

MINUTES – BOARD OF DIRECTORS MEETING – OCTOBER 11, 2002
The Ritz-Carlton, Sarasota, Fla.

The meeting began with board members, legal counsel, and staff present. The committee chairs joined them later in the morning.

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 – *The American Editor*,
co-chair
Gerald M. Boyd, managing editor, The New York Times – *Leadership*
Jennie Buckner, editor, The Charlotte (N.C.) Observer – *Education for Journalism*
Frank M. Denton, editor, Wisconsin State Journal, Madison – *Craft Development*
Charlotte H. Hall, managing editor, Newsday, Melville, N.Y. – *The 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, retired editor, Star Tribune, Minneapolis, ex officio
Gregory L. Moore, editor, The Denver Post – *Diversity*
Paul C. Tash, editor and president, St. Petersburg (Fla.) Times
David A. Zeeck, executive editor, The News Tribune, Tacoma, Wash.

Committee chairs attending:

Joann Byrd, editor, editorial page, Seattle Post-Intelligencer – *Ethics and Values*
Judy Pace Christie, editor, The Times, Shreveport, La. – *High School Journalism*
W. Martin Kaiser, editor, Milwaukee Journal Sentinel – *Readership Issues*
Richard A. Oppel, editor, Austin (Texas) American-Statesman – *Awards Board*
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
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
Jackie Greene, president, UNITY: Journalists of Color
Diana Mitsu Klos, ASNE senior project director
Jean McLaughlin, Sarasota (Fla.) Herald-Tribune
Karen Lincoln Michel, representative, Native American Journalists Association
Victor Panichkul, president, Asian American Journalists Association
Richard M. Schmidt Jr., Cohn and Marks, ASNE legal counsel
Edward L. Seaton, editor-in-chief, The Manhattan (Kan.) Mercury, ASNEF president
Alison A. Wilcox, ASNE assistant to the executive director and meetings coordinator
Kevin Wilcox, ASNE communications director

Not attending:

Kenneth F. Bunting, executive editor, Seattle Post-Intelligencer
 Douglas C. Clifton, editor, The Plain Dealer, Cleveland – *Freedom of Information*
 Carolina Garcia, managing editor, San Antonio Express-News
 Robert Rivard, editor and sr. vice president for news, San Antonio Express-News –
International

The minutes of the April meeting were approved.

The banking resolution was approved.

President McFarlin said she has worked to carry on efforts initiated by her predecessors. She has worked to keep the alliance strong between ASNE and APME. The groups are cooperating on an extensive FOI effort. She reported that a professional development project was under way to address the problem of insufficient commitment to training in the newspaper industry. This project is a collaborative effort between a variety of journalism organizations. McFarlin reported that the Campfire project was up and running on the ASNE Web site. The goal of the project is to create dialogue between ASNE members and make membership more appealing and useful for editors. Also, McFarlin outlined an effort by a coalition of journalism groups to analyze the economics of quality journalism. This effort will likely lead to a convention segment.

Scott Bosley, ASNE **Executive Director**, reported that the McCormick Tribune Foundation approved a grant for a Readership Training program, slated to start in January 2003.

Vice President Bhatia referred attendees to the list of his committee chairs for 2003-04. He noted that the Fall board meeting will be in late September in Portland, Ore., at the 5th Avenue Suites Hotel.

Karla Garrett Harshaw, reporting as **secretary**, noted that all the membership applications were routine and recommended that the board approve all applicants. The following Secretary's report was approved and the membership applications accepted:

Since the board met in April, there have been four deaths and 27 resignations and ineligibilities. No one is being dropped for nonpayment of 2002 dues at this time. There are 13 members to be transferred to the retired rolls. The board will consider five applications for membership. Assuming all are elected and the transfers approved, membership will stand at 810 dues paying; 606 active, 16 distinguished service and 188 retired. This compares to 827 at the same time last year.

Member applicants (five)

- *Therese Bottomly, managing editor/news, The Oregonian, Portland
 - *Alex MacLeod, managing editor, The Seattle Times
 - *James Mallory, managing editor/initiatives and operations, The Atlanta Journal-Constitution
 - Kathleen Rutledge, editor, Lincoln (Neb.) Journal Star
 - *Mark Tomasik, executive editor, Scripps Treasure Coast Newspapers, Stuart, Fla.
- *Qualifies for 1/2 price 2003 dues, no initiation, 1/2 registration fee for 2003

Deaths (four)

Robert McGruder, executive editor, Detroit Free Press
 Dave Owen, retired, Parkersburg, W. Va.
 Dwight Sargent, retired, Pelham Manor, N.Y.
 Joseph Stroud, retired, Ann Arbor, Mich.

