

**Minutes of the American Society of Newspaper Editors Foundation
Board of Directors Meeting -- October 6, 1990**

The board of directors of ASNE Foundation met in Dallas at the call of president William R. Burleigh, Scripps Howard. Those present included Mr. Burleigh; Burl Osborne, Dallas Morning News; Loren Ghiglione, Southbridge (Mass.) News; William Hilliard, Portland Oregonian; David Lawrence Jr., Miami Herald; John Seigenthaler, Nashville Tennessean/USA Today; James D. Squires; Robert Stiff, Tallahassee (Fla.) Democrat; Richard M. Schmidt Jr., legal counsel; Lee Stinnett, ASNE executive director; Neil Foote, ASNE minority affairs director; and Nancy Andiorio, ASNE administrative assistant.

The minutes of the previous meeting were approved, and the board turned its attention to the Foundation's finances.

Mr. Seigenthaler indicated that the First Amendment Committee will use the \$30,000 earmarked by the Foundation.

Mr. Burleigh said ASNEF remains a \$1 million foundation because the investment policy, utilizing CDs and treasury notes, has been conservative. If the Foundation had invested in a stock-based portfolio, we would probably be in a financial crisis at the present time, he said.

Mr. Stinnett pointed out that the 1989-90 financial summary indicated that publications income for the year was \$19,575.87, total income \$527,329.40. Committee projects may cost \$79,000 this year. ASNEF funds grew by \$38,500 over the previous year. He noted that the Foundation's philosophy has been that it is not in business to make money and that it should have enough funds to stretch when there is an exceptional need.

Mr. Seigenthaler wondered if the management handbook should be reprinted. Mr. Stinnett said the cost of the project would also be affected by whether or not each member of ASNE would receive a copy.

The year-end funds balance for the ASNE minorities program was down about \$6,000, to \$214,000. Mr. Burleigh said there are "a lot more players on the block" asking for money for minority projects nowadays, compared to a few years ago.

Mr. Lawrence indicated that he will write letters to next year's chairs to start them thinking about their financial needs. He hopes to have their ideas by February. There may be additional opportunity for funding from the Knight Foundation, he said.

ASNEF has requested \$80,000 from Gannett, but no answer has been received to date. Mr. Seigenthaler said that the direction the Gannett Foundation will take is unknown at the present time. Mr. Burleigh asked if our minorities and international communication programs fit into Gannett Foundation's new parameters. Mr. Osborne will schedule a visit to Gannett Foundation at the end of October.

There was agreement that ASNE needs to develop a better pitch to set the Society apart from other organizations requesting money for minorities efforts. No organization is doing more in the minorities field than ASNE. ASNE has been the front-runner and the industry's conscience in this area. Mr. Foote will put together information indicating all that ASNE is doing in the minorities area.

Mr. Schmidt pointed out that several organizations sponsor U.S.-based training programs that seem to be similar to ASNE's IJE program. He wondered if we could combine efforts. Mr. Squires said he and Mr. Topping tried unsuccessfully to bring the programs together. Each group is independently involved in the recruitment process. Mr. Stinnett said that while the various programs may appear to be the same, they take different approaches. There is a value in having the different programs, he said. ASNE's program was put out for bids and the committee recommends that the Center for Foreign Journalists be asked to manage the program. The administrator of the Alfred Friendly Fellowship program was invited to submit a proposal to administer the ASNE program, but he felt such a move would blur the distinctions of the two programs.

ASNEF agreed to cover an anticipated \$10,000 shortfall on the study of at risk and marginal readers. Also, the follow-up prototypes study may need additional funds. Mr. Osborne has asked ANPA to provide a substantial part of that funding.

Mr. Seigenthaler indicated that he is committed to raising an additional \$10,000 for the Sixth Circuit Court project.

A new auditor, Maffey Good & Associates of Gaithersburg, Md., was selected on a competitive basis, and the 1989-90 audit was prepared by the firm. Plans are to complete the computerization of the bookkeeping.

Mr. Burleigh will solicit contributions from ASNE members in a letter that will go out again this fall. Officers will follow up on funding requests that were sent to various newspaper groups and foundations during the summer. Mr. Burleigh asked Mr. Stinnett to make sure that a definite answer is received from everyone who was solicited.

One of the banks through which the Foundation had a certificate of deposit (Centrust) went under governmental control, as did the company that owns the local bank at which ASNEF has its checking account. No Foundation funds were jeopardized, however. The consensus was that ASNE Foundation should continue to place funds in CDs at different institutions, in increments of \$50,000. It appears that CDs paying about eight-and-a-half percent for four years is the best bet for the Foundation. ASNEF will continue to deal with Merrill Lynch, which screens the financial institutions. Mr. Schmidt suggested evenly dividing funds between CDs and treasury notes.

Mr. Stinnett said the problem with IRS regarding the Foundation's tax-exempt status has been cleared up. The IRS had misspelled the Foundation's name in the list of qualified foundations.

The Foundation declined to award the grant requested from Austin Peay State University.

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

Lee Stinnett
Secretary and Assistant Treasurer