

**MINUTES – ASNE BOARD OF DIRECTORS MEETINGS – APRIL 8 and 12, 2002**  
 JW Marriott Hotel, Washington

The ASNE board, staff and legal counsel met preceding the 2002 convention in Washington. During the day, the following were present.

**Board members attending:**

Tim J. McGuire, editor, Star Tribune, Minneapolis, President  
 Diane H. McFarlin, publisher, Sarasota (Fla.) Herald-Tribune, Vice President  
 Peter K. Bhatia, executive editor, The Oregonian, Portland, Secretary – *Creating Newspapers' Future in Tough Times*  
 Karla Garrett Harshaw, editor, Springfield (Ohio) News-Sun and senior editor, Cox Community Newspapers, Treasurer  
 Gilbert Bailon, executive editor, The Dallas Morning News – *Partnerships and Diversification*  
 Jennie Buckner, editor, The Charlotte (N.C.) Observer  
 Kenneth F. Bunting, executive editor, Seattle Post-Intelligencer  
 Susan C. Deans, assistant managing editor/Weekends, Rocky Mountain News, Denver  
 Frank M. Denton, editor, Wisconsin State Journal, Madison  
 Pamela J. Johnson, Leadership & Management Faculty, The Poynter Institute, St. Petersburg, Fla.  
 Edward W. Jones, editor, The Free Lance-Star, Fredericksburg, Va.  
 Wanda S. Lloyd, executive director, Freedom Forum Diversity Institute at Vanderbilt University, Nashville, Tenn.  
 Gregory L. Moore, managing editor, The Boston Globe  
 Richard A. Oppel, editor, Austin (Texas) American-Statesman, ex-officio  
 Rick Rodriguez, executive editor, The Sacramento (Calif.) Bee – *Readership Issues*  
 Paul C. Tash, editor and president, St. Petersburg (Fla.) Times – *Leadership*  
 David A. Zeeck, executive editor, The News Tribune, Tacoma, Wash. – *Convention Program*

**Committee chairs attending:**

Susan Bischoff, deputy managing editor, Houston Chronicle – *Education for Journalism*  
 Joann Byrd, editor, editorial page, Seattle Post-Intelligencer – *Ethics and Values*  
 Byron E. Calame, deputy managing editor, The Wall Street Journal, New York – *Craft Development*  
 Debra Flemming, editor, The Free Press, Mankato, Minn. – *Small Newspapers*  
 Carolina Garcia, managing editor, San Antonio Express-News – *Diversity*  
 Hunter T. George, executive editor, The Birmingham (Ala.) News – *Membership*  
 Anders Gyllenhaal, executive editor, The News & Observer, Raleigh, N.C. – *Freedom of Information*  
 Deborah Howell, editor, Newhouse News Service, Washington – *Nominations*  
 Pamela K. Luecke, Donald W. Reynolds professor of Business Journalism, Washington and Lee University, Lexington, Va. – *American Editor*, co-chair  
 N. Don Wycliff, public editor, Chicago Tribune – *Awards Board*

**Incoming committee chairs attending:**

Judy Pace Christie, editor, The Times, Shreveport, La.  
 W. Martin Kaiser, editor, Milwaukee Journal Sentinel  
 Allen Parsons, executive editor and associate publisher, Star-News, Wilmington, N.C.  
 Janet S. Weaver, executive editor, Sarasota (Fla.) Herald-Tribune

**Others attending:**

J. Scott Bosley, ASNE executive director  
 LaBarbara Bowman, ASNE diversity director  
 Mae Cheng, vice president/print, Asian American Journalists Association  
 Marilyn Garateix, vice president/print, National Association of Hispanic Journalists  
 Kevin M. Goldberg, Cohn and Marks, ASNE legal counsel  
 Jackie Greene, president, Unity: Journalists of Color, Inc.  
 Diana Mitsu Klos, ASNE senior project director  
 Mary Annette Pember, president, Native American Journalists Association  
 Condace Pressley, president, National Association of Black Journalists  
 Orage Quarles III, chairman, Newspaper Association of America  
 Richard M. Schmidt, Cohn and Marks, ASNE legal counsel  
 Edward L. Seaton, editor-in-chief, The Manhattan (Kan.) Mercury, ASNEF President  
 John F. Sturm, president and CEO, Newspaper Association of America  
 Kevin Wilcox, ASNE communications director  
 Cristal Williams, ASNE project director

**Not attending:**

Richard Aregood, editorial page editor, The Star-Ledger, Newark, N.J.  
 Gerald M. Boyd, managing editor, The New York Times  
 Douglas C. Clifton, editor, The Plain Dealer, Cleveland  
 Charlotte H. Hall, managing editor, Newsday, Melville, N.Y. – *American Editor*  
 co-chair  
 Robert G. McGruder, executive editor, Detroit Free Press  
 Rena M. Pederson, editorial page editor, The Dallas Morning News  
 Tony W. Pederson, executive editor, Houston Chronicle – *International*  
 Robert Rivard, editor and sr. vice president for news, San Antonio Express-News  
 Gil Thelen, executive editor, The Tampa (Fla.) Tribune – *Interactive*

The minutes of the Fall board meeting were approved.

**President** Tim McGuire convened board members, staff and legal counsel in executive session at Noon.

McGuire proposed the following resolution for Bob McGruder:

Whereas Bob McGruder is gravely ill in a Detroit hospice.

Whereas Bob McGruder has affected countless lives with his dedication to newspapers, excellence and integrity.

Whereas Bob McGruder has taught so many people that leadership means strength and kindness.

Whereas Bob McGruder has dealt with his illness with a class and dignity that has impressed everyone who knows him.

Whereas Bob McGruder has served American journalism and the board of the American Society of Newspaper Editors with admirable distinction.

Therefore be it resolved that the ASNE board of directors dedicates its April 8, 2002 meeting to Bob McGruder.