Resignations and ineligibilities (27)

- Marty Bachman, managing editor, Siskiyou Daily News; dropped, 2002 dues not paid, paper doesn't know where he is
- Kenneth Brief, retired, Brunswick, Maine; resigned, no reason given
- Edward Casey, editorial page editor, The Capital, Annapolis, Md.; resigned, says "I am 95 percent retired and see no advantages of staying as a retired member."
- Carlos Castaneda, executive editor, El Nuevo Herald, Miami; dropped, 2002 dues not paid, now consultant for paper and no longer eligible
- Stephanie Chang, editor, senior vice president/editorial, Access Internet Magazine, Needham, Mass.; dropped, magazine closed, 2002 dues not paid, mail being returned
- Robert Comstock, retired, Edison, N.J.; resigned, "cutting back on many things"
- John D'Anna, deputy managing editor, The Arizona Republic, Phoenix; resigned, paper will not pay 2002 dues
- Russell D'Oench, retired, Middletown, Conn.; resigned, says he is "getting rather ancient"
- Barbara Delp, executive editor, The Reporter, Lansdale, Pa.; dropped, left paper, no forwarding address, 2002 dues not paid
- John Flanagan, editor and publisher, Honolulu Star-Bulletin; dropped, left paper and could not get forwarding address, 2002 dues not paid
- James Flansburg, executive editor, Denton (Texas) Record-Chronicle; dropped, left paper, no forwarding address, 2002 dues not paid
- William Giles, managing editor, The Washington Times; resigned, retired and does not want to continue
- Peter Goering, former executive editor, now columnist, The Topeka (Kan.) Capital-Journal; dropped, 2002 dues not paid, no longer in qualifying position
- Peter Johnson, night managing editor, The Cincinnati Enquirer, now page 1 editor, The Detroit News; dropped, 2002 dues not paid, no response to letter regarding eligibility
- Carolyn Kingcade, assistant managing editor, St. Louis Post-Dispatch; resigned, says she is no longer a senior editor
- Tom Koenninger, retired, Vancouver, Wash.; resigned, no specific reason
- Phil Kukielski, managing editor/local; The Providence (R.I.) Journal; resigned, now features editor and will not continue
- Mark Loudon, editor, Steamboat Today, Steamboat Springs, Colo.; dropped, 2002 dues not paid, no longer at paper
- Walter Mears, retired, Arlington, Va.; resigned, "having retired from the AP I do not plan to renew my ASNE membership"
- Sandy Oppenheimer, retired, Langhorne, Pa.; resigned, no longer interested
- Mi-Ai Parrish, deputy managing editor, San Francisco Chronicle; dropped, elected April 2002, dues not paid, moved to assistant managing editor for Sunday, Star Tribune, Minneapolis
- James Poling, retired, Alliston, Ontario, Canada; resigned, "I'm on my third book now so I'm pretty much out of the daily newspaper business."
- Don Ray, left editor, The Daily Press, Victorville, Calif.; dropped, 2002 dues not paid, no forwarding address
- Addie Rimmer, deputy managing editor/news, Detroit Free Press; resigned, "For budgetary reasons . . ."
- Randolph Sanders, editor, Lubbock (Texas) Avalanche-Journal; resigned, "I'm sorry, but circumstances here are preventing the renewal of my membership."
- Daniel Spatz, executive editor, The Dalles (Ore.) Chronicle, resigned, casualty of budget restraints
- Jacqueline Thomas, left editorial page editor, The Sun, Baltimore; dropped, 2002 dues not paid, not old enough to offer retired

Transfers to retired rolls (13)

Mervin Aubespin, retired as associate editor/development, The Courier-Journal, Louisville, Ky.
 James Box, editor, Daily Breeze, Torrance, Calif.
 Lorraine Branham, asst. to the publisher/asst. editorial director, Pittsburgh Post-Gazette, now director of the School of Journalism, University of Texas, Austin
 Joe Distelheim, editor, The Huntsville (Ala.) Times
 Thomas Greer, senior vice president, The Plain Dealer, Cleveland
 Jay Harris, former chairman and publisher, San Jose Mercury News, now director, Center for Study of Journalism and Democracy, University of Southern California Annenberg School for Communication, Los Angeles
 Paul Knue, editor, The Cincinnati Post and The Kentucky Post
 Jack Loftis, retired as associate publisher and editor, Houston Chronicle, now editor emeritus
 Reid MacCluggage, editor and publisher, The Day, New London, Conn.
 Tim McGuire, editor, Star Tribune, Minneapolis
 Marcia McQuern, editor and publisher, The Press-Enterprise, Riverside, Calif.
 Michael Tonos, former executive editor, The Sun Herald, Biloxi, Miss.
 Seymour Topping, administrator, Pulitzer Prizes, New York

