

MINUTES – BOARD OF DIRECTORS MEETING – SEPTEMBER 19, 2003  
5<sup>th</sup> Avenue Suites, Portland, Ore.

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

Board members attending:

Peter K. Bhatia, executive editor, The Oregonian, Portland, President  
 Karla Garrett Harshaw, editor, Springfield (Ohio) News-Sun and senior editor, Cox  
 Community Newspapers, Vice President  
 Rick Rodriguez, executive editor, The Sacramento (Calif.) Bee, Secretary –  
*Convention Program*, co-chair  
 David A. Zeeck, executive editor, The News Tribune, Tacoma, Wash., Treasurer  
 Gilbert Bailon, executive editor, The Dallas Morning News  
 Susan Bischoff, associate editor, Houston Chronicle  
 Jennie Buckner, editor, The Charlotte (N.C.) Observer  
 Kenneth F. Bunting, executive editor, Seattle Post-Intelligencer – *Membership*  
 Milton Coleman, deputy managing editor, The Washington Post  
 Frank M. Denton, editor, Wisconsin State Journal, Madison – *Craft Development*  
 Charlotte H. Hall, managing editor, Newsday, Melville, N.Y.  
 Mike Jacobs, editor, Grand Forks (N.D.) Herald  
 W. Martin Kaiser, editor, Milwaukee Journal Sentinel  
 Gregory L. Moore, editor, The Denver Post  
 Julia Wallace, editor, The Atlanta Journal-Constitution  
 Janet S. Weaver, executive editor, Sarasota (Fla.) Herald-Tribune – *Convention*  
*Program*, co-chair  
 N. Don Wycliff, public editor, Chicago Tribune

Committee chairs attending:

Amanda Bennett, editor, The Philadelphia Inquirer – *Readership Issues*  
 Jerome M. Ceppos, vice president/news, Knight Ridder, San Jose, Calif. – *Education*  
*for Journalism*  
 Jeffrey D. Cohen, editor, Houston Chronicle – *High School Journalism*  
 Vicki S. Gowler, editor, St. Paul (Minn.) Pioneer Press – *Ethics and Values*  
 Pamela J. Johnson, Leadership & Management Faculty, The Poynter Institute,  
 St. Petersburg, Fla. – *American Editor*, co-chair  
 David B. Offer, executive editor, Central Maine Newspapers, Augusta – *Small*  
*Newspapers*  
 Gil Thelen, executive editor, The Tampa (Fla.) Tribune – *Leadership*  
 David M. Yarnold, editor, San Jose (Calif.) Mercury News – *Diversity*

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  
 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:

Gerald M. Boyd, retired managing editor, The New York Times  
 Philip A. Bronstein, editor, San Francisco Chronicle – *International*  
 Douglas C. Clifton, editor, The Plain Dealer, Cleveland – *Freedom of Information*  
 Susan C. Deans, editor, Daily Camera, Boulder, Colo. – *American Editor*, co-chair  
 Gregory Favre, distinguished fellow, The Poynter Institute, St. Petersburg, Fla. –  
*Leadership*

Carolina Garcia, executive editor, Monterey (Calif.) County Herald  
 Susan Kille, editor, Wire & Graphics Network, The New York Times Regional  
 Newspaper Group – *Campfire*, co-chair  
 Diane H. McFarlin, publisher, Sarasota (Fla.) Herald-Tribune, ex officio  
 Tim J. McGuire, retired editor, Star Tribune, Minneapolis – *Awards Board*  
 Allen Parsons, executive editor and associate publisher, Star-News, Wilmington, N.C.  
 – *Campfire*, co-chair  
 Richard M. Schmidt Jr., Cohn and Marks, ASNE legal counsel

The minutes of the April meeting were approved.

The banking resolution was approved.

