

**M I N U T E S**  
**Pennsylvania AP Managing Editors**  
**Pennsylvania Newspaper Association**  
**Harrisburg, Pa.**  
**Sept. 29, 2011**

ATTENDING: Cate Barron, The Patriot-News; Ced Kurtz, Pittsburgh Post-Gazette; Bob Heisse, Centre Daily Times; Ray Shaw, Intelligencer Journal/Lancaster New Era; Hope Stephan, The Sentinel; Harry J. Deitz Jr., Reading Eagle; Andrew Heintzleman, The News-Item; Larry Holeva, The Citizens' Voice; James Cuddy Jr., Pittsburgh Tribune-Review; Rich Jackson, The Derrick.

FOR THE ASSOCIATED PRESS: Sally Carpenter Hale, AP Philadelphia; Andrew Fraser, AP Philadelphia; Peter Jackson, AP Harrisburg.

The minutes of the May 19, 2011 meeting were approved.

The board discussed tentative plans for a statewide Broken Budgets project focused on the repercussions of this year's state budget cuts. Several board members expressed concern that a November target date would conflict with local election coverage and suggested a later deadline would be more practical. Sally Hale said AP would discuss the options.

Cate Barron and Jim Cuddy said a promising angle for the project is the growing number of foundations that parents are forming to raise money to hire coaches and restore cut programs.

Barron said discussions continue with the Pennsylvania Associated Press Broadcasters Association about an eventual partial merger of the two groups' conventions. She said representatives of each group will help the other develop programs for separate conventions next year, with plans for some sort of combined gathering tentatively targeted for 2013.

The treasurer's report showed a \$3,131.36 balance in the PAPME checking account as of Sept. 28 and \$4,104.86.12 in the money-market account through May 18.

Hope Stephan pointed out that the cost of providing a new, Web-based application process for the PAPME writing and photo contest accounted for most of a \$2,500 gap between the current checking balance and the year-ago balance and urged the board to consider ways to cover that cost in the future. Board members discussed possible solutions at length, including higher application fees and lower cash payments to the top winners. Barron appointed a committee to make recommendations to the board at its January meeting.

Bob Heisse, the national APME president, said the national organization has changed its name to Associated Press Media Editors and described initiatives that it is undertaking. Barron advised the state board that any name change is optional and the members took no immediate action.

Sally Hale described new AP products and told board members that, unless she had told individual editors otherwise, their AP rates will not be increased in 2012.

Barron said the next board meeting will be Jan. 26 at the PNA headquarters in Harrisburg.

Sincerely,

Peter Jackson

