

Minutes of the ASNE Foundation Board of Directors

September 25, 1997 – Portland, Oregon

Directors present for the meeting were:

John S. Carroll, editor, The Sun, Baltimore
Robert H. Giles, executive director, Media Studies Center, New York
Arnold Rosenfeld, editor-in-chief, Cox Newspapers, Atlanta, treasurer
Sandra Mims Rowe, editor, The Oregonian, Portland, vice president
Edward Seaton, editor-in-chief, The Manhattan (Kan.) Mercury, president
Howard Tyner, editor, Chicago Tribune

Others attending:

Craig Branson, ASNE publications director
Veronica Jennings, ASNE diversity director
Diana Mitsu Klos, ASNE project director
Richard M. Schmidt Jr., Cohn and Marks, legal counsel
Lee Stinnett, ASNE executive director, ASNEF secretary and assistant treasurer

Directors absent:

Burl Osborne, editor and publisher, The Dallas Morning News
John Seigenthaler, The First Amendment Center

Mr. Seaton noted that Mr. Osborne has agreed to become president of the Foundation and will be nominated in April.

The minutes of the previous meeting were approved and the following resolution was adopted: "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."

The 1996-97 financial statements were reviewed. The Foundation's income for 1996-97 was \$1,174,415 and disbursements were \$915,156. The unrestricted funds balance at the end of the fiscal year was \$1,071,098, compared to \$997,610 at the end of 1995-96.

Major grants were received from the Knight Foundation (\$825,000 over three years, Institute for Journalism Excellence; \$60,000 for diversity); The Freedom Forum (\$100,000, International Journalism Exchange); and the McCormick Tribune Foundation (\$779,931 over three years, Journalism Credibility Project). With the major foundations all committed to ongoing projects, ASNE will be able to devote more energy to developing financial support for the foundation's other major projects, including the solicitation of gifts for diversity and readership and general support of the foundation, Mr. Seaton noted.

The Foundation's investment strategy was reviewed, and the consensus was that no change is needed at the present time. The present plan of investing non-restricted funds (about \$1 million) in CDs so that one-fourth matures each year over a four-year period will be continued.

The Foundation's guideline is to spend its annual interest income to fund ASNE projects. The following plan is envisioned for 1997-98:

Writing Awards	\$12,500
Diversity	7,300 ¹
Contributions	5,350 ²
Administrative costs	7,500
Management/Human Resources copy editors conference	4,000 ³
Speakers at Change conference	1,500
Funds available for other projects	<u>49,150</u>
	\$87,300

Ms. Rowe and the ASNE staff members gave updates on the McCormick Journalism Credibility Project; the 20th anniversary of the Writing Awards; the NAA/ASNE readership studies ("Leveraging Newspaper Assets," 1996-97, and best practices study, 1997-98); The Freedom Forum International Journalism Exchange; the Knight Institute for Journalism Excellence; diversity (including Freedom Forum high school journalism project and the review of ASNE programs in light of the approaching year 2000 milestone); and the newsroom work force study.

Interest was expressed in ASNE Foundation stimulating sales of the Best Newspaper Writing book in connection with the 20th anniversary of the Writing Awards.

The directors approved reimbursing up to \$5,000 in expenses to Mr. Ghiglione, in connection with the year 2000 review.

The Foundation will begin soliciting newspaper companies and newspaper-related foundations for gifts to support the diversity and readership initiatives. Ms. Rowe is making a particular effort to get a contribution from Media General.

An effort is being made to call attention to bequests to the Foundation and charitable remainder trusts.

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

Lee Stinnett
Secretary and assistant treasurer

¹ Interest from two certificates of deposit totaling \$100,000 earmarked for ASNEF diversity contribution.

² Accrediting council contribution increased from \$4,000 to \$5,000.

³ Includes \$1,700 profit from last year's Copy Editors Conference. ASNEF paid \$1,418 for a mailing to promote the upcoming Copy Editors Conference and organizational meeting of ACES.