

# THE BUSINESS JOURNALIST

www.sabew.org

February/March 2003

ISSN 1527-7321, Vol. 39, No. 1

## what's hot

### DON'T SKIP CONFLICT CHECK



Silly regulation won't fly but you should still be checking an analyst's

conflicts, SABEW president Chuck Jaffe writes.

Page 6

### READY FOR BOSTON

Come to Boston in April and help us celebrate our 40th! Joining us, as speakers, will be Abigail Johnson of Fidelity Investments and George David of United Technologies.

Details, pages 3-4



**BEATS:** *The environment is more than a cause, it's big business.*

BY CHRISTY GEORGE  
Oregon Public Broadcasting  
Christy\_George@opb.org

**D**o you sometimes find yourself trying to explain why a fly is blocking a developer's plans? Or what is a hydrogen fuel cell?

If so, you've arrived at the busy intersection where the business beat meets the environment beat.

Take the relatively new field of environmental economics — an attempt to put dollar values on things always considered “free goods” — like clean air and water, healthy forests, rich topsoil and intact ecosystems with diverse species.

When those things are polluted, damaged or just plain disappear, the cash register starts ringing. And generally, taxpayers, not the companies who use the resources, pick up the tab.

Nature is worth roughly \$33 trillion a year, according to numbers crunched a few years ago by Robert Costanza, now at the University of Vermont Environmental Law School. This means it makes sense for Portland, Ore., to consider cleaning up its rivers, because having clean rivers means natural filtration systems may eliminate the need for a multimillion-dollar sewage treatment plant.

Some unlikely players in the corporate world have warmly embraced green business.

Ford Motor recently recast its mission from being a “car company” to a “transportation company,” and is rebuilding a historic plant with environmental architecture, including a living roof.

The fossil fuel giant British Petroleum is hedging its bets, drilling for oil plus investing in solar technology.

These stories are more pressing as the U.S. becomes embroiled in Middle East oil politics and war.

Market-forces — the power behind many a business story — drive many environmental programs.

“Free-market environmentalists” want to harness the power of markets to implement the Endangered Species Act. Others want to restructure the tax system by imposing a “carbon tax” on excessive carbon dioxide emissions.

Meanwhile, basic resources have become commodities. Even water is bought and traded.

### SEJ WANTS TO HELP

Check out the Society of Environmental Journalists' [www.sej.org](http://www.sej.org) to enter its awards contest, to read daily environmental news headlines and to get reporting tips.

(continued on page 2)

## Going Green (continued from page 1)

Then there's a wealth of interlocking issues, like deforestation, which leads to climate change, which is exacerbated by population growth, which creates even greater consumption of natural resources like forests.

That drive to consume is the Western economic system. Wall Street demands growth, but the planet is a closed-loop ecosystem. The emphasis on quarterly profits, constantly rising consumption and endless growth is squarely at odds with slow-moving but profound forces such as climate change, deforestation and the depletion of topsoil and fresh water.

That clash is fundamental. Some cities are starting to take seriously the issue of curbing growth.

Just before the tech bubble burst, Intel (Oregon's largest private employer) agreed to pay a \$1,000 bounty for every new hire to Oregon's Washington County, where the company's main campus is. Intel's payments were acknowledgment that the cost of growth isn't offset by an expanding tax base. Other Western U.S. cities have used the lack of water to limit suburban sprawl.

Many businesses try to reduce raw materials costs and cut pollution fines and cleanup costs by recycling.

Some CEOs see that pollution and inefficiency is waste, and waste is lost profits. Going green, they've learned, can be good for the bottom line. TBJ

George was the first bureau chief for the business and environment desk of Marketplace, a daily business program on public radio.

### THE SUV VS. THE WORLD


There's a raging debate over government fuel-efficiency standards that even created questions about the patriotism of owning a gas-guzzling sports utility vehicle. Here's some fuel efficiency sources, excerpted from a recent tipsheet by The Society of Environmental Journalists:

#### Key reports:

- By the US Environmental Protection Agency at [http://www.epa.gov/epahome/headline2\\_102902.htm](http://www.epa.gov/epahome/headline2_102902.htm).
- By the Department of Energy (<http://www.fueleconomy.gov/>).
- An Associated Press analysis of both (<http://www.sej.org/go/030108-2.htm>).

#### Sources:

- Jim Motavalli, author, 203-854-5559, [jimm@emagazine.com](mailto:jimm@emagazine.com).
- Environmental Protection Agency: Donald Zinger, 202-564-1682.
- DaimlerChrysler: Max Gates, 248-512-2688.
- Honda: Robert Bienenfeld, Art Garner, 301-781-4455.
- Toyota: Mark Amstock, 310-618-4484.
- Coalition for Vehicle Choice (pro-SUV): Diane Steed, 202-628-5164.
- Sierra Club: Kate Simmons, 202-675-2388.
- Marshall Miller, University of California-Davis, 530-752-8758.



**There's so much you can learn from the journalists at The New York Times, BusinessWeek, and The Wall Street Journal. Especially when they're teachers.**

In our Master's Program in Business Journalism, the nation's most respected business publications are our textbooks. The journalists who write for them are our professors. Pulitzer Prize winners, and leaders of U.S. business and government like Paul Volcker, Jack Welch, and Eliot Spitzer, are our guest lecturers. You'll learn from them and study in Manhattan, the heart of the business world. For business journalism, you don't want to be anywhere else.

**Baruch College**  
The City University of New York

Call: 646-312-3974  
E-mail: [MABJ@baruch.cuny.edu](mailto:MABJ@baruch.cuny.edu)  
<http://www.baruch.cuny.edu/mabj>

**THE AMERICAN DREAM STILL WORKS.**  
\*The Wall Street Journal is a trademark of Dow Jones L.P.

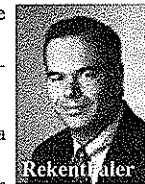
### SUNDAY, April 27

- Noon Speaker, to be determined.
- 1:45 p.m. **BEYOND PUFF PROFILING:** Many in the media promoted executive superstar images because they lacked the skills to dig deeper. How to do profiles better.  
*Moderator: Columnist Andrew Leckey. Panelists: Mark Leibovich, The Washington Post; Jeff Harrington, St. Petersburg Times.*
- 3:00 p.m. **ETHICS AND BUSINESS JOURNALISM,** The Gary Klotz Memorial Symposium: Free-wheeling ethics discussion, moderated by Alex Jones of Harvard, involving editors and writers from papers, magazines and TV.  
*Panelists: Barney Calame, Wall Street Journal; Marty Baron, Boston Globe; Jim Ellis, BusinessWeek; Sandy Duerr, San Luis Obispo Tribune; Henry Dubroff, Pacific Coast Business Times; Pam Luecke, Washington & Lee University.*
- 6:00 p.m. **RECEPTION**  
Welcoming new members and honoring past SABEW presidents.



