

MINUTES – ASNE BOARD OF DIRECTORS MEETING – APRIL 13 and 16, 1999
Fairmont Hotel, San Francisco

The ASNE board, staff and legal counsel met preceeding the 1999 convention in San Francisco. During the day, the following were present.

Board members attending:

Edward L. Seaton, editor-in-chief, The Manhattan (Kan.) Mercury, president
N. Christian Anderson III, publisher, The Orange County Register, Santa Ana, Calif., vice president
Richard A. Oppel, editor, Austin (Texas) American-Statesman, secretary and Membership
Tim J. McGuire, editor/senior vice president of new media, Star Tribune, Minneapolis, treasurer
Richard Aregood, editorial page editor, The Star-Ledger, Newark, N.J.
Peter K. Bhatia, executive editor, The Oregonian, Portland, Convention Program chair
Jennie Buckner, editor, The Charlotte (N.C.) Observer
John S. Carroll, editor, The Sun, Baltimore, The American Editor co-chair
Karla Garrett Harshaw, editor, Springfield (Ohio) News-Sun
Deborah Howell, editor, Newhouse News Service, Washington, The American Editor
Edward W. Jones, managing editor, The Free Lance-Star, Fredericksburg, Va.
Ralph E. Langer, retired editor, The Dallas Morning News
Linda C. Lightfoot, executive editor, The Advocate, Baton Rouge, La.
Wanda S. Lloyd, managing editor/features, administration and planning, The Greenville (S.C.) News – Nominations chair
Diane H. McFarlin, executive editor, Sarasota (Fla.) Herald-Tribune, Ethics and Values chair
Robert G. McGruder, executive editor, Detroit Free Press
Gregory L. Moore, managing editor, The Boston Globe
Rick Rodriguez, managing editor, The Sacramento (Calif.) Bee

Board members absent

Sandra Mims Rowe, editor, The Oregonian, Portland, ex-officio
David A. Zeeck, executive editor, The News Tribune, Tacoma, Wash. **CQ? THINK HE WAS THERE.**

Committee chairs attending:

Caesar Andrews, editor, Gannett News Service, Arlington, Va., Management and Human Resources
Gilbert Bailon, executive editor, The Dallas Morning News, Diversity
Arthur S. Brisbane, president and publisher, The Kansas City (Mo.) Star, Change
Douglas C. Clifton, executive editor, The Miami Herald, International
Frank M. Denton, editor, Wisconsin State Journal, Madison, Readership Issues
Kenneth A. Paulson, executive director, The First Amendment Center, Nashville, Tenn., New Media
Christopher Peck, editor, The Spokesman-Review, Spokane, Wash., Wire Content
Rena M. Pederson, editorial page editor, The Dallas Morning News, Writing Awards Board
Paul C. Tash, executive editor and deputy chairman, St. Petersburg (Fla.) Times, Freedom of Information
Gil Thelen, executive editor, The Tampa (Fla.) Tribune, Education for Journalism

Incoming committee chairs attending:

Jane Amari, executive editor, The News Journal, Wilmington, Del., New Media
Kenneth F. Bunting, managing editor, Seattle Post-Intelligencer, Education for Journalism

Rick L. Doyle, editor, Walla Walla (Wash.) Union-Bulletin, Small Newspapers
Jeannine A. Guttman, editor, The Portland (Maine) Newspapers, Management and Human Resources
Earl R. Maucker, editor, Sun-Sentinel, Fort Lauderdale, Fla., The American Editor
Ted M. Natt, editor and publisher, The Daily News, Longview, Wash., Nominations
Sharon Rosenhouse, managing editor/news, San Francisco Examiner, The American Editor
Steven A. Smith, editor, The Gazette, Colorado Springs, Colo., Marketing and Circulation

Others attending:

Scott Bosley, ASNE executive director designate
Bobbi Bowman, ASNE diversity director
Craig Branson, ASNE publications director
Kevin M. Goldberg, ASNE legal counsel
Diana Mitsu Klos, ASNE project director
Pam **FULL NAME?**Johnson, Phoenix **GET NEWSPAPER**, Associated Press Managing Editors president
Richard M. Schmidt Jr., ASNE legal counsel
Lee Stinnett, ASNE executive director

Not attending:

Judy Pace Christie, executive editor, Florida Today, Melbourne, incoming chair, Ethics and Values
Joy Franklin, editorial page editor, Asheville (N.C.) Citizen-Times, Small Newspapers
Tonnie L. Katz, editor, The Orange County Register, Santa Ana, Calif., incoming chair, Design and Presentation

President Seaton noted that this week's board meeting are the last for executive director Stinnett and the first for Mr. Bosley, who success Stinnett on July 1. "We are very fortunate to have Scott Bosley to lead our staff," the ASNE president said. He also welcomed diversity director Bowman to ASNE.

He noted that this will be the last board meeting for four board members. Ralph Langer has retired from the Dallas Morning News, and leaves the ASNE board unexpectedly early; John Carroll decided not to run for reelection, and leaves the board after serving one full term; Deborah Howell, who's finishing the legal six years on the board; and Sandy Rowe, who's been on the board since 1992.

Among the most important initiatives of the year are the credibility project, which has received national attention, the effort to call attention to new ways to bring the world home to readers and the initiative to revive interest in the Uniform Correction and Correction of Defamation Act (UCCDA), the ASNE president noted.

An impressive array of reports are being distributed to convention attendees at registration. The reports include the "Bringing the World Home," "Local News Handbook," "How Change is Occurring at Newspapers," "New Media Developments," and "Credibility." **CORRECT TITLES**

Mr. Stinnett thanked the board for the tributes to his 18 years of ASNE service at a dinner on the preceeding evening. "On the grounds of accuracy, there was much that could have been improved. But since it was all entirely in my favor, I won't attempt to correct it," he said. He noted that the transition to the new executive director was proceeding smoothly and happily.

The executive director noted that ASNE now made arrangements to accept credit cards, which have been well received. More than a third of the convention registration fees were charged on credit cards, and 13 percent of the dues payments were charged. The ASNE Foundation also received gifts via credit card.

Mr. Anderson noted the change in leadership of **ASNE Foundation**, as Mr. Seaton had agreed to resume the presidency of ASNE Foundation. Mr. Osborne had asked to be relieved of the responsibility. Mr. Seaton said he was happy to resume his foundation role, particularly as his background with the foundation would be helpful to the new executive director.

