

TBJ: Special Edition

http://www.sabew.org

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The road to Atlanta



photo by Allison Shirreffs courtesy of Atlanta Business Chronicle

KEY DATES

Important days for Best In Business contest entrants and members planning to attend the 37th annual convention in Atlanta where contest awards will be presented:

▶ **WEEK OF MAY 23, 1999:** Mandatory publication choice for Business Weekly entrants. Daily entrants must submit Friday, May, 28 1999.

▶ **WEEK OF AUGUST 8, 1999:** Mandatory publication choice for Business Weekly entrants. Daily entrants must submit Sunday, August 8, 1999.

▶ **WEEK OF OCTOBER 31, 1999:** Mandatory publication choice for Business Weekly entrants. Daily entrants must submit Thursday, November 4, 1999.

▶ **FEBRUARY 10, 2000:** Filing deadline for Best In Business contest.

▶ **MARCH 30, 2000:** Last day for discount hotel reservations for convention at Atlanta Sheraton Colony Square Hotel (404-892-6000)

▶ **MARCH 31, 2000:** Last day for early-bird registration for convention. Fee: \$350

▶ **EARLY APRIL 2000:** Contest winners announced.

▶ **APRIL 17, 2000:** Last day for regular registration for convention. Fee: \$395

▶ **APRIL 30, 2000:** Award ceremony and sessions with winners in Atlanta.

▶ **APRIL 30-MAY 2, 2000:** Convention in Atlanta.

Contest adds Net journalists

BY RANDY PICT, SABEW Contest Chairman, Associated Press, Randy_Picht@ap.org

You can resist the pull of the Internet for only so long.

That's one reason that the Society of American Business Editors and Writers decided to join the dot.com frenzy by welcoming online business news sites to this year's Best in Business contest.

The other reason, of course, is that these sites — whether they be stand-alone startups or real-time versions of a newspaper — have been turning out some very competitive and innovative business journalism.

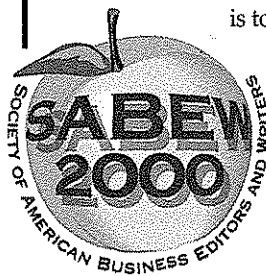
For their Best In Business debut, online sites will compete for spot news awards in a new category called "Real-time" news providers. The category, which formerly was devoted solely to wire services, will combine newspaper web sites, stand-alone sites and wire ser-

vices. Entries will be limited to written stories.

In creating the new "real-time" category, the contest committee sought to let everyone who has the opportunity to deliver information as fast as possible compete with each other. In some ways, pumping out news on the Internet is not much different from what wire services have been doing for decades. (OK, the audience is totally different and there's way cool graphics but ...)

(continued under "Contest" on page 8)

**FOR MORE INFO:
SEE CONTEST RULES
AND ENTRY FORMS.
PAGES 4-7**



**ANNUAL CONFERENCE
ATLANTA, GEORGIA
APRIL 30 - MAY 2**

Convention to feature BofA's CEO McColl

BY BARNEY CALAME, SABEW Vice President,
The Wall Street Journal, Barney.Calame@wsj.com

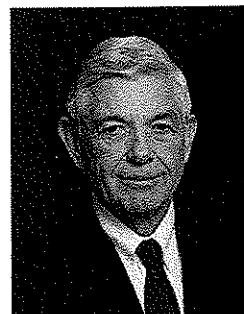
Bank of America CEO Hugh McColl has joined news entrepreneur Ted Turner and leading journalist John Huey in the lineup set to address SABEW's 2000 Convention in Atlanta in May.

But the convention program will range beyond talks from these well-known names. Panel discussions will delve deeply into everyday business journalism and should offer members a multitude of valuable ideas to take back to their newsrooms.

This "take-home value" should flow from such sessions as The Wall Street Journal's page one editor talking about writing business stories for the front page, a "nitty-gritty" discussion of stock tables, and a chance to ask some veteran editors how they've been so successful at finding and hiring good business reporters.