### MONDAY, April 28

- 8:30 a.m. **REPORTING ON RISK:** Is there a better way to describe the risks in the financial markets?  
*Panelists: John Rekenhater, Morningstar; Michael C. Henkel, Ibbotson Associates.*
- 9:45 a.m. **RUNAWAY EXECUTIVE PAY:** Spot the next corporate blow-up from a company's pay package in the proxy.  
*Panelists: Scott Klinger, Responsible Wealth United for a Fair Economy; Ken Bertsch, Moody Investment; Jack Williams, Georgia State University.*
- 11:00 a.m. **BUSINESS 101:** How do you get a young staff trained? Editor-turned-professor Mary Jane Pardue leads a panel of experts.  
*Panelists: Shelly Haskins, Huntsville Times; Becky Bisbee, Seattle Times; Gail DeGeorge, South Florida Sun-Sentinel.*
- 12:15 p.m. **DISTINGUISHED ACHIEVEMENT AWARD LUNCH**  
*Professor Jimmy Gentry and Kansas City Star's Randy Smith*
- 2:15 p.m. **ANNUAL MEETING**
- 3:45 p.m. **LOBBYING FOR RESOURCES:** Now that the boom has faded, are there new ways to fight to replace lost staff and gain new coverage?  
*Christian Wihtol of the Eugene (Ore.) Register leads a panel discussion.*
- 6:30 p.m. **BEST IN BUSINESS AWARDS CEREMONY** at The Boston Globe



### TUESDAY, April 29

- 8:30 a.m. **WOMEN IN BUSINESS:** Do women cover business differently than men? Does gender matter?  
*Business editors, including Kate Lee Butler of The Orange County Register, gab about gender.*
- 10:00 a.m. **RECRUITING:** Where do you find good candidates? How do you deal with training when budgets have never been smaller? And how do you diversify your staff?  
*Moderator: Bernie Kohn, The Washington Post. Panelists: Dan Hertzberg, The Wall Street Journal; Sheila Solomon, The Chicago Tribune; Chris Roush, University of North Carolina; Brad Bollinger, Santa Rosa (Calif.) The Press Democrat.*
- 11:15 a.m. **BEST IN BUSINESS BREAKOUTS:**
  - How big papers won the award, with panel of judges and editors.
  - How small papers did it, with panel of judges and editors.
- 12:15 p.m. **LUNCHEON SPEAKER**  
*George David, CEO, United Technologies*
- 2:15 p.m. **BEST IN BUSINESS (continued)**  
Star reporters from papers, big and small, discuss how they got the winning story.
- 3:30 p.m. **NICHE BREAKOUTS:**
  - **GENERAL CIRCULATION MAGAZINES AND BUSINESS** Leaders from national magazines, including Allan Sloan of Newsweek, discuss how they cover business and whether that's evolving.
  - **TECH CHALLENGE** Getting the most out of the Web
- 6:30 p.m. **ANNUAL BANQUET**  
*Speaker is Abigail Johnson, president of Fidelity Management & Research Co.*



## What's Cookin' For Boston



**EVENT:** Celebrating Excellence In Business Journalism For 40 Years

ROYAL SONESTA HOTEL  
BOSTON, MASSACHUSETTS  
APRIL 27-29, 2003

### DON'T FORGET:

- **EARLY REGISTRATION DISCOUNT ENDS MARCH 5!**
- **SEE CONFERENCE REGISTRATION FORM ON PAGE 4!**
- **CHECK WEB SITE AT [WWW.SABEW.ORG](http://WWW.SABEW.ORG) FOR PROGRAM UPDATES!**

40th SABEW Annual Conference • Boston • April 27-29, 2003  
**CONFERENCE REGISTRATION FORM**



Please fill out this form completely and legibly.

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

**PLEASE COMPLETE FOR FULL REGISTRATION**

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

	<b>EARLY BIRD</b> (postmarked by March 5)	<b>REGULAR</b> (postmarked by April 5)	<b>LATE/ON SITE</b> (postmarked after April 6)
1. <b>Conference Registration, member</b>	\$350	\$400	\$450
<b>Conference Registration, nonmember</b> (includes \$40 for membership)	\$390	\$440	\$490

**PLEASE COMPLETE FOR DAILY REGISTRATION**

2. <b>Daily Registration</b> – check which day(s) you plan to attend:			
<input type="checkbox"/> <b>Sunday</b> – includes Reception	\$140	\$190	\$240
<input type="checkbox"/> <b>Monday</b> – includes Distinguished Achievement Award Lunch and Best in Business Awards at the Boston Globe	\$140	\$190	\$240
<input type="checkbox"/> <b>Tuesday</b> – includes Annual Banquet	\$140	\$190	\$240
<input type="checkbox"/> Non-members add \$40 for membership application fee	\$40	\$40	\$40
<input type="checkbox"/> Annual Banquet guest	\$110	\$110	\$110
<input type="checkbox"/> Distinguished Achievement Lunch guest	\$70	\$70	\$70
<input type="checkbox"/> Sunday Reception guest	\$70	\$70	\$70

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

Indicate physical, visual, hearing or dietary needs: \_\_\_\_\_

- ☐ **I HAVE** reservations at the Royal Sonesta Hotel (617-806-4255).  
☐ **I DO NOT NEED** reservations at the Royal Sonesta Hotel.

**PAYMENT OPTIONS**

**By Check**

Make checks payable to the **Society of American Business Editors and Writers, Inc.** and mail to:  
 (Fed. ID #36-3297751) SABEW Registrations  
 c/o The Missouri School of Journalism at  
 The University of Missouri-Columbia  
 134 A Neff Annex • Columbia, MO 65211-1200  
 Voice: 573-882-7862 Fax: 573-884-1372  
 E-mail: sabew@missouri.edu

**By Credit Card**

Indicate Card type: ☐ MC ☐ Visa ☐ AmEx

Name on Card \_\_\_\_\_

Card number \_\_\_\_\_

Expiration Date \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_

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

# Authority.

Before you write the story, write the experts.

When you need an authority on any subject, ProfNet<sup>SM</sup> from PR Newswire is your most reliable route to those in the know. Linking 10,000 news and information officers in North America and Europe, ProfNet connects you quickly and efficiently to an unparalleled network of academic experts and industry and government sources.

You may query our members directly via broadcast e-mail, search our database of 8,000 expert profiles, or browse Leads and Round-ups, our e-mail tipsheet. They're all easy to use on our newly designed site.

