

JANUARY 2005
SOCIETY OF AMERICAN BUSINESS EDITORS AND WRITERS
WWW.SABEW.ORG

TBJ

THE BUSINESS JOURNALIST

COVER STORY >> 2005 BEST IN BUSINESS CONTEST

Are you the pick of the litter?



Are you a giant? What is enterprise? Everything you need to know to submit your best work from the past year for our annual contest

FOLLOW THESE RULES

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FILL OUT THESE FORMS

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MEET THIS DEADLINE

Feb. 1, 2005

ANNUAL CONFERENCE

As if you need a reason to come to Seattle in May.

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ETHICS IN ACTION

Mutual funds and your ethics code

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Thoughts about covering oil and gas

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PRESIDENT'S LETTER

When in doubt, ask your readers

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BIZ BUZZ

Calame to retire from WSJ

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>> BEST IN BUSINESS CONTEST RULES

On your marks, get set, go!

BY GREG MCCUNE
Contest Committee Co-Chair

Welcome to SABEW's 11th annual Best in Business contest. In little more than a decade, Best in Business has grown into one of the industry's finest. Again this year we expect a record number of entries and we are increasing the number of judges to handle the growth. We also have added a student contest this year.

Here is a guide to entering the contest. For more details, see www.sabew.org and click on CONTESTS AND AWARDS, or contact me at greg.mccune@reuters.com or 312-408-8701.

All entries must be postmarked no later than Tuesday, Feb. 1. The contest is for work published during calendar year 2004.

Category Please

There are two major parts to BIB: 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 average daily 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

To calculate your average daily circulation, take your total weekly circulation, including Sunday if you publish then, and divide by seven. If you do not publish on Sunday, divide by six and so on.

Important Dates

Each daily newspaper entering the Section contest must submit its publication for three mandatory dates in 2004 selected by the contest committee at random. The dates this year are:

Wednesday, Jan. 14
Thursday, July 22
Sunday, Nov. 28

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

In addition to the three mandatory dates, each daily newspaper must choose three other dates during 2004 to submit, called the Editor's Choice Dates. They can be any dates during calendar year 2004 with the proviso that one must be a Monday or a Tuesday, one must be a Friday or Saturday and one must be another Sunday publication. If your paper does not publish on Sunday, submit a Saturday or Monday. This ensures that judges see a representative sample of your newspaper.

You may also include as part of your daily newspaper Section entry one special section published during 2004.

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

Sunday, Jan. 11 and Saturday, Jan. 17
Sunday, July 18 and Saturday, July 24
Sunday, Nov. 28 and Saturday, Dec. 4

Warning

Section and news entries that do not meet contest instructions will be disqualified. Your entry fee will not be refunded and you will not be notified of disqualification.

Weekly newspaper entries must include two other Editor's Choice Dates, and these can be any two other weeks during calendar year 2004.

You may also include as part of your weekly newspaper Section entry one special section published during 2004.

Entry Specs

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.

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 newspapers that do not publish on Sundays.

If business stories appeared in other sections of the newspaper (Page One, in the Local section or in a special section) you may include them in your Section entry. Ensure that the name of the newspaper and the date of publication are on the article and attach the

CONTINUED ON PAGE 3

Contest rules

CONTINUED FROM PAGE 2

extra stories to the section for the day they were published.

Include in your entry any corrections to a business section entered in the contest.

News

The News competition is divided into three main categories:

Breaking News: A package of up to seven stories planned, reported and written in a single day under deadline pressure. The judges will give greater weight to the quality of the main story of the package. The best sidebars, graphics and pictures cannot compensate for a weak main story. The judges also will give greater weight to coverage of unanticipated events than to coverage of events that are expected. This is because it is much more difficult to do quality work on the fly than with stories in the hopper ready to go at a moment's notice. Multiple bylines are allowed. This is an opportunity for editors and reporters to show how you mobilized resources to provide superior coverage of an important breaking story during 2004. You may include a one-page cover letter with your entry but no supplemental material is allowed.

Enterprise: A single story that demonstrates exceptional enterprise. It can be a scoop, an interview that sheds unique light on a newsmaker or an issue, a column or news analysis that shows enterprise reporting and/or original thought. An enterprise entry should be planned, original and deeply reported. This category is not for an investigative series (see Projects). You may include a one-page cover letter with your entry but no supplemental material is allowed.

Projects: A series of up to five stories published over several days, or a story of up to five parts published on the same day, that is investigative in nature or extensively researched. The stories should be reported over time and do not have to be time sensitive. The stories should raise fresh issues, provide insight and/or clear explanation. Judges will take into account the impact of the stories or reaction to them. The impact/reaction may be explained in a one-page cover letter but no supplemental material is allowed.

More Categories

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, 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.

Preparing Your Entry - Remember the Number 4

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

CONTINUED ON PAGE 4

FREE

Single-Day Business Journalism Workshops

From Donald W. Reynolds National Center for Business Journalism at the American Press Institute

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To register, go online to

www.BusinessJournalism.org
or contact Andrew Leckey, Director of the Reynolds Center,
at 703-715-3329.

COMING IN APRIL 2005: Workshops on SPECIALIZED TOPICS

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To register, visit:
www.BusinessJournalism.org

Contest rules

CONTINUED FROM PAGE 3

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 8.5 x 11-inch paper (preferred) or 8.5 x 14-inch paper (if necessary).

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.

Don't Forget

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

Helpful Hints

- Check the Web site for past winners in each category to see what the judges liked.
- You may submit a cover letter of no more than one page describing any special circumstances of your entry, but please no lengthy sales pitches. No supplemental material is allowed. Additional material burdens the judges for little benefit.
- 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.
- If you have questions, contact Contest Co-chair Greg McCune at greg.mccune@reuters.com or 312-408-8701, or the SABEW office at 573-882-7862.

Contest Entry Fees

The fee for each News contest entry is \$40.

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 entrants must be SABEW members. 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.

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. 1, 2005, and mailed to SABEW at the University of Missouri. The address is: SABEW Best in Business, The Missouri School of Journalism, 376 McReynolds Hall, Columbia, MO 65211.

A Word About Our Judges

SABEW's Best in Business judges are top journalism professionals including senior editors of newspapers, magazines, wire services, and broadcasters, prize-winning business journalists, respected beat reporters, columnists and journalism academics.

SABEW has expanded the number of judges this year to cope with an increase in entries.

In the Section Contest, up to five awards may be presented in each size category. Judges can award certificates of merit for elements of business coverage that are ground breaking, unique or impressive.

In the News Contest, up to three awards may be presented in each size category.

tor, at 573-882-7862.

All entries will be placed in one pool. The first-place winner may attend the annual conference for free to receive an award and may attend all sessions and workshops. The first-place winner will also receive a \$350 scholarship.

The judges may choose a second-place winner, and, if merited, a third-place winner. The second-place winner will receive a \$100 prize. The third-place winner will receive a \$50 prize. (These winners will be recognized at the annual meeting and are welcome at the meeting, but SABEW will not be responsible for their expenses.)