The foundation now has \$1.3 million in unrestricted funds. A plan to move about \$500,000 of ASNEF reserves into to growth funds has begun. The funds will be reinvested over a five-year period. All members of the ASNE and ASNE Foundation boards made contributions to the foundation, Mr. Seaton reported.

Vice president Anderson noted that the board will meet Sept. 30-Oct. 1 at the Broadmoor in Colorado Springs. Bill Hibble **SP?**, president of the Olympics **GET CORRECT NAME**, will be a speaker. There will be a tour of the North American Air Defense in Chyene Mountain. **CHECK NAME AND SPELLING.**

Mr. Anderson noted that he had attended the meeting of the Council of Presidents of National Journalism Organizations, on the preceeding day. The group functions as a vehicle for sharing ideas and information and it has value to ASNE. "Topic A is newsroom diversity."

He noted that ASNE and the Associated Press Managing Editors are working more closely on major initiatives. A good example is the "National Time Out for Newsroom Diversity and Accuracy," scheduled to take place the week of GET. There was a joint meeting with AP earlier in the week to develop a wire watch project.

ASNE is a key player in a soon-to-be-announced national Readership Initiative, Mr. Anderson reported. The project stems from work that has been in progress for more than a year, in which ASNE has played a major role. The Newspaper Association of America has raised readership now to a high priority. The multi-year project may cost \$100 million. The sense of the board was that ASNE welcomes such a project, as it was described.

Mr. Anderson asked Mr. McGuire and Ms. McFarlin to review ASNE's corporate support and make a report to the ASNE board in the fall.

Reporting as **Secretary** and **Membership** chair, Mr. Oppel noted that ASNE membership has made its sharpest increase in years, with a net gain of 26 members. This the result of really good work by the members of his committee, he said. Key members recruited applicatins from Latin America, on-line editors, and managing editors of the larger papers. Due to the devalued Canadian dollar, there was no particular success in recruiting Canadian members.

The following secretary's report was approved:

Since the board met in October, there have been six deaths and 16 resignations and ineligibilities. Sixteen members have requested transfer to the retired rolls. Sixty applications will be considered; six are former members. Assuming all are elected and the transfers approved, membership will stand at 896; 691 active, 15 distinguished service, and 190 retired. This compares to 870 at the same time last year.

Member applicants/reinstatements (60):

Tad Bartimus, editor, The Women Syndicate, Puunene, Hawaii
Susan Bischoff, assistant managing editor, Houston Chronicle
Tom Bolton, managing editor, Santa Barbara (Calif.) News-Press
David Brown, executive editor, Lake City (Fla.) Reporter
M. Eileen Brown, editor, The Post-Tribune of Northwest Indiana, Gary
Frank Burgos, editorial page editor, Philadelphia Daily News
George Condon, bureau chief, Copley Newspapers, Washington
Peter Copeland, editor/general manager, Scripps Howard News Service, Washington

Bob Crider, managing editor, Yakima (Wash.) Herald-Republic
Tonia Cunning, executive editor, Reno (Nev.) Gazette-Journal
Frances Dauth, managing editor/enterprise, The Star-Ledger, Newark, N.J.
Mario Dianda, deputy executive editor, ANG Newspapers, Oakland, Calif.
W. Patrick Dougherty, editor, Anchorage Daily News
Margaret Freivogel, assistant managing editor, St. Louis Post-Dispatch
Robert Gabordi, executive editor, The Herald-Dispatch, Huntington, W. Va.
John Geddes, deputy managing editor, The New York Times
Mark Getzfred, managing editor, The Journal of Commerce, New York
Jim Gold, editor in chief, The Record, Stockton, Calif.
Benjamin Hamm, managing editor, Herald-Journal, Spartanburg, S.C.
Catharine Hamm, managing editor, The Californiana, Salinas
Tom Heslin, metropolitan managing editor, The Providence (R.I.) Journal (reinstatement)
David Hipschman, editor, The Forum, Fargo, N.D.
Donald Huebscher, editor, Leader-Telegram, Eau Claire, Wis.
Mike Jenner, executive editor, director of interactive media, The Bakersfield Californian
Sandy Johnson, bureau chief, Associated Press, Washington
Jonathan Kellogg, executive editor, Waterbury (Conn.) Republican-American
Carolyn Kingcade, assistant managing editor, St. Louis Post-Dispatch
Harlan Kirgan, executive editor, Daily World, Opelousas, La. (former member)
Raúl Kraselburd, editor, El Dia, Buenos Aires, Argentina
Joan Krauter, executive editor, Bradenton (Fla.) Herald
Jacalyn Levine, managing editor, The Gainesville (Fla.) Sun
Robert Lloyd, executive editor, Morning News and Erie (Pa.) Daily Times
Ruston Lodi, editor, MetroWest Daily News, Framingham, Mass.
John Meyer, managing editor, Morning Star, Wilmington, N.C.
John X. Miller, managing editor, The Sun News, Myrtle Beach, Fla. (former member)
Meta Minton, editor, Midland (Texas) Reporter Telegram
Everett Mitchell, executive editor, Statesman Journal, Salem, Ore.
William Moss, executive editor, Times-News, Hendersonville, N.C.
Ian Murdock, new media director, San Antonio Express-News
Noel Nash, managing editor, TimesDaily, Florence, Ala.
David Palmer, executive editor, Daily News, Palatka, Fla.
Wayne Phaneuf, executive editor, Union-News, Springfield, Mass.
Terry Quinn, senior vice president, reader and product development, Thomson Newspapers, Stamford, Conn.
Joel Rawson, executive editor, The Providence (R.I.) Journal (reinstatement)
Ronald Reaves, executive editor, The Gadsden (Ala.) Times
John Robinson, editor, News & Record, Greensboro, N.C.
George Rodrigue, executive editor, The Press-Enterprise, Riverside, Calif.
John Schueler, publisher and president, Star Tribune, Minneapolis
Ruby Scott, director of editorial resources, Tribune Publishing, Chicago
Sydney Shaw, editor, The Women Syndicate, Washington
James Shelledy, editor, The Salt Lake Tribune, Salt Lake City (former member)
Michael Slaughter, executive editor, The Courier, Houma, La.
Margaret Sullivan, managing editor, The Buffalo (N.Y.) News
William Sutton Jr., deputy managing editor, The News & Observer, Raleigh, N.C. (reinstatement)
Joyce Terhaar, managing editor, The Sacramento (Calif.) Bee
Robert Thomson, U.S. managing editor, Financial Times, New York
William (Butch) Ward, managing editor, The Philadelphia Inquirer
Richard Weil, managing editor, St. Louis Post-Dispatch
Timothy White, editor and publisher, San Francisco Examiner
Vickey Williams, editorial consultant, Community Newspaper Holdings, Inc., Birmingham, Ala.
Jeffrey Zeringue, executive editor, Daily Comet, Thibodeaux, La.