The convention, with its theme of "Covering the March of Technology and Globaliza-

(continued under "Convention" on page 8)



Hugh McColl

Journalist Registration Form

37TH SABEW ANNUAL CONVENTION – SHERATON COLONY HOTEL – ATLANTA, GA – APRIL 30 - MAY 2, 2000

Please fill out this form completely and legibly.

Name _____
 Title _____ Preferred first name for badge _____
 Employer _____
 Address _____
 City _____ State _____ Zip _____
 Work phone _____ Home phone _____
 Fax number _____ E-mail address _____

NOTE: Please complete for Full Registration.

Your registration fee includes continental breakfast and lunch on Monday and Tuesday; breaks on Sunday, Monday and Tuesday; banquet on Tuesday; and all sessions and cocktail parties.

	EARLY BIRD (postmarked by March 31)	REGULAR (postmarked by April 17)	LATE/ON SITE (postmarked after April 17)
1. Conference Registration, member	\$350.00	\$395.00	\$445.00
Conference Registration, nonmember (additional \$40 for membership)	\$390.00	\$435.00	\$485.00
If you do not register for Full Conference Registration you can register for Daily Registration, which includes meals			
2. Daily Registration — check which day(s) you plan to attend:			
<input type="checkbox"/> Sunday	\$125.00	\$210.00	\$220.00
<input type="checkbox"/> Monday	\$175.00	\$210.00	\$270.00
<input type="checkbox"/> Tuesday	\$175.00	\$210.00	\$270.00
<input type="checkbox"/> Non-members add \$40 for membership application fee	\$40.00	\$40.00	\$40.00

TOTAL AMOUNT DUE (You must be a business journalist to use this form) \$ _____ \$ _____ \$ _____

Indicate physical, visual, hearing or dietary needs: _____

- NEED/HAVE reservations at the Sheraton Colony Square Hotel • call 1-800-422-7895
 DO NOT NEED reservations at the Sheraton Colony Square Hotel

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 Voice: 573-882-7862 Fax: 573-884-1372
 E-mail: sabew@jmail.jour.missouri.edu

By Credit Card

Indicate Card type: MC Visa AmEx

Name on Card _____

Card number _____

Expiration Date _____ / _____

Signature _____

REGISTRATION REFUND POLICY: A 70% refund of registration fees may be issued only if requested in writing and the event is more than 30 days away from starting.



President's Letter

BY CHARLEY BLAINE

Editor, *Better Homes and Gardens*® *Family Money*™

cblaine@mdp.com

'99 offered entry windfall

It's contest season again. Time to comb through clips and electronic files to remember the stories that we journalists think were really wonderful.

Some we know already, the big projects we worked on for weeks or months. Some we have to be reminded about.

The good thing about 1999 is that it was a particularly rich and diverse year for business journalism. So pity the judges for this year's Best in Business contests. They will have their work cut out for them.

Consider some of the big stories: The ever-narrowing Bull Market (or the Roaring Market in Tech and dot.com stocks); the conversion of ordinary folks into investors and the strange life of day-trading; the Microsoft Trial; the rise of electronic commerce in all forms: buying, investing and spending; the farm depression; the rage in Seattle over trade; the battles over tobacco; the big media and telecom mergers; the end of Glass-Steagall and the separation of financial services; and the year that blue chip companies like Disney and Coca-Cola stumbled.

And that's just a start. There were tragic stories (like the Atlanta day-trading shootings). There was the manic coverage of interest rates and what the Fed might or might not do to tame

inflation — assuming the Fed could find enough inflation to get worried about. Oil prices dove below \$10 a barrel and roared back to \$27.

There were hilarious stories like the newly rich Wall Street traders buying homes in Westchester and hiring decorators to fix the places up in two weeks.

My personal favorite for sheer loopiness was the tale of Martin Frankel, the genius securities trader wannabee who drained a series of small Southern insurance companies of millions before jetting off to hide in Europe.