**President** Bhatia said that he anticipated his year as president would be marked by efforts to build on ongoing ASNE programming, such as FOI, readership and diversity. He then said that the Jayson Blair incident led the organization toward more of a focus on ethics and standards in the newsroom, which has been a positive experience for ASNE and its members. He said that ASNE, along with API, held a newsroom forum, moderated by Michael Josephson of the Josephson Institute of Ethics. He noted that a special edition of *The American Editor* will be devoted mainly to topics surrounding The New York Times matter and how other newspapers have addressed the impact in their own newsrooms.

Scott Bosley, ASNE **Executive Director**, relayed to the board that Gerald Boyd could not be at the meeting due to a scheduling conflict, but that he passed along his apologies for not being with the board. Scott noted that Gerald can remain on the board for up to one year while in between newsroom positions. Scott said that the year has been kept busy with many events including the FOI Summit, a special luncheon tribute to long-time legal counsel Dick Schmidt, and ethics seminars in addition to ongoing projects.

**Vice President** Harshaw was delayed at the airport due to weather issues and was not able to be at the meeting in time to give her report. She was to join the group later in the morning. Peter Bhatia reported in Karla's absence that she has begun working on putting together a leadership seminar to be held at Unity in August 2004. Scott Bosley informed the board that Karla's fall board meeting would be held Sept. 30 – Oct. 1 in Springfield, Ohio.

Rick Rodriguez gave the report of the **secretary**. He noted that membership was still decreasing, however, not as rapidly as in previous years. He recommended that the board approve all six applicants, noting that they were all within membership guidelines. The following Secretary's report was approved and the membership applications accepted:

Since the board met in April, there have been two deaths and eight resignations and ineligibilities. Four members have requested transfer to the retired rolls. Six applications will be considered. Assuming all are elected and the transfers approved, membership will stand at 781 dues paying; 590 active, 17 distinguished service, and 174 retired. This compares to 810 at the same time last year, and 785 in April. Forty-nine people who have not paid 2003 dues are included in the 781 total.

Membership applications/reinstatements (six)

Gina Channell-Allen, executive editor, The Naperville (Ill.) Sun  
 Kelly Brewer, editor, Record Searchlight, Redding, Calif.  
 Chris Cobler, editor, Greeley (Colo.) Tribune  
 John Nelson, managing editor, The Advocate-Messenger, Danville, Ky.  
 Kira Lisa Warren, editor, Journal News, Hamilton, Ohio  
 Dorsey Wilmarth, managing editor, Amarillo (Texas) Globe-News

Deaths (two)

Michael Duggan, director, Knight Ridder/Tribune Information Services, Washington  
Wendell Phillippi, retired, Indianapolis

Resignations and ineligibilities (eight):

William Block Sr., retired, Pittsburgh; resigned, turning 88 and doubts he will come to another convention or need the services of ASNE

Marty Claus, director/newsroom recruiting and training, Knight Ridder, San Jose, Calif.; resigned, no reason given

Margaret Freivogel, Sunday editor, St. Louis Post-Dispatch; resigned, no reason given

Steven Jukes, global head of news, Reuters, London; resigned, decided to cancel since he was no longer based in the U.S.

Robert Lauf, retired, Selinsgrove, Pa.; resigned, "I have been retired now for about 14 years and have no active interest in journalism . . ."

Catherine Martindale, executive editor, Amarillo (Texas) Globe-News; left paper right after being elected to membership in April, no forwarding address

John Winn Miller, former executive editor, now senior vice president, Tallahassee (Fla.) Democrat; resigned, no longer eligible, has responsibility for operations, circulation and human resources

Arthur Wilcox, retired, Charleston, S.C.; resigned, "ASNE lost all its appeal to me when it became absorbed in race and 'gender' issues."

Transfers to retired rolls (four)

Joann Byrd, editorial page editor, Seattle Post-Intelligencer

Judy Pace Christie, editor, The Times, Shreveport, La.

Herbert Klein, editor-in-chief, Copley Newspapers, San Diego

Walker Lundy, editor, The Philadelphia Inquirer

Transfers from active to Distinguished Service membership (two)

Pam Johnson, leadership & management faculty, The Poynter Institute, St. Petersburg, Fla.