Deaths (6)

Gary Blonston, bureau chief, Knight Ridder, Washington

Joseph Dill, editor, The Forum, Fargo, N.D.
John Ginn, retired, Lawrence, Kan.
Donald Goodenow, retired, Palm Desert, Calif.
Eugene Pulliam, publisher, The Indianapolis Star and The Indianapolis News
William Rone Jr, retired, Columbia, S.C.

Resignations and ineligibilities (16):

Scott Bosley, corporate director of shared content, Knight Ridder, Washington; resigned, new ASNE executive director, no longer eligible
Robert Burdick, president and general manager, Denver Rocky Mountain News; resigned because of "changed role," left editor position last year, new editor is member
Claire Connors, executive editor, React Magazine; resigned, elected 10/98, left magazine 12/98 before dues/initiation fee paid
Stuart Garner, president and CEO, Thomson Newspapers, Stamford, Conn.; resigned, wanted to "transfer" his membership to Terry Quinn, who has applied
David Greenfield, publisher, The Repository, Canton, Ohio; resigned, paper has two other members
Gregory Halling managing editor, The Hutchinson (Kan.) News; resigned, no specific reason
Robert Kaiser, associate editor, The Washington Post; dropped, asked to be removed from mailing list, has not responded to notes inquiring as to whether he wishes to continue his membership since moving to new position
Steve Knickmeyer, former managing editor, The Arizona Republic, Phoenix; resigned, left paper and has not returned to a qualifying position
Dan Martin, president and publisher, Courier-Post, Cherry Hill, N.J.; resigned, no reason given
Mark Mathes, former managing editor/news and features, Tribune Media Services, Chicago; resigned, left position and is now editor/owner of weekly newspapers in Florida, no longer eligible
John Moore, county editor, Ventura County (Calif.) Star; resigned, "because of the change in my responsibilities"
Raymond Moscowitz, retired, Peru, Ind.; resigned, retired from paper when it was sold last year, and now decided he does not want to continue as a retired member
George Neavoll, editorial page editor, Portland (Maine) Press Herald; resigned, paper is cutting back on memberships
W. Russell Powell, former editor, The Daily Independent, Ashland, Ky.; dropped, left paper and requested retired status but is only 52, no response to letters, 1999 dues not paid
Bruce Witwer, managing editor, The Tampa (Fla.) Tribune; resigned, a.m.e. Hardin says Gil Thelen, executive editor, assumed his membership (Tampa has two other members: Reid Ashe, publisher, and Ed Roberts, editorial page editor)
Rufus Woods, editor and publisher, The Wenatchee (Wash.) World; resigned, no reason given

Transfers to retired rolls (16):

Bernard Caughey, associate editor, The Patriot Ledger, Quincy, Mass.
Richard Ciccone, associate editor, Chicago Tribune
Bruce Frassinelli, publisher and editor, The Palladium-Times, Oswego, N.Y.
Jim Hampton, editor, The Miami Herald
G. Woodson Howe, editor, Omaha (Neb.) World-Herald
Robert Kendall, editor, Reporter, Martinsville, Ind.
William Ketter, former editor, The Patriot Ledger, Quincy, Mass., now chair, Boston University Journalism Department
Ralph Langer, editor, The Dallas Morning News
John Lavine, director, Newspaper Management Center, Northwestern University, Evanston, Ill.
David Lawrence, chairman, The Miami Herald
Michael Loftin, editorial page editor, The Chattanooga (Tenn.) Times
Samuel Matthews, editor, Tracy (Calif.) Press
Wm. James Mortimer, publisher, Deseret News, Salt Lake City
Irby Simpkins, publisher, The Nashville Banner
Dan Thomasson, editor, Scripps Howard News Service, Washington

Joel Walker, editor, Troy (Ohio) Daily News

Transfers to other papers/title changes:

Morris Ambrose, chief editorial writer, Scripps Howard News Service, to director of editorial policy, Scripps Howard Newspapers

Lee Anderson, editor and publisher, Chattanooga Free Press, to associate publisher, Chattanooga Times/Chattanooga Free Press

N. Christian Anderson III, publisher, The Gazette, Colorado Springs, to publisher, The Orange County Register, Santa Ana, Calif.

Karen Baker, executive editor, The Idaho Statesman, Boise, to senior editor, The News Tribune, Tacoma, Wash.

Lawrence Beaupre, editor, The Cincinnati Enquirer, to corporate news executive, Gannett Co., Inc., Arlington, Va.

Ward Bushee, editor, Reno (Nev.) Gazette-Journal, to editor, The Cincinnati Enquirer

Carlos Castañeda, vice president/editorial, El Nuevo Dia, San Juan, Puerto Rico, to publisher, El Nuevo Herald, Miami

Deirdre Channing, editor, The Advocate, Stamford, Conn., to director of new media and special projects, The Advocate and Greenwich (Conn.) Time

Susan Deans, editor, The Sun News, Myrtle Beach, S.C., to assistant managing editor, Denver Rocky Mountain News

Perry Flippin, director/news services, Donrey Media Group, Fort Smith, Ark., to associate editor, Southwest Times Record, Fort Smith, Ark.

Rosemary Goudreau, deputy editor, St. Louis Post Dispatch, to managing editor, The Cincinnati Enquirer

Robert Haiman, president emeritus to distinguished editor-in-residence, The Poynter Institute

Kirk LaPointe, editor-in-chief, The Hamilton (Ontario) Spectator, to executive editor, The National Post, Don Mills, Ontario, to associate publisher and editor-in-chief, The Hamilton (Ontario) Spectator

Larry McDermott, editor and associate publisher to publisher, Union-News, Springfield, Mass.