And may it be further resolved that the undersigned directors and ASNE staff send their best wishes of love and affection to Bob and Annette McGruder at this challenging time of illness.

The motion was seconded and passed. Each board and ASNE staff member signed the resolution which was then sent to Bob and Annette McGruder.

McGuire informed the board that for the first time, the heads of the minority organizations will join the ASNE Board of Directors meeting during the general session.

McGuire recognized the work of all the ASNE committees. He praised the chairs and the staff for their excellent work throughout the year. McGuire also presented Rich Oppel with a certificate honoring his service on the board, as well as his year as president. McGuire thanked Oppel for all his dedication and hard work on behalf of the Society.

Scott Bosley, reporting as ASNE **Executive Director**, noted that the FOI program has gotten underway thanks to the work of chair Anders Gyllenhaal and also that Pam Johnson worked extensively on the Leadership book that will be released at this year's convention. He also thanked McGuire for his leadership throughout the year.

**Vice president** Diane McFarlin began by thanking McGuire for his work over the past year. McFarlin voiced her concern regarding ASNE membership and convention attendance. She said she plans to build on the Website redesign as a way to reach out to members. Project "Campfire", named for a meeting of editors that gave birth to ASNE, will involve outreach and benefits that extend beyond the sessions offered during the convention each year. ASNE will hire a part-time editor to undertake this project.

McFarlin also said that ASNE has applied for a grant from the McCormick Tribune Foundation to fund training on the Readership Initiative Impact Study findings. Twelve seminars have been proposed for the next two years to teach how to implement the study findings.

McFarlin informed the board that the fall board meeting would be Oct. 10-11 in Sarasota and that a fact-finding trip to Cuba would follow that meeting.

Reporting as **Secretary**, Peter Bhatia pointed out the list of names listed under the unemployed/status pending section. He said that there were hopes that ASNE would gain back numerous members now placed in this category. He urged that the board continue to be aggressive in recruiting new members.

Bhatia brought two applications for membership to the board's attention: Rita Jensen and Jordan Lite, both from Women's Enews, New York. He noted that this organization had applied for membership in the past, but had been rejected, because its support previously came from a cause-oriented organization. The organization is now supported by private foundations on fees for its services.

The following secretary's report, including all new member applications, was approved:

Since the board met in November, there have been three deaths and 24 resignations and ineligibilities. Ten members have requested transfer to the retired rolls. Thirty-two applications will be considered; six are former members. Assuming all are elected and the transfers

approved, membership will stand at 832; 629 active, 16 distinguished service, and 187 retired. This compares to 850 at the same time last year.

Membership applications (32)

Paul Anger, editor, The Des Moines (Iowa) Register  
 David Brown, executive editor, TimesDaily, Florence, Ala. (former member)  
 Jesse Chavarria, managing editor, Santa Barbara (Calif.) News-Press  
 Maria De Varenne, executive editor, The Press-Enterprise, Riverside, Calif.  
 Dianne Donovan, editorial page editor, The Sun, Baltimore  
 Michael Duggan, director, Knight Ridder/Tribune Information Services, Washington  
 Ronald Dzwonkowski, editorial page editor, Detroit Free Press  
 David Erdman, managing editor, The Morning Call, Allentown, Pa.  
 Ernest Gates, editor, Daily Press, Newport News, Va.  
 R. Kenneth Hall, vice president for news, Ottaway Newspapers, Campbell Hall, N.Y. (former member)  
 William Hilday, executive editor, Courier-Post, Cherry Hill, N.J.  
 Ardith Hilliard, editor, The Morning Call, Allentown, Pa.  
 Rita Jensen, editor in chief, Women's Enews, New York  
 Michael Kelley, managing editor, Las Vegas Sun  
 Joseph Kieta, editor, Merced (Calif.) Sun-Star  
 Jordan Lite, assistant managing editor, Women's Enews, New York  
 Jack McElroy, editor, The Knoxville (Tenn.) News-Sentinel  
 Peter Menzies, editor-in-chief, Calgary (Alberta) Herald  
 Michael Oricchio, managing editor, The New York Times Syndicate  
 Mi-Ai Parrish, deputy managing editor, San Francisco Chronicle  
 Mike Philipps, editor, The Cincinnati Post and The Kentucky Post  
 G. Bruce Potter, director of news synergy, Media General, Inc., Richmond, Va.  
 Howell Raines, executive editor, The New York Times (former member)  
 Rick Sayers, executive editor, Erie (Pa.) Times-News  
 Diana Smith, executive editor, Reed Brennan Media Associates, Orlando, Fla.  
 Steven Smith, editor, Statesman-Journal, Salem, Ore. (former member)  
 Scott Stanford, editor, Steamboat Today, Steamboat Springs, Colo.  
 Gilberto Sucre, director, La Prensa, El Dorado, Panama  
 Louis Ureneck, deputy managing editor, The Philadelphia Inquirer (former member)  
 Christopher Walker, editor and publisher, The Emporia (Kan.) Gazette  
 Carolyn Washburn, executive editor, The Idaho Statesman, Boise  
 Jeffrey Zeringue, executive editor, Daily Comet, Thibodaux, La. (former member)

Deaths (three)

Phillip Ault, retired, Sun City West, Ariz.  
 James Ewing, retired, Keene, N.H.  
 Thomas Winship, retired, Boston, Mass.