BIB first: Call for college student entries

BY JOSH MILLS
Student Contest Chair

SABEW invites students of business journalism to submit your best work in our 11th annual Best in Business contest.

Here are the rules:

- You must have been a student enrolled in an undergraduate or graduate program at the time the article was published.
- Your work must have been published during 2004 in the United States. Campus publications, Web sites and professional publications are acceptable.
- Your entry form must include a section

filled out by the appropriate editor (or instructor) attesting to the originality of your work.

- Your entry must be in English.
- The deadline for submission is Feb. 1, 2005.
- You are limited to one submission.
- Student SABEW members (either an individual or institutional member) may submit one entry at no charge. Students who are not SABEW members must pay a \$20 fee, which includes a one-year membership. If you don't know if your school is an institutional member, ask the faculty or call Callie Epperson, SABEW membership coordina-

>> FROM THE DIRECTOR



Carrie Paden
SABEW
Executive
director

SABEW
Executive
director
padenc@missouri.edu
(573) 882-8985

Visit Web site to help prepare for contest

SABEW MEMBERS HAVE asked: "What is the best way to prepare for the Best in Business contest for 2005?"

The answer is simple: Go to the SABEW Web site, at www.sabew.org.

At the Web site you can: Review the winning entries from the 2004 contest.

Check out the judges' comments about last year's winning entries to learn what impressed them most.

Follow the written and pictorial BIB instructions, so you know your entry will be accepted. By the way, you may want to keep a PDF copy of your entry, as all

winners will later be posted on the SABEW Web site.

SABEW is introducing a few changes in this year's News contests.

- Supplemental material is no longer admissible.
- Cover letters are limited to one page.
- Incomplete and/or incorrect entries will be disqualified and you will not be notified.

The new entry forms include a required field requesting your membership renewal date. Only current SABEW members may enter the BIB contest. We are contacting individual and institutional members with renewal dates in January or

February to remind them of this. Regardless of your renewal date, please send us an updated institutional membership list by January.

For your convenience, a membership renewal date has been added to the electronic membership directory found in the "Members Only" section of our Web site. You can search either by your name, state or paper (using the department field).

Still can't find your membership information in the electronic membership directory? Contact SABEW's new membership coordinator Callie Epperson at 573-882-7862 or at sabew@missouri.edu.

The BIB contest is only one way of being involved in SABEW. Keeping in touch with other SABEW members is a valuable benefit of your SABEW membership. It's incredibly easy to do, every day, all year long at www.sabew.org.

Three new features include:

- 1) The "TalkBiz Forum" chat room: Go to

www.sabew.org, click "Careers & Resources," then click "Online," then click "TalkBiz Forum."

2) Our member's only list-serve: Go to www.sabew.org, click on "Members Only" and sign in, then click the link for instructions to sign up for the list-serve.

3) Our educational resources page: Go to www.sabew.org, and then click on "Careers & Resources."

Of course you can always call or email us at 573-882-7862 or SABEW@missouri.edu.

Serving on the board of governors and board committees will also help you stay in touch with SABEW members. Dec. 15th is the last day to contact Kathy Kristof with your Board of Governor nominations. She can provide the specifics by contacting her at Kathy.kristof@latimes.com.

Good luck with the BIB contest and we hope to hear from you soon.

Get to the
bottom line
— and understand it.

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Feb. 28 – March 1, 2005

Freedom Forum Conference Center
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A unique program designed for business journalists featuring award-winning faculty from two of the nation's top programs in business and journalism: UNC-Chapel Hill's School of Journalism and Mass Communication and Kenan-Flagler Business School.

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INFORMATION AND REGISTRATION:

jomc.unc.edu/execed or toll-free (877) 668-0674

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University of Southern California MARSHALL SCHOOL OF BUSINESS

**BEST IN
BUSINESS
2005****Section Contest Entry Form**
POSTMARK DEADLINE: FEBRUARY 1, 2005

For more information on entry guidelines, contact Greg McCune, contest co-chair, at Greg.McCune@reuters.com or 312-408-8701; Gail DeGeorge, contest co-chair, at gdegeorge@sun-sentinel.com or 954-356-4661; or Carrie Paden, SABEW executive director, at padenc@missouri.edu or 573-882-8985.

GENERAL ENTRY INFORMATION:

Name of newspaper _____
Average daily/weekly circulation (including Sundays) _____
Entry Contact person _____
Mailing address _____
City _____ State _____ Zip Code _____
Phone number _____ Fax number _____
E-mail _____
SABEW member name _____ Renewal Date _____

*Find renewal date at www.sabew.org. Click "members only" and log on. Click "membership directory," then "search membership database." If you have problems, call the SABEW office.

DAILY NEWSPAPER ENTRY:

Mandatory Dates: 1. ☐ Wed., 1/14/04 2. ☐ Thurs., 7/22/04 3. ☐ Sun., 11/28/04

Please compile entry in order shown above. If your paper does not publish on Sunday, submit Sat. 11/27/04 or Mon. 11/29/04 instead.

Editor's Choice Dates: one each (1st 3 are mandatory), list dates below. Please submit in order shown below.

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

BUSINESS WEEKLY NEWSPAPER ENTRY:

Mandatory Dates: Please compile entry in order shown below:

1. ☐ Sun. 1/11/04 - Sat. 1/17/04 2. ☐ Sun. 7/18/04 - Sat. 7/24/04 3. ☐ Sun. 11/28/04 - Sat. 12/4/04

Editor's Choice Dates: One each (first 2 are mandatory), list dates below.
Please compile entry using the order you list below:

Two additional weeks' publication from 2004 (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) ☐ All Business Weeklies: \$140

Or Weekly?

Please Note: (1.) Winners are required to provide PDF files of winning entries. (2.) All incomplete/incorrect entries will be disqualified; the entry fee will not be returned. (3.) No supplemental or background information will be allowed; cover letters must be limited to one page.

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 Carrie Paden
376 McReynolds Hall
Columbia, MO 65211

To pay by credit card:

Card type: ☐ MC ☐ Visa ☐ AmEx

Name on card _____

Card number _____

Expiration date ____/____

Signature _____

SABEW Federal ID #: 36-3297751

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 confirmed your membership renewal date?
- ☐ 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 assembled your entry with dates in the order shown on the form? This greatly speeds our processing time.
- ☐ 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 a cover letter (optional)? It may be up to one page in length. Four copies of the cover letter 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

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

**BEST IN
BUSINESS
2005****News Contest Entry Form**
POSTMARK DEADLINE: FEBRUARY 1, 2005

For more information on entry guidelines, contact Greg McCune, contest co-chair, at Greg.McCune@reuters.com or 312-408-8701; Gail DeGeorge, contest co-chair, at gdegeorge@sun-sentinel.com or 954-356-4661; or Carrie Paden, SABEW executive director, at padenc@missouri.edu or 573-882-8985.