It was the kind of year business editors and writers dream about. The kind of year when business is just as interesting as, say, who actor Jack Nicholson is chasing these days.

So, when you check your mandatory dates for sections, when you comb the files for the best spot stories, take heart. You have a lot to choose from. The competition should be fierce. The judges should have fun. ■

Convention's Last Day Needs Your Input

This May at the 2000 convention in Atlanta, SABEW is considering holding small and intimate forums with leading editors and writers discussing highly specialized topics.

"Talking Shop" sessions would be held instead of the traditional, last-day ballroom-sized sessions that have been poorly attended.

For this concept to work, we need your input. If interested, send comments to:
 SABEW President Charley Blaine at cblaine@mdp.com
 Or to SABEW Executive Director Carolyn Guniss at carolyn_guniss@jmail.jour.missouri.edu

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Best in Business Section and Spot News Contest Rules

Entry Deadline: February 10, 2000

For Business Sections, Business Weeklies and Wire/Internet Services

The sixth annual Best in Business contest will name 1999's most outstanding daily business sections, business weeklies and spot news stories.

Awards will be presented at SABEW's 2000 Annual Conference in Atlanta, GA.

Judges on six distinguished panels will look for well-written, well-coordinated section packages, weekly editions and spot news reports that best reflect the interests of the readership. Up to five section awards will be presented in each category; judges can also award certificates of merit for elements of business coverage that are groundbreaking, unique or impressive. Up to three awards will be presented in each of the Spot News categories.

The contest is open only to SABEW members. See the "eligibility rules" for more information.

ENTRY DEADLINES

Entries – which must include a completed entry form and payment for entry fees – must be postmarked by February 10, 2000, and mailed to SABEW office; the address is on the entry form. Entries become the property of SABEW and will not be returned. Winning entries will be displayed during the Annual Convention. Entries

that do not follow the Best in Business and the Spot News Contests rules may be disqualified. Winners will be notified by April

10. Judges' decisions and rulings by SABEW's Contest Committee are final.

Have questions?

For clarification of rules, submission guidelines or more information on the Section and Spot News contests, contact Randy Picht, contest chairman, at Randy_Picht@ap.org or 212-621-1685 or Carolyn Gunniss, SABEW's executive director, at carolyn_gunniss@jmail.jour.missouri.edu or 573-882-8985.

CONTEST ELIGIBILITY

Daily sections or weeklies may be entered into the contest if one or more staffers are SABEW members current on

dues. Call 573-882-7862 if you want to check your membership status. To enter the Spot News Contest, entrants must either be a SABEW member current on dues or working at an organization that has a SABEW institutional membership.

SPOT NEWS CONTEST ENTRY RULES

Judges will look for superior coverage of a breaking (deadline story) or an enterprise story in which deadline is a significant factor. Up to three winners will be named in each category. The contest is open to daily newspapers, business weeklies and real-time news providers, specifically wire services and Web services.

Individuals may submit up to two entries, and media institutions may submit up to two entries for stories with joint bylines. Stories in the contest are limited to staff employed full-time when the story was produced and published in 1999. Part-time employees and freelance writers are not eligible.

An entry consists of no more than seven articles, all on the same day reflecting work on deadline. Supporting documents may be included that briefly describe the obstacles the story presented and when the story broke in relation to the deadline. The judges are not looking for sales pitches.

Entrants may submit one original and three photocopies mounted on 8 1/2 x 14 paper. Real-time news providers are encouraged to submit entries from public archives but may also submit stories from their own archives. All must include publication time, date, and the archive source.

- **Categories:** The daily categories are detailed with the Section Contest rules with one exception that real-time news providers and business weeklies will compete in separate categories.
- **Fees:** The entry fee for spot news is \$25 per entry from current SABEW members. Non-members entering the SABEW contests must join SABEW for a one-time price of \$60, which includes the fee of \$25 for one spot news entry. Regular annual membership to SABEW is \$40 and covers no contest entry fees.