Kevin McKenna, assistant to the deputy managing editor to technology editor, The New York Times

Maryanne McNellis, vice president news, The Financial Post, Toronto, Ontario, to editor-in-chief, The Hamilton (Ontario) Spectator, to president, Los Angeles Times National Edition

Paul Neely, publisher, Chattanooga Times, to associate publisher, Chattanooga Times/Chattanooga Free Press

Charles Nutt, editor, The Daily Journal, Vineland, N.J., adds titles of president and publisher

Michael Perry, managing editor to editor, The Spectrum, St. George, Utah

Joseph Pisani, editor, Greenwich (Conn.) Time, also became editor of The Advocate, Stamford, Conn.

Gene Policinski (DS member), coordinator for special projects, The Freedom Forum, Arlington, Va., to director of media relations/special projects, The First Amendment Center, Nashville

Adrian Pratt, executive editor, Athens (Ga.) Daily News and Banner-Herald, to publisher, Yankton (S.D.) Daily Press & Dakotan

Douglas Ray, editor, Daily Herald, Arlington Heights, Ill., to senior vice president and general manager, Paddock Publications, Arlington Heights, Ill.

Gary Sawyer, publisher, Corvallis (Ore.) Gazette-Times, adds title of group manager, Lee's Oregon Newspapers

Catherine Shen, vice president/news and new media, to vice president/strategic development and new media, Horvitz Newspapers, Bellevue, Wash.

David Smith, deputy managing editor/executive sports editor, The Dallas Morning News, adds title of sports director, A.H. Belo Publishing Division

Stanley Tiner, editor, Mobile (Ala.) Register, to editor, The Daily Oklahoman, Oklahoma City

Julia Wallace, executive editor, Statesman Journal, Salem, Ore., to managing editor, The Arizona Republic, Phoenix

Jonathan Wolman, Washington bureau chief, Associated Press, to managing editor, Associated Press, New York

Unemployed/status pending

Lawrence Fuller, resigned as publisher, The Honolulu Advertiser, and president of the Hawaii Newspaper Agency
John Simpson, leaving deputy editor, USA Today

The board adopted the following report of the treasurer, including the 1999-00 budget. The anticipated loss of \$42,000 was mostly the result of the overlap of executive directors and unbudget one-time costs including filling two staff positions. **INSERT FOLLOWING IN A BOX.**

**1999-2000 PROPOSED BUDGET COMPARISON TO
1998-99 ACTUAL THROUGH 2/28/98 AND PROJECTED YEAR-END**

	A	B	C	D	E
	1998-99	1998-99 thru	Projected	1997-98	Proposed 99-00
Income	BUDGET	2/28/99	1998-99	ACTUAL	BUDGET
1. Dues	355,500	307,505	348,500	345,235	362,500
2. Initiation fees	13,500	12,000	16,500	19,800	16,500
3. Interest/dividends	13,500	11,677	18,500	17,408	20,000
4. Program reimbursements	238,000	125,000	238,000	227,650	243,500
5. Convention	447,500	210,065	410,000	414,932	454,000
6. American Editor	12,000	10,413	15,500	15,911	13,500
7. Publications	3,000	2,444	3,000	3,329	3,000
8. Miscellaneous	<u>1,000</u>	<u>1,012</u>	<u>1,500</u>	<u>1,300</u>	<u>1,500</u>
9. TOTAL INCOME	1,084,000	680,116	1,051,500	1,045,565	1,114,500
Expenses					
10. Salaries	450,500	288,000	491,000	429,787	475,000
11. Payroll taxes	32,500	18,000	37,000	31,160	33,000
12. Group insurance	33,000	11,700	33,500	37,388	30,000
13. Pension contributions	35,000	15,637	30,000	32,142	37,000
14. Legal counsel	79,000	39,500	79,000	76,000	89,000
15. Auditing services	5,000	4,020	4,000	4,529	5,000
16. Convention	222,000	632	205,000	148,122	194,500
17. Board/committee meetings	10,000	8,438	12,000	10,034	10,500
18. American Editor	45,000	13,330	32,500	33,286	36,000
19. Proceedings	10,000	250	9,500	8,670	9,500
20. Editors' Exchange	7,000	1,930	4,000	3,715	6,500
21. Dues/subscriptions	1,000	255	1,000	709	1,000
22. Rent	24,500	15,520	23,500	23,280	24,500
23. Office expenses	30,000	16,979	25,000	27,836	27,000
24. Equipment/maintenance	10,000	8,584	10,000	7,506	10,000
25. Postage	32,000	15,989	30,000	25,730	35,000
26. Telephone	13,000	11,895	16,500	11,192	16,500
27. Travel	31,000	12,924	24,000	19,718	25,500
28. Insurance	6,500	6,144	6,500	5,788	6,500
29. Miscellaneous	<u>7,000</u>	<u>10,395</u>	<u>20,000</u>	<u>6,851</u>	<u>15,000</u>
30. TOTAL EXPENSES	1,084,000	500,122	1,094,000	943,443	1,087,000
31. Profit (loss)	--	179,994	(42,500)	102,122	27,500
32. FAF - income	39,500	22,209	23,500	16,245	12,000
33. FAF - expenses	<u>42,000</u>	<u>14,570</u>	<u>30,500</u>	<u>16,832</u>	<u>8,500</u>

34. FAF - profit (loss)	(2,500)	7,639	(7,000)	(587)	3,500
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Under **other business**, the board considered the findings and recommendations developed during since the fall meeting regarding establishing priorities for future diversity initiatives.

The board established the following immediate priorities.

1. Create a talent bank.
2. Expand the number of job fairs.
3. Compile best practices reports of success stories.
4. Organize a national Time Out for Newsroom Diversity and Accuracy.
5. Examine newsroom culture, promotion opportunities, pay and training.
6. Maintain a Web site of high interest to high school students.
7. Write proposals for funding projects that need special funding.

The board accepted a report that indicated more needs to be learned about why minorities are leaving newspapers and the number who are leaving, the number of minorities who are promoted, and the number who are elevated to top editor and publisher positions.