Let us show you why thousands of reporters consider ProfNet to be their premier resource when working on deadline. Call 1-800-PROFNET today or visit [www.prnewswire.com/media](http://www.prnewswire.com/media).

**ProfNet**<sup>SM</sup>  
 Where Sources and Journalists Meet

© PR Newswire Association LLC 2002



**PR Newswire**  
 United Business Media

## President's Letter



CHARLES "CHUCK" JAFFE  
Senior Columnist, CBS Marketwatch  
cjaffe@marketwatch.com

# NYSE Flap Shouldn't Slow Checks

**REPORTING:** *You should not stop checking for conflicts even if odd proposal won't fly.*

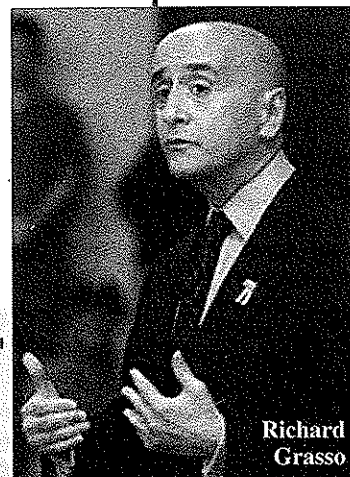
**R**ichard Grasso understood why the journalists in the room were a bit peeved.

The head of the New York Stock Exchange had seen one of his lieutenants float a proposal that would have required NYSE member firms to ensure that their analysts spoke only to members of the media who agreed to make certain disclosures.

That measure, de facto, would make some investment firms avoid the media, or seek some sort of guarantee that reporters would honor the disclosure rules.

Grasso wasn't actually trying to force the rules onto journalists, but he understood how the media would see it that way.

Grasso and Ed Kwalwasser, the NYSE attorney behind the rules proposal, said repeatedly throughout the luncheon — attended by a hand-picked group of leading business journalists — that the problems the investment world was having with the media "didn't involve anyone at this table."



Richard Grasso

When asked directly if the problems were the result of smaller mainstream media outlets, like papers the size of a Quad City Times in Iowa or The Morning Call in Allentown, Pa., Grasso reiterated that the real problem was not with

most folks working at newspapers or in widely circulated publications.

The issue, he said, was mostly in newsletters and tip sheets and tiny investment publications. In trying to avoid problems with those forms of media, the NYSE rules proposal was born.

Before you get too worked up about the disclosure proposal, it's important to recognize that few people expect it to pass. Behind the scenes, even some folks at NYSE acknowledge it's not exactly the brightest bulb they've turned on in recent years.

But part of the reason why this rules proposal was made is that creating a rule is the only way the exchange has of regulating its members. It can suggest "best practices," but hints and suggestions made without the penalty of rules violations tend to carry all the weight of a hummingbird feather.

In journalism, however, we go in precisely the opposite direction.

We shun rules, but we admire and like to follow best practices. So here's a best practice that would help journalism and make the exchange's disclosure issue go away.

If you've got something to disclose, do it. Regularly.

The standard seems pretty simple.

Disclose what you must; where nothing is disclosed, presume that your readers will believe no conflict exists. Living by that rule means that, in the future, we won't want to be caught having quoted a consultant who regularly takes contracts from the subject of the article, unless that material fact is disclosed.

It means we won't quote a mutual fund manager about a stock without saying whether she owns it, or did recently. If you'd be embarrassed for someone else to find out about the disclosure you **SHOULD** have made, then make it yourself.

With that practice, journalists can solve disclosure issues better than any rule. TBJ

## READ IT YOURSELF

The New York Stock Exchange proposed rule that would govern analysts' conversations with business journalists can be found at <http://www.nyse.com/pdfs/2002-49fil.pdf>.

## The Chair's Corner



BY MARTY STEFFENS  
SABEW Chair in Business and Financial Journalism  
steffensm@missouri.edu

# It's The World Economy, Stupid!

**W**e don't just cover local business anymore. We cover the global marketplace.

Even here in Columbia, Mo., we had a controversy recently when Square D, an electrical parts supplier, laid off 60 local workers and sent manufacturing jobs to Mexico.

Almost every company in your town has an international element — they may be owned by a foreign conglomerate, like the BMW plant in Greenville, S.C. Or they may own manufacturing plants around the world, such as Oregon-based Nike.

Even companies with only U.S. operations may find that their largest customer — or largest supplier — might be offshore. Empty shelves in some toy stores caused by the West Coast Longshoreman's strike were clear evidence of U.S. business' ties to global trade.

But how do we cover business that moves on a different time zone and in a different language? That's such a common question among business reporters that we made it part of the workshop lineup at the recent SABEW/SNPA seminar in Deerfield Beach, Fla.

Here are some useful tips from our presenter, Sheridan Prasso, senior news editor at Business Week, along with others I've gleaned along the way:

- Many businesses have sent jobs to Mexican factories. Want to contact NAFTA? It's 202-482-5438, or look for documents and dispute resolution on [www.nafta-sec-alena.org](http://www.nafta-sec-alena.org).
- You probably don't know that 97 percent of companies exporting prod-

ucts from the U.S. are small and medium-sized companies, most likely in your backyard. The Census Bureau keeps tabs on who and where. If you'd like to talk to their press office, call them in Maryland at 301-457-3629, or find information on [www.census.gov](http://www.census.gov).

- The office of the U.S. Trade Representative ([www.ustr.gov](http://www.ustr.gov)) sponsors a "Did You Know" site with some helpful information on World Trade Organization agreements. You can reach the press office at 202-395-3230.
- Another site that offers background is the [www.worldbank.org](http://www.worldbank.org), and Columbia University has a site that gives background on central banks, capital markets, other globalization topics, at: <http://www.gsb.columbia.edu/ipd/journalism.html>.
- Need facts about countries? Try [www.wordskip.com](http://www.wordskip.com), which has news and information about products and services organized by region. Or try my personal favorite, the Central Intelligence Agency's World Factbook site, <http://www.cia.gov/cia/publications/factbook/> — which offers maps and facts. Besides, it makes for a very authoritative source that will impress your editor!

- Also, with all the concern about companies incorporating offshore, you

can check out where your local companies have their incorporations at the site for the National Association of Secretaries of State. To access, go to: [www.nass.org/busreg/corpreg.html](http://www.nass.org/busreg/corpreg.html).

