosure by journalists of either the source or the amount of compensation earned outside of their primary employment. The ASNE, however, discourages the acceptance by journalists of large speaking or appearance fees or honoraria from non-journalistic organizations. The practice is detrimental to the credibility of the press, as an independent institution un beholden to any special interest."

Ms. Jennings, **ASNE diversity director**, reported mixed results from ASNE's attempt in its 1997 employment survey to obtain information on the racial composition of communities. She said the information was inconsistent and impossible to verify. She questioned whether ASNE should publish it this year and whether the effort to get this information on the survey should be continued in the future.

After a discussion, the board decided not to publish this information in 1997 (though to make it available upon request) and to try a different approach in 1998, with the understanding that if it doesn't produce better results next year, the effort will be discontinued.

The board went into executive session, following which the committee chairs joined the meeting.

The following reports were made by the committee chairs:

**New Media**, Ms. Healy: The committee's report is published on ASNE's Website. It's a list of editors' most frequently asked questions.

**Convention Program**, Mr. McGuire: A provocative convention program has been assembled. A lot of hard work went into the program planning, and some of the major speakers were confirmed late in the process.

**Diversity**, Ms. Zacchino: Newspapers' minority numbers are growing only slowly, while the minority population is growing faster. We need to step up efforts and coordinate programs so that ASNE and the other groups working in this area share information and cooperate more.

**Diversity director**, Ms. Jennings: The new diversity initiatives for 1997-98 will include a newspaper/high school journalism partnership project funded through The Freedom Forum. The 1997-98 budget for diversity programs noted that in the current year ASNE reversed an eight-year trend and spent less than it took in for diversity initiatives. The 1997 newsroom employment survey found that the representation of minority newsroom professionals was 11.35 percent, an increase from 11.02 percent in the 1996 survey, although the number of minority newsroom staffers was unchanged at 6,100.

**The American Editor**, Ms. Lightfoot and Mr. Oppel: Magazine cover stories during the year included looks at the Internet, the Olympics, pagination, the Journalism Values Institute and front pages that sell newspapers. The major stories probed how two newspapers covered the same story differently and came to different conclusions, orientation for new newsroom workers, student journalism, and the Food Lion-ABC verdict. The magazine's departments, including "What Would You Do?," are well developed.

**Publications director**, Mr. Branson: Numerous improvements have been made to ASNE's Web site, including member names and addresses, The American Editor and Editors' Exchange, the Proceedings, the annual employment census, press releases and reports from some committees. Publications sales generated over \$15,000 income, primarily because of the higher prices of the two most popular publications, "What's Important to Generation X" and "The Journalism Values Institute Handbook." The Proceedings of the 1996 convention were delayed until the end of May. ASNE will experience a 20 percent reduction in the cost of printing The American Editor and The Editors' Exchange because of a change in printers.

**Human Resources**, Mr. Foreman: The committee generated two major reports, one that continues the effort to focus attention on the problems of copy editors and the other probing newsroom attitudes and demographics.

**Membership**, Ms. Howell: The committee conducted a relentless drive after the fall meeting, with recruiters working in almost every state. Lots of letters were sent out, with follow-up phone calls.

**APME** president David Hawpe joined the meeting briefly to provide an update on ASNE's sister organization. He said the Associated Press Managing Editors is moving toward renewal and rejuvenation. Henceforth the annual meeting will be known as a "conference" rather than a "convention," a word that publishers may prefer. The substance of APME is being strengthened through the development of in-service education programs. This year's conference will include a high-powered writing seminar, and a full day of programming for small newspaper editors. APME continues its wire watches.

**Newspaper Association of America** president and CEO John Sturm said NAA has moved to new offices in a more urban environment. The association is a more focused organization and is financially sound. A three-year, consumer-oriented campaign to promote newspapers is being launched. It will cost \$6 million in the first year. NAA continues to value its cooperation with ASNE through projects like the current media usage study and last year's Generation X research.

