

THE BUSINESS JOURNALIST

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A decade of excellence

Willingness to be different common among winners

by Joelle Ruben

Since it began in 1995, SABEW's Best in Business contest has recognized hundreds of journalists for their contributions to business reporting. Originally designed to honor the best business news sections in the country, the program has expanded to include categories in breaking news, projects and spot enterprise.

Although the list of recipients reveals there is no set formula for quality journalism, one characteristic continually reveals itself in award-winning coverage: a willingness to be different.



"I think it is important that everybody has their voice reflected in the paper."

Winner
Tony Mecia

For *Charlotte Observer* reporter Tony Mecia, being different meant incorporating young sources into business stories. Mecia received an award in the 2002 mid-size spot enterprise category for a piece that looked at North Carolina's crumbling textile industry through the eyes of three college students seeking manufacturing careers.

Mecia said his decision to interview students at North Carolina State University enabled him to convey the changes of an

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Contest issue

BEST IN BUSINESS:

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Handful of Business sections around the country unveil new looks.

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age-old industry from a human perspective, a tactic that could be applied to other beats.

"I think it's important that everybody has their voice reflected in the paper, including college students, teen-agers looking for summer jobs, maybe even people younger than that," Mecia said. "This is particularly true in business coverage, where a lot of the sources we talk to tend to be more experienced."



Winner Mark Meltzer

"We don't rely on press releases or sit at our desks waiting for people to call."

"A lot of daily papers ... don't check government sources like the insurance department or political campaigns."



Judge
Chris Roush

But to Mark Meltzer, executive editor of the *Atlanta Business Chronicle*, a publication's ability to distinguish itself lies in the aggressiveness of its reporting.

"We're totally focused on breaking news. Our people get very deep into documents and very close to our sources," Meltzer said of the *Chronicle*. "We don't rely on press releases or sit at our desks waiting for people to call us." The *Atlanta Business Chronicle*, which is owned by American City Business Journals, won a Best in Business award for overall excellence in 2003 for the weekly newspapers category.

University of North Carolina assistant professor Chris Roush, one of three judges for that category, praised the *Chronicle* as one of the few publications that understands the connection between business and government. "A lot of daily papers seem to forget this and don't check government sources like the insurance department or political campaigns," he said.

Roush also commended the *Chronicle* for its 2002 coverage of the Northern Arc, a proposed highway that would have crossed the northern outer suburbs of Atlanta. The proposal was pulled by then-Governor Roy Barnes after *Chronicle* reporter Sarah Rubenstein revealed that relatives of several public officials owned land near the proposed area.

For *Rocky Mountain News* reporter John Accola, being willing to take a different approach meant working with a reporter he had never met.

Accola and Peggy Lowe received accolades in the spot enterprise category for giant newspapers in 2001, after covering the joint suicide of two brothers indicted for felony theft and conspiracy.

Accola said the story benefited from the varied talents of two reporters.

"Peggy really knows how to bang out copy, while I'm less sure of myself, less or-

ganized," Accola said. "I'll go 24/7 with a project like this, breathe and sleep it, but I'm much less enthusiastic or as efficient when it comes down to putting it on my computer screen."

But for Christian Wihtol, business editor of *The Register-Guard*, sometimes the most different approach is providing consistently local coverage. *The Register-Guard*, based in Eugene, Ore., is one of few newspapers that produces primarily local business stories, he said.

"It's good to cover corporate scandals ... if you are in markets where those have happened or in a city where the mutual fund industry is big or there are lots of corporate headquarters for companies," Wihtol said.

"In a small secondary market such as Eugene, we're covering local business news, which is basically business expansions and contractions."

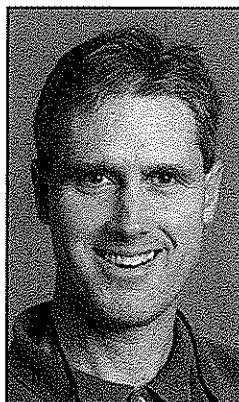
The Register-Guard won a Best in Business Award in 1995, the first year of the contest, in the small-sized newspapers category. Although today's stories focus more on company closings than expansions, Wihtol said the business desk has remained consistent in both its coverage and its quality. The newspaper received the same Best in Business award for overall excellence in 1997 and has since been recognized in other categories.

Still, Wihtol said he is surprised every time he hears his paper has won a SABEW award. "You never know when you submit for a contest," he said. "You have no idea who you're competing against and what the judges are looking for."

Perhaps in this year's contest, the judges once again are looking for something different.

Joelle Ruben is a journalism major at the University of North Carolina. ♦

"We're covering local business ... expansions and contractions."



Winner
Christian Wihtol

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Best in Business contest deadline approaches

by Greg McCune
Reuters America
Contest Committee Co-Chair

Attention editors and reporters! The deadline for entries to SABEW's 10th annual Best in Business contest is approaching rapidly. BIB is celebrating a decade of honoring excellence in business journalism this year. A record 604 entries were received last year and we hope the 10th anniversary contest will encourage even more in 2004.

All work entered in BIB must have been published during calendar year 2003 and all entries must be postmarked no later than Friday, Feb. 13, 2004.

Here is a short guide to entering the contest. For more details see www.sabew.org (click on *Contest and Awards* and click on *2004 Best in Business Contest*) or contact Contest Committee Co-Chair Greg McCune at greg.mccune@reuters.com or 312-408-8701.

Section or News?

There are two major parts to the BIB contest — the **Section** competition to select outstanding daily newspaper business sections and weekly business newspapers, and the **News** contest to select the best individual stories or packages of stories published by the business news media.

Choosing a category

The most important step is choosing the appropriate category for your entry.

Section

The **Section** competition for daily newspapers is divided into four categories based on size of circulation, plus a fifth category for all weekly newspapers:

Small: up to 125,000
Medium: 125,001 to 250,000
Large: 250,001 to 375,000
Giant: 375,001 and above
Weekly: all in one category

News

The **News** competition is divided into three main categories:

Breaking News: Exceptional coverage of breaking news, preferably an unexpected event that required writing on a tight deadline. Up to seven stories may be entered but all published on the same day. Multiple bylines are allowed. This is an opportunity for editors and reporters to show how you mo-

bilized resources to provide superior coverage of an important breaking story during 2003.

Spot Enterprise: Only one story per entry. This category is for a scoop, a particularly probing analysis or a revealing interview. As the name implies, entries should show exceptional enterprise.

Projects: This category was a big hit in its debut last year with 151 entries. The projects category is your opportunity to enter a package or series of stories that explored a subject in depth. Stories entered in this category do *not* have to be time sensitive. Up to five stories may be included and they may be published over several days.

Entries in the three **News** contest categories are divided into sub-categories that are based on the same circulation figures as those for the **Section** daily newspaper contest. There also is a sub-category of the **News** contest for weekly newspapers, and one for real-time news providers such as wire services and online news media.

Once you have chosen the appropriate category of the **News** contest — Breaking News, Spot Enterprise or Projects — the next step is to choose the correct sub-category based on newspaper size (circulation figures are the same as listed above in the **Section** contest), weekly or real-time. Following are the sub-categories:

Small
Medium
Large
Giant
Weekly
Real-time

BIB
contest deadline:
February 13, 2004

Preparing your entry — remember the number four

There are a few important things to keep in mind in preparing your entry. Remember the number *four*. BIB contest submissions must include *four* copies of each entry, and must include *four* completed copies of the entry form.

Section contest entries should include *four* copies, preferably originals, of each newspaper section or weekly newspaper.

News contest entries should include four copies of each story. One should be an original and three can be photocopies on standard 8 1/2 x 11-inch paper.

Before you mail the entry, separate it into *four* packets. Put a copy of the entry form on the top of each packet followed by one copy of each story you are entering in the **News** contest, or one copy of each newspaper section or weekly edition if you are entering the **Section** contest. **Please mail all packets in one package. Just staple or clip each packet separately.** This provides SABEW with one full copy of your entry for administrative purposes and three copies for the judging panel.

Remember, *four* copies of each story or section and *four* copies of the completed entry form divided into *four* packets.

Section contest entrants, please see the gray box on page 5, or www.sabew.org for more important dates and rules.

cont. from page 4

Contest entry fees

The fee for each **News** contest entry is \$35.