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 _____
City _____ State _____ Zip Code _____
Phone number _____ Fax number _____
E-mail _____
SABEW member name _____ Renewal Date* _____

*Find renewal date at www.sabew.org. Click "members only" and log on. Click "membership directory," then "search membership database." If you have problems, call the SABEW office.

ENTRY CATEGORY/FEE:**Contest Type:**

☐ 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 - \$40 (Circ. < 125K) ☐ Medium - \$40 (Circ. 125-250K) ☐ Large - \$40 (Circ. 250-375K) ☐ Giant - \$40 (Circ. > 375K)
☐ Business Weeklies - \$40 (all compete in one group) ☐ Real-Time - \$40 (all compete in one group)

Please Note: (1.) Winners are required to provide PDF files of winning entries. (2.) All incomplete/incorrect entries will be disqualified; the entry fee will not be returned. (3.) No supplemental or background information will be allowed; cover letters must be limited to one page.

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 Carrie Paden
376 McReynolds Hall
Columbia, MO 65211

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 confirmed your membership renewal date?
- ☐ Have you included four copies, at least one of which is an original, of each article you are entering? (For 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 a cover letter (optional)? It may be up to one page in length. Four copies of the cover letter 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)

BEST IN
BUSINESS
2005

Student Contest Entry Form

POSTMARK DEADLINE: FEBRUARY 1, 2005

A student may submit any news or feature article with a strong business, financial or economic angle.

For more information on student entries, contact Josh Mills, chair of the SABEW education committee, at Joshua_Mills@baruch.cuny.edu; or SABEW's executive director, Carrie Paden, at padenc@missouri.edu or 573-882-8985.

APPLICANT/ENTRY INFORMATION SECTION:

This portion of the form should be completed by the student/contest applicant.

Applicant's name _____
Mailing Address _____
City _____ State _____ Zip Code _____
Phone number _____ E-mail _____
Title of entry _____
Name of Publication or Web Site _____
Date of Publication _____
School in which applicant was enrolled at time of publication _____

EDITOR/FACULTY ADVISOR APPROVAL SECTION:

This portion of the form must be completed by applicant's editor or faculty advisor.

Faculty advisor or program director _____
Email _____ phone number _____
We recognize that in the normal journalistic process, articles are edited and sometimes make use of material gathered by other members of a news organization. We ask you to affirm by signing below that the article identified above was substantially the work of the student submitting it and reflects original reporting, research and writing.
Editor or Advisor Signature _____
Title _____

MEMBERSHIP SECTION:

Student/applicant must be a current member to enter the contest.
No fees are assessed for contest entry. Indicate type of membership below:

- ☐ Current individual student membership: *renewal date _____
- ☐ Currently included on institutional membership* _____
*Institutional membership renewal date _____ College/Institution _____
- ☐ Joining now as individual student member. Please submit \$20 for one year's membership in SABEW.
- ☐ College/Institution joining now as institutional member. See chart at right for institutional membership rates.

*Find renewal date at www.sabew.org. Click "members only" and log on. Click "membership directory, then "search membership database". (Have advisor do this for institutional membership).

Please Note: (1.) Winners are required to provide PDF files of winning entries.
(2.) All incomplete/incorrect entries will be disqualified.

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

Contest Checklist:

- ☐ Has your editor or faculty advisor filled out the portion of this form that requires a signature?
- ☐ Did you confirm your SABEW membership renewal date?
- ☐ Have you included four copies of your article, one of which must be an original?
- ☐ Have you created four packets, each including the article and a copy of this form?
- ☐ Are you submitting any background information? Not required, but if you would like to explain to us any special context or challenges of your article, please do so in a cover note - and make a copy for each packet.
- ☐ If you are paying for SABEW membership at the time of submission, that payment must accompany this packet.

Payment Options:

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 Carrie Paden
376 McReynolds Hall
Columbia, MO 65211

To pay by credit card:

Card type: ☐ MC ☐ Visa ☐ AmEx
Name on card: _____

Card number: _____

Expiration date _____ / _____

Signature: _____

SABEW Federal ID #: 36-3297751

Institutional 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.

A P P L I C A T I O N



SABEW Individual Membership Application

This information will be published in the online directory as well as SABEW's records.

MEMBER INFORMATION (PLEASE PRINT)

☐ Mr. ☐ Ms. ☐ Dr.

First Name _____ Middle Name _____ Last Name _____

Work (preferred address ☐)

Company/School _____

Parent Company (if applicable) _____

Title _____ Beat _____ Address _____

Address _____

City _____ State _____ Zip +4 _____

State _____ Zip +4 _____ Country (if not United States) _____

Country (if not United States) _____ Phone _____ ext _____

Phone _____ ext _____ Fax _____ Cell _____

Fax _____ Cell _____ Email _____

Email _____

URL _____

Sex (optional): ☐ Male ☐ Female Ethnicity (optional): ☐ White ☐ Asian ☐ Black

☐ Hispanic ☐ Native American ☐ Other (specify) _____

PROFESSIONAL AFFILIATION

Newspaper: ☐ Daily ☐ Weekly Circulation: _____

☐ Wire Service ☐ Online # of subscribers: _____ # of Web site visitors/month: _____

☐ Magazine/Newsletter Avg. Circulation: _____

☐ Television Market Size: _____

☐ Radio Market Size _____

☐ Freelance - print ☐ Freelance - online

☐ Freelance - broadcast ☐ Freelance - other

☐ Educator ☐ Other (specify) _____

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	\$	<input type="checkbox"/> Credit Card	<input type="checkbox"/> Visa
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134A Neff Annex • Columbia MO 65211-1200 • 573-882-7862 • Fax: 573-884-1372 • sabew@missouri.edu • www.sabew.org



>> SABEW CONFERENCE 2005

Gates, Bezos to speak at 2005 conference in Seattle

Seattle will welcome SABEW's 42nd annual conference to the Pacific Northwest beginning May 1.

With "Portal to the Pacific" as the theme, the conference will explore trade relations between the United States and its Pacific Rim neighbors as well as the day's most pressing issues.

Confirmed speakers include:

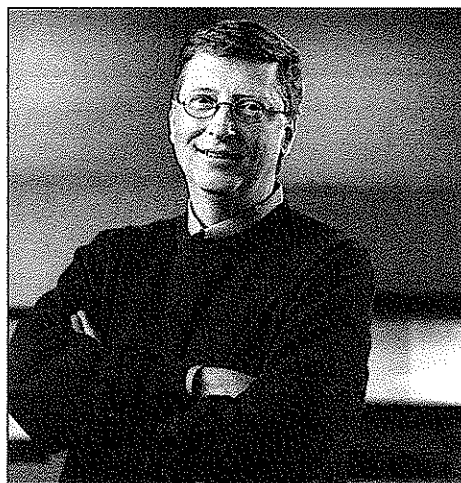
- Bill Gates, co-founder, chairman and chief software architect of Microsoft, the world's largest software company.