The staff was asked to develop proposals for diversity projects that would require major new funding.

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

Mr. Bhatia reported that the **Convention Program**

According to Mr. Thelan, the **Education for Journalism**

The **International**, Mr. Clifton noted.

Ms. McFarlin, **Ethics and Values**, said that a comprehensive national research and development of eight test-site projects occupied the Ethics and Values Committee "in what was a pivotal year for the Journalism Credibility Project." She added, "The national research was completed in the spring of '98, providing a much deeper and richer take on the credibility problem than previous polls."

The research involved 3,000 telephone interviews with Americans, followed by 16 focus groups in the test-site markets. Concurrently, there was a parallel survey of 1,700 journalists, illustrating how newsroom attitudes affect credibility.

The ideas stemming from the research will be tested by eight test-site newspapers. The Philadelphia Inquirer; The Oregonian, Portland; Austin Statesman-American; San Jose Mercury News; Sarasota Herald-Tribune; The Gazette, Colorado Springs; Daily Press, Newport News; and Florida Today, Melbourne. Four key problem areas were identified: inaccuracy, bias, sensationalism and disconnection from readers. Content innovations would be designed to address each of these areas.

In addition to oversight of JCP, the committee produced a special report on ethics codes that was published in the February issue of The American Editor. The report was intended to be a guide to editors who want to lead the development of ethics codes in their own newsrooms. Ms. McFarlin thanked Mr. Stinnett for suggesting the project and soliciting ethics codes from ASNE members.

Project Director Klos reported that

In the absence of Mr. Andrews, who was attending an APME board meeting, Ms. Guttman reported that the **Management and Human Resources** has re-established ASNE as a member of the steering committee for the Newspaper Industry Compensation Survey and that ASNE will resume publishing an annual survey of newsroom salaries. Negotiations were under way during the last year to develop a report that would satisfy ASNE's needs while satisfying the concerns of other steering committee members about not undermining newspaper participation in the survey by publishing too much of the data.

The committee has an outline and a cover design for a "Newsroom Managers' Guide to Personal Credibility."

The **Change** Committee , according to Mr. Brinsbane.

The **Readership Issues** Committee conducted a readership study to define local news, with a \$50,000 grant from the McCormick Tribune Foundation, resulting in the "Local News Handbook," Mr. Denton reported.

The **New Media** group published its report on-line and in hard copy, Mr. Paulson noted. The Freedom Forum is committed to helping ASNE repeat the project next year if there is an interest.

The **Wire Content** , according to Mr. Peck.

APME president **Johnson**

Reporting for the **Diversity** Committee, Mr. Bailon

Mr. Tash, **Freedom of Information** chair, noted that the constitutional amendment to criminalize the desecration of the U.S. flag is now before the Congress again. The measure is expected to muster the necessary two-thirds of the House, and it s very close in the Senate, depending on three swing votes.

There is a substitute proposal to enact a statute that addresses the issue, and leave the constitution unaffected. ASNE remains opposed to measures that restrict freedom of speech and expression on the Internet. Enforcement of a law to "protect children" from obscene material on the Internet has been suspended, in response to a suit in which ASNE is a participant.

Legal Counsel Schmidt noted that Mr. Tash has been "a fine chairman.

Mr. Goldberg noted that although the Hazelwood decision specifically limited its decision to high school press, the Fifth Circuit has applied it to college press. ASNE will likely join in an amici in this matter.

Ms. Howell, reporting as **The American Editor** co-chair said her favorite issue of the magazine was the one that dealwith sex in the newsroom. She said that member news organizations, including her own, provided art and cartoons needed to illustrate the magazine. The magazine did a good job of keeping up with news developments, she said.

Mr. Branson, **Publications Director**, said the magazine met its deadlines during the year, and copy was posted on the Website in a timely manner. ASNE's website.

ENDLEE

Day that we released the credibility report. Useful way to release information. Proceedings to be earlier.

1:45 26. Nominations (Lloyd)
Nominations committee met in January. Fourteen candidates.

1:50 27. Writing Awards (Pederson)
Rena. Some of it was good. Some very good. Topic covering the world. Might be repeated next year.

Committee leaders absent

1:55 28. Small Newspapers (Franklin - absent)

Bob Rivard: approves a resolution.

2:00 Adjourn

Reference materials

Minutes of the fall board meeting

ASNE Bylaws

ASNE Membership Policy

Tentative ASNE committee initiatives for 1999-2000

The American Editor. ASNE's magazine serves as a forum for newspaper editors to trade ideas and offer solutions to newsroom problems. The American Editor Committee generates articles, art and the regular features of the magazine, which include columns on coaching good writing, new media, copy editing, what editors are saying, speeches given by editors, valedictories written by editors who leave the business (on what they learned), profiles of editors, and the viewpoint of cartoonists on the editor. Earl R. Maucker, Sun-Sentinel, Fort Lauderdale, Fla. and Sharon Rosenhouse, San Francisco Examiner, co-chairs.

Convention Program. Growing readership, expanding diversity and strengthening credibility will be central themes. The presidential election year will be a factor in the program as well. The committee is searching for informative, thought-provoking ideas and pizzazz for the Year 2000 convention, April 11-14, in Washington. Karla Garrett Harshaw, Springfield (Ohio) News-Sun, chair.

Coverage and Content. This committee conducts research and develops projects to help newspapers attract and serve readers. ASNE, the Newspaper Association of America, the Newspaper Management Center and Northwestern University and the McCormick Tribune Foundation plan to launch a national Readership Institute as a center for newspaper research and development. If the Institute is approved by NAA and ASNE and receives funding, the committee will work with other industry organizations in implementation. The committee also plans one or more other projects helpful to editors in advancing their coverage and content. Frank M. Denton, Wisconsin State Journal, Madison, chair.

Design and Presentation. This new committee will explore building a design toolbox that will help members, particularly at small and medium-sized newspapers, create effective design elements on limited budgets. The committee will also seek to identify ways to measure the success of newspaper presentations. For instance, what are elements of reader-friendly design? A four-color issue of The

American Editor will be devoted to these and other design issues. Tonnie L. Katz, The Orange County Register, Santa Ana, Calif., chair.

