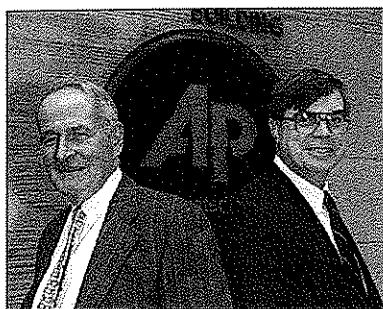


# THE BUSINESS JOURNALIST



## A Winning Duo

The Associated Press' John Cunniff and Chet Currier have been part of our business sections for decades. For their hard work, these veterans will receive the 1999 SABEW Distinguished Achievement Award.

13

## Get Ready for D.C.

SABEW's Annual Meeting in Washington kicks off May 2-5. Get all the details, speakers and events starting on page 6.

**Technology Conference**  
Seattle, Wash.

Sept. 22-24, 1999

**Personal Finance Conference**

Las Vegas

Nov. 7-9, 1999

## In every issue

PRESIDENT'S LETTER

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17



Bridge News quickly has become a major player in the financial news industry.

By Andrew Blum

Competition in the \$7 billion financial information industry is heating up, due in no small part to data giant Bridge Information Systems and its rapidly expanding news division, Bridge News.

Bridge News, which acquired Knight-Ridder Financial News in 1996, has expanded so much in the last three years that it appears to be mounting a challenge to the leaders in the financial news and information business—Dow Jones, Reuters and Bloomberg. Bridge now has

## Who Are These Guys?

*Bridge News' rapid growth wakes up industry*

600 journalists in some 100 locations worldwide—up from 300 journalists before the Knight-Ridder purchase.

While Bridge also has hired non-traditional news reporters, such as former traders, the majority of the

staff is from a news background. Bridge feels some areas of finance—currency arbitrage, for example—can't be understood by "outsiders," but writing and

CONTINUED ON PAGE 15

## SABEW OFFICERS

### PRESIDENT: SUSAN WELLS

AME/Business, *Atlanta Journal-Constitution*  
404-526-5322 swells@ajc.com

### VICE-PRESIDENT: CHARLEY BLAINE, JR.

Editor, *Better Homes and Gardens Family Money*  
515-284-3351 cblaine@dsm.mdp.com

### TREASURER: BYRON (BARNEY) CALAME

Deputy managing editor, *Wall Street Journal*  
212-416-2624 barney.calame@news.wjs.com

### SECRETARY: BILL BARNHART

Columnist, *Chicago Tribune*  
312-222-3599 webarnhart@aol.com

### EXECUTIVE EDITOR/TBJ, LISA HOLTON

Freelance writer  
847-869-7106 hmblescribe@aol.com

### FRANK BRILL

DME/Business, *Gannett Suburban Newspapers*

### STEPHEN DUNPHY

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### RANDY PIGHT

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Senior editor, *Bloomberg News*

### MARK RUSSELL

Business-financial editor, *Cleveland Plain Dealer*

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Senior editor, *Reuters New Media*

### CRAIG SCHWED

Business editor, *Gannett News Service*

### REX SELINE

Business editor, *Fort Worth Star-Telegram*

### ALECIA SWASY

Business editor, *St. Petersburg Times*

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### HENRY DUBROFF

Editor, *Denver Business Journal*

### MYRON KANDEL

Financial editor, *Cable News Network*

### JODI SCHNEIDER

Local business editor, *Washington Post*



## PRESIDENT'S LETTER

### SUSAN WELLS

AME/Business,  
*Atlanta Journal-Constitution*  
404-526-5322  
swells@ajc.com

## Officers Come and Go, But SABEW's Reach Keeps on Growing

**S**ABEW is growing up. This is the last column of my year as president of this organization, and many who have come before me might quibble that, indeed, SABEW was fully grown ere now. But developments over the last few years have placed SABEW solidly among journalism's elite organizations.

### Consider:

We've raised the bulk of the money needed to endow a SABEW Chair of Business Journalism at the University of Missouri. This chair will be more than just a professorship—it will create a relationship between that professor and SABEW that will extend SABEW's reach dramatically. It also will put SABEW, as well as Missouri, in the national limelight as a center for business journalism education, ethics and professionalism. We hope there will be a professor teaching by the fall of 2002.

Our membership has jumped from 1,900 to 3,000 in the last five years. Our membership spans the globe with some of our institutional members, with 80 members in CNN's stable, 209 in Bloomberg's, and 202 in Reuters' and 47 with Dow Jones News Service.