Resignations and ineligibilities (24):

Robert Bentley, executive news director, The Index-Journal, Greenwood, S.C.; dropped, no longer at paper, dues not paid, no forwarding address  
 Tom Bolton, executive editor, Santa Barbara (Calif.) News-Press; dropped, no longer at paper and believed no longer in newspapering, dues not paid  
 Neil Budde, editor, The Wall Street Journal Interactive Edition; resigned, "my role has shifted to full business responsibilities with no editorial involvement"  
 John Costello Jr., vice president of news, The Sun, Lowell, Mass.; resigned, no reason given but indicated editor Kevin Keane would be the member  
 Robert Crider, managing editor, Yakima (Wash.) Herald-Republic; resigned citing financial situation of newspaper

Arnold Garson, president and publisher, Argus Leader, Sioux Falls, S.D.; resigned, no reason given

R. Richard Hood, editor of the editorial page, The Kansas City Star; dropped, no longer at paper and believed out of newspapering, dues not paid

Rich Jaroslovsky, senior editor, The Wall Street Journal, New York; dropped, no longer eligible, left paper for investment firm

Frank Keegan, editor, Connecticut Post, Bridgeport; resigned, no reason given

Dennis Lang, managing editor, The Lawton (Okla.) Constitution; resigned, budgetary considerations

Rus Lodi, editor, MetroWest Daily News, Framingham, Mass.; dropped, no longer at paper, no forwarding address, dues not paid

Randy Miller, vice president/publishing, Lee Enterprises, Davenport, Iowa; dropped, no longer works there, no forwarding address, dues not paid

Neil Morgan, retired, San Diego; resigned, no reason given

Jack Moseley, editor, Southwest Times Record, Fort Smith, Ark.; resigned, retired and does not want to continue

Stanley Muschett, director, La Prensa, El Dorado, Panama; dropped, apparently Gilberto Sucre replaced Muschett even before he was elected to membership last November, Sucre on applicants' list

Cruise Palmer, retired, Lenexa, Kan.; resigned, at 84 they no longer travel and are cutting back

Larry Rose, president and publisher, Corpus Christi (Texas) Caller-Times; resigned, editor will be member

Robert Ritter, publisher, The Olympian, Olympia, Wash.; resigned, editor will be member

Robert Rummel, editor and general manager, Loveland (Colo.) Daily Reporter-Herald; resigned, no reason given

Katje Sabin, associate editor, The Davis (Calif.) Enterprise; resigned, now a parttime employee and must conserve her cash

Joseph Sterne, retired, Sparks, Md.; resigned, “. . . now that I am deep in retirement, the time has come.”

Ray Sullivan, publisher, Freedom Newspapers of New Mexico; resigned, no reason given

Philip Van Hulle, editor, The Macomb Daily, Mount Clemens, Mich.; resigned, budget cutbacks

Louisa Williams, managing editor/newsroom administration, The Boston Globe; dropped, no longer at paper, dues not paid, no forwarding address

Transfers to retired rolls (10):

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

George Ewing, editor and chairman, The Daily Messenger, Canandaigua, N.Y.

David Hume, executive editor, La Prensa, Managua, Nicaragua

Beverly Kees, editor and program director, The Freedom Forum, San Francisco (was DS)

George Kennedy, managing editor, Columbia Missourian

Scott McGehee, publisher, The News-Sentinel, Fort Wayne, Ind.

Christopher Peck, editor, The Spokesman-Review, Spokane, Wash.

Robert Rosenthal, editor, The Philadelphia Inquirer

John Simonds, reader representative/market development editor, The Honolulu Advertiser

Barbara Walker, senior editor, The Emporia (Kan.) Gazette

Transfers to other papers/title changes:

Ken Doctor, vice president/strategy, Knight Ridder New Media, to vice president/content services, Knight Ridder Digital, San Jose, Calif.

Francis Coombs, deputy managing editor/news to managing editor, The Washington Times

Edgar Fonseca, managing editor, La Nacion, San Jose, Costa Rica, to executive editor, Al Dia, San Jose, Costa Rica

Margaret Freivogel, assistant managing editor to Sunday editor, St. Louis Post-Dispatch

Vicki Gowler, managing editor to editor, Saint Paul (Minn.) Pioneer Press

John B. Johnson Jr., managing editor to editor, Watertown (N.Y.) Daily Times

Stephen Jukes, executive vice president to head of news, Reuters America, Washington  
 Stephen Lambert, editor, The Eagle-Tribune, Lawrence, Mass., to editor, The San Bernardino  
 County (Calif.) Sun  
 Walker Lundy, editor, Saint Paul (Minn.) Pioneer Press, to editor, The Philadelphia Inquirer  
 Kevin McKenna, technology editor to circuits editor, The New York Times  
 Douglas Ray, president and chief operating officer to chief executive officer, Paddock  
 Publications, Arlington Heights, Ill.  
 Kathy Silverberg, executive editor, TimesDaily, Florence, Ala., to general manager, Times-News,  
 Hendersonville, N.C.  
 David Stoeffler, editor, Lincoln (Neb.) Journal Star, to vice president/news, Lee Enterprises,  
 Davenport, Iowa  
 Thomas Silvestri, vice president to president, Community Newspapers, Media General,  
 Richmond, Va.  
 Robert Thomson, U.S. managing editor, Financial Times, to editor, The Times, London  
 Narda Zacchino, senior editor to assistant executive editor, San Francisco Chronicle

Unemployed/status pending

James Box, retired as editor, Daily Breeze, Torrance, Calif.  
 Carlos Castaneda, executive editor, El Nuevo Herald, Miami, to consultant for paper  
 Stephanie Chang, editor, senior vice president/editorial, Access Internet Magazine, Needham,  
 Mass., magazine closed  
 Barbara Delp, left executive editor, The Reporter, Lansdale, Pa.  
 John Flanagan, left editor and publisher, Honolulu Star-Bulletin  
 James Flansburg, left executive editor, Denton (Texas) Record-Chronicle  
 Terri Fleming, left editor, The Gazette, Colorado Springs  
 William Giles, retired as managing editor, The Washington Times  
 Peter Goering, former executive editor, now columnist, The Topeka (Kan.) Capital-Journal  
 Jay Harris, resigned as chairman and publisher, San Jose (Calif.) Mercury News  
 James Jennings, left editorial director, Thomson Newspapers  
 Peter Johnson, night managing editor, The Cincinnati Enquirer, now page 1 editor, The Detroit  
 News  
 Paul Knue, retired as editor, The Cincinnati Post and The Kentucky Post  
 Mark Loudon, left editor, Steamboat Today, Steamboat Springs, Colo.  
 Reid MacCluggage, retired as editor and publisher, The Day, New London, Conn.  
 Cindy McCurry-Ross, left executive editor, The Times, Gainesville, Ga.  
 Mary Jo Meisner, left editor and vice chairman, Community Newspaper Co., Needham, Mass.  
 Burl Osborne, retired as president, publishing division, Belo, Dallas  
 Jerry Roberts, left managing editor, San Francisco Chronicle  
 Paul Scripps, retired as vice president/newspapers, The E.W. Scripps Co., San Diego  
 Jacqueline Thomas, left editorial page editor, The Sun, Baltimore  
 Michael Tonos, left executive editor, The Sun Herald, Biloxi, Miss.; will become retired member if  
 not in qualifying position  
 Matthew Wilson, left executive vice president/news and associate publisher, San Francisco  
 Chronicle