- Jeffrey Bezos, founder and chief executive of Amazon.com, the world's leading e-tailer.

Besides the general sessions featuring top business leaders, reporters and editors will be able to choose among three tracks of programming designed to explore new ways to attract readers as well as improve journalistic skills.

Session topics include:

- Improving your consumer coverage.
- Covering biotech.
- Putting together a top companies section.
- Making business writing compelling for readers.
- Turning that project into a book.



MICROSOFT

Bill Gates, co-founder, chairman and chief software architect of Microsoft, the world's largest software company, will speak at SABEW's 42nd annual conference.

- Using lessons from the Web to teach us about attracting readers.

A highlight of the conference is sure to be the Best in Business awards ceremony at the



Jeff Bezos

Experience Music Project, a shrine devoted to Jimi Hendrix and rock 'n' rollers wherever they may be found. Picture this: Dave Kansas singing as his image is projected on the world's largest video screen. Or better yet, form your own rock band in the "On Stage" area.

A complete conference preview will appear in the next issue of TBJ.

Plan now to come to the beautiful Pacific Northwest to see old friends, learn a few tricks of the trade and expand your horizons (or at least see a different shoreline). A visitor's guide follows on Pages 11-13.

Stay at the Red Lion Hotel in downtown Seattle for \$134 a night. Such a deal.

Registration information will be available in January and updated on the Web at www.sabew.org.

If your organization is interested in sponsoring an event, contact executive director Carrie Paden at 573-882-8985 for details.

<< SABEW CONFERENCE 2005



NATIONAL OCEANIC & ATMOSPHERIC ADMINISTRATION (NOAA), NOAA CENTRAL LIBRARY

Jet City, that's what they called this City on the Sound when Boeing made its home here. Boeing's top brass split for Chicago three years ago but left the bulk of its commercial airplane manufacturing plants in the Pacific Northwest.

Boeing has been responsible for thousands of people moving to what is now more commonly referred to as Emerald City. It's green year-round and, when you look to the southeast and see the majestic Mount Rainier, well, it's enough to put up with rain nine months of the year and the lousy professional sports teams year round.

And, if you needed more enticement to come to SABEW's 42nd annual conference in May, here are a few highlights to consider when planning your trip.

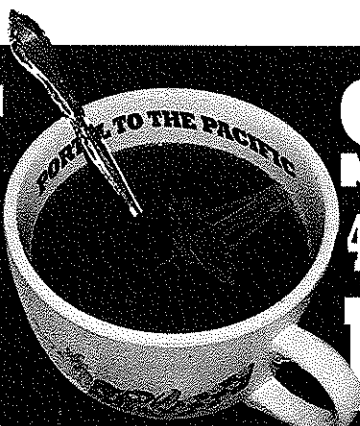
How to get here

Fly into Seattle-Tacoma International Airport, 15 miles south of downtown. A taxi ride (STITA Taxi, your only choice from the airport) to the Red Lion Inn in downtown Seattle will cost \$25 plus airport fee and tip. Shuttle buses (www.shuttleexpress.com or www.graylinesseattle.com) run \$8.50 one way. If you are tacking a few extra days onto your trip, renting a car would be a good idea; mass transit is not our specialty.

Alternatives: Fly into Vancouver, British Columbia, (www.tourismvancouver.com) or Portland, Ore., (www.travelportland.com) and ride Amtrak (www.amtrak.com) to the King Street Station in Seattle. If you're planning to visit Canada, don't forget your passport and photo ID to cross the border.

CONTINUED ON PAGE 12

SABEW 2005



SEATTLE

42ND ANNUAL CONFERENCE

MAY 1-3

WWW.SABEW.ORG

Red Lion Inn, Downtown Seattle



>> SABEW CONFERENCE 2005

CONTINUED FROM PAGE 11

Sightseeing . . .

Getting around by land, sea and air are options.

By air

Hop a seaplane (www.kenmoreair.com or www.sanjuanairlines.com) to the San Juans Islands or Victoria, British Columbia. Rent a hot air balloon (Over the Rainbow Balloon Flights, www.letsgetballooning.com) for a ride through a small but scenic wine country in Woodinville east of the city.

By boat

Walk or ride onto a ferry (www.wsdot.wa.gov/ferries) that runs from Seattle to Bainbridge Island, the Kitsap Peninsula or the San Juans. The snow-capped mountains, shimmering blue water and sea otters will let you know you aren't in Kansas any more.

Rent a wooden rowboat, sailboat or kayak at the Center for Wooden Boats (www.cwb.org) on South Lake Union. Be careful as you pass the 40-foot yachts coming into Chandler's for a cold one. Head for the Hiram M. Chittenden Locks, where boats pass from fresh water to salt water. You'll miss the salmon run but it's still worth stopping in to see the underwater viewing window and the flower gardens.

The Victoria Clipper (www.victoriaclipper.com) whisks travelers to Victoria Island, Canada, in 2.5 hours. Part of its old-world charm is high tea at the Fairmont Empress Hotel.

By car

OK, these sights aren't in the city, but you can

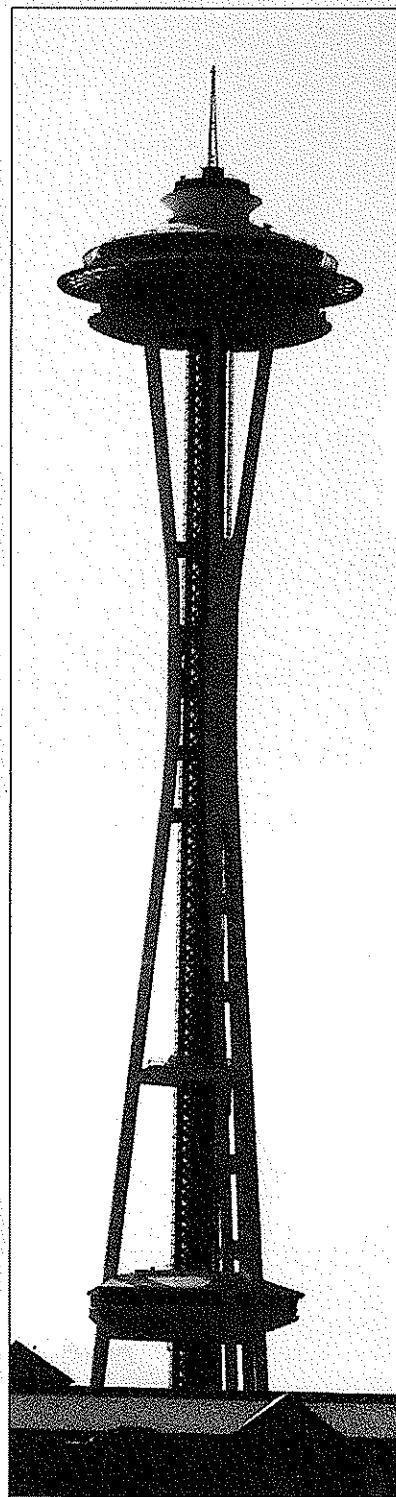


J. QUIRING, USDA FOREST SERVICE, 1996

Mount St. Helens

drive to these beauties in a day.