Wanda Lloyd, executive director, Freedom Forum Diversity Institute at Vanderbilt University, Nashville, Tenn.

Transfers to other papers/title changes:

Amanda Bennett, editor, Lexington (Ky.) Herald-Leader, to editor, The Philadelphia Inquirer

Susan Bischoff, deputy managing editor to associate editor, Houston Chronicle

M. Eileen Brown, editor, The Post-Tribune of Northwest Indiana, Merrillville, Ind., to managing editor, Daily Herald, Arlington Heights, Ill.

Nancy Conway, executive editor, Oakland (Calif.) Tribune/ANG Newspapers, to editor, The Salt Lake Tribune, Salt Lake City

Susan Deans, assistant managing editor/weekends, The Rocky Mountain News, Denver, to editor, Daily Camera, Boulder, Colo.

Geri Ferrara, editor, The Dominion Post, Morgantown, W. Va.; "editor" had been listed as member applicant on April membership ballot, Ferrara named June 2003

Pam Fine, managing editor, Star Tribune, Minneapolis, to managing editor, The Indianapolis Star

Deborah Fisher, editor, Corpus Christi (Texas) Caller-Times, to assistant managing editor, The Tennessean, Nashville

John Geddes, deputy managing editor to managing editor, The New York Times

Serge Gosselin, editor in chief, The Winnipeg (Manitoba) Sun, to vice president, editorial, Sun Media Corporation, Toronto, Ontario

Richard Hensley, editor, East Oregonian, Pendleton, to editor, Highlands Today, Sebring, Fla.

Howard Schneider, managing editor to editor, Newsday, Melville, N.Y.

James Schurz, senior vice president/newspapers, Schurz Communications, South Bend, Ind., to senior vice president, Schurz Communications, Williamsport, Md.

Michael Tonos, retired, Gulfport, Miss., to managing editor, Northeast Mississippi Daily Journal, Tupelo

Unemployed/status pending (\* = 2003 dues not paid)

- Lou Boccardi, retired as president and CEO, The Associated Press, New York (DS)
- Gerald Boyd, left managing editor, The New York Times
- Colleen Conant, retired as editor, publisher and CEO, Daily Camera, Boulder, Colo.
- \*William German, retired as editor emeritus, San Francisco Chronicle
- \*Glenn Guzzo, left editor, The Denver Post
- \*Robert Jodon, left editor and publisher, Ironton (Ohio) Tribune
- \*Tonnie Katz, resigned as executive editor, The Orange County Register, Santa Ana, Calif.
- Janet Leach, left editor, The Beacon Journal, Akron, Ohio
- Tony Marro, retired as editor, Newsday, Melville, N.Y.
- \*Angus McEachran, retired as editor and president, The Commercial Appeal, Memphis, Tenn.
- \*Roger Mosher, left editor and publisher, The Daily News, Batavia, N.Y.
- Jim Naughton, retired as president, The Poynter Institute, St. Petersburg, Fla. (DS)
- Howell Raines, left executive editor, The New York Times
- Jay Shelledy, left editor, The Salt Lake Tribune, Salt Lake City
- Gilberto Sucre, believe he left director, La Prensa, El Dorado, Panama

In the **treasurer's** report, David Zeeck noted that ASNE ended the 2002-03 fiscal year with a small surplus of \$1,667, whereas a \$56,000 loss had been budgeted. Scott Bosley noted that a combination of circumstances, including cost management of the New Orleans convention and additional funds from foundations for project management, were the major factors in the improvement from budget.

The treasurer's report was approved.

The board went into **executive session** to further discuss the finances of ASNE.

During the executive session, the board voted to charge 2004 dues as follows:

Over 50,000 circ., group executives, bureau chiefs, Distinguished Service	\$600
25 – 50,000 circ.	575
10 – 25,000 circ.	365
Under 10,000 circ.	185
Retired members	155*

\* In the fall of 2002, the board agreed to phase in this increase for retired members over three years. Retired dues for 2003 were \$125.