- Need a world map? Go to National Geographic's Map Machine. It's dynamic, so you can dial in different views. Find it at <http://plasma.nationalgeographic.com/mapmachine/>.
- And of course, you'll need a time translator. Don't take quick approximations for granted, as there are still parts of the world and parts of the U.S. that don't observe time changes (like parts of Indiana) in the spring and fall. A good one is [www.timeanddate.com](http://www.timeanddate.com).
- Sometimes, you need quick translation help. There are a few Web sites where you can cut and paste a few sentences and get it translated. Try these sites: [www.babelfish.altavista.com](http://www.babelfish.altavista.com) or [www.freetranslation.com](http://www.freetranslation.com).

There are other sites out there that will charge you for a real person to translate, with 24-hour turnaround. Take your chances

here; I'd use a language teacher from my local college or university first. TBJ

## GOT SITES?

Do you have favorite global business Web sites? Send them to [steffensm@missouri.edu](mailto:steffensm@missouri.edu) and we'll share at seminar and in future issues of TBJ.

Steffens is the SABEW Chair of Business and Financial Journalism at the University of Missouri.

She often helps reporters who are stuck on stories. Call her at 573-884-4839.



# 11 Seek 8 Board Seats

## ELECTION:

Only one  
incumbent  
on slate.

BY BILL BARNHART  
Chicago Tribune  
bbarnhart@tribune.com

The SABEW Nominating Committee presents the following slate of candidates for the society's Board of Governors, to be elected at the 2003 annual meeting in Boston.

Eight positions are open, including six three-year terms expiring in 2006, one term expiring in 2004 as a result of the resignation of James Mallory and one term expiring in 2005 as a result of the election of Jonathan Lansner as secretary/treasurer.

Only members who attend the meeting in Boston can vote. The top six vote getters receive three-years terms. The board seats expiring in 2005 and 2004 go to the next two vote getters, respectively.

Eleven individuals have agreed to be part of the SABEW slate, in alphabetical order:

• **CHARLEY BLAINE**  
MANAGING  
EDITOR/  
PERSONAL  
FINANCE  
MSN  
MONEY



Blaine is a long-time member of SABEW and was president of the society in 1999-2000. He joined the board in 1994 and, with CNN's Mike Kandel, managed the 1996 convention in New Orleans. He also organized the 1999 convention in Washington, D.C. He first became a business writer in Boise, Idaho, in 1979 and worked on the startup on USA Today from 1982 to 1986. He spent 10 years as business editor of The Times-Picayune in New Orleans and was the first editor of Family Money magazine, a short-lived venture of Meredith Corp. in Des Moines, Iowa. He joined MSN Money in 2000 and lives in the Seattle area. Because of his experience in magazines and online journalism, he believes SABEW must make greater efforts to represent and meet the needs of business journalists in all media. Increasingly, technologies are converging and business journalism is becoming much more a real-time venture. It should be part of the SABEW mission to help its members understand and be able to make the most of the opportunities of the new realities.

• **DAVID CALLAWAY**  
EXECUTIVE EDITOR  
CBS MARKETWATCH.COM

Callaway manages day-to-day coverage of global financial news with a team of about 90 journalists on three continents. He also writes a weekly col-

umn. Callaway joined MarketWatch in March 1999 as managing editor. He has been a financial journalist for 15 years, having worked for Bloomberg News and the *Boston Herald*. He covered the 1987 stock market crash; the insider trading scandals for the late 1980s; the development of a common currency in

Europe; and the consolidation of Europe's banking and securities industries in the mid-1990s. He worked in London for five years for Bloomberg.

He was named to his current post in early 2000. Callaway has appeared on television in the San Francisco area and on the CBS Evening News as well as on national radio. He joined SABEW in January 2002 and said he looks forward to "helping (SABEW) extend its mission of encouraging and developing excellence in business journalism to the online world, as well as to television and radio." Callaway received a master's degree and a bachelor's degree in science for journalism from Northwestern University's Medill School of Journalism.

• **DARRELL CHRISTIAN**  
BUSINESS EDITOR  
ASSOCIATED PRESS

In 30 years with The Associated Press, Christian has covered politics, news and sports. He has worked as a supervising editor on state and national



(continued on page 9)

## SABEW Board of Governors Candidate for Election

desks and has been a news manager in three different departments, taking the business editor role in January 2000. "You might think I can't hold a job," he said. "Instead, I think I offer a uniquely broad range of experience as SABEW continues to provide guidance and leadership to financial journalism in the 21st century." Christian has participated in the SABEW annual conferences in Atlanta, New York and Phoenix, as well as the personal finance workshop in Anaheim in 2001. Previously, he was sports editor for seven years and managing editor for six before a year and a half detour to build AP MegaSports, an electronic sports service offering stories, photos, audio, statistics and real-time scores. He has worked closely with Associated Press Sports Editors (APSE) and Associated Press Managing Editors (APME) and said he is, "a believer in the importance of organizations like these and SABEW to maintaining the professionalism and credibility so critical to our craft." Christian is an alumnus of the University of Kentucky.

• **GAIL DEGEORGE**  
BUSINESS  
EDITOR  
THE SOUTH  
FLORIDA  
SUN-  
SENTINEL



DeGeorge has been a South Florida-based business journalist for 20 years, working for regional and national publications. As a reporter, she covered a broad range of stories, from the bankruptcy of Eastern Air Lines to the savings and loan crisis; white collar crimes to the nascent capitalistic endeavors in Cuba. In her current post, which

she has held since May 1998, DeGeorge directs coverage of South Florida's business community by a staff of 11 reporters, four assistant editors and an editorial assistant. Her newspaper competes against papers to the north and south with the same or larger staffs but with smaller geographic coverage areas. SABEW named the *Sun-Sentinel* one of the best business sections in its circulation size in 1998, 1999 and 2000. Before joining the *Sun-Sentinel*, DeGeorge served as the bureau chief for *BusinessWeek* magazine's Miami office, responsible for covering Florida, the Caribbean and parts of Latin America. She is a native of Detroit, Mich., and holds a bachelor's degree in journalism from Oakland University in Rochester, Mich. She is also the author of *The Making of a Blockbuster: How H. Wayne Huizenga Built a Sports and Entertainment Empire from Trash, Grit and Videotape*, published in 1996 by John Wiley & Sons.

• **MARY FLANNERY**  
BUSINESS NEWS EDITOR  
THE PHILADELPHIA INQUIRER.

Before joining the *Inquirer* in 1998, Flannery was a healthcare reporter at *The Philadelphia Daily News* and a sports writer for the *Daily News* in New York. Flannery said that from its personal finance conference to its annual meetings, SABEW sessions generate ideas for stories, beat coverage and section



staff have found the sessions "quite beneficial." Flannery said she wants to "take a more active role in

designing (SABEW) programs and encouraging business journalists to take advantage of what SABEW offers." Flannery graduated from Georgetown University.