Diversity. Programs to benchmark progress toward ASNE's post year-2000 goals are a priority. Also, the committee will continue to offer job fairs and short courses to reach minority college students and produce the newspaper internship guide. Wanda S. Lloyd, The Greenville (S.C.) News, chair.

Education for Journalism. Forging stronger ties with the educational community, particularly with The Association for Education in Journalism and Mass Communications, is a priority issue. Working with journalism programs to propel the messages of credibility and readership and assuring editor support for the journalism education accreditation process are other likely areas for attention. The committee works closely with ASNE staff on the Institute for Journalism Excellence program, particularly in finding newspapers to host journalism educators for summer staff positions. Kenneth F. Bunting, Seattle Post-Intelligencer, chair.

Ethics and Values. The focus will continue to be on the Journalism Credibility Project, now in its third and final year. Continuing research and follow-up on test site initiatives will take place in preparation for a final report and presentation to the 2000 convention. Judy Pace Christie, Florida Today, Melbourne, chair.

Freedom of Information. Preserving and enhancing citizens' access to government information while resisting proposals to limit the ability to criticize the government will be a key committee focus. The committee will spearhead ASNE efforts against a constitutional amendment limiting First Amendment freedoms with regard to the American flag and it will encourage newspapers to inform readers on issues of access to public information. The committee also will encourage and support efforts to establish uniform standards in state law for correction and clarification that can limit crippling libel damages. And it will work toward opening federal courts and some governmental bodies, including the U.S. Senate, to coverage by photojournalists. Paul C. Tash, St. Petersburg (Fla.) Times, chair.

Interactive Media. An examination of the relationship between the electronic and print sides of newspapers will be the committee's focus. What are the different models for the electronic newsroom: control by marketing, by editorial, completely separate, integrated? How do editors make certain that journalism values survive on our web sites? Or should they? Are Web journalists "real" journalists? Are we treading toward a culture where print journalists must add Web and video responsibilities to their job descriptions? And more. Jane Amari, Wilmington (Del.) News Journal, chair.

International. A major focus will be to explore the quality of coverage of the Americas. The committee will also follow up on this year's project of "Bringing the World Home," seeking more ways to assist editors in relating complex world events into the context of American life. And it will participate in oversight of the Freedom Forum/ASNE International Journalists Exchange program. Gregory L. Moore, The Boston Globe, chair.

Management and Human Resources. Two major initiatives are planned. The committee will work on a newsroom compensation project, pushing for publication from Inland Survey data of broad-based salary categories by ASNE. Also, the committee will pursue a project on newsrooms in transition. The idea is to provide editors with a resource guide to help them meet the various pressures and demands brought on by industry-wide reinvention. Those who have been through some the changes have learned useful things that can help others now facing similar turbulence. Some examples of transition issues: downsizing, introduction of new systems and pagination, ownership change, managing through union negotiations, working with new media ventures, conversion from PM to AM, dealing with a new boss, partnering with television and more. Jeannine A. Guttman, Portland Press Herald/Maine Sunday Telegram, chair.

Marketing and Circulation. This committee will devote the year to linking newspaper readership to the marketing and circulation initiatives of member newspapers. The committee will work independently on developing answers to the following questions: 1) What role are editors playing in marketing and circulation efforts and what impact is that having on newsrooms? 2) How can editors adapt marketing

principles to their efforts to build newspaper readership through content improvement? Steven A. Smith, The Gazette, Colorado Springs, Colo., chair.

Membership. The goal is to build membership significantly during the coming year, working to retain current members, recruit newly appointed editors, and aggressively pursue online, Latin American and Canadian editors into our midst. In addition, there will be a push for editors at newspapers under 50,000 circulation, Washington bureau chiefs and wire service editors. Mailings throughout the year will solicit opinions from members and prospective members on the convention, ASNE services and staff responsiveness to work toward serving members better. Tim J. McGuire, Star Tribune, Minneapolis, chair.

Nominations. The committee nominates candidates to run for the ASNE board. Two candidates must be nominated for every board vacancy at a January or February meeting on a weekend day at a site to be determined. Ted M. Natt, The Daily News, Longview, Wash., chair.

Partnerships and Diversification. The primary Year 2000 initiative will be mapping the extent to which newspapers have ventured into nontraditional partnerships or new lines of business will be. The committee will seek to report wins and losses, tips for seeking partners and best-practices information of use to editors. The committee is going to map some uncharted territory and report back to editors on how to find the most direct route to a promising newspaper future. David A. Zeeck, The News Tribune, Tacoma, Wash., chair.

Small Newspapers. The focus will be an exploration of how small newspapers are responding to ASNE's "Examining Our Credibility" report. What kinds of things are newspapers doing? Ombudsmen? Corrections policies? Accuracy surveys? Advisory Councils? Meet the editor/publisher nights? Of these and other approaches, what's working? Also, the committee may look at successful programs newspapers have used to improve minority hiring. Rick L. Doyle, Walla Walla (Wash.) Union-Bulletin, chair.

Writing Awards Board. The year 2000 ASNE Distinguished Writing Awards will recognize outstanding writing in the areas of non-deadline writing, commentary and column writing, editorial writing, and writing in a special category to be selected by the committee. The Jesse Laventhol Prizes are awarded to an individual and a team for work done on deadline reporting. Sandra Mims Rowe, The Oregonian, Portland, chair.

DETAILED AGENDA PREPARED FOR CHRIS ANDERSON

ASNE BOARD OF DIRECTORS AGENDA

Friday April 16, 1999

⇒ = board action required.

- **What everyone else has is in bold type.**

1. Call to order

- Congratulate directors who won election and welcome the non-incumbent(s).
- Congratulate Seaton and Bhatia and invite words of wisdom.
- Ask who has to leave early (Frank Denton is one) and indicate that you'll reorder the reports in Item 5 so that those who have to leave before 5 p.m. can give their reports early.
- Everyone is invited to the diversity job fair mixer, which runs from 5:30-6:00 p.m. this evening.
- Ask Lee to explain how we can keep in touch in the coming year.
 1. Phone sign-up sheet with email.
 2. Please copy Chris and Scott on all correspondence.
 3. Committee chairs have list of their committee membership based on the sign-up sheets we got back from the committee meetings.
 4. Listserve capability
Used primarily by the chairs, to distribute information readily to committee members. There may be circumstances in which you want the whole committee to use the listserv – to discuss a topic online, for example
- Remind folks about the fall board meeting plans in Colorado Springs, Sept. 30-Oct. 1

2. Adoption of 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 N. Christian Anderson III, president; Diane H. McFarlin, treasurer; or Scott Bosley, 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.