The proposed 2003-04 budget was approved with the dues structure above. The treasurer's report and budget follow:

	<b><u>Budget</u></b> <b><u>2002-03</u></b>	<b><u>Actual</u></b> <b><u>2002-03</u></b>	<b><u>% of Budget</u></b>	<b><u>2003-04 BUDGET</u></b>
1. Dues	338,500	331,435.00	97.9	345,000
2. Initiation fees	10,000	5,200.00	52.0	9,000
3. Interest/dividends	6,000	4,674.26	77.9	4,000
4. Project reimb.	377,500	406,500.00	107.7	425,500
5. Convention	459,000	379,434.14	82.7	356,500
6. American Editor	14,500	13,942.25	96.2	13,500
7. Publications	1,500	1,665.00	111.0	1,500
8. Miscellaneous	<u>1,500</u>	<u>1,361.24</u>	90.7	<u>1,500</u>
<b>9. Total Income</b>	<b>1,208,500</b>	<b>1,144,211.89</b>	<b>94.7</b>	<b>1,156,500</b>
10. Salaries	532,000	529,338.79	99.5	543,000
11. Payroll taxes	38,500	37,651.27	97.8	38,500
12. Group insurance	40,500	40,282.82	99.5	42,500
13. Retirement	41,500	40,827.00	98.4	41,000
14. Legal counsel	103,000	98,528.21	95.7	100,500
15. Audits/consulting	5,500	5,300.00	96.4	6,000
16. Convention	280,000	184,230.80	65.8	137,000
17. Board/comm. meetings	11,000	10,172.41	92.5	10,500
18. American Editor	41,000	37,530.48	91.5	40,000
19. Proceedings	12,500	11,973.33	95.8	12,500
20. Dues/subscriptions	2,000	1,797.00	89.9	2,000
21. Rent	33,000	32,684.00	99.0	34,500
22. Office expenses	17,000	20,736.81	122.0	21,000
23. Equipment/furniture	10,000	2,455.07	24.6	10,000
24. Postage	29,000	20,586.85	71.0	22,000
25. Telephone	18,500	15,827.30	85.6	17,000
26. Travel	27,500	25,958.77	94.4	23,500
27. Insurance	7,000	7,739.00	110.6	8,000
28. Miscellaneous	<u>15,000</u>	<u>18,924.73</u>	126.2	<u>20,000</u>
<b>29. Total Expenses</b>	<b>1,264,500</b>	<b>1,142,544.64</b>	<b>90.4</b>	<b>1,129,500</b>
<b>30. Profit (deficit)</b>	<b>(56,000)</b>	<b>1,667.25</b>		<b>27,000</b>

Following up on an issue resolved after a member survey and board vote by e-mail, Peter Bhatia explained the new rotation of the out-of-town conventions to the board. ASNE will move outside of Washington every third year, with the exception of being in Washington every election year. The next open year for an out-of-town convention, following 2006 in Seattle will be 2009. The board discussed possible cities for the 2009 ASNE convention. Chicago was the leading city of interest, followed by Miami. ASNE will explore possible hotels in Chicago and resolve contract changes in Seattle and Washington; the board will be updated on progress in April.

Scott Bosley relayed to the board the question posed by retired member Larry O'Donnell on whether ASNE would consider changing the bylaws to allow retired members to vote in the board of directors election by absentee ballot. The current bylaws state that retired members may only vote in the election if they are present at the convention. The board, after discussion, took no action.

The committee chairs joined the board at 10:30 a.m.

David Yarnold gave the **Diversity** Committee report. He said that the recommendation of the Diversity Committee at their last meeting was that ASNE not count staff of foreign-language newspapers in the annual newsroom census. The committee also recommended that ASNE create a special table for these newspapers as part of the census and report the results of their numbers. He said that there is now a proposal for the Diversity Leadership Institute, a two and a half day seminar for top level editors designed to give them the skills to become leaders on diversity. The committee is hoping to have a pilot program completed by the April convention. Funding is still being sought for this program. Knight Ridder has agreed to fund up to half of the first year costs of the Institute on a matching basis and The New York Times Company has committed to giving \$10,000 to the program. David said the second Latino seminar was to be held on Oct. 10 in Chicago.