Mount St. Helens National Volcanic Monument (www.fs.fed.us/gpnf/mshnvm). As the most active volcano in the region, Mount St. Helens has been teasing watchers with puffs of steam and small lava flows since September. Experts, however, don't expect an eruption like the one in 1980.



PAUL MORGAN

The Space Needle

Mount Rainier National Park (www.mt-rainier.com). The state's most striking landmark is a dormant volcano and has four visitor entrances. Plenty of snow will still be around.

Snoqualmie Falls Park. The 268-foot falls is the main attraction of this park in the foothills of the Cascades. The Snoqualmie Valley Railroad and the Northwest Railway Museum (425-888-3030) are nearby.

Olympic Peninsula (www.olympicpeninsula.org) is home of the Queets and Hoh rain forests in Olympic National Park (www.nps.gov/olym). Or are you the hot springs type? Same forest but you'll want to head to Sol Duc Hot Springs.

Skagit Valley will be celebrating the end of tulip season (www.skagitourism.com). Can't afford Holland next year? Head for La Conner.

San Juan Islands (www.travelsanjuan.com) are just a ferry ride away. You can watch whales, bald eagles, seals, sea lions and porpoises without waiting in pesky zoo lines. You may even run into a celebrity or two who just happen to own their own private island.

In Town

Seattle has something for everyone.

For a taste of what life was like for Native Americans in the region, take a short ferry ride from Pier 55 to Blake Island to tour the Tillicum Village Indian Cultural Center and Restaurant (www.tillicumvillage.com).

The Klondike Gold Rush, which started in 1897, is captured at a national park on Main Street in Pioneer Square. These days, you can enjoy fine dining, go clubbing, watch glass blowers and cruise the art galleries in this historic district. Check out the Underground Tour (www.undergroundtour.com) for a humorous look at the good old days.

The World's Fair came to town in 1962. The Seattle Center (www.seattlecenter.com) was the epicenter of activity with the Space Needle (www.spaceneedle.com) and Monorail the two most prominent remnants of another era. Newcomers to the center include the Experience Music Project (site of our Best in Business award ceremony) (www.emplive.com) and the Science Fiction Museum and Hall of Fame (www.sfhomeworld.org).

CONTINUED ON PAGE 13

SABEW CONFERENCE 2005 <<



CONTINUED FROM PAGE 12

Need some retail therapy

The Red Lion is within spitting distance of City Centre and Rainier Square. Nordstrom's flagship store separates Pacific Place and Westlake Plaza two blocks away.

Pike Place Market at the end of Pike Street opened as a farmers market in 1907 and showcases fresh fish, fruits and vegetables along side booths filled with local arts, restaurants and shops.

In the International District Chinatown, Uwajimaya bills itself as largest Asian grocery store and gift shop in the Northwest. Walk the nearby streets for fresh produce and Asian delicacies.

Need some culture

Another Seattle Center attraction is the Pacific Science Center (www.pacsci.org), which specializes in hands-on exhibits, laser light shows and IMAX theaters. Another top kid pick at the center is The Children's Museum (www.thechildrensmuseum.org).

Other museums include the Seattle Art Museum (www.seattleartmuseum.org), which houses one of the country's finest Asian art collections and hosts touring exhibits, the Museum of History and Industry (www.seattlehistory.org), which showcases the history of Seattle through inventions, photographs and activities for kids, and the Museum of Flight at Boeing Field (www.museumofflight.org), featuring up close looks at more than 50 aircraft, including the original Air Force One and the supersonic Concorde.

Buy a Seattle City Pass (www.citypass.com) for admission discounts and other goodies.



PAUL MORGAN

Safeco Field is one of the top spring/summer hot spots and home of the Mariners in Seattle.**Need some night music**

Check the following venues for current shows and concerts:

Seattle Opera (www.seattleopera.org) performs at the new McCaw Hall.

The Fifth Avenue Musical Theatre Company hosts Broadway touring shows (www.5thavenue-theatre.org).

The Paramount Theatre (www.theparamount.com), The Moore (www.themoore.com), The Show Box (www.showboxonline.com) and Jazz Alley (www.jazzalley.com) schedule a variety of top name musical acts.

Benaroya Hall (www.benaroyahall.org) is home of the Seattle Symphony.

Need some sport

The Mariners play at Safeco Field. Check www.mlb.com for schedule.

The Super Sonics play at Key Arena. Check www.nba.com for schedule.

Need some more fun

Just in case you are looking for something else, consider:

Top film location sights around the city can be found at www.cityofseattle.net/filmo.

The ponies race around Emerald Downs (www.emerald downs.com).

Try your luck at one of the casinos run by Native Americans. The Muckleshoot Casino (www.muckleshootcasino.com) in Auburn and The Emerald Queen Casino (www.emeraldqueen.com) are two of the closest.



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>> ETHICS IN ACTION

Mutual funds and your ethics policy

MANY NEWSROOMS LIMIT the stock investments of their staff — and rightly so.

Owning stock of a company based in your area — or one you're likely to write about — can pose a real or perceived conflict of interest. Articles you write or edit could arguably affect the company's fortunes or move the price of its stock. Besides, there are thousands of publicly traded companies out there; is it asking too much for you to invest in one you won't be writing about?

For most journalists, such a ban is not a hardship. While it might preclude ownership in a company about which you actually know something, it still allows investments in thousands of other companies — and, of course, mutual funds.

There are nearly as many mutual funds as publicly traded stocks today. And increasingly, individual investors are taking part in the stock market through mutual funds rather than direct stock ownership. As of Sept. 30, \$7.5 trillion was invested in U.S. mutual funds, according to the Investment Company Institute. Three-quarters of that money flowed in during the 1990s.

Despite their stunning growth, mutual funds remain conspicuous by their absence from many newsroom codes of ethics.

Except for the pure financial press, few codes appear to limit mutual fund ownership. Some newspaper codes even encourage staff members to invest in mutual funds rather than stocks.

Of the 80 SABEW members who completed an ethics survey earlier this year, only 15 percent said their employers limited the mutual funds in which staff members can invest or the frequency of trades.

And only 2 percent of the respondents thought mutual funds are not "ethically safe" investments for journalists. Seventy-four percent said they believed mutual funds are "ethically safe;" 21 percent said they believe "some" are — and offered ideas about how ethical codes could distinguish between them.

Given the mutual fund industry's growth and its recent controversies, it might be time for business editors to rethink their silence.

As one survey respondent noted: "Mutual funds have become much

Results of investments questions in 2004 ethics survey

Do you consider mutual funds "ethically safe" investments for financial journalists?

Yes	74%
No	2%
Some	21%
Unsure	2%

Does your organization limit the type of mutual funds in which you can invest or limit the frequency with which you make mutual fund trades?