The fee for each **Section** contest entry is based on newspaper circulation as follows:

Small: \$105
Medium: \$140
Large: \$175
Giant: \$210
Weekly: \$140

BIB contest entrants must be members of SABEW. At least one member of a newspaper business staff must be a SABEW member to enter the **Section** contest. At least one author of a story submitted as part of each **News** contest entry must be a member.

You can join SABEW as part of a contest submission and get a \$5 break on the normal \$50 annual dues. A non-member should pay \$80 to enter the **News** contest (\$35 entry fee plus \$45 annual dues). If your media organization is an institutional member of SABEW check with the SABEW office at 573-882-7862 to find out who is listed as a member.

Each entry must have payment enclosed. If you are sending one check for multiple entries, please attach a sheet listing the name of each entry covered by the check and the amount of the fee for each entry so that contest administrators can determine how you reached the total amount of the check. Entries must be postmarked by Feb. 13, 2004, and mailed to SABEW at the University of Missouri. The address is: SABEW Best in Business, c/o Kathy Thornburg, 1400 Rock Quarry Rd., Entrance #6, Columbia, MO 65211-3280.

Entry forms are published in this newsletter or you can print out the entry forms from www.sabew.org (click on *Contest and Awards* and click on *2004 Best in Business Contest*).

Helpful hints:

♦ Check the Web site for past winners in each category to see what the judges liked.

♦ You may submit a cover letter describing any special circumstances of your entry, but please no lengthy sales pitches. And you may submit limited background with your entry provided it is clearly marked as background information. *Four* copies of each should be included, one in each packet.

♦ If you worry about whether your entry arrived safely, first call Fedex or UPS tracking to confirm that it arrived. If you are still uncertain, call the SABEW office.

Good Luck! ♦

Important dates for Section Contest entries

Each daily newspaper entering the **Section** contest must submit its publication for three **mandatory** dates in 2003 selected by the contest committee at random:

Daily: Wednesday, Feb. 26
Tuesday, May 20
Sunday, Oct. 26

If your paper does not publish on Sunday, submit Saturday, Oct. 25, or Monday, Oct. 27, instead.

In addition to the three mandatory dates, each daily newspaper must choose three other dates during 2003 to submit, called the **Editor's Choice Dates**. They can be any dates during calendar year 2003 with the proviso that one must be a Monday or a Thursday, one must be a Friday or Saturday and one must be another Sunday publication (if your paper does not publish on Sunday, submit Saturday or Monday). This ensures that judges see a representative sample of your newspaper.

Each weekly newspaper entering the **Section** contest must submit its edition published on or between the following **mandatory** dates:

Sunday, Feb. 23 and Saturday, March 1
Sunday, May 18 and Saturday, May 24
Sunday, Oct. 26 and Saturday, Nov. 1

Weekly newspaper entries must include two other **Editor's Choice Dates**, and these can be any two other weeks during calendar year 2003.

Four copies of the daily and weekly newspaper, preferably originals, should be submitted for each date. Four copies of the completed entry form should be submitted with the entry. Divide the entry into four packets with an entry form on top of each packet followed by one section copy, or weekly edition copy, for each date you are submitting.

Here is what a sample daily newspaper **Section** entry should include:

Four copies of Wednesday, Feb. 26
Four copies of Tuesday, May 20
Four copies of Sunday, Oct. 26
Four copies of any Monday or Thursday of your choosing
Four copies of any Friday or Saturday of your choosing
Four copies of another Sunday
Four copies of any special section (optional)
Four copies of the completed entry form

Total number of copies of your newspaper should be 24 (28 if including a special section), plus four copies of the completed entry form. Divide these into four packets with the entry form on top and one copy of each date. The packets should be mailed in the same package. Staple or clip each packet separately.

A sample weekly newspaper **Section** entry should include:
Four copies of Sunday, Feb. 23 to Saturday, March 1 week
Four copies of May 18 to 24 week
Four copies of Oct. 26 to Nov. 1 week
Four copies of any other week of your choosing
Four copies of a second week of your choosing
Four copies of a special section (optional)

Total number of copies of your newspaper should be 20 (24 if including a special section), plus four copies of the completed entry form. Divide these into four packets with the entry form on top and one copy of each date. The packets should be mailed in the same package. Staple or clip each packet separately.

If you have questions, see www.sabew.org (click on *Contest and Awards*, then click on *2004 Best in Business Contest*) or contact Contest Co-chair Greg McCune at greg.mccune@reuters.com or 312-408-8701, or the SABEW office at 573-882-7862. ♦

BEST IN BUSINESS 2004

Section Contest Entry Form

POSTMARK DEADLINE: FEBRUARY 13, 2004

For more information on entry guidelines, contact Greg McCune, contest co-chair, at Greg.McCune@reuters.com or 312-408-8701; Chuck Jaffe, contest co-chair, at cjaaffe@cbsmarketwatch.com or 781-383-6688; or Carrie Paden, SABEW executive director, at padenc@missouri.edu or 573-882-7862.

GENERAL ENTRY INFORMATION:

Name of newspaper _____
 Average daily/weekly circulation (including Sundays) _____
 Entry Contact person _____
 Mailing address _____
 Phone number _____ Fax number _____
 E-mail _____
 Name of SABEW member _____ Current for 2004? ☐ Y ☐ N

DAILY NEWSPAPER ENTRY:

Mandatory Dates: ☐ Wed., 2/26/03 ☐ Tues., 5/20/03 ☐ Sun., 10/26/03

If your paper does not publish on Sunday, submit Sat., 10/25 or Mon., 10/27 instead.

Editor's Choice Dates: one each (1st 3 are mandatory), list dates below

(1) Mon. or Thurs. section _____ (2) Fri. or Sat. section _____
 (3) Additional Sun. section _____ (4) Special section (optional) _____

BUSINESS WEEKLY NEWSPAPER ENTRY:

Mandatory Dates:

☐ Sun., 2/23/03 - Sat., 3/1/03 ☐ Sun., 5/18/03 - Sat. 5/24/03 ☐ Sun., 10/26/03 - Sat., 11/1/03

Editor's Choice Dates: one each (1st 2 are mandatory), list dates below

Two additional weeks' publication from 2003 (1) _____ (2) _____
 (3) Special section (optional) _____

ENTRY CATEGORY/FEE:

Daily newspaper with circulation category (check one):

☐ Small - \$105 (Circ. < 125K) ☐ Medium - \$140 (Circ. 125-250K) ☐ Large - \$175 (Circ. 250-375K) ☐ Giant - \$210 (Circ. > 375K)

Or Weekly?

☐ All Business Weeklies: \$140

PAYMENT OPTIONS:

Tally Section:

Entry fee _____
 Membership fee _____
 (If applicable; see chart at right.)
 Total Due _____

To pay by check:

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

SABEW Best in Business Contest
 The Missouri School of Journalism
 c/o Kathy Thornburg, Entrance #6
 1400 Rock Quarry Rd.,
 Columbia, MO 65211-3280

To pay by credit card:

Card type: ☐ MC ☐ Visa ☐ AmEx
 Name on card _____
 Card number _____
 Expiration date ____/____
 Signature _____

SABEW Federal ID #: 36-3297751

Please attach one copy of this form to each of the four copies of your entry.

Section Contest Checklist:

- ☐ Have you chosen your category?
- ☐ Have you included entries for the three mandatory dates?
- ☐ Have you included entries and filled in dates for the three Editor's Choice dates (or two for Weeklies)?
- ☐ Have you included a special section (optional)?
- ☐ Have you given us complete information to reach the contact person about this entry?
- ☐ Have you included four copies of the sections from each date? (i.e. 24 daily newspapers or 20 weekly newspapers, plus four additional copies of each special section)
- ☐ Have you divided the above in four identical packets, with a copy of the entry form attached to each packet?
- ☐ Have you included the correct fee for your newspaper circulation category times the number of entries?
- ☐ Are you including any background information? You may submit a cover letter and a few background articles. These must be clearly marked 'background', and the articles you want judged must be clearly marked 'entry'. Four copies of each background article or letter you are sending should be included, one in each packet.
- ☐ Have you included any applicable membership dues? (At least one member of the business paper staff must be a current SABEW member.)
- ☐ IMPORTANT: Have you assembled your entire entry - all submissions, forms and fees - for mailing in ONE package? (If necessary, you may mail the check separately from your entry.)
- ☐ When paying for multiple entries with one check, have you remembered to attach a list of all the entries/dues covered by the check?
- ☐ Still have questions? More contest information is available on our Web site, www.sabew.org.

e-Membership Rates:

# of members	annual dues
1-5	\$95
6-10	\$150
11-15	\$205
16-20	\$260
21-25	\$315
26 or more	\$315 +\$12 per add'l staffer

The above rates are for e-membership (TBJ sent by email only). For traditional membership, add \$20.