Bosley spoke on behalf of Charlotte Hall regarding the issue of multiple memberships discussed at the fall meeting. A sub-committee of Hall, Pam Johnson, Rick Rodriguez and Karla Garrett Harshaw was appointed to look into whether offering multiple membership discounts to ASNE member papers would be beneficial or not. The following was the recommendation of the sub-committee:

- At newspapers with more than 25,000 circulation, where there is already at least one member, we will offer additional new memberships at half price for 2003 along with a waiver of initiation fees. (Currently, there are no initiation fees for 25,000-50,000 circulation.)

- For all new members who come in under this plan, ASNE will offer a half-price registration fee for the 2003 convention. Meal costs are excluded.

The sub-committee's report was approved.

Karla Harshaw gave the report of the **Treasurer**, which was adopted.

**2002-03 Proposed Budget Compared to  
2001-02 actual through 2/28/02 and Projected Year-End**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<u>Income</u>	2001-02 <u>BUDGET</u>	2001-02 thru <u>2/28/02</u>	Projected <u>2001-02</u>	2000-01 <u>ACTUAL</u>	Proposed 2002-03 <u>BUDGET</u>
1. Dues	346,500	274,690	328,000	354,805	330,000
2. Initiation fees	10,500	8,700	11,000	10,650	11,000
3. Interest/dividends	22,500	6,923	9,000	22,363	6,000
4. Program reimbursements	307,500	181,000	337,500	336,000	332,500
5. Convention	484,500	153,190	409,500	434,581	492,000
6. American Editor	11,500	12,649	15,000	14,406	14,500
7. Publications	1,500	1,105	1,500	1,850	1,500
8. Miscellaneous	<u>1,500</u>	<u>920</u>	<u>1,500</u>	<u>1,992</u>	<u>1,500</u>
9. TOTAL INCOME	1,186,000	639,177	1,113,000	1,176,647	1,189,000
<b><u>Expenses</u></b>					
10. Salaries	507,500	307,678	512,500	461,396	532,000
11. Payroll taxes	37,500	21,050	37,000	32,999	38,500
12. Group insurance	33,500	15,110	30,500	21,363	33,000
13. Pension contributions	39,000	19,315	40,000	30,606	41,500
14. Legal counsel	100,000	50,310	100,000	92,837	103,000
15. Auditing services	4,500	5,050	5,000	4,115	5,500
16. Convention	243,000	25,553	215,000	238,580	271,000
17. Board/committee meetings	10,000	7,700	12,000	11,223	12,000
18. American Editor	41,000	21,708	38,500	37,040	41,000
19. Proceedings	11,500	7,635	12,000	12,406	12,500
20. Dues/subscriptions	2,000	979	2,000	1,515	2,000
21. Rent	31,500	23,322	31,500	25,316	33,000
22. Office expenses	25,000	10,073	15,500	27,256	16,000
23. Equipment/maintenance	10,000	9,094	10,000	4,041	10,000
24. Postage	26,000	21,157	27,000	19,215	30,500
25. Telephone	21,500	13,182	19,000	20,695	21,000
26. Travel	20,000	10,392	15,000	18,083	26,000
27. Insurance	7,500	4,340	7,000	6,937	7,000
28. Miscellaneous	<u>15,000</u>	<u>11,011</u>	<u>14,500</u>	<u>16,750</u>	<u>15,000</u>
29. TOTAL EXPENSES	1,186,000	584,659	1,144,000	1,082,373	1,250,500
30. Profit (loss)	--	54,518	(31,000)	94,274	(61,500)

Staff and legal counsel were excused while the board met in executive session.

McGuire reconvened the board meeting with the committee chairs, staff and minority organization leaders present.

Orage Quarles and John Sturm joined the ASNE board meeting on behalf of **NAA**. Quarles told the board that the top focus of NAA this year was improving readership. He urged ASNE to continue its efforts on this front as well. Sturm noted that the funding for the Readership Institute runs out this year and that the NAA board would be considering extension of its support at its spring meeting. Sturm informed the ASNE board of NAA's decision to offer buy out packages to a number of its employees, as a result of the tough economic times.

Deborah Howell reported for the **Nominations** Committee. She said that her committee met at The Poynter Institute in St. Petersburg in January to select a slate of candidates to run for the board election.

Susan Bischoff gave the **Education for Journalism** report. She noted that the High School Project now had 41 daily newspapers working with 54 high schools as part of this project. She told the board that the high school Website is flourishing with over 400,000 hits a month and that ASNE is beginning a project to host high school newspapers online for a nominal signup fee of \$25.

Don Wycliff gave the ASNE **Awards Board** report. He noted that there are now seven permanent awards and one rotating category and informed the board that The Freedom Forum would fund the Diversity award for four years. Wycliff said that some committee members voiced concerns that each of the awards this year were given to large circulation newspapers, but he said that the committee picked what they viewed to be the best entry in each category in an unusual year that included the Sept. 11 terrorist attack.