Yes	15%
No	85%

Totals don't always add up to 100 percent because of rounding or "other" answers.

Eighty SABEW members responded to the 2004 survey, which was distributed to about 3,400 members via the organization's newsletter, e-mail and other means. With thanks to Ronald H. MacDonald, retired journalism professor at Washington and Lee University, for assistance compiling results.

more widely covered and major funds generally have pieces of the same big corporations, so it is difficult not to be holding an interest in something you may normally be covering. Also some funds represent a specific sector that could be part of the coverage responsibility of a financial journalist. So it really could be a slippery slope and you have to navigate it with much care and precision."

What guidelines make sense for mutual fund ownership? Here are three to consider:

1. Ban staff ownership in any funds operated by a company based in your circulation area. Maryland journalists, for example, would have to spurn the Baltimore-based T. Rowe Price funds.

2. Prohibit ownership of funds in which a local company is one of the top holdings. Thanks to nifty research tools on the Internet, this is relatively easy to determine. For example, if Louisville business writers want to avoid Yum! Brands, the owner of KFC, Taco Bell and Pizza Hut, a quick scan at fidelity.com would show they'd have to forego 39 funds in which Yum! is a top-10 holding.

Because fund managers and strategies come and go, it isn't practical to expect the business editor to police everyone's holdings. But it might be

reasonable to ask the staff member to do that at least twice a year.

3. Restrict sector-fund ownership for certain beat reporters. If a business reporter in Detroit can't own any automotive stocks, for example, she should also steer clear of an automotive sector fund.

Granted, all of these suggestions have their drawbacks.

For Seattle writers, for example, banning all funds that list Microsoft as a top-10 holding would rule out more than 1,500 funds, according to a fidelity.com search. Perhaps for journalists in that city, the policy should preclude only funds in which Microsoft represents a certain percentage of a fund's total assets.

Similarly, banning an entire family of funds for Boston-area writers would mean no staff members could invest in funds offered by Fidelity, the largest company in the industry. In this case, perhaps a rule could apply only to those writers who regularly cover investments and the mutual fund industry — or only to Fidelity's.

But some SABEW members believe that even index funds or exchange-traded funds, which passively mirror a specific group of stocks, could also pose a potential problem. Said one respondent:

"An investment in, say, an S&P 500 index fund might make a reporter or editor more inclined to use content that recommend investing in S&P 500 index funds, or to suppress articles that question such an investment approach."

Business journalists shouldn't be banned from owning any mutual fund shares, this respondent said, but he does think journalists need to be aware of how our biases can "skew coverage."

Another respondent concurred: "Even investing in an index fund could provide an incentive for a business journalist to be a cheerleader for the market or the economy."

As with all newsroom ethical policies, the choices are sticky. But at a time when journalists' credibility is low, it's better to confront such issues openly than to ignore them because they are complicated.

E-mail me your thoughts about mutual fund ownership for business journalists and I'll share them in a future column.

>> CHAIR'S CORNER



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in Business
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An energy story you haven't read yet

SCREAMING TRADERS IN the pits — gesturing with hand signals to buy or sell, then punctuating the deal with the flip of an order slip. That chaotic image sums up what many general business reporters know about the crazy business of oil prices.

So when prices of crude oil topped \$50 a barrel last fall, editors wanted a story on Page One connecting U.S. politics, global worries and gas prices.

Who hasn't read a story about a growling owner fueling up his gas-guzzling Hummer, or a story about how jitters over Nigeria jolted prices at the neighborhood Exxon station?

"Supply-side stories are always sexier than demand-side stories," says Abi Sekimitsu.

As energy editor for the Americas for Reuters, Sekimitsu seeks the unusual, but still has to deliver the basic oil price story for daily consumption. A tougher sell, she says, are "demand side" stories about the science of oil industry seismology or development of alternative fuels such as nuclear power.

But oil prices don't always translate to higher pump prices. Ergo, when barrel prices roll downward, consumers often don't keep more bucks in their wallet.

"Everyone does over-simplify gas and oil price stories," says Houston Chronicle energy reporter Tom Fowler. Figuring out the price of gasoline is a three or four-step process. Beyond the price of the barrel of oil can be refinery supply and demand, relative competition in the gasoline market, and relative competition in energy market as a whole.

Some states, Fowler says, demand additives for cleaner fuel as part of clean air efforts. The same can be true for cities under EPA sanctions. The cost of blending so many different types of fuel can affect price, as well as supply and demand, he says.

Lynn Cook is a veteran of the energy beat for the Chronicle, and energy savvy Houston readers set the bar high for coverage of oil prices. Here's her advice:

• **Read. Read. And read some**

more. Read the big energy packages in The Wall Street Journal, The New York Times, Forbes and Fortune. Read the regional papers where energy is the big business in town — the Houston Chronicle and Calgary Herald. Read the trades like Oil and Gas Journal. You'll get a better understanding of who's doing what around the world, and you'll start to see patterns emerge about pricing, drilling activity, environmental issues and technology that's taking off.

• **Talk to true experts.** Don't just interview traders — the people buying this stuff. Push back into earlier business cycles. Talk to the actual companies — big and small — about what they are doing and why. What's their outlook for five or 25 years? Talk to professors at universities like Rice and Texas A&M who are experts in both the business and politics of oil. Talk to private consultants at firms like Purvin & Gertz who can discuss trends and point you to better story angles. Talk to think tanks — conservative as well as liberal ones. They all have different takes on things, but talk to enough people and your overall understanding of energy will increase and start to gel.

• **Think. Then dig deeper.** Once you start to see how it all comes together, you'll have even more questions, which can lead to more in-depth stories. But you'll have the underpinnings you need to report intelligently.

For instance, you'll know that the overwhelming majority of U.S. oil consumption goes to transportation — cars, trucks, planes and trains. So when the nuclear power lobby claims it can help wean Americans from foreign oil by building plants that produce electricity using nuclear power, you'll know that's simply not true.

You'll be able to ask: How does OPEC's oil production relate to consumption trends in Asia? Is the U.S. tax structure keeping this country more dependent on foreign oil that it has to be? At what oil price point do alternative energies start to make sense?

• **Put things in perspective.** When crude oil prices move up or

down a dollar in one day, that's not a big deal. Prices are high and commodity markets are volatile. But reporters can use moving oil and gasoline prices as a launch pad to get into broader topics, such as the devaluation of the dollar, how energy stock prices are doing, the relevance of OPEC, the capital spending budgets of big oil companies, boutique fuel requirements across the U.S., the new hedge fund environment, and energy policy issues.

• **Go for the different angle.** The question I ask every single source I interview — and the one that always elicits a fantastic response — is "What's the energy story you haven't read yet?" That's where my next angle always comes from.

Clearly, great advice from Cook. For your file, here are some standard and different resources:

• **AAA.** The American Automobile Association gets tons of Google hits out of its gas price survey. For journalists, it's often over-used, but AAA still surveys the most gasoline outlets across the U.S. The Web site features a trip cost calculator useful in stories about how much transportation costs (www.fuelcostcalculator.com).