Individual Membership Rate: \$50 (traditional or e-membership)

*Discount for individual membership: subtract \$5 if joining at time of contest.

BEST IN BUSINESS 2004

News Contest Entry Form

POSTMARK DEADLINE: FEBRUARY 13, 2004

For more information on entry guidelines, contact Greg McCune, contest co-chair, at Greg.McCune@reuters.com or 312-408-8701; Chuck Jaffe, contest co-chair, at cjaaffe@cbsmarketwatch.com or 781-383-6688; or Carrie Paden, SABEW executive director, at padenc@missouri.edu or 573-882-7862.

GENERAL ENTRY INFORMATION:

Title of entry _____
 News media name _____
 Average daily/weekly circulation (including Sundays) _____
 Entrant(s)' full name(s) and position(s) - list all _____

 Entry Contact person _____
 Mailing address _____
 Phone number _____ Fax number _____
 E-mail _____
 Name of SABEW member _____ Current for 2004? ☐ Y ☐ N

ENTRY CATEGORY/FEE:

Contest Type:

☐ Spot Enterprise (1 story) ☐ Breaking News (up to 7 stories) ☐ Project (up to 5 stories)

If entering all three contests, copy this form and check the appropriate box on each copy.

Circulation category:

☐ Small - \$35 (Circ. < 125K) ☐ Medium - \$35 (Circ. 125-250K) ☐ Large - \$35 (Circ. 250-375K) ☐ Giant - \$35 (Circ. > 375K)
☐ Business Weeklies - \$35 (all compete in one group) ☐ Real-Time - \$35 (all compete in one group)

PAYMENT OPTIONS:

Tally Section:

Entry fee _____
 Membership fee _____
 (If applicable; see chart at right.)
 Total Due _____

To pay by check:

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

SABEW Best in Business Contest
 The Missouri School of Journalism
 c/o Kathy Thornburg, Entrance #6
 1400 Rock Quarry Rd.,
 Columbia, MO 65211-3280

To pay by credit card:

Card type: ☐ MC ☐ Visa ☐ AmEx
 Name on card _____
 Card number _____
 Expiration date ____/____
 Signature _____
 SABEW Federal ID #: 36-3297751

Please attach one copy of this form to each of the four copies of your entry.

News Contest Checklist:

- ☐ Have you selected the contest type you are entering?
- ☐ Have you selected your entry category?
- ☐ Have you given us complete information to reach the contact person about this entry?
- ☐ Have you included four copies, one of which is an original, of each article you are entering? (For Spot Enterprise, four copies of the one article; for Breaking News, four copies of up to seven articles; and for Project, four copies of up to 5 articles.)
- ☐ Have you divided the above in four identical packets, with a copy of the entry form attached to each packet?
- ☐ Have you included the correct fee for your newspaper circulation category times the number of entries?
- ☐ Are you including any background information? You may submit a cover letter and a few background articles. These must be clearly marked 'background', and the articles you want judged must be clearly marked 'entry'. Four copies of each background article or letter you are sending should be included, one in each packet.
- ☐ Have you included any applicable membership dues? At least one member of the business paper staff must be a current SABEW member.
- ☐ IMPORTANT: Have you assembled your entire entry - all submissions, forms and fees - for mailing in ONE package? (If necessary, you may mail your check separately from your entry.)
- ☐ When paying for multiple entries with one check, have you remembered to attach a list of all the entries/dues covered by the check?
- ☐ Still have questions? More contest information is available on our Web site, www.sabew.org.

e-Membership Rates:

# of members	annual dues
1-5	\$95
6-10	\$150
11-15	\$205
16-20	\$260
21-25	\$315
26 or more	\$315 +\$12 per add'l staffer

The above rates are for e-membership (TBJ sent by email only). For traditional membership, add \$20.

Individual Membership Rate: \$50 (traditional or e-membership)

*Discount for individual membership: subtract \$5 if joining at time of contest.

SABEW Individual Membership Application

This information will be published in the online directory as well as SABEW's records.
If you have been a member, use the Individual Information Update and Annual Membership Renewal.

Member Information (PLEASE PRINT)		Date:	
<input type="checkbox"/> Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Dr.	First Name	Middle	Last Name
Work (Preferred address <input type="checkbox"/>)		Home (Preferred address <input type="checkbox"/>)	
Company/School		Note: by providing home information, you give SABEW permission to release this information, including publication in the member directory.	
Parent Company (if applicable)			
Title	Beat		
Address		Address	
City State Zip+4		City State Zip+4	
Country (if not United States)		Country (if not United States)	
Phone	ext	Phone	
Fax	Cell	Fax	Cell
E-mail		E-mail	
URL		<input type="checkbox"/> Resumé Bank participation (complete back of this form)	
Sex (optional)	<input type="checkbox"/> Male <input type="checkbox"/> Female	Ethnicity (optional)	<input type="checkbox"/> White <input type="checkbox"/> Black <input type="checkbox"/> Hispanic <input type="checkbox"/> Asian <input type="checkbox"/> Native American <input type="checkbox"/> Other (specify)

Professional Affiliation

Newspaper	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly	Circulation:	<input type="checkbox"/> Wire Service # of Subscribers: <input type="checkbox"/> Online # of Web site visitors/month:
<input type="checkbox"/> Magazine/Newsletter	Avg. circulation:	<input type="checkbox"/> Freelance—print	<input type="checkbox"/> Freelance—online
<input type="checkbox"/> Television	Market size:	<input type="checkbox"/> Freelance—broadcast	<input type="checkbox"/> Freelance—other
<input type="checkbox"/> Radio	Market size:	<input type="checkbox"/> Educator	<input type="checkbox"/> Other (specify)

Membership Type & Payment

eMembership	Type	Annual Dues	Traditional Membership	Type	Annual Dues
membership materials, including The Business Journalist by e-mail only	Individual	\$50	membership materials, including The Business Journalist by both postal mail and e-mail	Individual	\$50
	Associate	\$50		Associate	\$50
	Student	\$20		Student	\$20

Membership rates are effective October 1, 2003.

Individual: For persons engaged, as their principal occupation, in reporting, writing or editing business, financial or economic news for magazines, newsletters, press or syndicated services, radio/television, online publications or other approved media, and teachers of journalism/business media subjects at recognized colleges/universities/approved educational organizations.

Associate: For former Individual members who no longer meet individual membership criteria.

Student: For students of journalism/business media subjects at recognized colleges/universities/approved educational organizations. Copy of student ID required. Provide graduation date or proof of enrollment.

Institutional: Applies to designated employees at member institutions (see Institutional Membership Application). If you move to an employer without SABEW membership or want voting privileges, choose Individual membership above.

Dues (not tax deductible)	\$	<input type="checkbox"/> Check (payable to Society of American Business Editors and Writers, Inc.)
Tax-deductible donation toward an endowed chair to teach business journalism	\$	<input type="checkbox"/> Credit Card
		<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express
		Name on card
		Card number
		Expiration date
Total	\$	I authorize SABEW to charge the Total to my credit card. Signature

Send to SABEW, University of Missouri-Columbia, School of Journalism, 134A Neff Annex, Columbia MO 65211-1200; 573-882-7862; fax 573-884-1372; sabew@missouri.edu; www.sabew.org.

A SPECIAL INSERT TO THE BUSINESS JOURNALIST



Top 10 reasons to attend

News. Our speakers may actually commit news. The lineup already includes a unique panel of airline CEO's, and we're expecting more luminaries to commit soon.

Value I. We've trimmed the conference, saving you one night in the hotel. That also means you can be back in the office bright and early Wednesday, if that makes you – or your budgeteers – happy.

Ideas. Plenty to choose from.