Transfers to other papers/title changes:

Kenneth Brusic, executive editor, The Orange County Register, Santa Ana, Calif., to head of content, Freedom Orange County Information, Santa Ana
 Kathleen Carroll, bureau chief, Knight Ridder, Washington, to executive editor, The Associated Press, New York
 Jeff Cohen, editor, Times Union, Albany, N.Y., to editor, Houston Chronicle
 Maria De Varenne, executive editor to editor, The Press-Enterprise, Riverside, Calif.
 Terry Greenberg, editor, The Truth, Elkhart, Ind., to editor, The Pantagraph, Bloomington, Ind.
 Anders Gyllenhaal, executive editor, The News & Observer, Raleigh, N.C., to editor, Star Tribune, Minneapolis
 William Hidlay, executive editor, Courier-Post, Cherry Hill, N.J., to executive editor, Asbury Park Press, Neptune, N.J.
 Carole Leigh Hutton, managing editor to executive editor, Detroit Free Press
 Ed Kelley, editorial director to editorial page editor, The Daily Oklahoman, Oklahoma City
 William Ketter, retired, Scituate, Mass., to editor in chief and vice president/news, The Eagle-Tribune Publishing Company, North Andover, Mass.
 Ron Martin, retains position as senior editor, Cox Newspapers, Atlanta, drops title as editor, The Atlanta Journal-Constitution
 Shawn McIntosh, executive editor, The Clarion-Ledger, Jackson, Miss., to deputy managing editor, The Atlanta Journal-Constitution
 Mark McKillop, editor, The Porterville (Calif.) Recorder, to editor, Sun Journal, New Bern, N.C.
 Gregory Moore, managing editor, The Boston Globe, to editor, The Denver Post
 Raymond Ollwerther, executive editor, Asbury Park Press, Neptune, N.J., to editor, Home News Tribune, East Brunswick, N.J.
 Jerry Roberts, managing editor, San Francisco Chronicle, to executive editor, Santa Barbara (Calif.) News-Press
 Robert Rosenthal, retired, Wyncote, Pa., to managing editor, San Francisco Chronicle
 Melanie Sill, managing editor to executive editor, The News & Observer, Raleigh, N.C.
 Steve Smith, editor, Statesman Journal, Salem, Ore., to editor, The Spokesman-Review, Spokane, Wash.
 William Thomas, publisher, The Macomb Daily, Mount Clemens, Mich., to editor, Traverse City (Mich.) Record-Eagle
 Julia Wallace, managing editor to editor, The Atlanta Journal-Constitution

Unemployed/status pending

J.D. Alexander, assistant to the president, Hearst Newspapers, Seattle, wrote re retired (2002 dues not paid)

Jesse Chavarria, left managing editor, Santa Barbara (Calif.) News-Press

Pam Fine, left managing editor, Star Tribune, Minneapolis

Terri Fleming, left editor, The Gazette, Colorado Springs (2002 dues not paid)

William German, retired as editor emeritus, San Francisco Chronicle

Glenn Guzzo, left editor, The Denver Post

James Jennings, left editorial director, Thomson Newspapers (2002 dues not paid)

Robert Jodon, left editor and publisher, Ironton (Ohio) Tribune

Cindy McCurry-Ross, left executive editor, The Times, Gainesville, Ga. (2002 dues not paid)

Mary Jo Meisner, left editor and vice chairman, Community Newspaper Co., Needham, Mass. (2002 dues not paid)

Burl Osborne, president, publishing division, A.H. Belo, Dallas, wrote to offer retired (2002 dues not paid)

Paul Scripps, retired as vice president/newspapers, The E.W. Scripps Co., San Diego (2002 dues not paid)

Matthew Wilson, left executive vice president/news and associate publisher, San Francisco Chronicle (2002 dues not paid)

In the **treasurer's** report, Mr. Rodriguez noted that ASNE ended the year with a shortfall of \$40,804. He said that a \$30,000 unbudgeted reimbursement from the McCormick Tribune Foundation for credibility projects kept the loss from being even worse.

Scott Bosley noted that the Knight Foundation has given ASNE indication that they plan to fund the High School Project for another three years.

The treasurer's report was approved. The full treasurer's report is included with the 2002-03 budget on the next page.