• **Lundberg Survey.** This Camarillo, Calif.-based newsletter is also a standard and they are press friendly (www.lundbergsurvey.com). Telephone 805-383-2400.

• **Energy Information Administration.** This service, run by the Department of Energy, offers statistics on oil reserves, prices, etc. Numerous reports are released every month (www.eia.doe.gov).

• **List of industry publications, etc.** Here's a link to a lot of different industry organizations, journals and newsletters. It's a treasure trove and too long to list here. Go to www.medi-finder.com and search the "Energy" category.

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>> PRESIDENT'S LETTER

Keep your head in the game

Experiment shows promise for younger readers

IS THERE ANY other industry so quick to scream the sky is falling? Woe is me, our circulation numbers are dropping.

Woe is me, we've got competition and some people don't like us.

Woe is me, we make mistakes.

A little perspective, please. As business journalists, we can apply business expertise.

Do you think any airline executive would swap profit margins with most newspapers?

Do you think any other business would value the brand recognition we already enjoy?

Would a car maker be happy if "only" 50 percent of the market bought its products?

What other "mature" industry successfully re-starts its product cycle every 24 hours, if not more frequently?

Sure, we've got problems. Sure, we can do better. Let's lament jobs lost and stories missed. Let's look for ways to improve and listen to our readers. Let's fulfill our role as watchdogs and keep telling the stories that won't get told elsewhere. But let's not lose sight of what we do well.

This isn't a random rant about upholding truth, justice and the First Amendment (though I'm perfectly willing to do that). Amid all the doom and gloom, I've seen a light. It may not be the light, but it's a light. And it's pretty bright. Let me explain.

The Star-Telegram, like every other paper, has been worried about our "penetration" among twenty-somethings. We fear they're not reading us, and that's a problem. We wanted to find out why and what we could do to change it.

So, brilliant strategists that we are, we decided to ask.

We convened a group of about 20 twenty-somethings, most of whom read the paper little, if at all. They represented many slices of our market, married and single, male and

female, working and slacking. We paid them to read the paper.

They had to answer questions each week about what they read, what they liked, what they didn't like and what they'd suggest we change.

We also brought them in once a month to chat. Top editors got to sit in recently.

The punch line is that when they started reading us, they liked us, they really liked us.

As wonderful as we surely are, I don't think the Star-Telegram is unique. What they talked about is the stuff that most newspapers do, in one form or another.

One person said he discovered we had editorial and opinion pages, and — wow — it helped him shape opinions. Another realized TV news just scratched the surface. There was so much more in the paper, and it was fun to read. (That's not a knock on our TV siblings. Different media, different purposes.)

Some of these new readers liked the pop culture coverage. Others liked the more serious stuff, including the Business section.

They said we made them feel smarter. They were talking about what they'd read with their friends, and they were all telling their friends how much they found in the paper.

Several said they had started out with the expectation of collecting the cash and then falling back into their non-reading habits when the exercise was done. But most said they'd been so engaged by what they read that they planned to continue to subscribe, even after the research ends. It was worth their time, they said, even if they didn't have much time.

Many of them were just discovering a newspaper.

What's that tell you? In business terms, it's clear our industry has not done a good job in getting people to sample our "product." Our industry, which depends on advertising support, tends to be reticent about adver-

tising itself. (If Coke and Pepsi spent as small a percentage of their revenues on advertising and marketing as we do, we'd all be drinking iced tea, lemonade and tap water.)

Interestingly, the twenty-somethings did say that traditional advertising approaches might not be effective in getting them to read the paper, unless the approaches were coupled with other tactics. What's the most persuasive approach? For this project and this group, it's word of mouth, from friends, family and colleagues.

Does that mean we should stop finding ways to tweak our newspapers, magazines, Web sites or telecasts? Of course not. Even Procter & Gamble changes the packaging and formulas once in a while.

But perhaps we should stop flogging ourselves as we do it.

...

If you're not afraid of a little work and you want to give back to the profession, step right up. It's time to toss your hat in the ring for the SABEW board. There's nothing honorary about the title of SABEW Governor.

This is a working board that runs conferences and contests, writes for The Business Journalist and works for the good of business journalists all over.

But you'll never find a better group to join. My colleagues are dedicated and accomplished. They share their wisdom freely. And, oh yeah, they're fun. Come join us.

...

Finally, you'll read more about Barney Calame's retirement from The Wall Street Journal elsewhere in TBJ. Let me just add this personal note: In the long line of distinguished officers who have served SABEW through our four decades, Brother Calame stands out. We are better for his leadership, wisdom and work. I am grateful to have served with him.



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>> BIZ BUZZ

Calame retires after nearly 40 years with WSJ

Winner of Distinguished Achievement award started as real estate writer

BARNEY CALAME, A DME at The Wall Street Journal, retires after nearly 40 years at the newspaper.

Sometimes referred to as the "conscience of the Journal" and "standards chief," Calame ran the paper in the absence of top editor Paul Steiger and each day gave the final sign-off on Page One and other major stories. Calame also handled reader complaints and championed professionalism and ethics in the newsroom.

In a letter to employees, Steiger said Calame "worked tirelessly to sustain our most important asset, the credibility of the Journal. ... He is the person I admire most as a journalist and as a man."

Steiger also said Calame, who turns 66 this year, has agreed to "continue to advise us on news issues in the future."

Calame, who served as SABEW president in 2000-01, received our 2002 Distinguished Achievement Award in part for the role he played ensuring the Journal came out on Sept. 12, 2001, despite having to evacuate its headquarters across the street from the World Trade Center after the terrorist attack.

Calame joined the paper in 1965 as a real estate/construction reporter, based in New York City, and two years later moved to Los Angeles to do major investigative stories. He also worked in Washington, D.C., and served as bureau chief in Pittsburgh and L.A. before being named AME for West Coast coverage in 1985. He returned to NYC in 1987 as senior editor and was promoted five years later to DME.

"Barney represents the best in mentoring, not only at The Wall Street Journal but also at SABEW, during challenging times," says Bill Barnhart, markets columnist at the Chicago Tribune and a former SABEW president.