• **ILYCE R. GLINK**  
COLUMNIST/REPORTER  
TRIBUNE MEDIA/WGN-TV

Glink has been a business journalist for 15 years, working with a variety of media and is currently a syndicated columnist for Tribune Media Services and a financial reporter at WGN-TV in Chicago. The responsibilities of being a business or financial journalist have been showcased this past year - "a year in which some of the biggest news stories were business stories," Glink said. "As business journalists, our stories continue to have a tremendous impact on public and private companies, governmental and quasi-governmental organizations, and our reading, listening, and viewing public," she said. Glink said, "the forum that SABEW provides for communication between business journalists, as well as a variety of outstanding instructional programs, is an important niche that needs to be maintained and grown. I believe that SABEW has the resources to do this, but needs committed board members who will make time in their busy schedules to do the kind of day-in-day-out work that makes each of these programs so successful." Glink added that she has "benefited enormously from my SABEW membership" and would like "to give something back."



(continued on page 10)

## SABEW Board of Governors Candidate for Election

• **ANDRE JACKSON**  
ASSISTANT MANAGING  
EDITOR FOR BUSINESS NEWS  
ST. LOUIS POST-DISPATCH

Jackson has overseen business news coverage at the newspaper since spring 2001. Jackson joined the *Post-Dispatch* in 1987 as a general assignment reporter, covering events ranging from presidential campaigns to a Ku Klux Klan rally. He also worked on special projects, including series on race relations and minority construction contractors. Before becoming AME for business, he was a team leader in business and an editor on the city desk. Jackson holds an MBA degree from the Kellogg Graduate School of Management at Northwestern University and a bachelor's degree from Southern Illinois University. Jackson said business news "is increasingly important to journalism" and said he looks forward to "helping push for higher standards of reporting and improved training for business journalists." He attended his first SABEW annual meeting last year and said he was "impressed by the organization's sense of mission to improve the quality of business journalism and to lobby industry-wide for a heightened sense of the importance of business journalism."

• **GREG MCCUNE**  
MIDWEST BUREAU CHIEF  
REUTERS

McCune has 26 years of experience in business journalism. He has been around the world as a business journalist — eight years with Bridge News and 18 years with Reuters. He has written

and edited in five countries — the United States, Canada, Britain, Belgium and Australia. He was Reuters' chief correspondent in Canada (1992-1996) and Washington bureau chief (1996-2000) before moving to Chicago. McCune is responsible for a 14-state region, concentrating on business stories. In addition to his editing duties, he visits leading journalism schools and job fairs every year to recruit for Reuters. He helps teach a business journalism course at the University of Illinois and is a member of Reuters' corporate committee charged with promoting diversity in the company's workforce. McCune has



been active with SABEW for two years, including teaching a session in October 2001 at the SABEW writing workshop in Chicago; putting together a seminar

on business journalism for the National Association of Black Journalists Convention in August 2002; and currently working on the committee planning the 2003 SABEW Annual Conference. McCune noted that Reuters has a long history of supporting SABEW and said he wants to continue that contribution.

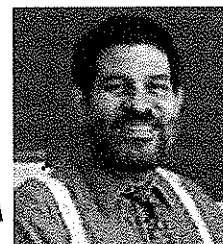
• **JAMES T. MADORE**  
MEDIA  
BUSINESS  
REPORTER  
NEWSDAY



Previously, Madore covered retailing and the economy for the Long Island daily. Madore has been a business reporter for the last 15 years, also working at the *Watertown (N.Y.) Daily Times* and *The*

*Buffalo News*. He was part of the reporting team that SABEW recognized last year with its "Best in Business" award for breaking-news coverage of the attempted hostile takeover of Computer Associates International Inc. Madore has attended every SABEW annual convention, but one, since 1991, along with several workshops. Last year, Madore completed a two-year term as president of the Alumni Association of Columbia University Graduate School of Journalism. The group — which represents 8,000 graduates — publishes a newsletter; organizes panel discussions; runs a mentor program; and gives awards annually to distinguished alumni. Madore said his experience with the Columbia alumni association would aid him as a SABEW board member. He said he hopes SABEW will explore avenues for greater participation by rank-and-file reporters. Madore holds a bachelor's degree in history from Washington University in St. Louis.

• **JOSH MILLS**  
DIRECTOR,  
MASTER'S  
PROGRAM  
IN BUSINESS  
JOURNALISM  
BARUCH  
COLLEGE/CUNY



Mills has worked as a business journalist for more than 20 years, half of that time at The New York Times as an editor and reporter. Previously, Mills was a reporter at *The Star-Ledger* in Newark, N.J.; a reporter and editor at The Associated Press; a rewrite man at the *New York Post*; a copy editor at *Newsday*; and a columnist at the *Daily News* in New York and Bloomberg News. He has taught at Columbia University, New York University

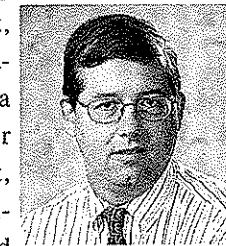
(continued on page 11)

## SABEW Board of Governors Candidate for Election

and other colleges. He continues to work as an editor, concentrating mostly on book projects. Mills said that for nearly 30 years, in a variety of newsroom and teaching jobs, he has worked to improve business and financial coverage and to teach its standards to young journalists. He said through his work with SABEW over the last several years he has discovered "kindred spirits who not only care about the issues I care about, but enjoy talking about them and learning from one another." Mills said he hopes, "to use a position on the board to continue to bolster the bridge between the profession and education." In particular, he wants to extend the techniques of good business and financial journalism to the coverage of sports, culture, health care, education and government.

• **CRAIG SCHWED**  
MANAGING EDITOR FOR  
BUSINESS, TECHNOLOGY AND  
SPORTS  
GANNETT NEWS SERVICE

Schwed has worked in a variety of editing and reporting jobs — print, online and broadcast — during a 25-year career with Gannett, United Press International and The Los Angeles Times/Washington Post News Service. Schwed's experience at GNS — the wire service serving 130 newspapers with combined daily circulation of more than 10 million — includes stints as business editor, re-



sponsible for working with business editors at Gannett daily newspapers to create a daily business report; assistant business editor, in charge of workplace and small business coverage; and personal finance editor. In 2000, he helped create and edit a weekly, paginated consumer technology section that continues to be published by dozens of newspapers in print and online. A graduate of the University of Florida School of Journalism, Schwed joined the SABEW board of governors in 1998. He is chair of the communications committee and a member of the Internet and membership committees. Since his election to the SABEW board, Schwed has attended every board meeting. If re-elected, he said he will continue to represent the interests of business journalists from both newspapers and wire services. TBJ

## "Alert to reporters: get to the Knight Center...!"

— Ronald Marisco, *The Star-Ledger*, Newark, N.J.