Joann Byrd reporting for **Ethics and Values**, noted that the committee is still engaged in many projects that were started last year. The committee is getting ready to resume the Credibility conversation that is to be featured in each issue of The American Editor. She noted that the publication "Respecting All Cultures", produced by this committee, was in all convention packets. The book focuses on how newspapers can effectively work with different cultures in their communities.

Paul Tash reported for the **Leadership** Committee. He noted that the committee, along with The Poynter Institute, produced the publication Leading By Example that gives 35 profiles, under a variety of themes, showcasing great leadership at American newspapers. Paul also noted that a new award focusing on great leadership has been created this year.

Peter Bhatia gave the report for **Creating Newspapers Future in Tough Times**. He noted that the committee had created a booklet with numerous topics including how newspapers have changed since *September 11* and the responses of editors from a survey that looked at how people coped with tough times.

Rick Rodriguez gave the **Readership Issues** committee report. He said that the members of this year's committee had focused on one of the findings of the Readership Institute for increasing readership: the importance of feature-style writing. The committee joined in a project with the Readership Institute to test various writing approaches.

Anders Gyllenhaal gave the **Freedom of Information** report. He reported that the committee had completed the two-year project for building FOI strategies in the digital age. He said the committee produced its "FOI Handbook" based on the results of this project.

Dick Schmidt reported as **legal counsel** and directed the board to a summary of current issues prepared with Kevin Goldberg and included in the board books.



Hunter George reported for the **Membership** Committee. He said that 500 contacts had been made over the last year to recruit new members. These calls led to 65 new members. He noted that several prospects were waiting for better economic times and then would apply for membership.

David Zeeck gave the report for the **Convention Program** Committee. He noted that with the events of Sept. 11 and the down economy, it was particularly hard to get a top-notch program put together, but the committee succeeded. He said that diversity issues are widely spread through much of this year's program as well as sessions related to Sept. 11. He noted the three luncheon speakers would be Gov. Tom Ridge, Sen. George Mitchell and a panel of Catholic priests discussing the issue of pedophilia in the Catholic Church.

Edward Seaton reported on behalf of the **ASNE Foundation**. He informed the board that since the Freedom Forum has discontinued its International division, 2002 would be the final year of Freedom Forum funding for the International Journalism Exchange program. He also noted that the Foundation money earmarked for Diversity programs will run out by the end of the fiscal year. The Foundation is currently seeking new funders for these programs.

Carolina Garcia gave the report of the **Diversity** Committee. She said that this year's primary focus was on retention, due to concern about the decrease in the number of minorities at newspapers shown in the 2000 ASNE census. She noted that the first diversity roundtable would be held on the opening day of this year's convention. She told the board that a meeting was held in Nashville in January to discuss the results of the metastudy done by Larry McGill on retention and would lead to further work on the issue in 2002-03.

Bobbi Bowman reported on the newsroom census. She said that newspapers have lost 2,000 people from the industry over the last year. However, she said the percentage of minorities working at newspapers had risen about .5 percent in the last year.

Barney Calame reported for the **Craft Development** Committee. He said that the committee conducted a random survey of editors asking them to rate the importance of basic skills in three crafts: copy editing, photojournalism and reporting. The survey results will be used to design a 90-minute training session on each craft.

Pam Luecke gave the report for the **American Editor** Committee. She said it had been a difficult year to put out the magazine on schedule because of the dramatic news events. She informed the board that the magazine would be produced six times a year, down from nine. This change will allow for more color to be used in each issue.

Tim McGuire asked the board to read this year's **International** Committee report. He complimented the work of Chair Tony Pederson who was not able to make the meeting, but who kept ASNE out front on international freedom issues.

The **Small Newspapers** Committee report was given by Deb Flemming. She said that the committee did a small survey to see whether editors at small newspapers were spending more or less time on content. The results showed that editors are spending more time on content than in the past.

Gilbert Bailon gave the combined report for the **Interactive Media** and **Partnerships and Diversification** Committees. The committees met jointly in Tampa in November and examined how convergence could be beneficial and strengthen newspapers. The committees also produced a tabloid for distribution at the convention titled "Rethinking the Web".

Diana Mitsu Klos gave her report as ASNE senior project director. She summarized reports given earlier in the day by saying all grant-funded projects are going very well and exceeding expectations of the funders.

Bobbi Bowman, diversity director, told the board that the Diversity Committee has been very focused on retention over the last two years and she hopes this pattern will continue. She also said that this year was the second year that ASNE has held a Latino Seminar, helping editors manage sudden change in their communities.

**The 2002 American Society of Newspaper Editors board of directors election results:**

	<u>No. of votes</u>
Five directors were elected for three-year terms:	
David A. Zeeck, The News Tribune, Tacoma, Wash.	118
Susan Bischoff, Houston Chronicle	99
Carolina Garcia, San Antonio Express-News	98
Gerald Boyd, The New York Times	94
Frank Denton, Wisconsin State Journal, Madison	91
Other finishers were:	
Susan C. Deans, Rocky Mountain News, Denver	86
N. Don Wycliff, Chicago Tribune	86
Judy Pace Christie, The Times, Shreveport, La.	76
Byron E. Calame, The Wall Street Journal	59
W. Martin Kaiser, Milwaukee Journal Sentinel	58

There were a total of 174 valid ballots, including 30 absentee. There were six invalid ballots and five write-in votes.

**Meeting April 12, 2002**

The newly constituted board met briefly to elect officers for the coming year. Elected were Diane H. McFarlin, publisher, Sarasota (Fla.) Herald-Tribune, president; Peter K. Bhatia, executive editor, The Oregonian, Portland, vice president; Karla Garrett Harshaw, editor, Springfield (Ohio) News-Sun and senior editor, Cox Community Newspapers, secretary; and Rick Rodriguez, executive editor, The Sacramento (Calif.) Bee, treasurer.

Following the convention's closing luncheon, the 2002-03 board and committee chairs assembled to review plans for the coming year.