As our membership has grown, so have our services and our ability to provide them. We've now got a strong working database of members, a very popular resume bank, and a much more comprehensive and reliable newsletter. We've also reviewed our bylaws and will be voting on some changes at the annual meeting in May.

We've opened up our election process to make SABEW's leadership positions more accessible to the general membership. (See the 1999-2000 nominees for SABEW's board on page 8.)

We've also built record-breaking attendance at our conferences, particularly at our personal finance and technology conferences that draw business editors and writers nationwide. At our national conference (May 2-5) we'll offer a variety of news, management and production sessions to help your newsrooms work better.

And in June, SABEW will for the first time have a full-time executive director. At last fall's board meeting, we agreed to fund a full-time position, figuring that with all our new challenges, a staff person for 40 hours a week was a vital need. Our current executive director, Carolyn Guniss, has done a beautiful job of organizing our board, our office, our member services and our financial functions to present a much more professional face to members and the rest of the industry. She's also helped increase our revenue by spending time and effort cultivating sponsors and exhibitors for our conferences and conventions. We believe a full-time position will increase our abilities to serve our members.

I've been proud to serve SABEW; it has put me in contact with hundreds of colleagues around the country and given me many ideas I've used to create a better business section at my own newspaper. It also has made me realize how important it is for those of us who have been in the business awhile to reach back and pave the road for others.

I'm glad I've had a chance to add my bit to SABEW's history.



## BUSINESS

## NEWSPEOPLE

LISA HOLTON

Executive editor,  
*The Business Journalist*  
 hmbkscribe@aol.com  
 847-869-7106

Every business editor knows the pain and suffering of losing valued staff members, but consider **Bob Menaker's** plight—losing more than half of his eight-member reporting staff in the first three months of

this year.

"Well, some days are better than others. Toward the end of the week, when we're getting ready to wrap up our Business Times section, we really have felt the pain," notes Menaker, who joined the Washington daily in 1996 and became its business editor last year.

Most of the blame goes to the rapidly expanding Bridge News operation (see story Page 1). "Bridge really raided us," he said. "They're growing really fast."

Bridge News' Washington bureau has taken three of Menaker's team since January: **Peter Kaplan**, **Doug Abrahms** and **Sonny Goldreich**. Personal finance writer **Dawn Kopecki** recently went to Dow Jones Newswire in Washington, and reporter **Marc Selinger** returned to the Bureau of National Statistics, where he worked before joining the Times in 1998.

Menaker has begun replacing those losses to his eight-member reporting staff. He has brought in **Donna DeMarco** and **Bill Glanz** from the Baltimore Business Journal—DeMarco will cover retail and tourism and Glanz is set for utilities and other coverage areas that haven't been decided yet. Times staffer **Eric Fisher** will move from the retail beat to technology.

## ALL POLITICS ARE LOCAL

Boston politics gave the world Tip O'Neill, who made sure everyone knew that his congressional seat depended on

# Defections Clobber Washington Times Business Staff

how well he played in Beantown, not the Beltway.

So when the political editor's job came open at the Boston Globe, Business Editor **Larry Edelman** jumped at the chance. He left the section last month after a decade of working in business.

"I was interested in getting experience in other sections of the paper. Local politics is a key beat for the Globe, and it was the best fit for me," said Edelman.

"Although it was extremely hard for me to leave business news, I am enjoying seeing how the other half lives."

**Peter Mancusi** moved from deputy business editor into Edelman's post, and **Bennie DiNardo** of Boston Magazine replaced Mancusi.

Mancusi didn't have a lot of time to talk when asked about his new job or his plans for the section. "I'm having a good time," he said on the fly.

## GOING SOUTH

**Carol Cropper**, a contract writer for the New York Times in Dallas, has joined the Atlanta Journal-Constitution's business staff to launch a new beat to write about what happens when courts and regulatory agencies collide with business. Also, **Ellen Butler**, a longtime residential real estate writer on the AJC's business staff, retired at the end of March.

## SWITCH IN SOUTH BEND

**Ken Klimek**, assistant managing editor for administration at the South Bend Tribune, has added "...and business news" to his full title. As AME for administration and the paper's six-member business section, Klimek takes over for former busi-

ness editor **Nancy Johnson**, who moved to features earlier this year.

Klimek says his main priorities right now are finding an assistant business editor and thinking about possible enhancements to the Tribune Business Weekly, the paper's special business section.