COMING UP  
**Covering  
Business,  
After  
Enron**

June 17-20

DEADLINE  
MAY 7

The Knight Center for Specialized Journalism offers fellowships for an in-depth seminar on "Covering Business, After Enron." The seminar will explore the post-Enron business climate, regulations and the widespread impact beyond the boardroom. Applications invited from print and broadcast reporters, editors and editorialists. Participants gain valuable sources, story ideas and a network of colleagues.

Send three sets each of: a resume; an application statement of 500 words or less; a supervisor's strong nominating letter that also agrees to cover salary and partial travel; and three clips. Broadcasters send an audiotape or VHS videotape. Send application to:

**To Apply**

**Knight Center for Specialized Journalism**  
University of Maryland, 1117 Cole Field House  
College Park, MD 20742  
(301) 985-7279 knight@uma il.umd.edu  
www.knightcenter .umd.edu



Fellowships cover instruction, lodging, meals and a travel subsidy. Funded by the John S. and James L. Knight Foundation, the center is affiliated with the University of Maryland's Philip Merrill College of Journalism. The Knight Center encourages women and minority applicants.

**Biz Buzz****AP Gets New Data Chief**

BY THE TBJ STAFF

**B**rad Skillman is the now the big cheese of small type.

Skillman is The Associated Press' new director of the Markets Information Group, the disseminator of stock tables and financial data to a host of media. Skillman joined AP Markets in 2001 as the deputy director for content and marketing. He succeeds SABEW governor Randy Picht, who recently was named director of Capitol Wire, the state government information service based in Harrisburg, Pa., acquired by AP last year.

Skillman joined AP's multimedia department in 1997 then moved to Biz News, where he was, among other chores, assistant biz news ed in charge of spot news.

Also at the AP, Meg Richards, ed on the International Desk, takes over the newly constituted corporations beat. She replaces mergers and acquisitions reporter Al Clendenning, now biz writer in Sao Paulo, Brazil.



Skillman

**OTHER NATIONAL OUTLETS**

- CBS MarketWatch added two: Charles Jaffe, formerly of the Boston Globe and current SABEW president, and author Jonathan Burton.

Jaffe is a senior columnist, writing three columns a week for MarketWatch, in addition to multimedia analysis of breaking news. Jaffe will also be host of "MoneyLife," a daily talk program on Boston's Business 1060.



Varney



Frank

Burton is mutual funds ed, replacing Craig Tolliver, who now edits the site's Newsletters & Research channel.

- Speaking of SABEW governors, The Wall Street Journal's Dave Kansas, deputy managing ed of WSJ Online, is acting ed of the Money & Investing section. Larry Ingrassia, ed of the Money & Investing section, is on special assignment with WSJ managing ed Paul Steiger.

- Speaking of The Journal, the paper and Dow Jones Newswires are now collaborating on "announcement-driven news" — earnings, acquisitions, and economic indicators — and other stories. Insiders say the efforts are driven by efficiency, rather than cost cuts.

- While talking about The Journal, its European and Asian editions will be publishing about two to four articles daily from The Washington Post. The Post lost an international presence when it sold its stake in the International Herald-Tribune to The New York Times.

- Lastly at The Journal, Raju Narisetti takes over as WSJ Europe's managing ed, replacing Richard Hudson, who's on book leave before becoming global tech ed. Anne Reifenberg, Brussels bureau chief, moves to The Los Angeles Times.

- Chief Executive mag named William Holstein as ed-in-chief. Holstein previously was world ed at BusinessWeek, ed-at-large at Business 2.0, and senior writer at U.S. News & World Report.

- IDG picked Kevin McKean as CEO and editorial director of InfoWorld Media Group in San Francisco. Previously he was ed director of PC World and executive ed at Forbes.com.

- Blaise Zerega quit the ed spot at Red Herring mag to be Wired's managing ed. Duff McDonald, New York bureau chief, temporarily replaces Zerega as Red Herring ed.

(continued on page 13)

**Biz Buzz** (continued from page 12)**WAY OUT WEST**

- The Los Angeles Times has a new biz columnist, its Pulitzer Prize-winning reporter, Michael Hiltzik. Twice every week he'll write "Golden State," which Times biz ed Rick Wartzman introduced by saying, "California is a place of dreams — some realized, some shattered — and Michael's mission every Monday and Thursday is to peek into the nooks and crannies of the state's business community and tell the dreamers' stories."

- The Phoenix Business Journal became the first in the 41-paper American City Business Journals chain to publish in a foreign language with its Spanish-language project, called "La Guia del Empresario." (Loosely translated, that's "The Entrepreneur's Edge.")

The 72-page partnership between Arizona's Department of Commerce and

The Business Journal is a resource guide for small business owners. Ashland Media's La Voz translated English copy and handled pagination. In all, 60,000 copies were printed in English, 20,000 in Spanish.

- Pat Maio is the new biz ed in Palm Springs at The Desert Sun. For the past six years Maio was with Dow Jones Newswires covering biz in Southern California. He replaces Gary West, now night assistant managing ed.

- The new biz ed at East Valley Tribune, covering the Phoenix suburbs, is Tom Gibbons. He takes the job of Chris Coppola, now metro ed.

- At the San Diego Union-Tribune Thom Kupper is deputy biz ed.

Kupper's been with the U-T as a reporter since 1997. Mike Freeman moves to the tech beat. Freeman previously covered the golf industry.

**GETTING THE GOODS**

Matt Marshall, biz reporter for the San Jose Mercury News, won a James Madison Freedom of Information Award from the Society of Professional Journalists. Marshall successfully battled CalPERS, California's public pension fund, to release data on its investments in venture capital funds. The Mercury News' legal challenge against CalPERS was settled in December 2002, with CalPERS agreeing to release data on its investments. After the data was released, Marshall wrote a story detailing how CalPERS invested \$19 billion in venture capital and buyout partnerships.

Terri Somers joins as biotechnology reporter from the South Florida Sun-Sentinel.