**Change**, Mr. Thelen: The committee achieved its major objectives, which were to provide the membership a comprehensive report on the progress of change efforts in newsrooms and to gain funding for Project Reconnect, an unusual collaboration between six newspapers and six college journalism programs. Project Reconnect will examine individual cases of disaffection between segments of the community and the paper.

**Newspaper Content**, Mr. Weaver: Evaluating wire content turned out to be a logistical puzzle; distributing hundreds of stories to editors was difficult and time consuming. But the committee's experience was that this was a useful process.

**Small Newspapers**, Mr. Currie: A project to probe the concerns of small newspaper editors turned out to be the "survey from hell." There was difficulty in getting an adequate response to the questionnaire, but after repeated attempts a sufficient number of responses were received from newspapers in the 10,000-50,000-circulation range, and the analysis is proceeding. A report will be issued following the convention. An exchange of critiques among 40 editors is underway during the convention.

**Freedom of Information**, Ms. McFarlin: The committee is developing a project to call public attention to the Freedom of Information Act. Materials are being prepared to distribute to editors prior to the July 4 week, which will be designated "Your Right to Know Week." ASNE instigated a highly successful commemoration of the 30th anniversary of FOIA. The committee continues to monitor FOI issues and to sound off when appropriate.

**Legal Counsel** Dick Schmidt and his colleague Mr. Goldberg: After 29 years as legal counsel, Mr. Schmidt said, it's clear that a lot of work needs to be done every year, and the issues don't change very much. ASNE continues to work with a group of lawyers and media representatives, Citizens for the Constitution.

**Future of Newspapers**, Mr. Campbell: ASNE's major project has been to cooperate with NAA in conducting a study, with 3,000 respondents, of media usage. The purpose is to identify the competitive strategies of newspapers. One aspect of the study is to explore the relationships of readers and newspapers, not just as consumers but as citizens. The findings show that the public hungers for newspapers to help them solve community problems. The findings ought to generate concern about reader loyalty to the daily newspaper, but the Sunday paper is an incredible powerhouse.

**Education for Journalism**, Mr. Seaton: The Knight Foundation has renewed its support of the program to bring newspapers and journalism educators closer together. Knight has also funded a related program through the Association of Schools of Journalism and Mass Communications. The High School Journalism Educator of the Year, designated by the Dow Jones Newspaper Fund, will attend the convention. A major project was to connect ASNE's Web site to Newspaper Research Journal articles and to establish links to the Student Press Law Center and JEA through the ASNE Website.

**Ethics and Values**, Ms. Harshaw: A very busy year included four regional Journalism Values Institute workshops, plus a fifth seminar dealing with on-line values issues at Poynter. Many newspapers chose to send more than one staff member to the sessions.

**Project director** Klos gave an update on the three core programs that she administers.

**Writing Awards**, Ms. Meisner: Entries in the Writing Awards were excellent this year, including strong items in the Jesse Laventhol Deadline Writing category. However, ASNE ought to stimulate more entries for the deadline competition.

**International.** Mr. Ritter, who was absent, submitted the following report: ASNE's trip to Asia was canceled when an insufficient number of members were willing to go. A streamlined version of "ASNE Watch" was implemented, working with the Committee to Protect Journalists.

During lunch, representatives of Unity presented their "Project Target" plan to focus on four newspapers, through the Unity 1999 convention.

## **Meeting on April 11**

The board of directors met following the election of new directors to name the 1997-98 officers. Mr. Opper was named treasurer; Mr. Anderson, secretary; Mr. Seaton, vice president; and Ms. Rowe, president. All of the members of the newly constituted board were present.

