

**Minutes of the American Society of Newspaper Editors Foundation
Board of Directors Meeting – Sept. 29, 1994 – Sacramento, Calif.**

Attending the meeting were:

Edward Seaton, Manhattan (Kan.) Mercury, ASNEF president
Gregory Favre, Sacramento Bee, ASNEF vice president
Arnold Rosenfeld, Cox Newspapers, ASNEF treasurer
Lee Stinnett, ASNE Executive Director, ASNEF secretary and asst. treasurer
Robert H. Giles, Detroit News
Robert J. Haiman, The Poynter Institute, St. Petersburg, Fla.
William Hilliard, Portland, Ore., ASNEF board member
Veronica T. Jennings, ASNE Minority Affairs Director
Marc Kaplan, The Robert Wood Johnson Foundation
William B. Ketter, Quincy (Mass.) Patriot Ledger, ASNEF board member
Geneva Overholser, Des Moines (Iowa) Register
Richard M. Schmidt Jr., Cohn and Marks, legal counsel
Paul Tarini, The Robert Wood Johnson Foundation

Mr. Seaton called the meeting to order and the minutes of the April meeting were approved. He asked the representatives of the Robert Wood Johnson Foundation to outline their ideas for a joint project with ASNE.

Mr. Kaplan described the overall focus of the Johnson Foundation, a non-partisan and non-political foundation that concentrates on health-related issues. Of great current interest to the foundation is the public discussion of health care delivery, the various reform proposals that have been put forward by the Clinton Administration and others, and the ideas that have been considered in the Congress and the media. The Johnson Foundation takes no stand on which of the ideas are better than others, but the foundation is interested in fostering a debate.

Mr. Tarini described some of the problems the nation faces with health care delivery, including cost and the problem of the uninsured. Newspapers, he said, are ideally suited to present information to the public, which needs to have a better understanding of the issue.

The foundation is interested in funding five regional seminars focusing on community issues and how health care impacts on the lives of Americans. The foundation hopes to develop a program that would serve the needs of a wide spectrum of journalists, including, for example, business writers whose reporting sometimes addresses health care issues.

The Johnson representatives expressed the hope that ASNE would co-sponsor the seminar program. This would entail participating in a planning session to develop curriculum concepts and possible speakers. Also, the presentations of speakers would be critiqued by a small group of ASNE members. The program would be developed to satisfy both the interest of the Johnson Foundation in presenting a comprehensive treatment of the issue and of the ASNE members who would be sensitive to issues such as balance, content and usefulness to journalists. ASNE would help sharpen the focus and "bring its membership to the table," the Johnson representatives said.

At this point, a third party would be chosen by ASNE and Johnson to carry out the seminars. This might be one of the established training programs, such as the Poynter Institute, for example.

The foundation has approached the Radio-Television News Directors Association Foundation to help develop a similar project for members of the electronic media.

After Mr. Kaplan and Mr. Tarini had completed their presentation and answered questions from the ASNE group, they were excused from the meeting and the proposal was the focus of continued discussion. Among the concerns that were discussed was whether this project is an ASNE priority and whether the Society was an appropriate organization for the training of journalists. The consensus was that the idea merited further exploration with the Johnson Foundation.

The ASNE Foundation directors turned their attention to an offer by David Laventhol, editor-at-large of the Times Mirror Company, to fund two \$10,000 awards for spot news reporting, as part of the ASNE Distinguished Writing Awards. The proposal was readily accepted by the Foundation directors, with the final decision to be made by the ASNE board of directors.

Mr. Seaton and Mr. Stinnett described progress in the development of major projects funded by the leading newspaper-related foundations. The Freedom Forum has already funded the 1995 International Journalism Exchange and is working very effectively and productively in helping to develop the program and select the participants. The first phase of the current McCormick-funded new media and values project was completed earlier in the month, and discussions are under way with this foundation to continue the program for another two years.

The Knight Foundation trustees have approved a three-year \$750,000 grant to train 20 journalism teachers during a summer program that would include a week-long seminar at the American Press Institute and then involve a six-week intensive newspaper attachment. The grant money will be released to ASNE after a number of details are agreed upon. The Knight Foundation is also seeking a sense of the degree of commitment within ASNE and a measure of willingness to seek funding beyond the initial three-year period in which Knight is the exclusive funder.

There was unanimous agreement that the Knight project was badly needed and very promising and that indeed it represents a very high objective for ASNE and one that the Society would enthusiastically be willing to seek out funding for as a top priority.

Mr. Rosenfeld's treasurer's report was approved. It indicated that ASNEF finances are healthy. The financial summary is attached.

Mr. Stinnett noted that the established plan of reinvesting maturing certificates of deposit in four-year notes continued. There was agreement that this was a conservative approach that should be sustained.

Mr. Seaton noted that the ASNE executive director continued to work with ASNE committee leaders to make small foundation grants available for projects when needed. There is always an attempt to seek other newspaper funding to supplement or replace ASNEF monies. If ever there is a significant departure, the Foundation and Society presidents are consulted. This flexible approach seems to work well and ought to be continued, he said.

The solicitation of contributions from newspaper companies and foundations will be concluded by next week, Mr. Stinnett said. All of those present were asked to pick names from the solicitation list to contact as a follow-up. A list of assignments will be distributed following the meeting to take care of the remaining companies and foundations.

The following banking resolution was approved:

"Resolved that Dreyfus, Merrill Lynch, Vanguard and George Mason Bank are hereby designated as depositories for the funds of this Foundation 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 foundation when signed by either Edward Seaton, president; Arnold Rosenfeld, treasurer; or Lee Stinnett, secretary/assistant treasurer. 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."

There being no further business before the group, the meeting was concluded.

Lee Stinnett, Secretary and Assistant Treasurer