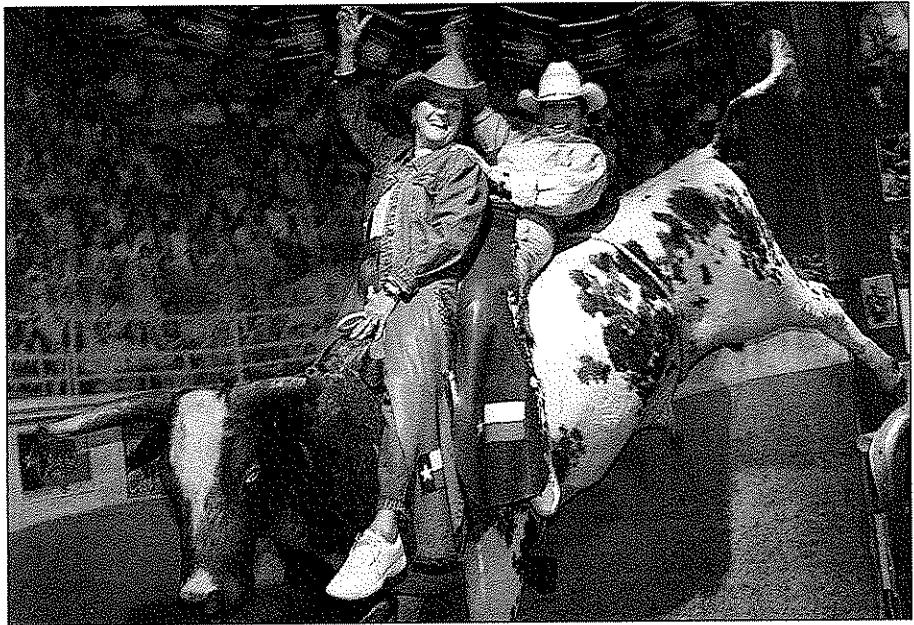
Dave Kansas sings. The man who put the "sing" in Money & Investing, fresh off his acclaimed weddings and bar mitzvahs tour of Jersey, returns for the Best in Business awards ceremony. Those of you who saw him in Boston know this is a show not to be missed.

Value II. Less expensive rooms. The hotel is at least \$40 a night cheaper than it was in Phoenix, Boston or New York. (But we're in Texas, so the rooms are actually bigger.)

Training. You'll be exposed to some of the best minds in business and in business journalism. Some of it has to sink in.

Better business journalism I. Many of you will collect Best in Business awards. The rest will get a chance to check out what caught the judges' eyes.

Cowboys & Culture. C'mon, cowboys and cowgirls, you know you want to check out Billy Bob's, the world's largest honky-tonk. Ride the bull, dance the



STAR-TELEGRAM/TOM PENNINGTON

Pose on a stuffed bull for a souvenir photograph while visiting Billy Bob's Texas.

dance. Then mosey on over to the renowned Kimbell Art Museum, the Amon Carter Museum, the Modern Art Museum of Fort Worth, the National Cowgirl Museum and Hall of Fame, or the Museum of Science and History. Set aside an extra day, and you can check out the shopping down the road in Dallas, or visit the remarkable Sixth-Floor Museum overlooking Dealey Plaza.

Value III and better business journalism II.

Think of this as a great mall where you can do all of your advice shopping in one stop. The keynote speakers and panels are the mall anchors. The various sessions are the boutique stores. Feel free to stock up on expertise in key topics, and you can browse the offerings that will help you master the craft. And, to belabor this analogy a little more, you can stop and shop at those little carousels in the mall, too.

We're sure that Sloan, Norris, Kristof and Calame, among many others, will be open for business.

Bonding. Meet and greet. Know the competition. Swap recruiting tips. Commiserate. It's never a bad idea to get to know the folks you'll be calling for help, advice or the names of job candidates. And this year, for the first time, we've specifically set aside Tuesday afternoon for the various groups and regional clusters to meet, if they'd like. You can make your own arrangements and set your agendas. Not only is this a valuable opportunity to share concerns and considerations among colleagues, it's another good reason for the corporate budgeteers to approve the trip.

INSIDE:

- Visitor's guides to Dallas and Fort Worth.
- How to register.



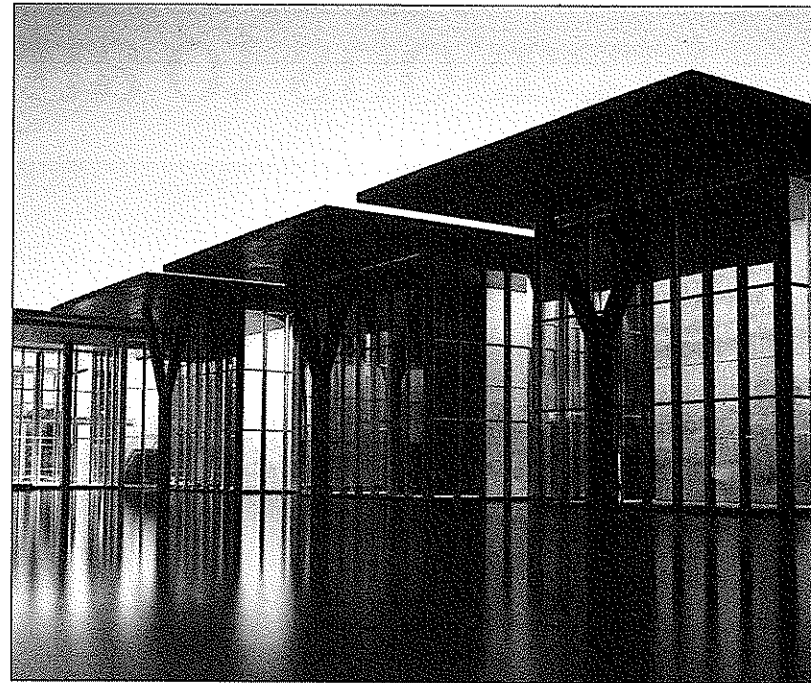
Cowboys and Culture

By HEATHER LANDY
FORT WORTH STAR-TELEGRAM

Known as the place "where the West begins," Fort Worth offers an eclectic mix. The city's diversity is easy to explore. Take in an art exhibit, a Tex-Mex feast and a cattle drive, all in the same weekend.

With its new **Modern Art Museum** and **National Cowgirl Hall of Fame**, the city's Cultural District has emerged as a center for the arts in North Texas. You'll find European art at the **Kimbell** and **Remingtons** at the **Amon Carter**. While downtown, visit the shops and restaurants in **Sundance Square**, or step into the Wild West at the **Fort Worth Stockyards National Historic District**. Head to **Stockyards Station** for guided walking tours (Mon.-Sat. at 10 a.m., 12 p.m., 2 p.m. and 4 p.m., and Sun. at 12 p.m., 2 p.m. and 4 p.m.), longhorn cattle drives (11:30 a.m. and 4 p.m. daily, weather permitting) and a showcase of Western theme shops. At night, check out **Billy Bob's Texas** at 2520 Rodeo Plaza for bull riding, country music and all things honky tonk. If your musical tastes are more refined, the **Bass Performance Hall** downtown offers an impressive lineup of performers.

And there's more. Explore the Lone Star State's animal world at the **Fort Worth Zoo's Texas Wild!** exhibit, or ride the state's tallest roller coaster at **Six Flags over Texas** in Arlington. Love baseball? Head to the **Ballpark in Arlington** where the Rangers host Boston on May 1-2, and Tampa Bay on May 3-4. Consult www.texas.rangers.mlb.com for ticket information.



The Modern Art Museum of Fort Worth.

STAR-TELEGRAM/RODGER MALLISON

Cultural District

(2 miles west of downtown Fort Worth)

■ **Modern Art Museum of Fort Worth**, 3200 Darnell Street
www.themodern.org 817-738-9215 3200

Designed by Japanese architect Tadao Ando, this stunning building, which opened in 2002, houses works by Francis Bacon and Philip Guston, among others. Hours: Fri. 10-8, Sat. 10-5, Sun. 11-5, closed Mon. Admission: \$6 adults, \$4 students and seniors.

■ **Amon Carter Museum**, 3501 Camp Bowie Blvd. www.cartermuseum.org. 817-738-1933.