## MOVES AT WIRELESS WEEK

Wireless Week, SABEW member and a Cahners publication covering wireless telecommunications, announced several moves. The Denver-based trade journal named **Monica Allevan** business editor from department editor.

**Brad Smith**, former technology editor who previously worked at The Denver Business Journal, The Denver Post and UPI, becomes data/Internet protocol editor. **Peggy Albright**, West Coast bureau chief based near San Francisco, adds technology editor to her title. Allevan replaces **Bill Menezes**, promoted to broadband editor on Multichannel News, which along with Wireless Week is owned by Cahners Business Information.

Wireless Week editor **Judith Lockwood** also reports she has an opening for a managing editor on staff.

## OTHER NEWS

The Morning Call in Allentown, Pa. has hired **Greg Karp**—business editor of its main local rival, The Express-Times (in Easton)—as a business reporter in Allentown.

**Julie Johnston**, metro reporter at The Journal Gazette in Fort Wayne, was named business reporter, covering real estate, agriculture, environment and economic development.

# Journalism loses two legends

## Larry Birger, Creator of Herald's Business Monday, Dies at 71

In case anyone on your staff ever wonders who invented the modern Monday business section, tell them it was Larry Birger.

A longtime editor in the business sections of the Miami Herald and earlier, the Miami News, Birger, 71, died from cancer in early January after his disease was diagnosed six months ago.

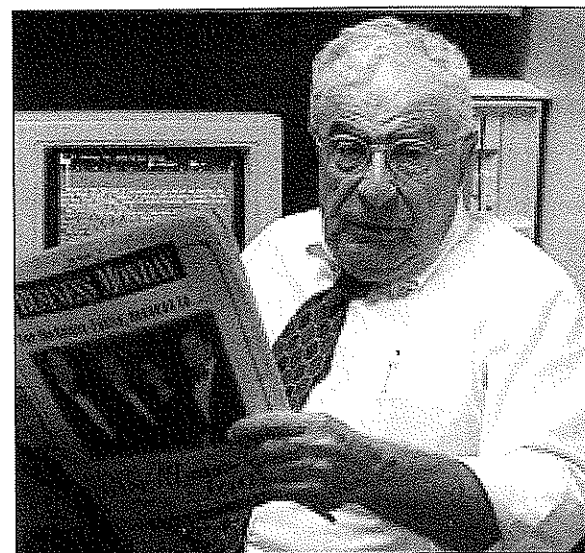
"He was a marvelous friend, colleague and fellow journalist," said Myron Kandel, financial editor of Cable News Network and like Birger, a SABEW Past President. Birger and Kandel are both recipients of SABEW's Distinguished Achievement Award.

On July 28, 1980, the first edition of Business Monday was published in The Miami Herald. Coming at a time when

economic issues—everything from inflation to oil shortages, trade wars to taxation—were moving to the forefront of American life, Business Monday was wildly successful from the start, and Birger, as its editor, gained national attention.

Soon, Monday morning business tabloids were a staple at metro newspapers across America.

"When a good story was breaking, no one could top Larry for tenacity and enthusiasm," said Jim Russell, a longtime Herald columnist, who knew Birger first as a competitor and later as a colleague.



Larry Birger

Ever the entrepreneur, Birger didn't

CONTINUED ON PAGE 16

## Bloomberg's Karmin, Pulitzer Winner, Dies of Cancer at 69

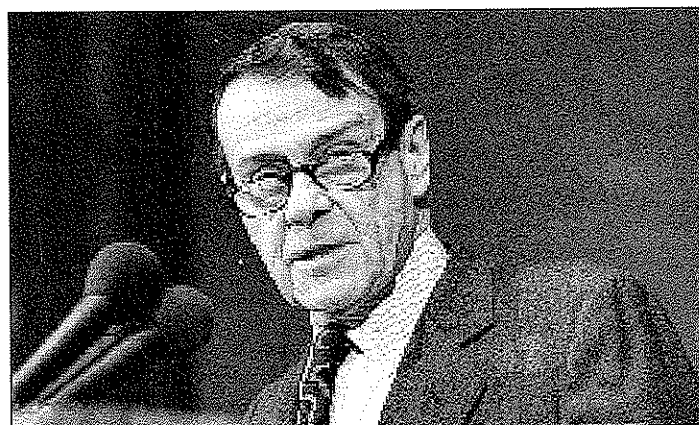
Monroe "Bud" Karmin, a Pulitzer Prize-winning reporter and editor-at-large at Bloomberg News since 1991, died in early January after a year-long bout with cancer. He was 69 and lived in Bethesda, Maryland.