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

### Winning three-year terms were:

Diane McFarlin, executive editor, Sarasota (Fla.) Herald-Tribune, 188

Karla Garrett Harshaw, editor, Springfield (Ohio) News-Sun, 185

Peter Bhatia, managing editor, The Oregonian, Portland, Ore., 169

Linda Lightfoot, executive editor, The Advocate, Baton Rouge, La., 156

Wanda Lloyd, managing editor/features, administration and planning, The Greenville (S.C.) News, 150

### Winning a two-year term:

Rick Rodriguez, managing editor, The Sacramento (Calif.) Bee, 146

Winning one-year terms:

Edward W. Jones, managing editor, The Free Lance-Star, Fredericksburg, Va., 143  
 Ralph Langer, executive vice president and editor, The Dallas Morning News, 142

Other candidates were:

Gil Thelen, executive editor, The State, Columbia, S.C., 131  
 Matthew V. Storin, editor, The Boston Globe, 130  
 David A. Zeeck, executive editor, The News Tribune, Tacoma, Wash., 130  
 Leonard Downie Jr., executive editor, The Washington Post, 112  
 Robert W. Mong, publisher, Messenger-Inquirer, Owensboro, Ky., 106  
 Larry W. Tarleton, executive editor, The Post and Courier, Charleston, S.C., 102  
 Mark N. Trahan, editor and publisher, Moscow-Pullman Daily News, Moscow, Idaho, 101  
 Philip R. Currie, senior vice president/news, Gannett Co. Inc., 82

Ms. Harshaw, Ms. Lightfoot and Ms. McFarlin were incumbents. There were 11 write-ins and 273 valid ballots. The election judges were chaired by Thomas H. Greer, The Plain Dealer, Cleveland, and included Gerald M. Boyd, The New York Times; Judith Locorriere, The Jersey Journal, Jersey City, N.J.; Jacqueline M. Thomas, The Detroit News, Washington Bureau; and Howard C. Weaver, The Sacramento (Calif.) Bee.

**Meeting following the convention**

The board reassembled following the April 11 concluding convention luncheon, joined by the 1997-98 committee chairs, the staff and legal counsel. Those present were:

Board members attending:

Sandra Mims Rowe, The Oregonian, Portland, president  
 Edward L. Seaton, The Manhattan (Kan.) Mercury, vice president  
 N. Christian Anderson III, The Gazette, Colorado Springs, Colo., secretary  
 Richard A. Oppel, Austin (Texas) American-Statesman, treasurer  
 Richard Aregood, The Star-Ledger, Newark, N.J.  
 Peter K. Bhatia, The Oregonian, Portland  
 John S. Carroll, The Sun, Baltimore  
 Gene Foreman, The Philadelphia Inquirer  
 Robert H. Giles, The Detroit News  
 Robert J. Haiman, The Poynter Institute, St. Petersburg, Fla.  
 Karla Garrett Harshaw, Springfield (Ohio) News-Sun - Education for Journalism  
 Deborah Howell, Newhouse News Service, Washington, D.C. - Nominations  
 Edward W. Jones, The Free Lance-Star, Fredericksburg, Va. - Convention Program  
 Ralph E. Langer, The Dallas Morning News  
 Linda C. Lightfoot, The Advocate, Baton Rouge, La.  
 Wanda S. Lloyd, The Greenville (S.C.) News  
 Diane H. McFarlin, Sarasota (Fla.) Herald-Tribune  
 Tim J. McGuire, Star Tribune, Minneapolis  
 Marcia A. McQuern, The Press-Enterprise, Riverside, Calif.  
 Rick Rodriguez, The Sacramento (Calif.) Bee - Diversity

Committee chairs attending:

George M. Bengé, Journal and Courier, Lafayette, Ind. - Small Newspapers  
 Jennie Rae Buckner, The Charlotte (N.C.) Observer - Readership Issues  
 Gregory Favre, The Sacramento (Calif.) Bee - Writing Awards Board  
 Maxwell E.P. King, The Philadelphia Inquirer - Ethics and Values  
 Robert W. Mong, Messenger-Inquirer, Owensboro, Ky. - Management and  
 Human Resources  
 Steven A. Smith, The Gazette, Colorado Springs, Colo. - Change  
 Matthew V. Storin, The Boston Globe - International