SECTION CONTEST ENTRY RULES

- **Mandatory Dates:** Each newspaper and business weekly must submit their publications from three mandatory dates, picked at random in accordance with contest rules:

Daily Friday, May 28, 1999
Sunday, August 8, 1999
Thursday, November 4, 1999

Weeklies Week of May 23, 1999
Week of August 8, 1999
Week of October 31, 1999

Papers that do not publish on weekends and papers that do not publish a Monday business section are covered under the Miscellaneous Rules section below.

- **Editor's Choice Dates:** Entrants must also submit sections from Editor's Choice dates – three for newspapers, two for business weeklies. Each entrant has the option of submitting one special section produced predominantly by the business staff. The contest is limited

to sections and editions published during 1999.

- **Daily Requirements:** Submit four original, unmounted, uncut copies of the section for each mandatory and Editor's Choice dates. If four originals are not available, send at least one original plus three full-size photocopies. If business stories appeared in other sections (Page One, in the local section, or in special sections) clips of those business stories may be included and should be mounted, on 8 1/2 x 14 sheet(s) as part of that day's entry. Include the paper's name and the date on the upper left-hand corner of the mounted clipping; attach extra stories to the day's section that they supplement.

Editor's Choice sections and editions must be chosen in accordance with these contest rules:

- 1) one section from either a Monday or Tuesday published in 1999.
- 2) one section from either a Wednesday or Saturday published in 1999.
- 3) one additional Sunday section published in 1999 (see Miscellaneous Rules below).
- 4) one optional special section from any time in 1999 (Supplements, theme issues, Top 100, etc.)

- **Weekly Requirements:** Submit five original copies of the publications representing the mandatory and Editor's Choice dates. If five originals are not available, send at least one original plus four photocopies. Editor's Choice entries are from any two weeks in 1999 other than the mandatory weeks and one optional special edition from any week of the year.

SECTION CATEGORIES/FEEES

For Daily entrants, circulation categories are based on average daily circulation (total circulation for daily and Sunday editions divided by the number of days the paper is published.) Entry fees vary by circulation and publication category. The daily circulation contest categories are as follows:

Paper's size/circulation	Entry fee
• Small papers circulation up to 100,000	\$75
• Mid-sized 100,001 to 225,000	\$100
• Large 225,001 to 350,000	\$125
• Giant 350,001 and above	\$150
• Weekly all weekly circulations compete in one group	\$100

MISCELLANEOUS RULES

If your paper does not publish Sundays, submit the Saturday, August 7 or Monday, August 9 edition to cover your mandatory Sunday paper. Papers that do not publish Sunday may submit a Saturday or Monday section to complete the Editor's Choice section.

If your paper publishes a joint Sunday edition as part of a joint operating agreement, you must submit the Sunday edition if it is truly joint and reflects the efforts of your staff. (The joint Sunday paper should then be included in your

average daily circulation.) If, however, your paper is joint in name only—if your staff does not contribute to it—follow the rules for papers that do not publish on Sundays.

Call the contest chairperson if you have questions or want a ruling on this issue. ■

Contest Checklist

Use this list, along with entry form, in preparing your Best in Business entry for 2000.

- Are you a member of a business weekly or your newspaper's business staff and a SABEW member in good standing?
- Have you included the required number of copies of the business sections and business weeklies covering the mandatory dates?
- Have you included the required number of copies of the business sections and business weeklies covering the Editor's Choice dates?
- Did you attach any business coverage that appeared in other sections on those days?
- Are you sending a special section or special edition?
- Have you attached your entry form to each submission?
- Have you enclosed a check for the proper fees?

CHEAP SLEEP!

Need a room in Atlanta? SABEW offers special room rates at the Sheraton Colony Square Hotel: \$129 single, double occupancy per night; \$149 Triple/Quad; \$149 Club; \$209 Suite. Make your reservations by March 30 by calling 404-892-6000 or 800-422-7895. Please mention SABEW to get these special rates.