Karmin's eight years at Bloomberg capped a career that included covering the civil rights movement for the Wall Street Journal, the supply-side revolution of President Ronald Reagan for Knight-Ridder Newspapers, and the Paul Volcker-era Federal Reserve as a senior editor for economics at U.S. News & World Report.

"I've always been a journalist and I enjoy it," Karmin said last year when he was about to be inducted into the Society of Professional Journalists' Washington,

D.C., Journalism Hall of Fame. "I'm pleased to join them, [and] I'm very flattered to be recognized."

Myron Kandel, SABEW past president and a friend of Karmin's since graduate school at Columbia University, said Karmin pushed to cover civil rights for the Journal: "That was quite a departure for a business-oriented paper, and was in part a tribute to Bud's enterprise and tenacity." Laughed Kandel, "I talked him into applying for the Journal when I did years ago. He got the job. I didn't."



Bud Karmin

Karmin was a SABEW member, and assisted in judging the SABEW Best in Business contest in 1997.

Karmin started out as a bond market reporter in New York for the Journal and reported for two decades from the newspa-

CONTINUED ON PAGE 16

## THE MEDIA REPORTS ON PR NEWSWIRE SERVICES FOR JOURNALISTS

"Your PRN Press Room is a great service; I appreciate how fast it was to register—I will use it often."  
**Gregory Michael**  
Special Sections Editor  
San Francisco Chronicle/Examiner

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**Douglas Gantenbein**  
The Economist

"It's very useful and I think it will become increasingly useful as we go forward...Being able to go to a single site and be confident I've got all of the major announcements and act on them is very valuable."  
**Cliff Glickman**  
Assistant Business Editor  
The Charlotte Observer

"ProfNet makes my life ten times easier and my stories twice as good."  
**Joannie Schrof**  
U.S. News & World Report

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# SABEW Annual

## NICAR Training, BIB Sessions

If you're looking to fill your notebook with dozens of story ideas and sure-fire ways to improve your business newsroom, book a flight to Washington, D.C. for SABEW's Annual Meeting May 2-5.

You'll get to sit in on special workshops with NICAR—the National Institute for Computer-Assisted Reporting—the premier journalism training organization for reporters and editors needing to learn about database and online resources.

You'll be able to learn the secrets of the winning dailies, weeklies and wire services in the Best in Business Contest roundup sessions and network with the editors and reporters who made it happen.

You'll get to attend a workshop by nationally known writing coach Don Fry, who headed the writing and ethics faculties at the Poynter Institute in St. Petersburg, Florida, and edited the Institute's series Best Newspaper Writing.

You'll get a chance to see what the 2000 census will tell business about the marketplace of the 21st century. Bill Bass, director of media and technology strategies at Forrester Research, will offer some forecasts on media trends and the growth of

online business.

You'll learn how to improve—and better use—the diversity in your own business newsroom during a session led by outgoing SABEW president Susan Wells.

And for fun, you'll get to have a special tour before the conference of the

Newseum, the journalism history museum on the site of the Freedom Forum. The Freedom Forum will host the annual awards program for the SABEW Best in Business Winners on Sunday, May 2.

If you haven't registered for the SABEW Annual Meeting or made a hotel reservation at Washington D.C.'s Wyndham Hotel, call SABEW at (573) 882-7862 or check the Annual Meeting registration page at [www.sabew.org](http://www.sabew.org).

Please mention that you are attending the Society of American Business Editors and Writers Conference to receive the special rate: \$145 single, \$170 double occupancy.

These rooms are run-of-the-house. You must reserve your room with a credit card or send a first night's deposit.

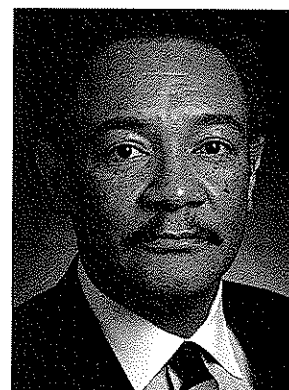
Children up to 13 years old stay free in the same room with parents.

Couples are billed at the double rate.

Current registration fee is \$445, which includes all meals and sessions.



Mary Schapiro



Weldon Lathan

# Meeting '99

## Lead Annual Lineup

### SCHEDULE OF EVENTS

At press time, the schedule for the 1999 SABEW Annual Meeting was still being finalized. For updates, please check the Annual Meeting Page on SABEW's Web site, [www.sabew.org](http://www.sabew.org).