Greg Moore raised an issue of journalists being beaten in Venezuela and asked that the board pass a resolution protesting these acts. The board decided to hold off on a resolution until finding out more facts related to this issue.

The board went into **executive session** to discuss the finances of ASNE and the findings of the budget subcommittee.

During the executive session, the board voted to charge 2003 dues as follows:

Over 100,000 circ., group executives, bureau chiefs, Distinguished Service	\$590
50 – 100,000 circ.	575
25 – 50,000 circ.	565
10 – 25,000 circ.	355
Under 10,000 circ.	180
Retired members	180*

* In a subsequent e-mail vote, the board agreed to phase in this increase for retired members over three years. Retired dues for 2003 were set at \$125.

The proposed 2002-03 budget was approved with the dues structure above. The treasurer's report and budget follow:

	<u>Budget 2001-02</u>	<u>Actual 2001-02</u>	<u>% of Budget</u>	<u>2002-03 Budget Approved 10/02</u>
1. Dues	346,500	319,995.00	92.4	338,500
2. Initiation fees	10,500	9,900.00	94.3	10,000
3. Interest/dividends	22,500	9,276.00	41.2	6,000
4. Reimbursements	307,500	337,600.00	109.8	377,500
5. Convention	484,500	425,405.44	87.8	459,000
6. American Editor	11,500	15,304.00	133.1	14,500
7. Publications	1,500	1,955.00	130.3	1,500
8. Miscellaneous	<u>1,500</u>	<u>1,350.00</u>	90.0	<u>1,500</u>
9. Total Income	1,186,000	1,120,785.44	94.5	1,208,500
10. Salaries	507,500	510,725.19	100.6	532,000
11. Payroll taxes	37,500	36,722.70	97.9	38,500
12. Group insurance	33,500	30,254.98	90.3	40,500
13. Retirement	39,000	39,667.00	101.7	41,500
14. Legal counsel	100,000	97,947.81	97.9	103,000
15. Audits/consulting	4,500	4,750.00	105.6	5,500
16. Convention	243,000	225,011.38	92.6	280,000
17. Board/comm. mtgs	10,000	12,821.42	128.2	11,000
18. American Editor	41,000	38,135.37	93.0	41,000
19. Proceedings	11,500	10,784.95	93.8	12,500
20. Dues/subscriptions	2,000	1,755.10	87.8	2,000
21. Rent	31,500	31,096.00	98.7	33,000
22. Office expenses	25,000	16,887.67	67.6	17,000
23. Equipment/furniture	10,000	13,857.01	138.6	10,000
24. Postage	26,000	26,579.49	102.2	29,000
25. Telephone	21,500	18,582.71	86.4	18,500
26. Travel	20,000	25,486.57	127.4	27,500
27. Insurance	7,500	6,331.00	84.4	7,000
28. Miscellaneous	<u>15,000</u>	<u>14,192.88</u>	94.6	<u>15,000</u>
29. Total Expenses	1,186,000	1,161,589.23	97.9	1,264,500
30. Profit (loss)	--	(40,803.79)		(56,000)

The board also agreed to survey members on their preference for shorter conventions and whether they would like conventions out of Washington every other year.

The committee chairs joined the board at 10:45 a.m.

Greg Moore gave the report of the **Diversity** Committee. He said the committee has focused a great deal on retention. A guide to help editors retain minority journalists is expected to be available at the April convention.

Bobbi Bowman, ASNE **Diversity Director**, reminded the board that next year was the first benchmark year since new goals were established in 2000. She reviewed current figures and indicated the benchmarks would not be reached. She said that the job fair rotation was under way and for the first time a job fair will be held at the National Press Club in February.

Edward Seaton reported on behalf of the **ASNE Foundation**. He noted that corporate contributions have decreased while individual member contributions have remained steady. He told the board that the Knight Foundation, while still funding various other Foundation projects, has discontinued their support of our diversity efforts. However, Knight has agreed to let the Foundation apply \$125,000 from the Institute for Journalism Excellence to the current year's diversity efforts. The Foundation board asked McFarlin, Bhatia and the Diversity Committee to review the Diversity program to see if any new initiatives could be started in order to entice funding from Knight and other organizations again.

McFarlin said that a decision had been reached to hold a Diversity Summit in early 2003 to brainstorm new approaches to diversity.

McFarlin informed the board that Bob Rivard could not be at the meeting, however, as chair of the **International Committee** his report was in the board books. She also noted that a key mission of the committee this year was the trip to Cuba following the board meeting.