SABEW Best in Business Section Contest 2000 Entry Form

DEADLINE: FEBRUARY 10, 2000

For more information on entry guidelines, contact Randy Picht, contest chairman, at Randy_Picht@ap.org or 212-621-1685 or Carolyn Guniss, SABEW executive director, at carolyn_guniss@jmail.jour.missouri.edu or 573-882-8985.

Please attach a copy of this form to each copy of your entry.

Daily sections must submit four copies (one must be an original). Weeklies must submit five copies (one must be an original).

Name of Publication: _____

Average Daily/Weekly Circulation (Including Sundays): _____

Business Editor: _____

Phone Number: _____ Fax Number: _____ E-mail: _____

Number of reporters on business staff: _____ Number of editors: _____

ENTRY CATEGORY / FEE

Daily Newspaper with Circulation Category (Check one):

- Small \$75
(Circulation up to 100,000)
- Medium \$100
(100,001 to 225,000)
- Large \$125
(225,001 to 250,000)
- Giant \$150
(350,001 and above)
- Business Weeklies \$100

MANDATORY DATES FOR 1999

Entry Dates/Daily Newspapers

Mandatory dates for daily newspapers (Please check or note exemption)

- Friday, May 28 Sunday, August 8 Thursday, Nov. 4

"Editor's Choice" dates (one each, please enter dates):

- 1) Monday or Tuesday section: _____
- 2) Wednesday or Saturday section: _____
- 3) One additional Sunday section: _____
- 4) Special section (optional): _____

Entry Dates/Weekly Newspapers

Mandatory dates for Business weeklies (one each, please enter week of publication):

- Week of May 23 Week of August 8 Week of October 31

"Editor's Choice" dates (one each, please enter dates):

Two weeks' publication from 1999:

- 1) _____
- 2) _____
- 3) One special edition from any week of the year: _____

You must be a SABEW member to enter.

INSTITUTIONAL MEMBERSHIP RATES

Total staff	Cost
1-5 staff members	\$75
6-10 staff members	\$125
11-15 staff members	\$175
16-20 staff members	\$225
21-25 staff members	\$250
26 or more staff members	\$10 per staffer

PAYMENT OPTIONS

By Check

Make checks payable to the Society of American Business Editors and Writers, Inc. and mail to:

(Fed. ID #36-3297751) SABEW Registrations
The Missouri School of Journalism at
The University of Missouri-Columbia
76 Gannett Hall • Columbia, MO 65211-1200
Voice: 573-882-7862 Fax: 573-884-1372
E-mail: sabew@jmail.jour.missouri.edu

By Credit Card

Indicate Card type: MC Visa AmEx

Name on Card _____

Card number _____

Expiration Date _____ / _____

Signature _____

SABEW Best in Business Spot News Contest 2000 Entry Form

POSTMARK DEADLINE: FEBRUARY 10, 2000

For more information on entry guidelines, contact Randy Picht, contest chairman, at Randy_Picht@ap.org or 212-621-1685 or Carolyn Guniss, SABEW executive director, at carolyn_guniss@jmail.jour.missouri.edu or 573-882-8985.

Separate entry form required for each entry. Please attach a copy of this form to each copy of your entry or entries.

News medium's name: _____

Average Daily/Weekly Circulation (Including Sundays): _____

ENTRY CATEGORY / FEE

Daily Newspapers

- Small - up to 100,000 circulation \$25
- Mid-sized - 100,001 to 225,000 circulation \$25
- Large - 225,001 to 350,000 circulation \$25
- Giant - 350,001 and above circulation \$25
- Business Weeklies \$25
- Real-time \$25
- Need SABEW membership? \$35

New individual member only
(For entire business staff membership rates, see at right)

TOTAL DUE \$ _____

You must be a SABEW member to enter.