#### SATURDAY, MAY 1

12-5 p.m.: Board of Governors meeting, Fireplace Room

#### SUNDAY, MAY 2

8-11 a.m. Registration

#### BEST IN BUSINESS RECEPTION AND AWARDS

3:30 p.m. Buses leave Wyndham to take attendees to the Freedom Forum for reception

4:05-5: Self-guided tour of the Newseum

5-6:30: **Best in Business Awards Reception**, sponsored by the Freedom Forum and Reuters

6:35-7:30: **Best in Business Awards Ceremony**, honoring the best newspapers and writers in business news for 1998.

Moderator: Frank Brill, asst. managing editor, The [Westchester] News Journal and SABEW Contest Committee Chairman

7:35-8:30: **Best in Business Awards**

#### Reception resumes

9: Buses take attendees back to the Wyndham

9:30-Midnight:

Presidential Suite, Wyndham Hospitality Suite opens, sponsored by Better Homes and Gardens Family Money magazine

#### MONDAY, MAY 3

7:30 a.m. Exhibit Hall/Continental Breakfast

8: Welcome SABEW members; Susan Wells, SABEW President

8:15:

Welcome to

Washington, Anthony Williams, Mayor of Washington, D.C.

8:30- 9:55: **The Future of Business Journalism**

Panelists: TBA

Moderator: Marshall Loeb, editor, Columbia Journalism Review

9: **NICAR Demo Room**

What is computer-assisted reporting, and why is everyone so excited about it? This includes story examples from around the country, focusing on business, finance and other money

stories.

10: Open lab/show & tell for members  
10-10:20: Morning Break/Visit Exhibit Hall

10:30: **Business News:** Business' impact on politics in the post-impeachment era  
Panelists: TBA

Moderator: Greg Valliere, Schwab Washington Research

10:30: **NICAR Demo Room**

Using spreadsheets to make routine stories easier: from earnings to economic indicators, let a computer help you organize your figures.

11:30 - Noon: Open lab/show & tell for members

Noon-1:30 p.m.:

Luncheon

Speaker: TBA

Sponsored by Kiplinger's Washington Editors [Another sponsor needed; contact SABEW]

1 p.m.: **NICAR Demo Room**

The best sites on the Web for business and economics reporters: From Edgar to Census, government information on the Web is crucial to covering the beat. Get the most from



Patty Abramson

CONTINUED ON PAGE 23

# Calvey, Stepanek Vie for Board Slot

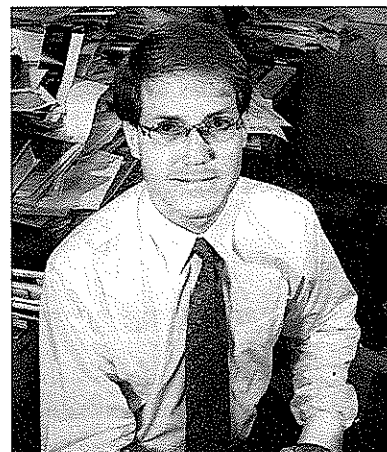
*In November, SABEW's Board of Governors voted to open up nominations for open board seats to SABEW's general membership. There is one open board seat at the upcoming annual meeting in Washington D.C.*

*Two SABEW members have responded to President Susan Wells' request in December/January's issue of The Business Journalists to fill this seat. All other eligible board officers and members—listed on Page 2 of this issue—are standing for re-election.*

*The following letters introduce floor nominees Mark Calvey and Marcia Stepanek, who nominated themselves for the board slots by SABEW's March 1 deadline. The general membership present at the annual meeting in Washington D.C. will vote May 4.*

## Mark Calvey

I am seeking your vote in this year's election for an open seat on the SABEW board of governors as our organization grows at a record pace and gains even greater influence over the future of our profession.



Before joining Bridge News last December as senior banking reporter in San Francisco, I was the banking reporter at the San Francisco Business Times. During my 14 years in business journalism I have held a variety of business reporting and editing positions at a number of media outlets, including the Charlotte Observer, Atlanta Journal-Constitution, Palm

Beach Post, American Banker's newsletter group, Akron Beacon Journal and Investor's Business Daily.

In demonstrating my commitment to SABEW in recent years, I have attended our annual and mid-year board meetings over the last two years to observe the proceedings; traveled to our headquarters in Columbia, Mo., to discuss opportunities in business journalism with students and faculty at the

University of Missouri; written stories for The Business Journalist and contributed to SABEW's endowment fund to establish a full-time professorship in business journalism at the University of Missouri.