**Board members attending:**

Diane H. McFarlin, publisher, Sarasota (Fla.) Herald-Tribune, president  
 Peter K. Bhatia, executive editor, The Oregonian, Portland, vice president  
 Karla Garrett Harshaw, editor, Springfield (Ohio) News-Sun and senior editor, Cox

Community Newspapers, secretary – *Membership*  
 Rick Rodriguez, executive editor, The Sacramento (Calif.) Bee, treasurer –  
*Nominations*  
 Gilbert Bailon, executive editor, The Dallas Morning News  
 Susan Bischoff, deputy managing editor, Houston Chronicle – *American Editor*, co-chair  
 Jennie Buckner, editor, The Charlotte (N.C.) Observer – *Education for Journalism*  
 Kenneth F. Bunting, executive editor, Seattle Post-Intelligencer  
 Frank M. Denton, editor, Wisconsin State Journal, Madison – *Craft Development*  
 Charlotte H. Hall, managing editor, Newsday, Melville, N.Y. – *American Editor*, co-chair  
 Pamela J. Johnson, Leadership & Management Faculty, The Poynter Institute, St.  
 Petersburg, Fla.  
 Edward W. Jones, editor, The Free Lance-Star, Fredericksburg, Va.  
 Wanda S. Lloyd, executive director, Freedom Forum Diversity Institute at Vanderbilt  
 University, Nashville, Tenn.  
 Tim J. McGuire, editor, Star Tribune, Minneapolis, ex-officio  
 Paul C. Tash, editor and president, St. Petersburg (Fla.) Times  
 David A. Zeeck, executive editor, The News Tribune, Tacoma, Wash.

**Committee chairs attending:**

Douglas C. Clifton, editor, The Plain Dealer, Cleveland – *Freedom of Information*  
 Judy Pace Christie, editor, The Times, Shreveport, La. – *High School Journalism*  
 Anders Gyllenhaal, executive editor, The News & Observer, Raleigh, N.C. – *Convention*  
*Program*, co-chair  
 W. Martin Kaiser, editor, Milwaukee Journal Sentinel – *Readership Issues*  
 Allen Parsons, executive editor and associate publisher, Star-News, Wilmington, N.C. –  
*Small Newspapers*  
 Rena M. Pederson, editorial page editor, The Dallas Morning News – *Convention*  
*Program*, co-chair  
 Robert Rivard, editor and sr. vice president for news, San Antonio Express-News –  
*International*  
 Janet S. Weaver, executive editor, Sarasota (Fla.) Herald-Tribune – *Multimedia*

**Others attending:**

J. Scott Bosley, ASNE executive director  
 LaBarbara Bowman, ASNE diversity director  
 Kevin M. Goldberg, Cohn and Marks, ASNE legal counsel  
 Diana Mitsu Klos, ASNE senior project director  
 Richard M. Schmidt, Cohn and Marks, ASNE legal counsel  
 Edward L. Seaton, editor-in-chief, The Manhattan (Kan.) Mercury, ASNEF President  
 Kevin Wilcox, ASNE communications director  
 Cristal Williams, ASNE project director

**Not attending:**

Gerald M. Boyd, managing editor, The New York Times – *Leadership*  
 Joann Byrd, editor, editorial page, Seattle Post-Intelligencer – *Ethics and Values*  
 Carolina Garcia, managing editor, San Antonio Express-News  
 Robert G. McGruder, executive editor, Detroit Free Press  
 Gregory L. Moore, managing editor, The Boston Globe – *Diversity*  
 Richard A. Oppel, editor, Austin (Texas) American-Statesman – *Awards Board*

The meeting was called to order at 3:15 p.m. Diane McFarlin thanked Tim McGuire for his superb leadership during the year and complimented Dave Zeeck and ASNE staff for making the convention work despite having to move virtually all sessions to another hotel, the Marriott Wardman Park, because of flooding that made the ballrooms and meeting rooms of the JW Marriott unavailable.

The following banking resolution was approved:

Resolved that Fidelity, Merrill Lynch, Scudder, and United 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 Diane H. McFarlin, president; Rick Rodriguez, treasurer; or J. Scott Bosley, executive director. 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.

McFarlin appointed Karla Harshaw, Charlotte Hall and Ken Bunting to the membership review committee. Harshaw will chair the committee.

The following four additional membership applications were accepted, bringing current membership to 836:

Michael Becker, editor, The Journal-Advocate, Sterling, Colo.  
 Robert Gabordi, executive editor, Asheville (N.C.) Citizen- Times (former member)  
 Boisfeuillet Jones Jr., publisher and CEO, The Washington Post  
 Mary-Deanne Shears, managing editor, The Toronto (Ontario) Star

ASNEF President Edward Seaton reported on the results of the Foundation's board meeting. Seaton indicated that the board was actively seeking funding to support ASNE diversity efforts because of the loss of major designated funding for these efforts over the past few years. In addition, Seaton said the foundation has delayed plans, because of a poor economy, to begin an endowment campaign. Seaton also said the board had agreed to engage Morgan Stanley as its investment advisor for its own funds (currently about \$1.6 million) with 50 percent ultimately to be in equities and the remainder in fixed income instruments.

McFarlin appointed a board committee to work with staff and report at the fall board meeting on budget issues in 2002-03 and beyond. Peter Bhatia was named to chair the committee that will include Jennie Buckner, Karla Harshaw, Rick Rodriguez, Paul Tash and Dave Zeeck.

McFarlin said the fall board meeting would be Oct. 10-11 in Sarasota at the Ritz-Carlton Hotel. Following the board meeting an ASNE fact-finding trip to Cuba is being planned. Bob Rivard, Edward Seaton and Scott Bosley joined McFarlin at a recent meeting with the Chief of the Cuban Interests Section in Washington and planning for the Oct. 12-17 trip seems to be moving ahead smoothly. Board members, committee chairs, foundation board members and former presidents will receive first option on joining the delegation. Positions will also be open to the general membership on a first-come, first-served basis.