This museum, designed by Philip Johnson, houses the Western Art collection of legendary *Star-Telegram* founder Amon G. Carter Sr., along with works by great American painters and photographers. House: Fri., Sat. 10-5, Sun. 12-5, closed Mon. Free.

■ **Kimbell Art Museum**, 3333 Camp Bowie Blvd. www.kimbellart.org. 817-332-8451.

See masterpieces by Picasso, Rembrandt and Matisse. The renowned

building was designed by Louis Kahn. Hours: Fri. 12-8, Sat. 10-5, Sun. 12-5, closed Mon. Exhibits costs \$6 for adults and \$4 for students and seniors. Admission to the permanent collection is free.

■ **Museum of Science and History**, 1501 Montgomery St.
www.fwmuseum.org. 817-255-9300

Dinosaur displays and child-friendly exhibits are the main draws of this museum, along with an Omni Theater and the Noble Planetarium. Check listings for show times. Hours: Fri., Sat. 9-8, Sun. 11:30-5:30, Mon. 9-5:30.

■ **National Cowgirl Hall of Fame**, 1720 Gendy St.
www.cowgirl.net. 817-336-4475.

This artfully designed museum is devoted to female pioneers and champion cowgirls. Hours: Wed.-Sat. 10-5, Sun. 12-5, closed Mon. Admission: \$6 adults, \$5 seniors, \$4 kids.

Eating and drinking

You'll find a wide variety of restaurants and bars in downtown Fort Worth, many within walking distance of your hotel. There's Tex-Mex at **Mi Cocina** at 509 Main St. and fine steaks at **Del Frisco**, 812 Main St. Just north of downtown, **Joe T. Garcia's** at 2201 N. Commerce is famous for its fiesta gardens and margaritas. **Angelo's**, 2533 White Settlement Road and **Railhead Smokehouse**, 2900 Montgomery St. are popular favorites for authentic Texas barbecue. **Zolon** at 335 W. 3rd St. and **Angeluna** at 215 E. 4th St. offer modern bistro-style meals while **Reata** at 310 Houston St. offers upscale Cowboy cuisine. Watering holes include **8.0** at 111 E. 3rd St., with outdoor tables and live music, and the **Flying Saucer** at 111 E. 4th St., which sports an extensive beer selection.



Texas Chic

By SUZANNE MARTA
THE DALLAS MORNING NEWS

Dallas has long outgrown its 1980s soap opera reputation as the home of the Ewings, and grown up into a center for upscale shopping, culinary delights and the arts.

The city's newest arts venue is the **Nasher Sculpture Center**, 2001 Flora Street, which features one of the world's best-known private collections of contemporary and modern art.

Other highly regarded venues located downtown in the Dallas Arts District include the **Dallas**

Museum of Art, the **Crow Collection of Asian Art** and the **Morton H. Meyerson Symphony Center**.

Admission to the Nasher, which includes an audio guide, is \$10 for adults, \$7 for seniors and \$5 for students. The center is open Tuesday-Sunday, from 11 a.m. to 6 p.m., but stays open until 9 p.m. on Thursdays.

For information call 214-242-5100 or go to www.nashersculpturecenter.org.

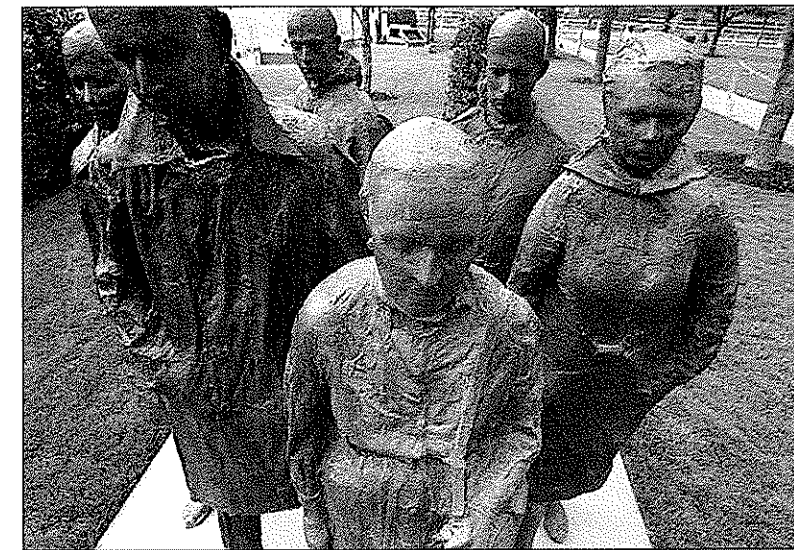
The Nasher center also features **Mansion Café**, with a menu developed by Chef Dean Fearing of the elegant Mansion on Turtle Creek. The Café includes favorites from the original Mansion, which ranks four stars in the Mobil Travel Guide, including chicken tortilla soup. And the restaurant offers delightful views of the gardens.

Walk through history

No tour of Dallas would be complete without a visit to **Dealey Plaza**, where John F. Kennedy was assassinated just over 40 years ago.

For an in-depth presentation, check out the excellent **Sixth Floor Museum**, 411 Elm St. Admission is \$10 for adults, \$9 for seniors or students. Kids under 6 are free. It's another \$3 for the worthwhile audio tour.

You'll see pictures of the Kennedys and hear news accounts from the day Kennedy



STAR-TELEGRAM/RODGER MALLISON

Rush Hour, a cast bronze by George Segal in the garden at the Nasher Sculpture Center in downtown Dallas.

was shot. The exhibit is housed on the 6th floor, and allows you to look out the windows to see where the ill-fated motorcade passed.

The museum is open every day except Christmas from 9 a.m. to 6 p.m. For information, go to www.jfk.org, or call 214-747-6660.

For another perspective on what happened, walk over to the **Conspiracy Museum**, 110 S. Market St. Admission is \$9 for adults and \$8 for students, seniors and military personnel. Kids under 11 are free. The museum is open everyday from 10 a.m. to 6 p.m. Call 214-741-3040 for information.

Downtown

It's not midtown Manhattan or Chicago's Loop, but downtown Dallas has its own charm.

Start at the old downtown **Neiman Marcus** store, 1 Marcus Square, or walk over to one of the newcomers, such as **Mike and Larry's Stuff**, 2614 Elm St., for quirky gifts and cards. Off Main Street and the Stone Street Garden, you'll find a handful of eateries, including Mediterranean tapas at **Cafe Izmir**. And you can eat pizza on red velvet couches at the new downtown location of **Campisi's**.

If it's nightlife you're looking for, Main

Street is also home to some of the city's newest nightclubs. Check out the scene at **Umlaut**, 1602-B Main St. or eat sushi at swanky **Euphoria**, 1400 Main St., which has showers on its lower level.

Ride the rails

You can take the **Trinity Rail Express** from downtown Fort Worth to downtown Dallas for \$4.50 round-trip. Or you can drive to Dallas, park once and hit many hot spots riding Dallas' light rail system. Go to www.dart.org for a complete map, but destinations include the **Dallas Zoo**, **Mockingbird Station** shopping center

and **Gilley's Dallas**.

Gilley's gained fame in the film "Urban Cowboy," which was shot at the original location in Hosuton. The Dallas version, at 1135 S. Lamar St., opened in October 2003 just a half block from the Cedars DART station. It even has the mechanical bull featured in the John Travolta flick on display.

There's a new mechanical bull there too, if you want to try your luck. The restaurant and bar offers live music Wednesday through Sunday and is open from 6 p.m. to 2 a.m.