Marty Kaiser gave the report of the **Readership Issues** Committee. He said that the committee has been focused on shaping the 24 training seminars that are being funded by the McCormick Tribune Foundation. The pilot program, sponsored by Gannett, will be held in White Plains, N.Y., November 19-20. The seminars are designed to help newspapers implement findings of the Readership Initiative.

Doug Clifton, chair of the **Freedom of Information** Committee, was not able to attend the board meeting. A copy of his report was put in all the board books. The committee has been very active in responding to FOI challenges and, with APME, has put together a series of advertisements for newspapers to run that underscore the importance of open records. NAA has agreed to distribute the ads.

Kevin Goldberg and Dick Schmidt, as **Legal Counsel**, updated the board on issues facing ASNE.

Bob Steele and Bill Mitchell of The Poynter Institute, in collaboration with Joann Byrd, chair of the **Ethics and Values Committee**, gave a presentation to the board on the interactive ethical decision making model that would soon be available to members on the Poynter Institute Web site and through a link on the ASNE site. The project was jointly funded by Poynter and ASNE Foundation.

Judy Pace Christie gave the report of the **High School Journalism** Committee. She said that the High School Project has really taken off over the last year. She noted that this year HSP has 33 new daily newspaper partnerships versus a goal of 20. These programs are formatted to either start a newspaper at a local high school or to substantially improve an existing newspaper. She reported that High School Journalism Institutes were being held at five colleges around the country during the summer months.

Diana Mitsu Klos, **Senior Project Director**, reported that the high school Web site was getting over one million hits a month and that material on the site is updated daily. She also noted that an adjunct site has been developed to host high school newspapers. There is a nominal sign-up fee and more than 100 schools are currently online.

Allen Parsons reported on behalf of the **Small Newspapers** Committee. He told the board that the committee had launched a project in conjunction with Campfire to send out an e-mail message every day with educational tips to editors across the country. Response has been very positive.

Janet Weaver gave the report of the **Multimedia** Committee. She said that the major undertaking of the committee was the Campfire project. Campfire's main goal is to tie the ASNE membership together more closely with more frequent communications. Committee information is posted on the Web site throughout the year. Jody Calendar was hired as a consultant for six months to help get the project up and running.

Gerald Boyd gave the report of the **Leadership** Committee. He said the committee is focusing on producing online seminars using leaders in the newspaper industry to talk about practical leadership experiences and challenges facing middle-level managers.

Frank Denton reported on behalf of the **Craft Development** Committee. He told the board that the committee is working on a book aimed at newsroom training and development. Denton also said that the committee would hold a meeting November 9-11 to develop a model for newsroom organization. Sherri Immediato from the Society of Organizational Learning will facilitate discussion at the meeting.

Rena Pederson gave the report for the **Convention Program** Committee. She said this year's convention theme was "Passion for Journalism". The convention will be April 8-11 in New Orleans. Receptions are being planned at the New Orleans Museum of Art and the D-Day Museum. She noted the convention schedule was still being developed, however, some key speakers including Kofi Annan, Colombian President Uribe, President Bush and former President Carter have been invited.

Karla Garrett Harshaw reported on behalf of the **Membership** Committee. She said that ASNE membership was at 810, compared to 827 a year ago. She asked board members to volunteer to contact members who have not paid dues to ask them to reconsider their membership. She also said a list would be created of non-members and a solicitation would be done to try and get those people to join. She noted that letters will be sent to key members at newspapers over 50,000 circulation encouraging them to add a member. The add-a-member special particulars are half-price dues for 2003, no initiation fee, and half-price member registration for the New Orleans convention.

Jennie Buckner gave the report for the **Education for Journalism** Committee. She said that the committee was focusing on marketing newspaper careers to college students, and would produce a book comprised of essays from journalists who will tell their own compelling stories about why they chose their careers and remain committed to what they do.

Charlotte Hall and Susan Bischoff reported on behalf of the **American Editor** Committee. Hall said the magazine's goal was to reflect the interests of the members, provide information and tips, and to showcase the work of the officers and the committees. She also said that the number of issues was cut from nine to six each year, and that color was added to all issues.

Rich Oppel gave the report of the **ASNE Awards** Board. He noted that the Awards Board will meet February 20-22 in St. Petersburg, Fla. The rotating writing category this year will be "Passion for Journalism", including news and commentary writing on journalism issues and experiences.

Rick Rodriguez, reporting as chair of the **Nominations** Committee, said that the next meeting to select a slate of candidates for the board of directors election will be on January 18 at The Poynter Institute in St. Petersburg.

The board resumed the executive session from the morning and Mr. Zeeck was elected to the ladder as treasurer-designate.

The meeting was adjourned.

Karla Garrett Harshaw, ASNE Secretary