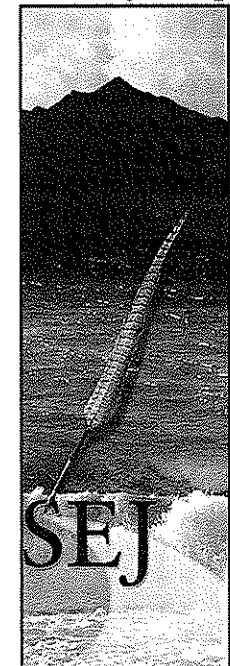
(continued on page 14)

**GONE!**

Bloomberg Personal Finance mag is no more. Personal Finance, which began publication in 1996, had a circulation of about 400,000. A Bloomberg spokesperson said weak advertising was a factor but the company's primary reason to shut the monthly was that it didn't mesh with the rest of Bloomberg's biz. Bloomberg is expanding distribution of Bloomberg Markets, previously targeted for its financial clients, to include some newsstands. ... Stuart Varney left CNBC and his show, jointly produced with the Wall Street Journal, has been canceled. CNBC and Dow Jones dropped "WSJ Editorial Board with Stuart Varney," because the pair could not decide on the long-term direction of the weekly show. ... CNN did not renew contracts of financial anchor Bruce Francis and financial news senior correspondent Allan Dodds Frank. ... Wireless Week is now published just twice a month.

**Call for Entries**

**Society of Environmental Journalists  
Awards for Reporting on the Environment**  
**\$1000 first-place award in each of nine categories:**



- Outstanding In-Depth Reporting—Radio
  - Outstanding Beat Reporting—Radio
  - Outstanding In-Depth Reporting—TV
  - Outstanding Beat Reporting—TV
  - Outstanding Small Market Reporting—Broadcast
  - Outstanding In-Depth Reporting—Print
  - Outstanding Beat Reporting—Print
  - Outstanding Small Market Reporting—Print
  - Outstanding Online Reporting
- Reporters from **all beats**: enter your best work on environmental subjects.

**DEADLINE: April 1, 2003**

Find official rules and entry forms: [www.sej.org](http://www.sej.org), email [sej@sej.org](mailto:sej@sej.org) or call (215) 884-8174.

Society of Environmental Journalists  
P.O. Box 2492  
Jenkintown PA 19046

**The Rosalynn Carter  
Fellowships for Mental Health Journalism**

The Mental Health Program of The Carter Center in Atlanta, Ga., announces six one-year journalism fellowships. Designed to enhance public understanding of mental health issues and combat stigma and discrimination against people with mental illnesses, the fellowships begin in September 2003.

- The program is open to print and broadcast journalists with a minimum of two years of professional experience.
- Each fellow will be awarded a \$10,000 grant and two expense-paid trips to The Carter Center to meet with program staff and advisors.
- Projects will be tailored to the experience and interests of the fellows, who will consult with the program's distinguished advisory board.
- Fellows will not be required to leave their current employment.

*"This program is an exciting component of our efforts to reduce stigma and discrimination against those with mental illnesses. I look forward to working with each of our fellows to promote awareness of these important issues."*

—Rosalynn Carter

The application deadline is May 5, 2003. To apply, write or e-mail:

THE  
CARTER CENTER



Thomas Bornemann, Ed.D.  
The Carter Center  
Mental Health Program  
One Copenhill  
Atlanta, GA 30307  
[ccmhp@emory.edu](mailto:ccmhp@emory.edu)  
[www.cartercenter.org](http://www.cartercenter.org)



**Biz Buzz** (continued from page 13)

• The Seattle Times inked a three-year deal with freelancer Bill Richards, a former reporter for The Wall Street Journal and Newsweek, to handle coverage of a possible end to The Times' almost-20-year-old joint operating agreement with the Seattle Post-Intelligencer. The arrangement hopes to avoid fears of biased reporting on the touchy topic.

• At the San Francisco Business Times, Patrick Twohy joins as senior ed. He was previously the biz ed at the Bay Area's Contra Costa Times and managing ed at Quicken.com. Also at SFBT, Eric Young, from The Deal, is covering the biz of law and politics, and Ryan Tate, also from Contra Costa Times, is covering residential real estate.

**ON THE EAST COAST**

• Steve Higgins is new biz ed at the New Haven (Conn.) Register. Higgins joined the Register in 1992 as a biz writer. For the past three years he was assistant metro ed.

• Kathleen O'Nan Davis is the Asheville Citizen-Times' new biz ed and will play a key role in a new weekly biz pub scheduled to begin appearing in the North Carolina newspaper in late March. Previously, she was biz writer, biz ed and bureau reporter for the Spartanburg Herald-Journal in South Carolina.

**BRAND NEW!**

InformationWeek, in conjunction with Network Computing and Optimize, in March launches Government Enterprise for computer professionals in federal, state and local governments. ... CNBC launches a show called Checkpoint, focused on the biz of security and war and its impact on the economy ... Primedia starts Transportation Security mag.

**READY FOR PRIME TIME?**

Even TV sitcoms have discovered business journalism. A January episode of NBC's *Frasier* featured actress Felicity Huffman (right) playing a former CNBC reporter who takes a job as the new finance reporter at Frasier's radio station. In this scene, Huffman chats with actor Tom McGowan, who plays the station manager.



• James Overstreet is the new deputy biz ed for The Commercial Appeal in Memphis. He was managing ed of the Memphis Business Journal for three years.

• At the Atlanta Journal-Constitution, Caroline Wilbert now covers CNN, Turner Broadcasting and the media. Matt Kempner, formerly on that beat, joined the biz department's enterprise team. Tony Wilbert moves from commercial real estate to Home Depot and Georgia Pacific. Patti Bond, who formerly covered those companies, is covering national biz.

**SMACK IN THE MIDDLE**

• Nancy Barnes is the new assistant managing ed for biz news at the Star Tribune. She was Sunday ed at The News & Observer of Raleigh, N.C. and had a variety of reporting and editing positions at The Sun of Lowell, Mass., The Free Lance-Star of Fredericksburg, Va., the Daily Press of Newport News, Va., and the York (Pa.) Daily Record. Barnes replaces Greg Stricharchuk, who became an associate biz ed at the Chicago Tribune.

• New to the Northwest Edition of the Arkansas Democrat-Gazette are Alex Daniels and Matthew Walter. Daniels, formerly of the shuttered Washington

Techway, primarily covers Wal-Mart and the retail sector. Walter, who previously wrote for Houston Business Journal and Business News Americas in Chile, covers real estate. Edward Klump moves from the Northwest Arkansas biz desk to the Little Rock biz desk to cover oil and gas, tourism, transportation and real estate.

• Denver Post Assistant Biz Ed Rowena Alegria has resigned. She's expecting a baby; moving to a small, Colorado town called Lamar; and pursuing her dream of writing a novel.

• The Fort Worth Star-Telegram adds Heather Landy to cover retail. Landy was working for Bloomberg News in New York. Also, the Star-Telegram is looking to replace veteran financial reporter Todd Mason who left to cover finance for the Philadelphia Inquirer.