Stanley R. Tiner, Mobile (Ala.) Register - Freedom of Information  
Janet S. Weaver, The Wichita (Kan.) Eagle - American Editor (co-chair)  
James P. Willse, The Star-Ledger, Newark, N.J. - New Media  
Patrick A. Yack, News & Record, Greensboro, N.C. - Membership  
David A. Zeeck, The News Tribune, Tacoma, Wash. - American Editor (co-chair)

Legal counsel:

Kevin M. Goldberg, Cohn and Marks  
Richard M. Schmidt Jr., Cohn and Marks

ASNE staff:

Craig Branson, publications director  
Veronica Jennings, minority affairs director  
Diana Mitsu Klos, project director  
Lee Stinnett, executive director

Not attending:

Craig Klugman, The Journal Gazette, Fort Wayne, Ind. - Wire Content

Ms. Rowe called the meeting to order and congratulated Mr. Giles on a successful ASNE year and Mr. McGuire on a great convention. She also congratulated the directors who won election and welcomed the non-incumbents to the board.

The board adopted the following banking resolution: "Resolved that Fidelity, Merrill Lynch, Scudder, and George Mason Bank are hereby designated as depositories for the funds of this Society and that said banks are hereby authorized and directed to pay checks and other orders for the payment of money drawn in the name of this Society when signed by either Sandra Mims Rowe, president; Richard A. Oppel, 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."

Ms. Rowe asked ASNE secretary Anderson to head the board's committee to review membership applications prior to the next two meetings, and she appointed Ms. Lightfoot and Mr. Carroll to join Mr. Anderson.

The board approved the membership application of Scott Anderson, executive producer, Digital City South Florida (Tribune Co.).

The chairs described the action plans of the 1997-98 committees:

- **The American Editor**, Ms. Weaver and Mr. Zeeck: Many of the stories will be viewed through the prism of credibility. Among the topics to be explored in the magazine in 97-98 are staff members' involvement in their communities, reporter expertise and mastery of subjects, newsroom leadership, newsroom reorganization, and archiving as a potential newsroom profit center.
- **Change**, Mr. Smith: The Change Committee will explore ways in which newsroom change influences, or is influenced by, broader social trends for change in community life. A project to understand how newspapers can engage hard-to-reach community segments in constructive mutual understanding is ongoing.
- **Convention Program**, Mr. Jones: The 1998 ASNE convention, March 31-April 3 in Washington, will address the big issues of journalism, especially those revolving around credibility. Other topics being considered include newsroom leadership, international developments, diversity, storytelling, expertise in the newsroom, editor/publisher relations, and the next millennium.
- **Diversity**, Mr. Rodriguez: The committee unanimously opposes the inclusion of a question about minority population demographics on the newsroom employment survey form. Beyond the obvious problem of the spotty response to the question in the 1997 survey, the committee was concerned that the addition of this item to the questionnaire put too much emphasis on numbers. There was also concern about newspapers with few minority readers feeling they have done their part in meeting the ASNE goal. The board voted to make another attempt to gather the information and include the question on the 1998 survey form; however, the question would be rewritten to improve consistency and accuracy of the responses. Mr. Rodriguez and Mr. Anderson were asked to bring a proposal to the fall board meeting. In 1997-98, the diversity committee proposes to set up a minority internship program focused on small newspapers and to sponsor a diversity summit in the fall. ASNE will continue to be a major player in efforts to improve newsroom diversity. Projects to put editors in contact with aspiring minority applicants include job fairs and short courses on campuses with large minority enrollments. The committee will focus on placing more minorities in internships at small newspapers and strengthening high school journalism programs.
- **Education for Journalism**, Ms. Harshaw: A major project is the Institute for Journalism Excellence, which engages college journalism teachers in an intensive seven-week program and immerses them in newspaper operations. The John S. and James L. Knight Foundation funds the project. The committee also will focus on censorship of high school journalism and organize sessions during the journalism educators' annual convention. Another objective of the committee is to communicate concepts developed through ASNE's Journalism Values Institute to journalism educators.
- **Ethics and Values**, Mr. King: The committee has begun a three-year examination of credibility/public trust, involving studies, surveys, discussions and several conferences of newspaper leaders and others who can help editors understand this issue. The principal goal is to determine what actions can be taken to improve public trust in newspapers. The Robert R. McCormick Tribune Foundation has been asked to fund the project.
- **Freedom of Information**, Mr. Tiner: The committee has developed an aggressive action plan on a host of FOI issues confronting editors daily, including free speech in cyberspace and at the local level. They include launching the "Your Right to Know" project to focus public attention on the Freedom of Information Act and monitoring First Amendment issues in cyberspace, the U.S. military, and at the local and state levels. ASNE is taking a leading role in the continuing effort to discourage Congress from amending the Constitution to outlaw desecration of the U.S. flag. A dialog is being maintained with Attorney General Janet Reno regarding free speech and access to information at the federal level. ASNE looks for relationships with other groups – including the Associated Press Managing Editors, Society of Professional Journalists, and Reporters Committee for Freedom of the Press – to advance FOI efforts.
- **International**, Mr. Storin: An ASNE trip to Northern Ireland and the Republic of Ireland is being considered. The Freedom Forum-ASNE International Journalism Exchange brings 10 foreign editors to the United States each year to stimulate international understanding and to help ASNE's colleagues from abroad develop their skills as newsroom managers. The committee responds to intrusions on press freedom around the world and