Changes at Tribune Tower

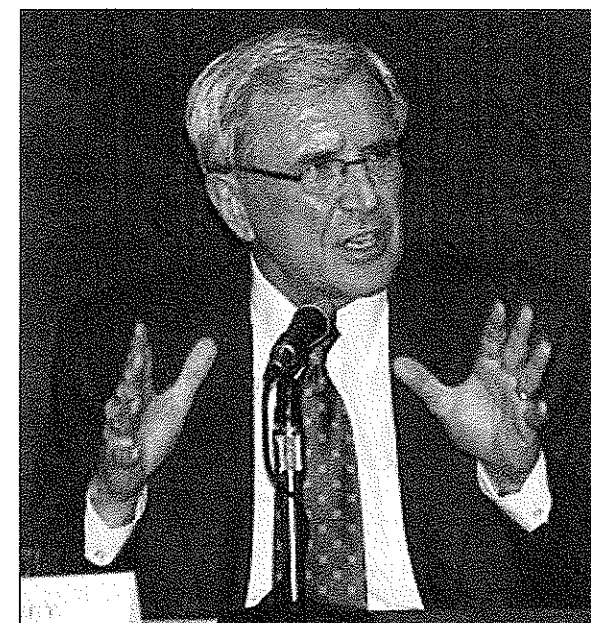
Rob Karwath, AME for Business at the **Chicago Tribune**, has long wanted to be an E-I-C and live on the shores of Lake Superior.

Karwath, 40, can do both as the new executive editor at the **Duluth (Minn.) News Tribune**, succeeding **Don Wyatt**, who resigned last year.

"It was a hard decision," Karwath says of leaving Chicago, "but I was impressed with Duluth as a community." He knows northern Minnesota well. Four generations of his family have vacationed in the

Apostle/Madeline Islands area.

Assuming Karwath's duties temporarily at the Chicago Tribune is **Greg Burns**, former AME for Business and



BARUCH COLLEGE

Barney Calame engages in a panel discussion entitled "25 Years of Change: Business Journalism Finds New Audiences, New Media and New Challenges" at Baruch College in 2003.

most recently a member of the paper's editorial board.

In addition, media and marketing reporter **Jim Kirk** is promoted to biz ed replacing **Julie Truck** who moves to a new yet-to-be-determined position. The paper is looking to hire a new media/marketing writer.

With the leadership change, DME **George de Lama** says the Tribune will "upgrade the department's breaking-news, beat coverage" and will emphasize "hard-edged news coverage by the Business staff."

Boss Watch

Ralph Loos is the new biz ed at Florida's **Scripps Treasure Coast Newspapers**. He comes to the job from the **Rocky Mountain News** in Denver, where he worked as adventure sports writer. However, he is no stranger to biz news, having once served as biz ed at the **Naperville Sun** in suburban Chicago.

Loos replaces **Ken Cogburn** who became editor of the **Orlando Business Journal**. ... **Katherine Gilbert** is the new editor at the **Bayou Business Review/The Courier** in Houma, La.

CONTINUED ON PAGE 18

>> BIZ BUZZ CONTINUED



Jim Kirk

At **Business First** in Buffalo, Tim O'Shel is the new ME after two years as assistant ed. He's a former teacher who also writes children's books, says top ed Jeff Wright.

In Ohio, **The Plain Dealer** in Cleveland promotes **Kristen DelGuzzi** from assistant to deputy biz ed. She will be responsible for the paper's BusinessMonday and special finance sections. She came to the Plain Dealer three years ago from **The Times-Picayune** in New Orleans. ... At **The Cincinnati Enquirer**, veteran retail reporter **Randy Tucker** moves up to assistant biz ed, replacing **Annie-Laurie Blair**, who left to teach journalism at **Miami University** in Oxford, Ohio. The retail beat now is split between writers **John Eckberg** and **John Byczkowski**.

Rachel Brush is the new ME at **Hoover's**, overseeing production of editorial content and maintenance of the company's proprietary database. She joined Hoover's in 1998 and most recently

served as director of ed operations.

On the East Coast

At **wsj.com**, **Deborah Creighton** moves to the dayside news desk as a news writer after a stint as lead evening ed of the Technology section. She joined the Web site of **The Wall Street Journal** in December 1999. ... **Reuters** hires reporter **Rajiv Vyas**, late of **The Detroit Free Press**, to work in the New York City office.

Jason Gallinger leaves the **Pittsburgh Business Times**, where he was Web site ed, to be associate ed at **Trains** magazine.

In the Midwest

The **Chicago Tribune** hires **Mike Hughlett** from the **Saint Paul Pioneer Press** to cover biotechnology, venture funding and technology companies such as **Motorola**. He succeeds **Barbara Rose**

CONTINUED ON PAGE 19



Tim O'Shel



Randy Tucker

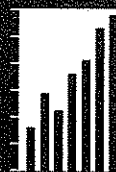
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>> BIZ BUZZ

CONTINUED

who takes over the workplace beat from **Shawn Taylor** who transferred to the Features department.

At the **Arkansas Democrat-Gazette**, retail writer **Alex Daniels** leaves for a Congressional fellowship from the **American Political Science Association**. He had been with the paper since June 2002.

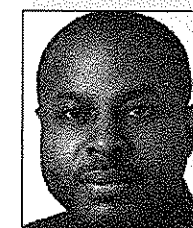
In the West

Reporter **Dan Laidman** joins the **Contra Costa Times** to cover small businesses and professional services. He had been the courts reporter for **The Monterey County Herald**.

On Campus

The **University of Michigan** selects 12 **Knight-Wallace Journalism Fellows** for the academic year, including **Otesa Middleton**, a reporter at **Dow Jones Newswires**; **Melissa Preddy**, personal finance ed at **The Detroit News**, and **Jason Tanz**, senior ed at **Fortune Small Business**.

David Carpenter, a Chicago-based biz writer for **The Associated Press**, wins a \$3,000 **Gramling** scholarship from the wire service. He will enroll in the Financial Decision Making certificate program at the **University of Chicago**. The scholarship is part of an annual awards program recognizing AP staffers and named for the late **Oliver S. Gramling**, developer of AP's first radio wire. ... **Sudeep Reddy**, energy reporter at **The Dallas Morning News**, and **Krishnan Anantharaman**, ME of the **WSJ's** classroom edition, win scholarships to attend the Wharton Seminars for Business Journalists at the **University of Pennsylvania**.



Ben Holden

Board Service

Kathy Tulumello, DME for Business and Sports at **The Arizona Republic**, wins re-election to a one-year term on the board of directors of the **Associated Press Managing Editors** association. ... The **Society of Professional Journalists** elects as secretary-treasurer **Christine Tatum Thurstone**, a biz writer at **The Denver Post**.

They Got Their Start in Business

Ben Holden, a **Wall Street Journal** reporter in the mid-1990s, is the new executive editor of the **Columbus Ledger-Enquirer** in Georgia. He comes to the job from California, where he was DME for non-daily publications at **Desert Sun Publishing Co.** Holden told the **Ledger-Enquirer** one of his top priorities is boosting its biz coverage.

Peter Williams is the new E-I-C of **The Clarksdale Press Register** in Mississippi. In the 1980s, he served as biz ed at the **News Tribune** in Fort Pierce, Fla. ... **Frank Sutherland** retires after 15 years as E-I-C of **The Tennessean**, where he introduced a daily Business section to the paper.

At **E.W. Scripps Co.**, E-V-P **Richard A. Boehne** assumes responsibility for day-to-day management of the newspaper division. He once worked as a biz reporter and editor at **The Cincinnati Post**.



Richard Boehne



Frank Sutherland

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