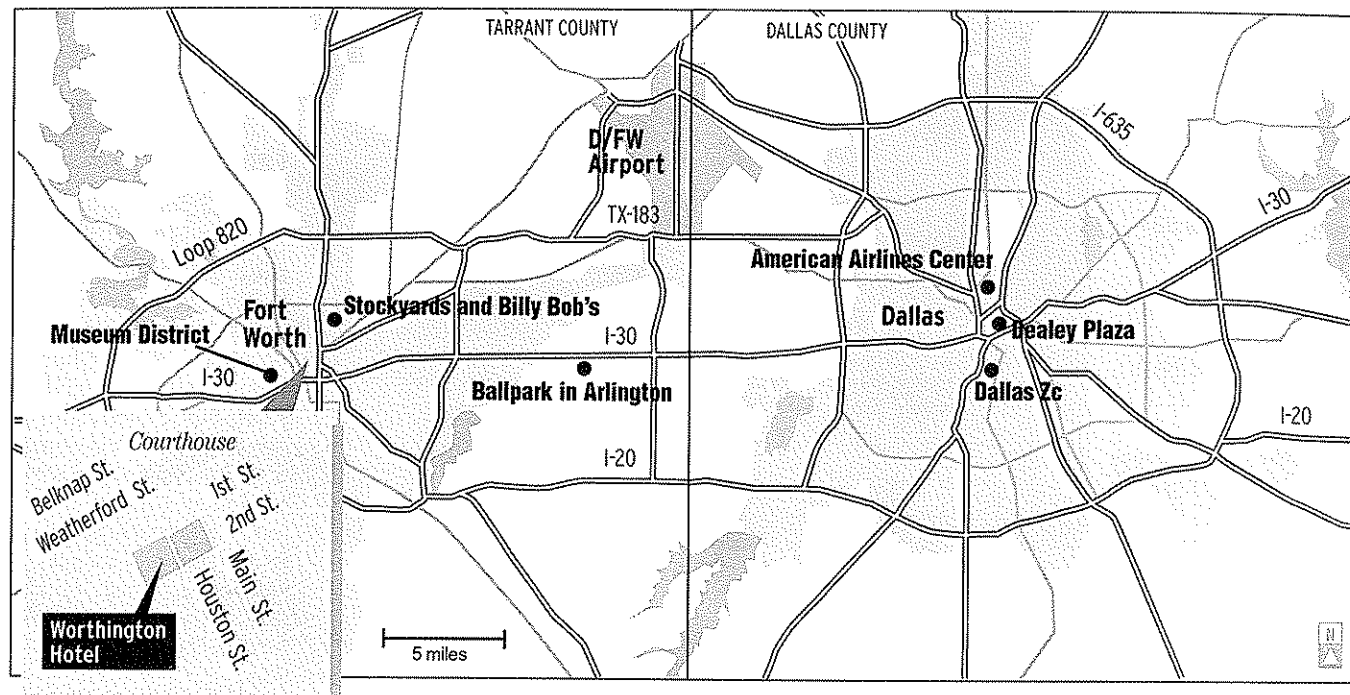
If you're looking for Dallas' beautiful set, go no farther than **West Village**. The urban development at McKinney and Lemmon avenues has several boutiques. **Paris Vendome** is always good for French fare and **Taco Diner** has a fashionable Tex-Mex accent.

You can get there from the Cityplace DART station or by riding the free McKinney Avenue Trolley that runs between West Village and the Dallas Museum of Art.

Shopping

Dallas is a shoppers' paradise. But look to the malls, not downtown, for the main action. Top of the list: **NorthPark Center** or **The Galleria**.

REGISTRATION



Dates

May 2-4, 2004. Sessions will begin Sunday afternoon, and the final official event will be a Tuesday luncheon.

The hotel

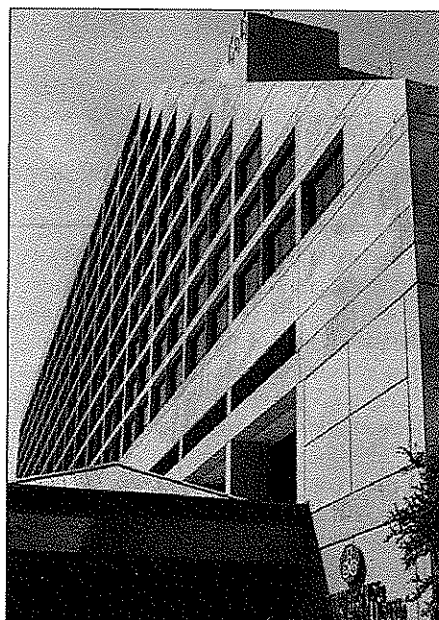
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(800) 468-3571

Tell them you're with SABEW. (This is important for our room block.) Our group rate is \$149 a night, plus taxes and fees.

Getting there

The hotel is 19 miles from Dallas/Fort Worth International Airport. It takes about half an hour to make the trip, depending on traffic.



STAR-TELEGRAM/RALPH LAUER

The Renaissance Worthington Hotel.

If you're renting a car, get directions toward downtown Fort Worth from the rental car people. You can download specific directions for the hotel from the hotel Web site, www.renaissancehotels/DFWDT/. Bottom line, you'll be heading west out of the airport, toward Fort Worth, on Highway 121.

If you're taking a cab, it should cost you about \$40 to \$45, depending on traffic.

Registration

Go to www.sabew.org to find the forms.

Register by **March 1** for the **Early-bird** rate of **\$350**.

Register by March 30 for the regular rate of **\$400**.

After that, registration will cost **\$450**.

President's Letter



by Kathy Kristof
Personal Finance Columnist
Los Angeles Times
kathy.kristof@latimes.com

Resolutions for the coming new year

Time to recommit to the reasons why we entered journalism

Lofty ideals pull many of us into journalism.

Fresh out of college, we imagine that we can save the world — or at least forward the interests of democracy — by clarifying the murky and uncovering the hidden. 2003 marks my 20th year in this profession. I still believe.

Yet, sometimes the press of news makes this nothing more than a job. We may start the day with all the enthusiasm of recent college graduates, but become so bombarded with phone calls and press releases that we forget why we are here. Given the pace of financial scandals in the past few years, this may be particularly true for business journalists. After all, just how much corruption can a reporter take before feeling as jaded as a Washington bureau chief?

As a new year rolls around, I wanted to take a minute to recommit myself to some of the things that I think are most important in business journalism. I invite you all to think about your goals and commitments to this craft, too.

These are mine:

♦ I resolve to remember that every story is important. The more I know about the subject, the more I'll understand why and the better I'll be able to communicate. Consequently, I must report every story as completely as time allows, and continue to talk to the sources who call after deadline to make sure that I got it right.

♦ I resolve to remember for whom I'm writing. My readers are my parents, my friends, my acquaintances, and several million people I don't know who have many things in common and in opposition to me and mine. The threads that hold them all together are intelligence, enough interest in the news to buy and read a paper, and the ability to make their own decisions given adequate, unbiased information.

♦ I will strive to keep my own views out of my writing.

cont. on page 14

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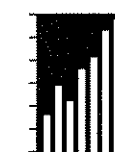
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matters to readers."*

— Joan Concilio
York Daily Record, York, Pa.



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Announces THE KAISER MEDIA FELLOWSHIPS IN HEALTH FOR 2004

A Fellowship Program for Print or Broadcast Journalists and Editors Interested in Health Policy, Health Financing and Public Health

In 2004, the Kaiser Media Fellowships Program will award up to six fellowships to print, television, and radio journalists interested in health policy, health financing and public health issues. The aim is to provide journalists with a highly flexible range of opportunities to pursue individual projects combined with group briefings and site visits on a wide range of health and social policy issues.

This program will offer an annual stipend of \$55,000 (prorated for length of actual fellowship). Travel for research purposes is also available. Applications need to be submitted by March 12, 2004.

For more information, check our website, www.kff.org; to apply for the 2004 awards, write to:

Penny Duckham
Executive Director of the Kaiser Media
Fellowships Program
Kaiser Family Foundation
2400 Sand Hill Road
Menlo Park, CA 94025
Email: pduckham@kff.org

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Journalists

Joanne Silberner, Health Policy Correspondent,
National Public Radio

The Kaiser Family Foundation is a non-profit independent health care foundation and is not affiliated with Kaiser Permanente or Kaiser Industries.

President's Letter (cont.)

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♦ I will not be condescending. I will not assume that I know more than my reader, nor that anything is too complicated to explain. If I fail to adequately explain a complicated subject, it's my shortcoming, not the shortcoming of my readers. I will strive to be clear and complete.

♦ I resolve to remember who I am. I am not an expert. I am a parrot. The effectiveness of my writing will only be as good as my sources. No matter how many times I have written about a topic, my sources will always know more than I do. Their information is more timely. Their contacts are more fresh. I will always be grateful to them for taking the time to educate me. I will always attempt to expand the group of sources that I call on to ensure that my stories are both accurate and reflective of many diverse opinions, interpretations and knowledge.