The following motion was made by Frank Denton, seconded and approved by the board:

President Diane McFarlin should be authorized to express to the Newspaper Association of America Board of Directors and others that the ASNE Board has found the Readership Initiative and Institute and its Impact project to be invaluable, offering great promise for building readership. ASNE urges continuing industry support for this most important work.

Rivard offered a resolution on the treatment of journalists in the Mideast Conflict. After discussion, the following language was approved by the board to be conveyed to the parties:

The American Society of Newspaper Editors calls upon the government of Israel and, specifically, the Israeli Defense Forces operating in the West Bank, to cease any acts of violence or intimidation of journalists or support staff working in or near military operations.

ASNE directors also call upon the Palestinian authorities to treat journalists and staff as noncombatant neutrals with a legitimate right to carry out their professional mission in the West Bank.

We are, however, specifically disturbed by a series of incidents in recent days that appear to involve IDF units deliberately taking action against journalists of various nationalities and media. Several journalists have come under fire from positions controlled by Israeli military units, and at least six individuals have been wounded, including a staff reporter of The Boston Globe. Other journalists, translators and support staff, including Europeans and Arabs, also have been targeted.

The following resolution, requested by McGuire at the Tuesday meeting, was offered and passed unanimously:

Whereas Cruise Palmer was for many years editor of the Kansas City Star, one of America's most distinguished newspapers. And whereas Cruise Palmer is retiring after years as a loyal and dedicated member of the American Society of Newspaper Editors, during which he contributed to the constant effort to improve and perfect the quality of America's daily newspapers. And whereas Cruise Palmer in 1979 suggested to ASNE the creation of a non-profit educational foundation to direct the constant effort to improve and perfect the quality of American journalism. Thus, ASNE in 1979 created the American Society of Newspaper Editors Foundation with the initial gift to the Foundation coming from Cruise Palmer.

Be it known to all that, thanks to the foresight and generosity of a great American editor, the ASNE Foundation is today a vital and viable factor in the training of American journalists and we express our thanks and admiration to Cruise Palmer.

Committee chairs present outlined their immediate plans for the coming year. Following is a compilation of plans and goals for 2002-03:

The **American Editor** Committee will concentrate on building closer relationships with our members. We will continue to cover industry news and trends as quickly as possible in the magazine and plan to use color effectively in each issue. We also commit to excellent coordination with the Multimedia Committee and ASNE staff as they development online communication capabilities. Our content will be integrated into the ASNE Web site and e-mail communications with members as appropriate. The magazine's content will focus on news of interest to members, the work of ASNE's other committees, the exchange of practical advice and tips, and the key themes of this year's ASNE leadership. Susan Bischoff, deputy managing editor, Houston Chronicle, and Charlotte Hall, managing editor, Newsday, Melville, N.Y., co-chairs

The **ASNE Awards Board** will encourage excellence in writing and photography through its conduct of the annual awards competition. The committee will undergird ASNE's efforts to increase newspaper credibility by assuring that prize-winning entries meet the highest standards of accuracy, fairness and source attribution. The committee will reinforce recent efforts to stress the value of the shorter article; seeking opportunities to recognize terse, economical writing. Reflecting the 2002-03 ASNE theme, the special category will be Passion for Journalism. This may include news or commentary entries, and may include articles on Freedom of Information and the debate over civil liberties. Rich Oppel, editor, Austin (Texas) American Statesman, chair

The **Convention Program** committee's mission is to build the picture frame that makes the most of the president's theme. Our goal is to draw on events of the year, the work of ASNE committees and the talents and themes of New Orleans with a program that does justice to the serious events of the year and yet salutes the spirit of this city. Because this is a year we escape from Washington, the program should have a decidedly different feel. It should be more welcoming, more entertaining, more fun and, above all, more passionate. While the program should showcase the best thinking in the profession, it should also challenge editors' instincts with ideas from elsewhere. While we want to hear from Presidents and heads of state, the program will also host some of the South's premiere writers. Finally, our mission is to create a program that lures some members who've never come before at the same time as we keep in mind our long-time participants so that we end up with record attendance at this convention. Anders Gyllenhaal, executive editor, The News & Observer, Raleigh, N.C., and Rena Pederson, editorial page editor, The Dallas Morning News, co-chairs

The **Craft Development** Committee will produce a comprehensive Newspaper Journalist Development Guide to help newsrooms plan, organize and implement a flexible system of training and growth for their journalists. Built upon knowledge of how professionals generally develop their skills and capabilities, this guide will present sequences of training for reporters, copy editors, photographers, graphic specialists and newsroom leaders, to help them move from entry level to journeyman and beyond. Training and development alternatives will be comprehensive, from formal programs (API, Poynter, Maynard, etc.) to regional and local resources to internal coaching and partnering. The Guide will be driven by the importance of both traditional journalism skills and newer capabilities arising from such developments as computer-aided reporting, the Internet, civic journalism and recent research on credibility, writing, graphics and readership. Frank Denton, editor, Wisconsin State Journal, Madison, chair

The **Diversity** committee will advocate inside and outside the organization for diversity and help articulate the business case for its value to what we do as newspapers. We will focus on ways to improve retention and advancement of minority journalists in this industry, offering practical solutions to make real progress in these areas. Finally, the committee will develop and take steps to implement a strategy to address the lack of participation by small newspapers in industry diversity efforts. Gregory Moore, managing editor, The Boston Globe, chair

If America's newspapers are to play a central role in the lives of our communities, they must have high-talent, diverse staffs. They must attract the best and the brightest college students from all backgrounds. But that has been a problem lately. For whatever the reasons — declining newspaper circulation, low pay for beginning journalists or decreasing respect for the media — too many talented students are deciding not to work for newspapers. We want to change that. By sharing our passion for journalism, we hope to get students, teachers and college career counselors to think again about newspaper careers. By working with colleges, and perhaps with AEJMC, ASNE's **Education for Journalism** Committee will find ways to get a new generation of students excited about journalism. The centerpiece of our effort will be a good looking, wonderfully written booklet for students. The book will be a collection of personal essays, written by a diverse group of reporters, editors, photographers and artists. The essayists will share their experiences and write about the power of newspapers to touch readers, build a sense of community, bring about reform and give hope. Jennie Buckner, editor, The Charlotte (N.C.) Observer, chair