3. Appointment of membership review committee.

Appoint "membership review committee" to review the applications before the spring and fall board meetings and make recommendations to the board. If necessary, the chairman of the review committee will call applicants and clarify matters that the board will want to know about. The committee is usually headed by the ASNE secretary (Tim McGuire), plus a couple of directors. I suggest that you retain Diane McFarlin (who served last year) and two others, including one newly elected director.

4. Member applications

⇒ Ask Tim McGuire, secretary, to present any new member applications received during the convention:

GET NAMES

- Remind the board members to help us recruit new members.

5. 1999-00 committees plans

- When we get to the committee summaries, say,
"We need to know if you have scheduled any meetings and if you have a project that you anticipate might need a seed-money grant from ASNE Foundation."

- **American Editor** [Sharon Rosenhouse, San Francisco Examiner; Earl R. Maucker, Sun-Sentinel, Fort Lauderdale, Fla.]
- **Convention Program** [Karla Garrett Harshaw, Springfield (Ohio) News-Sun]
- **Coverage and Content** [Frank Denton, Wisconsin State Journal, Madison, Wis.]
- **Design and Presentation** [Tonnie Katz, The Orange County (Calif.) Register]
- **Diversity** [Wanda S. Lloyd, The Greenville (S.C.) News]
- **Education for Journalism** [Kenneth F. Bunting, Seattle Post-Intelligencer]
- **Ethics and Values** (Judy Pace Christie, Florida Today, Melbourne, Fla.)
- **Freedom of Information** [Paul Tash, St. Petersburg (Fla.) Times]
- **Interactive Media** [Jane Amari, The News Journal, Newcastle, Del.]
- **International** [Gregory L. Moore, The Boston Globe]
- **Management and Human Resources** [Jeannine Guttman, The Portland (Maine) Newspapers]

- **Marketing and Circulation** [Steven Smith, The Gazette, Colorado Springs, Colo.]
- **Membership** [Tim J. McGuire, The Star Tribune, Minneapolis, Minn.]
- **Nominations** [Ted M. Natt, The Daily News, Longview, Wash.]
- **Partnerships and Diversification** [David Zeeck, The News Tribune, Tacoma, Wash.]
- **Small Newspapers** [Rick Doyle, Walla Walla (Wash.) Union-Bulletin]
- **Writing Awards Board** [Sandra Mims Rowe, The Oregonian, Portland, Ore.]

6. Other business

Minutes.

Colorado springs meeting

Banking resolution moved.

Membership review committee:

Tim, Gilbert, Diane membership review committee.

Oppel: put more in the top. 55 new members, to get a net increase of 265. Needs active help through.

Tim: Briefly, attempt to work on several levels rather than solely focus on bottom. Work with some of the groups of newspapers. Attempt to get more people to do what New York Times. Paid one year membership. More group opportunity. Putting together all the groups, and newspapers in.

Take a look at the NAA roster, matching that with our membership. Who go to NAA, but don't send their editors to "Hunter George: more editorial page editors in the organization.

Change in your state: new editors.

Have to be aggressive

Sharon: more geographical diversity to the magazine. Piece on front pages, tough choices. Distelheim; credibility ethics once a month. Regular feature on photos. Sew up photos: no one wants to do these stories. Piece: how I've been covered story. Rod Sandeen. Tennis player. TAE profiles. Enjoyed the profiles. Continue the presidents column.

Not write straight ahead. Stories. General themes. Longer essay like think pieces. Doubt troop. Photographers at all the events. Editors, have pictures on file. First impressions, new members.

Two issues we've talked about: diversity. Partnership time out. Ellen Shearer. Editors of . Tough in deadlines. Something out of that.

Convergence between print and electronic media: not just his papers. Newspapers and TV stations. Convergence. Bay area: all have partnerships with TV stations. TV wants our credibility, others what our reach. Steve Smith interests in cover a story.

Craig: if any . diversity time out. Love to know about it. If you would contact Sharon or about that.

Natt: nominating committee. Sterling slate of candidates . not superbowl. Palm springs. Bring our own green fees. Late Jan. or early Feb.

Seaton: Add another line:

Small newspapers: Rick Doyle. Complete some of the work. Low budget training ideas. Whatever we do practical applications, things to put into use. Credibility issues. Some of the things . small newspapers. Credibility issues. Immediate things. Try and address. Recruiting for diversity: this discussion got interesting. Recruiting for diversity, but also a real problem recruiting for any position. Can have positions open anywhere for two to six months. Warm body who can do the job.

Denton: Knight program ASJMC.

Anderson: More success stories we have, the better. Use in TAE. Worth putting it in the editor.

Coverage and Content: Denton: readership initiative. Twist arms of the publishers , critically important. AS soon as approved, committee be a liaison with the committee.

Local news handbook. Section on tools and resources, to connect with their communities. Looking back to see what has been done. Draw on other organizations. Take ideas on the road to other press associations, state, Get ideas back to me. Shapeless. Use available data bases to get richer and deeper understandings of their communities.

Convention Program: Useful information from editors. Improved content: In touch with committee chairs for ideas.

Themes: Diversity, credibility and readership, and shareholder value. Also political themes. Year 2000 itself. Timely topics

Changing dynamics of politics: Ventura what people want right now. One suggestion; entertainment; Overall format would stay. Fewer speakers panels, keeping the keynote breakfast and the president's address. Shorten the entertainment at the keynote breakfast. Outside speaker. Free night on Thursday night. Next meeting will be at Unity. Fall board meeting in Colorado Springs. Then a January meeting.

Tonni Kats (absent): General idea is to demystify design.

1.

Carry all six steps of the action plan. Special talent for web sites. Need volunteers.

More time and work on benchmarking. Benchmarking management. Nardia Zachninno. And (Loren). Draft the report for Unity, then for the board this fall. Diversity partners, Zeeck, idea will be involved.

Why didn't address the issue of managers. Insert "at all levels." Anderson: feel we have already addressed this with "all employees" covered it. Awful lot of editing, to make it as concise as possible.