♦ I resolve to remember that while numbers are part of the story — they may provide a motive or evidence driving home the point — the story is about people. Remembering that the story is about a human, with quirks and proclivities and personality, is what makes Allan Sloan one of the most decorated journalists in the U.S., despite the fact that he writes about complicated topics that have him digging into arcane financial documents. It's also what makes my mother, whose interest in finance is somewhere below zero, consume and clip the *Wall Street Journal*. I will continue to marvel at, and emulate, the best in business journalism because that's what readers deserve.

♦ I resolve to remember what I don't know and strive to learn more every day.

These are my resolutions for 2004. Yours may be better, more thoughtful and more complete. I'd love to hear them. If you're willing to share, please email me at Kathy.Kristof@latimes.com and the next column may well be about you. ♦

40 Top stories

In recognition of SABEW's 40th anniversary, we have asked members to go online to vote for the top business stories of each year. Some of the results listed here may surprise you. The polling continues at www.sabew.org, where more results may be found. Research was provided by Jeff Stephen Oliver, a University of Missouri-Columbia student.

2002: Corporate fraud: Enron, WorldCom, Tyco
2001: Sept. 11 terrorist attacks
2000: Media mergers
1999: Y2K bug
1998: (tie) Russian, Asian financial crises; Justice Department and 20 states file antitrust case against Microsoft
1997: Tobacco settlement valued at \$368.5 billion reached
1996: Telecom Act passes, fuels Internet bubble
1995: AT&T divides into three companies
1994: World Trade Organization formed
1993: GATT agreement reached

Chair's Corner



by Marty Steffens
SABEW Chair in Business and Financial Journalism
steffensm@missouri.edu
573-884-4839

Thinking about upgrading

These Web sites may have just what you need for ideas, sources

As reporters and editors, we're always looking for an edge, a way to present news that's more compelling, more readable, and also, more fun.

Here are a few ideas that may generate stories for you:

♦ The secret's in the source: Make it a goal to develop new sources on your beats. So how do you find new sources? Think one degree of separation, not six degrees. Who is just one person away from the company or business you cover? This could be a customer, a supplier or a trainer within the industry.

How about an author, a college professor or industry trade association. To find an author, try Amazon. To nab a professor, use BizWire's ProfNet search at www.pnnewswire.com/media.

Want to find a former employee or get a bio on a current executive? Try www.eliyon.com/PublicSite/public/default.asp. Eliyon is a Massachusetts-based information service that has amassed 15.7 million profiles on all levels of business people throughout the United States in its three years of operation. If you click on the Networking icons on the left, you can access a free service that helps

you find the names of former employees of a company, and perhaps where they are now. This could be handy for dealing with non-public companies.

♦ Change your point of view: When beginning to do research on a story, we often use the same research tools, such as Google and Nexis (if you're lucky). Try a different search engine. My new favorite is Vivisimo (www.vivisimo.com), which offers a clustering search engine that can go through federal documents as well as the Web. Or try its content integrator feature, which can an-

cont. on page 16

"What's the lead in New York and in York, Pa.?"

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THE AMERICAN DREAM STILL WORKS.
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Chair's Corner (cont.)

cont. from page 15

swer questions like: "What patents does Microsoft hold?"

For regular Google-type searches, remember also to try www.dogpile.com or the old standby, www.altavista.com. Every search engine has a different outlook; trying a new one may just pay off with a new source or new information.

Also, if you're looking for a video or audio clip, like the script of a particular Super Bowl commercial from 2002, then try www.singingfish.com. They also archive many business stories from National Public Radio.

♦ Read trade journals/local business journals or their Web sites: Every aspect of industry has a periodical devoted to it. Browse www.tradepub.com, which offers free subscriptions to magazines that may cover an industry you cover.

♦ Create a business "map" of your community: To find more sources within your community, create a map of who does business with whom. This can be an activity of your whole staff. To start, list your top five or top 10 employers, depending on the size of your community. Now take some time to list their suppliers and customers. With this, you'll see trends emerge.

Remember, often the top employers are public entities, such as schools, universities or hospitals. If state funds are cut, or Medicare reimbursements are cut, that has a ripple effect on the health of those publicly owned institutions. Many businesses in your town, large and small, rely on government contracts. A business map will enable you to quickly see who will be affected by spending changes.

♦ Look where others aren't: Poach off other newsroom beats. Take science for instance. The www.seagrantnews.org has lots of stories about aquaculture invaders like Asian carp. There was recently a great story about a growth hormone for tilapia, which is a big California export.

If you have a great Web site to try, e-mail me at steffensm@missouri.edu. ♦

40 Trivia time

In recognition of SABEW's 40th anniversary, we have been posting trivia questions about major business events, personalities and our organization online. Test your knowledge now and at www.sabew.org.

Which national sporting event influenced the timing of SABEW's annual conference?

- A. Major league baseball opening day
- B. Kentucky Derby
- C. Augusta National Golf Tournament
- D. College basketball tournament

What was the original name of SABEW?

- A. Society of American Business and Economic Writers
- B. Society of American Business Editors and Writers
- C. Society of American Business Enthusiasts and Writers
- D. Society to Appropriate Business Ethics and Wares

Answers: B, A

Biz Buzz



by Jonathan Lansner
Business Columnist
The Orange County Register
lansner@cox.net

New looks for biz sections

There must be an economic recovery: Newspapers are revamping their biz sections.

At *The Charlotte Observer*, a two-decades-old tradition was broken when it scrapped its Business Monday tabloid for a 10-page broad sheet section dubbed "MoneyWise."



Readers of *The Charlotte Observer* have reacted positively to the revamped Monday Business section. (*The Charlotte Observer*)

The new product focuses on personal biz issues: from workplace to spending to technology to personal finance to biz travel to autos. Amy Baldwin, former senior Wall Street reporter at The Associated Press, is the main MoneyWise writer.

"The section has been a real hit with read-

ers," says biz ed Glenn Burkins.

The *Cincinnati Post* and *Kentucky Post* launched the "Ventures" page devoted to small biz.

This feature includes a profile of an area biz; "Brain Brew," a column co-written by long-time *Post* columnist David Wecker and Doug Hall, the founder of a local think tank; and info for biz owners, from networking events to seminars.

The Deal starts *Corporate Dealmaker*, a new pub for senior financial executives. Kenneth Klee, formerly a senior ed for Newsweek International and managing ed of Institutional Investor's international edition, is the new pub's ed.

The *Salt Lake Tribune* has a new Monday Business page designed to preview the upcoming biz week for readers as well as offer news about workplace issues and trends. Personal finance, consumer technology and small-biz news that previously appeared in "Monday Savvy" are now disbursed throughout the week in The Trib's biz section.

And *The Poughkeepsie Journal's* Sunday Business section gets a new look that includes a careers feature with tips for first-time job seekers; a monthly profile of a local young entrepreneur; and an "Ask the expert" column for those interested in small biz topics.

Making Sunday special

Many readers of the Tribune family of newspapers will get "Your Money," a four-page sub-section, starting in January.

Much like the *Wall Street Journal's* Sunday Journal that appears in its 80 partner papers nationwide, Tribune's Your Money will run inside the Sunday business sections of the *Chicago Tribune*, *Orlando Sentinel*, *Daily Press* (Newport News, Va.), *Hartford Courant*, *Stamford Advocate/Greenwich Times*, the (Allentown, Pa.) *Morning Call*

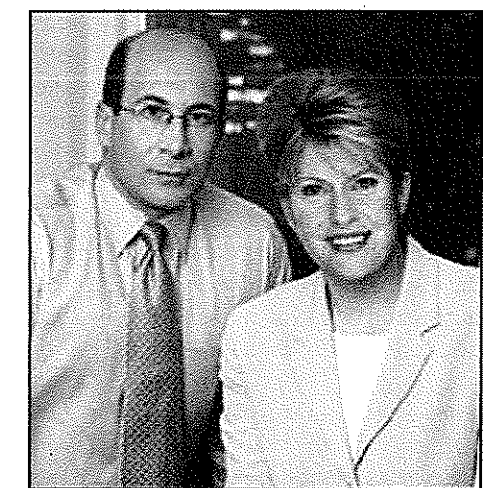
and the *Baltimore Sun*. Elements of the section will be used in the *L.A. Times* and *Newsday*.