ASNE **Diversity Director** Bobbi Bowman told the board that the McCormick Tribune Foundation had granted ASNE Foundation \$16,000 to be used as funding for the Latino seminars. She said that there are currently seven job fairs scheduled, with hopes that another three will be scheduled in the coming weeks. Bobbi also said that ASNE had hosted panels on reaching minority readers at three of the minority association conventions this year: AAJA, NAHJ and NABJ.

Mike Jacobs asked the board why ASNE does not list any involvement with NAJA's convention, yet seems to be deeply involved with the other three associations. Bobbi Bowman responded that ASNE reached out to NAJA but the organization did not take us up on offers of seminars at their conventions. Still, we try to incorporate NAJA into any organizational gatherings or projects, such as the Diversity Roundtable and our board meetings.

Edward Seaton reported on behalf of **ASNE Foundation**. He noted that during the last fiscal year, the Foundation provided \$2.4 million to projects, mostly through large grants and corporate contributions. The Foundation's unrestricted fund balance, money that the Foundation can use for projects, is \$1,800,000. He reported that the Foundation just received word that the Knight Foundation has agreed to renew the High School Journalism Initiative and will grant \$5 million to the project over the next three years (2004-2006). \$1.1 million will come from Knight to fund the continuing Institute for Journalism Excellence over the same period. Edward said that the challenge to find Diversity funding was the major issue facing the Foundation in the coming year. He noted that the Foundation is looking for funding of the new Diversity Leadership Institute, as well as funding for ongoing projects. He also said that the Freedom Forum is no longer funding the International Journalism Exchange and that the Foundation is actively seeking other support.

Peter Bhatia reported on behalf of Doug Clifton and the **Freedom of Information** Committee. He noted that the FOI Summit was a breakthrough event, bringing together all the journalistic organizations to form one voice on FOI issues. An FOI coordinator will be hired, with an office at the Reporters Committee for Freedom of the Press.

A number of other important FOI projects are underway, including a training program that will be useful in newsrooms and with the public; an effort to build a Dream Team of First Amendment lawyers willing to take on selected cases pro bono; and a potential FOI success story to be told in PARADE magazine.

Kevin Goldberg gave the report of the **Legal Counsel**. He passed on Dick Schmidt's regrets for not being able to attend the meeting. Kevin noted that the current administration continues to be a problem on the FOI front, a situation that has not abated since 9/11 and passage of the Patriot Act and Homeland Security Act. Kevin outlined a number of challenges and referred the board to counsel's written report. He reported that he attended a meeting at the FBI on surveillance issues concerning journalists.

The **Education for Journalism** report was given by Jerry Ceppos. He said the committee's main focus was to survey editors and journalism educators to see where journalism education is succeeding and failing. The committee is also working on a magazine article on the way educators are teaching journalism ethics. The Accrediting Council's revisions of standards in journalism education were reviewed by Jerry, who chairs the council.

Jeff Cohen gave the report of the **High School Journalism** Committee. He noted again that the project has received a renewal of support from the Knight Foundation. He said the program has trained 553 journalism educators over the past three years. He also noted how much rich, useful information the high school Web site contains. Jeff suggested that the project bring in a consultant to help find additional funding sources for when Knight can no longer fully fund the project. He said that the HSP has teamed with USA WEEKEND on a survey to track attitudes of teens toward journalism.

**Senior Project Director** Diana Mitsu Klos thanked Jeff Cohen for all his work as chair of the committee this year.

In the absence of chair Phil Bronstein, both Peter Bhatia and Scott Bosley gave the **International** Committee report. The board accepted a resolution, written by Edward Seaton on behalf of Phil, regarding the Visa waiver program under which foreign press has been allowed to enter the country without formally obtaining Visas or passports. Scott Bosley informed the board that ASNE and the committee were researching and seeking member interest in a possible trip to Israel or Saudi Arabia.