• The 44th annual Katie Awards from The Dallas Press Club honored the following for outstanding business journalism: Daniel Zehr, Arkansas Democrat-Gazette; Miles Moffeit, Fort Worth Star-Telegram; Christine Perez, Dallas Business Journal; Gayle Reaves, Fort Worth Weekly; Julie Blackledge, Fort Worth Business Press; Jim Kennett and Margot Habiby, Bloomberg News;

(continued on page 15)

**Biz Buzz** (continued from page 14)

Natalie Gott, The Associated Press; Rick Hadley, WBAP Radio; and Jason Whitely and Tom Empey, KHOU-TV.

**FROM THE BOOKSHELF ...**

• Veteran freelancer John Wasik has published his ninth book, "The Bear-Proof Investor" by Owl Books. Columnist Jordan Goodman has published the sixth edition of Barron's Dictionary of Finance and Investment Terms. This one includes "Enronitis," Goodman reports.

**AND FINALLY ...**

If you didn't think there were enough biz writing awards, Uganda's Manufacturers Association will give out its own biz "Reporter of the Year Award." The group says it wants to "motivate reporting on industrial issues and the economy in general." TBJ

**OOPS! WE GOOFED**

Eugene Miller, one of the folks who helped start SABEW, graduated from Florida Atlantic. In a story about SABEW's roots in our last issue, we got his alma mater wrong.

**Supply, Demand & Deadlines****A Workshop on Economics for Journalists****TRAINING OPPORTUNITY!**

Sign up for the "Supply, Demand & Deadlines" workshop and learn how to better cover some of the most important but difficult economic issues facing our communities.

The workshop includes extensive opportunities for journalists to work through sample stories, case studies and critiques of journalistic work in these subject areas.

Those selected to attend the workshop receive free housing, meals, and all workshop handouts and materials.

The event is subsidized by the sponsors:  
the Federal Reserve Bank of Minneapolis and  
Minnesota Journalism Center.

Register now at: <http://www.mjc.umn.edu/sdd2003>

June 15-17, 2003

University of Minnesota-Twin Cities

**2003 Keynote Speaker - Anne O. Krueger**  
International Monetary Fund

**Society of American Business Editors and Writers, Inc.**

Missouri School of Journalism  
134A Neff Annex - Columbia, MO 65211-1200  
Phone: 573-882-7862, Fax: 573-884-1372  
e-mail: [sabew@missouri.edu](mailto:sabew@missouri.edu), web site: [www.sabew.org](http://www.sabew.org)

**Administration**

EXECUTIVE DIRECTOR: Carrie M. Paden  
Phone: 573-882-8985, e-mail: [padenc@missouri.edu](mailto:padenc@missouri.edu)

**Officers**

CHARLES (CHUCK) JAFFE, PRESIDENT  
Senior Columnist, CBS Marketwatch  
Phone: 781-383-6688, e-mail: [cjaffe@marketwatch.com](mailto:cjaffe@marketwatch.com)  
KATHY KRISTOF, VICE PRESIDENT  
Syndicated Columnist, Los Angeles Times  
Phone: 818-952-2870, e-mail: [Kathy.Kristof@latimes.com](mailto:Kathy.Kristof@latimes.com)  
REX SELINE, SECRETARY/TREASURER  
Managing Editor/News, Fort Worth Star-Telegram  
Phone: 817-390-7729, e-mail: [rseline@star-telegram.com](mailto:rseline@star-telegram.com)

**Board of Governors**

Term Expires 2003  
FRANK BRILL, Deputy Managing Editor/Business,  
The (N.Y.) Journal News  
SOUGATA MUKHERJEE, Editor, The Business Journal (Raleigh)  
RICHARD PAPIERNIK, Financial Editor, Nation's Restaurant News  
RANDY PIGHT, Director, AP Market Information  
BRAHM RESNIK, Broadcast News Editor, The Arizona Republic  
CRAIG SCHWED, Managing Editor/Business, Technology  
and Sports, Gannett News Service

Term Expires 2004  
BECKY BISBEE, Business Editor, The Seattle Times  
MARK CALVEY, Senior Reporter, San Francisco Business Times  
HENRY DUBROFF, Editor and Publisher, Pacific Coast Business Times  
BERNIE KOHN, Night Business Editor, The Washington Post  
FLOYD NORRIS, Chief Financial Correspondent, The New York Times

Term Expires 2005  
GERTHA COFFEE, Business Editor, Roanoke Times  
GEORGE GOMBOSSY, Business Editor, The Hartford Courant  
SANDY GONZALEZ, Editor, Bloomberg News  
DAVID KANSAS, Deputy Managing Editor, WSJ.com  
JONATHAN LANSNER, Business Columnist,  
The Orange County Register  
CHRISTIAN WIHTOL, Business Editor, The Register-Guard  
(Eugene, Ore.)

**Ex-Officio Board Members**

BILL BARNHART, Financial Markets Columnist, Chicago Tribune  
BYRON (BARNEY) CALAME, Deputy Managing Editor, The Wall  
Street Journal  
CHARLEY BLAINE, Managing Editor: Personal Finance, MSN Money

**THE BUSINESS JOURNALIST**

The Business Journalist is published six times per year by the Society of American Business Editors and Writers, Inc. Republication in any way is prohibited without written permission of SABEW.

EXECUTIVE EDITOR: Jonathan Lansner  
Business Columnist, Orange County Register  
Phone: 949-713-0111, e-mail: [lansner@cox.net](mailto:lansner@cox.net)



# INSIDE TBJ



40TH ANNUAL CONFERENCE  
APRIL 27-29, 2003 • BOSTON

Fidelity, UTC Execs  
To Address  
April Conference  
In Boston  
**PAGES 2-3**

The Environment's  
Hot New Biz Beat  
**PAGE 1**

Jaffe: Keep Bugging  
Analysts On Conflicts  
**PAGE 6**

Steffens: It's A Big  
World, After All  
**PAGE 7**

Buzz: Get The  
Latest Biz Gossip  
**PAGES 12-15**

## THE BUSINESS JOURNALIST

February/March 2003

Society of American Business Editors and Writers, Inc.  
c/o The Missouri School of Journalism at  
The University of Missouri-Columbia  
134 A Neff Annex  
Columbia, MO 65211-1200  
<http://www.sabew.org>

PRESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE  
**PAID**  
JEFFERSON CITY, MO  
PERMIT NO. 266

\*\*\*\*\*ALL FOR ADC 270  
3146  
Chris Roush  
Assistant Professor  
University of North Carolina School of J  
999 CAMDEN LN  
CHAPEL HILL NC 27516-4201 T12 P6  
7

**WHO'LL BE SABEW'S NEW GOVERNORS? NOMINEES ON PAGES 8-11**