maintains a close relationship with organizations that monitor press freedom, including the Committee to Protect Journalists and the World Press Freedom Committee.

- **Management and Human Resources**, Mr. Mong: The committee will explore new ways to improve job satisfaction on the copy desk, including a National Copy Editors Conference in October, a video and a research project. Other issues being examined by the committee include newsroom isolation from the community, the relationship between stress and retention, the status of women, hours and schedules, as revealed in ASNE's "The newspaper journalists of the '90s" report.
- **Membership**, Mr. Yack: Various options to expand membership are being pursued, including inviting applications from editors of newspapers that have no member, encouraging online editors and Washington bureau chiefs to join, and working with newspaper corporate leaders to encourage their editors to join.
- **New Media**, Mr. Willse: ASNE will examine partnerships between newspapers and non-newspaper entities and explore the uncharted legal waters of online publication.
- **Nominations**, Ms. Howell: A slate of candidates will be offered for the spring 1998 ASNE board of directors election. Nominees will reflect the core values of the Society, including diversity and service to ASNE, and will represent large and small newspapers.
- **Readership Issues**, Ms. Buckner: The committee is developing an analysis of the large study of readers, intended to focus on newspapers' competitive strategies. A readership conference in October in Chicago will dig into that research and discuss implications and will also launch a new project: developing case studies of four newspapers which are growing their readership.
- **Small Newspapers**, Mr. Bengé: A study of the priorities and needs of editors of smaller newspapers, initiated in the previous ASNE year, will be published. The committee discussed organizing regional conferences, and one-on-one critiques of newspapers will resume. One key 97-98 project will be to assist small newspapers in selecting new front-end pagination systems.
- **Wire Content**. Mr. Klugman was absent, but submitted the following report: The committee will focus on the quality of writing and expertise of reporting of each of the wire services, by examining in detail the coverage of the Timothy McVeigh verdict and by reviewing all of the a.m. cycle coverage on one particular story of the year. Also, the committee will survey ASNE members to measure their satisfaction with the Associated Press' coverage of their particular state.
- **Writing Awards**, Mr. Favre: *The Sacramento Bee* has produced a poster to be distributed widely, marking the 20<sup>th</sup> anniversary of the Writing Awards. A special segment on writing will be offered at the 1998 convention to mark the anniversary. The 1998 ASNE Distinguished Writing Awards will be awarded in four areas (non-deadline writing, commentary and column writing, editorial writing, and criticism as a rotating category). The Laventhol Prizes awards will go to an individual and a team effort, for work done on deadline.

Under **other business**, the board approved the proposed 1997-98 budget without a dues increase, which will be considered at the fall board meeting. Mr. Opper was asked to present a recommendation regarding raising dues for newspapers over 50,000.

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

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Edward Seaton  
Secretary