Amanda Bennett gave the report of the **Readership Issues** Committee. The committee has focused on finding examples of what newsrooms are doing to move the needle on readership and getting these lessons into other newsrooms. This is being accomplished mostly through the ASNE Readership seminars being held around the country.

Vicki Gowler gave the **Ethics and Values** Committee report. She said the committee put together a survey after the Jayson Blair scandal, polling editors on how they handle ethical issues. Over 400 responses were returned and the survey results will be reported in an expanded issue of *The American Editor* later this year. Vicki noted ASNE's contributions to the API and Poynter Institute seminars on ethics and standards.

David Offer gave the report of the **Small Newspapers** Committee. He said the committee is looking into whether small newspapers are benefiting from the findings of the Readership Institute and if they are able to implement the research and increase readership. The committee did a random survey of 100 small newspapers looking for evidence that these papers were making efforts to increase readership. The results were not as encouraging as the committee had hoped, but some success stories were found and will be the basis for a report that will be distributed at the annual convention.

Peter Bhatia thanked both Allen Parsons and Susan Kille, **Campfire** Committee co-chairs, who could not be at the meeting, for their great work on this project in the first half of the year. Bhatia asked the board to begin a conversation on the future of the Campfire project, noting that although it was an excellent idea, the demand for it is dwindling. There was much deliberation between board members on what the purpose of Campfire should be, who it should reach out to, etc. Peter decided to appoint a subcommittee to look into the future of Campfire. He will appoint the committee once he has had a conversation with the creator of Campfire, Diane McFarlin. The committee will report its findings at the April board meeting.

Gil Thelen reported for the **Leadership** Committee. He said that the committee is working with the Ethics and Values Committee on a story for *The American Editor* that will look at the role of editors and ethical leadership. The committee is also partnering with the Diversity Committee to

frame the ASNE program segment during the 2004 UNITY convention. For this year's ASNE leadership award recipient, the committee will look for an editor whose contribution in a particular year is consistent with a career of ongoing leadership.

Janet Weaver and Rick Rodriguez, **Convention Program** Committee co-chairs, said that the first meeting would be held on Oct. 4 in Washington. Janet said that this year's convention would include two joint days with the Newspaper Association of America. She noted that the likely topics for the joint sessions would be ethics, diversity, FOI, and the economics of journalism.

The **Membership** Committee report was given by Ken Bunting. He noted that membership has been on a downward spiral and ASNE is now at a 13-year low. Membership stands at 781, which includes 49 who have not paid their 2003 dues. A membership solicitation went out in June to 1,100 newspaper editors.

President Bhatia appointed a committee, to be chaired by Ken Bunting and including Frank Denton, Karla Harshaw and Rick Rodriguez, to explore new avenues to increasing membership.

Frank Denton gave the report of the **Craft Development** Committee. He said the committee is focusing on following through on the Learning Newsroom project. He noted that the Knight Foundation gave final approval for the \$1 million grant to API/ASNE to test the concepts in the Learning Newsroom Handbook. A subcommittee is starting the search for a project director. Later, newspapers will be selected to test the Learning Newsroom concept.

Pam Johnson, co-chair, reported on behalf of **The American Editor** Committee. She said that the latest issue of the magazine deals with the Jayson Blair incident and The New York Times follow-up investigation. The next issue of the magazine will focus on ethics and the survey done by the Ethics and Values Committee.

Peter Bhatia noted that **ASNE Awards** chair Tim McGuire was unable to attend this meeting. The committee will meet in February in St. Petersburg, Fla., to pick the 2004 award winners. This year's revolving category is profile writing.

**Nominations** chair Gregory Favre was also unable to attend the meeting. The committee will meet in January in St. Petersburg to determine the slate of candidates for the board of directors election in April.

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

The meeting was adjourned.

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Rick Rodriguez, ASNE Secretary