INSTITUTIONAL MEMBERSHIP RATES

Total staff	Cost
1-5 staff members	\$75
6-10 staff members	\$125
11-15 staff members	\$175
16-20 staff members	\$225
21-25 staff members	\$250
26 or more staff members	\$10 per staffer

Name(s) of Entrant(s): _____

Title(s): _____

Entrant(s) Phone Number(s): _____

Entrant(s) E-mail Address(es): _____

Business Editor: _____

Phone Number: _____ Fax Number: _____ E-mail: _____

REAL-TIME PROVIDERS ONLY:

Archive Source? _____ (check one) Public source Own

PAYMENT OPTIONS

By Check

Make checks payable to the Society of American Business Editors and Writers, Inc. and mail to:

(Fed. ID #36-3297751) SABEW Registrations
The Missouri School of Journalism at
The University of Missouri-Columbia
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Voice: 573-882-7862 Fax: 573-884-1372
E-mail: sabew@jmail.jour.missouri.edu

By Credit Card

Indicate Card type: MC Visa AmEx

Name on Card _____

Card number _____

Expiration Date _____ / _____

Signature _____

THE BUSINESS JOURNALIST

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To do so, just reserve a SABEW eMEMBERSHIP by e-mailing your name, news organization, business postal address and your e-mail address of choice to sabew@jmail.jour.missouri.edu

eMEMBERS also get special job-market news via this e-mail delivery, which will start in the summer.

Contest *(continued from page 1)*

The committee is looking forward to a very interesting and diverse slate of entries in this overhauled category.

Aside from this exciting addition, the sixth annual contest will pretty much be business as usual as SABEW's Best In Business judges look to determine who produced the best in 1999 among daily newspapers, business weeklies and, of course, real-time providers. Awards will be handed out at SABEW Contest Awards Ceremony, April 30.

As in previous years, daily newspapers – divided into four circulation-based categories – and business weeklies will compete for best section honors and for spot news awards. The revamped real-time providers will compete for spot news awards only. ■

Convention *(continued from page 1)*

tion," will have five major "elements"— a celebration of excellence, technology, newsroom issues, globalization, and ethics— plus thought-provoking speeches by McColl, CNN founder Turner, and Fortune Managing Editor Huey.

Sunday afternoon will be devoted to a celebration **SIGN UP: SEE CONVENTION REGISTRATION FORM, PAGE 2** to find out how they did it.

Technology will be the focus on Monday morning. Experts are being lined up to talk about topics such as the battle for bandwidth and what's working and what's not in the world of e-commerce. Monday afternoon will focus on issues members face daily in their newsrooms: writing, the best business-reporting Web sites, stock tables, extended stock trading's impact, staff recruitment and personal finance fairs. Concurrent sessions will allow members to zero in on their interests.



John Huey

Globalization gets the spotlight Tuesday morning. Convention planners currently envision a case study of how several publications covered a specific foreign crisis at a U.S.-based company, plus a look at how publications without staffers abroad can cover the offshore activities of multinationals based in their communities. Tuesday afternoon will be devoted to ethics, especially in business journalism. Planners envision one session that will hold up some policies that work well for various publications. Another ethics programming idea that's in the works: an exploration of how business sections can best go about covering the business and civic interests of their publisher or corporate owner.

To make sure things don't get too serious, there's the Monday luncheon address by Fortune's Huey. The editor, who's made many changes at the magazine since taking the helm, has been asked to talk about "Making Business News Sexy."

While the annual convention traditionally has ended at noon on Wednesday, moving the sessions related the Best in Business and other contests to Sunday afternoon and evening has left convention planners with various options.

Members have been asked by SABEW President Charley Blaine (cblaine@mdp.com) and Executive Director Carolyn Guniss (carolyn_guniss@jmail.jour.missouri.edu) if they would be interested in a "Talking Shop" session on Wednesday morning. Blaine envisions having experienced business editors volunteer to each chat with groups of three to five members about any of a wide range of topics. If 30 or more members express an interest to SABEW's offices in such sessions, these small meetings will be arranged. ■