This **Ethics & Values** committee will keep working to provide editors the tools to live by journalism's core values and thus enhance their newspapers' integrity. Look for our interactive decision-making model on the Web; a handbook of ethics guidelines for covering cultures we don't know, and ongoing discussions inspired by the Newspaper Credibility Handbook. We're also testing a systematic training scheme that would make ethics decisions a natural part of the routine in newsrooms. We are getting advice throughout from 12 newspaper readers recruited to

our committee's public advisory committee. Joann Byrd, editor, editorial page, Seattle Post-Intelligencer, chair

The **Freedom Of Information** committee's primary function will be to implement the action steps outlined at the FOI summit in December, which left us with a clear roadmap for action in four specific areas. Beyond that, the committee will undoubtedly have to take on FOI issues springing from the events of Sept. 11. A new restriction seems to emerge each day and ASNE must react swiftly and with intelligence and the FOI committee will likely do the point work. The most important issues we face are those affecting access to information and government activity because they have never been under such intense attack. We face both a hostile government and a hostile public. We need to develop plans to neutralize the former and win over the latter. In short, the FOI committee will be addressing that task. Doug Clifton, editor, The Plain Dealer, Cleveland, chair

The **High School Journalism** Committee, a new committee spun off from the Education for Journalism Committee, is focusing on building a passion for journalism in high school students and educators. This committee will help with major ASNE projects already under way, including the ASNE High School Journalism Project, ASNE Partnership grants and the comprehensive high school journalism Web site. We are working to produce teachers who are better informed about the operations, practices, news values and ethical decision-making in the craft of journalism; helping student journalists learn about newspapers; and instilling a greater understanding of, and appreciation for, the First Amendment. Judy Pace Christie, editor, The Times, Shreveport, La., chair

The goal of the **International** Committee will be to provide members with a leading-edge view of significant press issues around the world as they relate to our own industry and communities. We will work in the post-Sept. 11 environment to help members keep pace with the changing nature of "foreign news"; organize a working trip abroad that gives key members a professional opportunity to visit a newsworthy dateline; work closely with the Freedom of Information Committee to protect and promote a free press abroad; and recommend timely intervention by the president in incidents that merit an ASNE response. Bob Rivard, editor and senior vice president for news, San Antonio Express-News, chair

ASNE can play several roles in the **Leadership** area that go beyond its current emphasis on recognizing and honoring those who are exceptional role models. There are numerous programs devoted to becoming an effective manager, whether it's overseeing a budget, directing the troops or dealing with bosses. But as we all know, leadership is something more. No one program can turn editors into leaders. But through a variety of measures, ASNE can raise the leadership bar and do it in a way that has lasting impact. Specifically, in an effort to expand the use of our Web site to better serve the membership, ASNE would create a series of "Leadership Lectures" on the Web. Each month, a lecture would focus on an aspect of leadership and would feature an industry leader, such as Jay Harris, Sandy Rowe, John Carroll, or Howell Raines. The programs would be inspirational and practical and would allow for useful give and take. And in time, they could be expanded into other leadership training efforts such as seminars and retreats. These efforts could tackle such issues as thinking out of the box, diversity, retention and other sticky issues that managers face and could grow into something coveted by middle level managers. Gerald Boyd, managing editor, The New York Times, chair

The ASNE **Membership** Committee will focus on bringing new members with new ideas into the Society with an eye on building the diversity of our membership, as measured by gender, ethnicity, geography and size of newspaper. While we are a more diverse organization than in the past, much work remains to be done in bringing the journalistic and life experience of women and minority editors into ASNE. We will also work to bring more editors of small newspapers into the membership, thus giving greater voice to their unique issues. And we will reach out to editors in the Americas, seeking to give help and voice to the challenges faced where the First

Amendment doesn't reach. Karla Garrett Harshaw, editor, Springfield (Ohio) News-Sun and senior editor, Cox Community Newspapers, chair

This year, the **Multimedia** Committee will be taking an internal focus, looking for ways to improve communication within the ASNE membership using the Web and other media channels. We'll explore ways to provide better access to ASNE's rich archives of committee work. We'll also look for ways to involve the membership in shaping ongoing committee work, through online chat and postings of developing ideas. Most importantly, we want to develop a means for members to talk to each other throughout the year, rather than only at conventions or committee meetings. The goal: real-time communication and conversation about the business of ASNE and the daily challenges facing editors. Janet Weaver, executive editor, Sarasota (Fla.) Herald-Tribune, chair

The **Nominations** Committee will recruit a diverse and committed slate of candidates for the ASNE board who have a record of service to the organization, high journalistic standards and who will bring energy and new ideas to the table. Rick Rodriguez, executive editor, The Sacramento (Calif.) Bee, chair

The **Readership Issues** committee mission should be to help newspapers increase readership. We plan to do this with help from information from the Northwestern Readership Institute on what has worked and not worked according to its research and by sharing best practices among ASNE members. Marty Kaiser, editor, Milwaukee Journal Sentinel, chair

Time poverty is the key concept for the **Small Newspapers** Committee, so even our mission statement is brief. Here it is: "To support and enhance the local news content of small newspapers by providing editors — in a time-economic manner — with practical information, suggestions and techniques. To promote the editor's ability to strengthen content, develop staff, promote change and encourage diversity — without leaving the newsroom." Allen Parsons, executive editor and associate publisher, Star-News, Wilmington, N.C., chair

The meeting was adjourned at 4:45 p.m.

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Peter K. Bhatia, The Oregonian, Portland  
ASNE Secretary