Anderson : if the expectation is that ASNE's work focus on promotion, be very careful about that.

?Wanda: Need to be very focused on increasing the pipeline.

Gilbert: need to feel more specific. Good to make it more specific. Move that we amend the statement.

Rich: gone through the procedure. Sent out two or three versions. Another revised statement. Pretty specific. All employees, mean all employees.

Wanda moved the proposed mission statement.

Wanda: Does send a message, then you change it and change it. Find something else.

Moore: Big challenges we face. Perceived lack of opportunity. Think we want to get it right. Doesn't commit us to anything. Moore vote for it.

Seaton: larger question is whether we are going to benchmark promotion.

Take this up at the fall board meeting. Concentration our discussion, whole package.

Motion withdrawn, second withdrawn.

Writing Awards: Diversity Issues, as a special category in the Writing Awards.

Unity reception for members. Anderson will pay. Be careful to end up with projects about crime, etc. Layout what those things are. Writing for the.

⇒ Get Gregory to help draft.

Present physically: sticker button to put on your namebadge.

Next meeting July 10 8:- 11:30 a.m.

At all present at the committee meeting: benchmark.

Anderson: Rich and I and Edward . had great discussion with funders. Wanda, Charlotte Hall. Lay out initiatives and what the costs are. Response was very favorable.

Oppel: taking about \$1 million a year. Got good response from Overby and Dell Brinkman.

Not concerned about the money, concerned about results.

Give us something concrete, Charles Overby.

Oppel: lot of confidence among the funders.

Education for Journalism: Zeech. Working with AEJMC, convention segment. Two areas: ethics and values, get our materials in the classroom. Work with the diversity committee, address the issue of pipeline. Working IJE.

Zeech: Partnerships and Diversification. Hook of our work, survival of our newspapers. Traditional sources of revenue. What truly is the value of the information. What is newspapering. Journalism that we do. What are our brands worth. Three or four case studies. Survey of the models. Can you ethically do that. Lessons outside our industry what they've done with branding. What is the morning news worth. Glossery. What does it mean for editors.

Outreach with organizations with whom we might partner. RTNDA. No clue what they're going to school for. Remaking what they're doing. Partnering of newspapers that share peculiar

beats. E.g., share resources. E.g., aircraft manufacturing, timber. Meet at the Chicago, and Newspaper Management Center. Meet at Chicagoland.

Oppel continue it for a second year. Zeeck to chair. Convention segments are possible.

FOI , tash. Pick up where we left off. Likely vote on flag amendment. Mike Jacobs, particular oppurnity to talk with North Dakota. Letter to the members.

Work some more on the UCA. Edward contiuetoplay a helpful role.

Frustration: Senate not open to still photogeraphers. Continue t press. Anders Guillenhaul.

Exchange or showcase for good work in public records and access. Organizing a TAE piece 10 good exalmples of goodstories on public access. Most coveted parking places at the airort are the mahyor's chum.

World Press Freedom Day. Available to each newspaper. Gergory note to International Committee.

Cost of data tapes. Sorted them out.

The American Society of Newspaper Editors, acknowledging the importance of Operation Allied Force and the American public's intense interest in the conduct of the operation, further notes that:

1. on April15, 1999, President Clinton promised to work with NATO and U.S. allies to get more information out more quickly”;
2. 2. Thus far, on many days, the state-controlled Yugoslav media have been more specific about NATO targets than the U.S. or NATO.
3. Thus far, the military campaign in the Balkans is one of the most important U.S. military efforts in recent years, yet the Defense Depart has supplied far less information than in the Persian Gulf War and Desert Fox operation; and
4. The American press recognizes the government's right to withhold information that could endanger members of the military, and will commit to continue our history of cooperation; therefore,

Be it resolved that the Society, strongly urges the Department of Defense to reconsider the dramatic reduction in cooperation with the news media and to broadly expand the release of information to serve the needs of a democratic secretary.

Oppel: bureau chiefs in D.C. Defense department commands the decisions in this area. Defense department rarely puts out information that would put the troops in danger.

New media (Amari absent). Written report.

Moore: Determine whether or not to take an international trip. Balkins: Returning to Cuba. Americas, Mexico. Connecting with readers. Lots of connections with Using the book, brining the world home. Guest speakers. ICFJ: tryong todo astudy 147 fellows that have participated, what has happened to them.

What kind of presence at the convention in Washington.

Anderson: go to Nigeria. Utter mess.

Rick: Do Mexican trop next year, if not this year.

Jenane : Inland. Benefits survey, through email, how competitive. Will include domestic partner benefits. Jennie Buckner, strongarming software. Site , series of buttons, paginations. Conversion to niche. Self publishing through the web. Series of vignettes of editors. Like to their emails. Start, project on leadership. Something uplifting or inspiring. Next year: highlight leadership, in a time of great change. Be very powerful communicator about confidence.

Buckner: Great stories, of incredible leaders. Get nominations from all over. Leaders who have helped journalists to do more. Inspiration. Younger leaders coming up. Joy in this business. Values based leadership. Maybe a seminar.

Marketing and Circulation: Smith. 17 people . advanced recruiting. John Winn Miller, State College, vice chairman. Oppel. Had a lot of energy. Figure out a way to make it happen. Four elements:

Make the case, that editors need to be editors as well as marketers. Overview of anecdotal evidence. Case studies. Focus. Mid term meeting. Members of the committee. Blowing out of traditional marketing concepts. New and innovative concepts. Midterm meeting. Substantial report. Bibliography of research, all of the various professional organizations, NAA. Some of the most complicated . Liaison with the Readership Institute. Lot of energy in the room. Practical group.

Ethics and Values: Julie Christie: Main function. Keeping the credibility project on track. Fellow research. Convention. Handbook focus on what has been learned and what worked. Report to the membership through TAE. Ongoing work. Call a mini credibility summit. Rosenstill, etc., not overlapping.

Anderson: Will it all come to pass. Flexibility to change gear. Incredible about of great stuff. If can accomplish it, stellar year.

Need an updated action plan by May 1. All have access and share .

Jones: 10 15 members of ASNE will be working with APME committee. Very useful and substantive. Wire watch.

Asneteam@

AS the officers, wonderful job of bonding, working to meet regularly, conference
THE END