Major stories will be written by Your Money staffers as well as biz writers of the other papers. Featured columns will be from Kathy Kristof of the *L.A. Times*, Andrew Leckey of Tribune Media Services, Bill Barnhart of the *Chicago Tribune*, Matt Lubanko of the *Hartford Courant* and Julie Jason of the *Stamford Advocate*.

Brenda Richardson is ed of the new product. She's been with the Tribune for 15 years and most recently was editor of the paper's real estate section. Jeff Boda is Your Money assistant ed, moving from his spot at the Tribune as the daily news ed for biz. Lorene Yue moves from the Tribune's retail beat to become the new Your Money reporter.

TV Talk

CNBC drops its "Business Center" show, co-anchored by Ron Insana and Sue Herera, to clear airtime for comedian Dennis Miller.



"Business Center" anchors Ron Insana moves to new program called "Street Signs" and Sue Herera joins "Power Lunch" on CNBC. (CNBC)

Continued on page 18

cont. from page 17

Insana got a new program at 2 p.m. called "Street Signs" and Herera will join Bill Griffeth on "Power Lunch" at noon. Insana's got another new outlet: a monthly column in *USA Today* that recounts his interviews with CEOs of major corporations.



Jodi Schneider becomes lege work at CQ.

Bill Bolster is retiring from NBC. Bolster once was CEO of CNBC and recently helped oversee CNBC International, a joint venture of CNBC and Dow Jones.

Tech Now, the weekly biz and technology news program on NBC11 in San Jose, saw its ratings surge 83 percent in November's sweeps period.

From the East

Mike Flagg joins *The Washington Post* to edit Monday's Washington Business section. Flagg was previously with the *Asian Wall Street Journal*, *Bloomberg News* and at the *Los Angeles Times*. He follows Terry O'Hara, who'll become banking and finance reporter. ... David Lush, chief staff writer at the *Delta Business Journal* in Mississippi, is the new managing ed of the *Delta Democrat Times*.

Melanie Dickinson is new publisher of the *Birmingham Business Journal*, succeeding Sharon Gee, who retired. Dickinson had been advertising director. Gee previously was ed of the *Dallas Business Journal* and managing ed of the *Houston Business Journal*. ... Jaquetta White joins *The Times-Picayune's* Money section after getting her bachelor's degree from Florida A&M. White's covering the port of New Orleans. ... Kurt Blumenau of *The Morning Call* in Allentown started a weekly Retail Watch column covering the Lehigh Valley.

The *Star-Ledger* in New Jersey now has Rachelle Christie on its biz copy desk. She came from the paper's news copy desk. ... Jodi Schneider, formerly of *U.S. News & World Report*, joins Congressional Quarterly ... Michael Learnmouth, an Industry Standard alum, joins Reuters. ... Joining Andrew Leckey at the DonRey National Center for Business Journalism at API are project manager Vandana Sinha, formerly with *The Virginian-Pilot*; Web managing editor Kevin Sweeney, most recently with Thomson Financial's BenefitNews.com Web site; and project coordinator Angela Coyle, a non-profit vet from The Shakespeare Theatre.

Out West

Jeff Tucker joins *The Pueblo Chieftain* in Colorado as a biz writer from the *Arizona Daily Sun*. He fills a slot vacated by veteran biz writer Gail Pitts, 75, who retired in August. ... The *Rocky Mountain News* adds Chris Walsh as a reporter covering cable and satellite television. Walsh, previously at the *Colorado Springs Gazette*, replaces Steve Caulk who's doing PR for Echostar. The *Gazette* has hired Paul Beebe, who's been a biz reporter in Idaho, Utah and Pennsylvania. ... Purva Patel leaves the *South Florida Sun-Sentinel* for a biz reporter spot at the *Houston Chronicle*.

At *The Fort Worth Star-Telegram*, Bobby White is the new telecom reporter. He came from *The Daily Record* in Baltimore. Other S-T vets get new roles: Jim Fuquay fills the paper's other tech beat. Andrea Ahles takes the econ development beat. Sean Wood will cover autos and distribution. ... Tim Coffey is new finance ed at *The Daily Transcript* in San Diego. He'd been a reporter for three years with the paper.



Embedded journalist Scott Nelson takes assistant biz ed job in Portland.

Scott Nelson goes from one coast to another, leaving the *Boston Globe* to become assistant biz editor at *The Oregonian* where Mark Hester runs the show. Hester also snags Helen Jung from the AP in Seattle to join his staff.

Fresh stuff

At the *Colorado Springs Gazette*, there's a new column called Springs & Co. on the Sunday biz cover that's a collection of what biz ed Joan Zales calls "all the insider-ish info our staff can gather."

The *Worcester Telegram & Gazette* publishes a series called "Men Not Working" examining why men are dropping out of New England's labor force.

The *Daily Herald* in Arlington Heights, Ill., cut 1,000 mutual fund listings (down to 2,000) to make room for more biz news. Biz ed James Kane reports: "Got a few dozen calls, which we handled by restoring requested funds."

The *Times-Picayune* joins the trend of putting company names in bold type.

Tidbits

The *Wall Street Journal* is now counting its online subscribers in its circulation tabulations. According to the Audit Bureau of Circulations, the *Journal* remained the nation's No. 2 paper with a 2,091,062 circulation for the six-month period ending in September, a count that includes 290,412 online subscribers. The *Journal* had largest gain among the nation's biggest newspapers with a 16.1 percent annual bump.

The *Charleston Daily Mail* in West Virginia has co-sponsored "Behind the Headlines" workshops aimed at helping small biz owners understand how the media make story decisions and cope with deadlines.

The 2003 Online Journalism Awards winners included Scott McCartney for his "Middle Seat" column on air travel for The

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Steve Rosen goes the syndication route with his money and kids column. (*Kansas City Star*)

Wall Street Journal Online.

Two top biz schools, France's INSEAD and Wharton join forces for a new seminar for biz journalists to be held in Fontainebleau, France, Jan. 5-8, 2004.

Starting in January, Steve Rosen's column about kids and money becomes a syndicated column purchased separately from Knight Ridder. Rosen is a 25-year financial journalist at the *Kansas City Star*.

On the bookshelf

Making sense of all those numbers is at the heart of "Financial Fineprint: Uncovering a Company's True Value" from John Wiley & Sons. First-time author Michelle Leder points out scandals and red flags.



Michelle Leder shows how to spot red flags in new book.

Sadly

Bailey Thomson, associate professor of journalism at the University of Alabama and former biz ed of the *Mobile Register*, died at 54.

HELP WANTED

Check out the latest help-wanted postings online at www.sabew.org for these and other positions.

Business reporter: *Tampa Tribune*, to cover workplace issues and manufacturing, including military contractors, the medical device industry and the historic cigar industry; seven years daily newspaper experience including an emphasis on business reporting required; send resume, references, salary requirements and 10 clips to Beverly Dominick, Recruiting/Training Manager, e-mail to bdominick@tampatrib.com. Deadline: Feb. 28, 2004.

Telecom writer: The *Seattle Times*, to cover wired, wireless, cable and broadband industry that includes some of the biggest players in the business; seven years daily newspaper and business writing experience required; send resume and clips to Mark Watanabe, The *Seattle Times*, P.O. Box 70, Seattle, WA 98111. Deadline: Jan. 5, 2004.

PR writer: Baptist Health System, write,

edit, layout and publish employee newsletter, Web pages weekly, respond to media requests and edit outgoing hospital announcements; must have bachelor's degree, 3-5 years experience health care writing background preferred, must be proficient in using a Mac and a PC; submit your resume and salary requirements through our homepage at <http://www.e-baptisthealth.com>. Deadline: Feb. 21, 2004.

Assistant professor: New York University, full-time, tenure-track position to teach business and economic journalism beginning in September 2004. Deadline: Jan. 15.

Business reporter: Ann Arbor (Mich.) News, full-time, send resume and five best clippings to Mary Morgan, Business Editor, The Ann Arbor News, 340 E. Huron St., P.O. Box 1147, Ann Arbor, MI 48106-1147. Deadline: Jan. 2, 2004.

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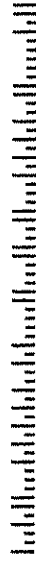
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Next Issue: Annual conference preview