CONTINUED ON PAGE 9

## Marcia Stepanek

I'm writing to ask for your vote in this year's election for an open seat on the SABEW Board of Governors.

I've been a member of SABEW for years and have watched it grow. I was intrigued by Susan Wells' invitation for members to step forward, as I have long believed in the goals of the organization and its commitment to fostering excellence in the field of business journalism.

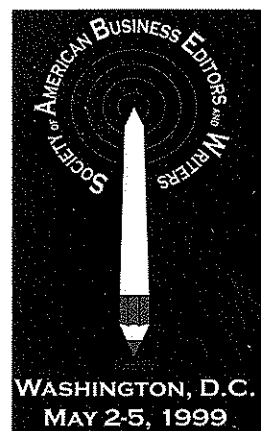
As information technologies start to challenge—and in some cases re-write—the rules of commerce and commercial culture over the next few years, I believe it's more important than ever for our profession



to arm itself with the proper analytical, educational and investigative skills to cover these changes well for our readers.

For that reason, I am especially interested in the ongoing fund-raising for the SABEW Chair in Business Journalism. I'm also a strong advocate for the development of strong investigative and analytical business writing skills and in making such training more widely available to young and mid-career journalists, regardless of the medium in which they work.

Beyond a love of business journalism, I would bring extensive board and business-writing experi-



CONTINUED ON PAGE 9

## Calvey

CONTINUED FROM PAGE 8

I look forward to continuing to work on several projects, including the ongoing fund-raising for the SABEW Chair in Business Journalism, which will help both new and mid-career business journalists. The complexity of business news is escalating even as the declining cost of accessing information—whether it be financial news services, a host of information-rich Web sites or electronic filings with the Securities and Exchange Commission—places more tools into the hands of business reporters from the largest organizations to the smallest.

I look forward to seeing many of you again here in Washington and introducing myself to first-time attendees of our annual meeting. Thank you for considering my nomination.

Mark Calvey  
Senior Banking Reporter  
Bridge News

## Stepanek

CONTINUED FROM PAGE 8

ence to the organization. Before joining the information technology team at Business Week in March 1998, I was the national economics correspondent for Hearst Newspapers in Washington, where I served as both chair and vice-chair of the Board of Governors of the National Press Club. Before my Washington Posting for Hearst, I was the company's Asia correspondent based in Tokyo. I've also worked for Knight-Ridder Newspapers in Washington as a business correspondent, and as an auto writer and special projects writer for the Detroit Free Press.

I've won a National Press Club Award for Washington Correspondence, a George Polk Award for Consumer Writing, a Women in Communications National Clarion Award for Explanatory Journalism and a Detroit Press Foundation Grand Prize for Newspaper Reporting. I was a finalist for a Pulitzer Prize for a six-part investigative series on Detroit's production and sale of unsafe cars. I have an M.A. in public affairs journalism from the University of Illinois and speak intermediate Japanese.

I look forward to seeing many of you in Washington in May and hope you'll give my nomination full consideration.

Marcia Stepanek  
Technology Strategies Editor, Writer  
Business Week Magazine, New York

### The Guinness Flight No-Load Funds

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# The Best in

## Cuts in News Resources

By Frank P. Brill

The biggest papers in the country may have resources most business editors envy. But judges in the above-350,000 circulation category in the fifth annual SABEW Best in Business Awards noted that giant newspapers are starting to surrender quality with sharp cutbacks in staff and budgets.

For that reason, those judges—who evaluated 18 of the largest business sections in the country—named only four BIB winners when they were free to name five.

"If there was a single lesson from our judging, it was this: Resources matter," the Giant Category judges wrote in their March awards summary.

"It is clear the some business desks have been squeezed hard. They don't have enough space, enough staff, enough resources. We felt, time and again, that we could almost hear talented business editors trying desperately to 'do more with less.'"

The judges—John Brecher, page one

editor of The Wall Street Journal; Robert Safian, managing editor of Money magazine, and Mark Vamos, business editor of Newsweek magazine—said they were puzzled by what they saw because there has been an "enormous surge of interest in business and economic news in this decade."

"There is a point where even the greatest editor cannot do 'more with less.' We felt some of the sections we reviewed were at that point. It is clear that some business sections have borne the brunt of newsroom cutbacks—and it shows."

Yet the judges also noted that bean counters weren't the only ones to blame for a less-than-stellar lineup of entries. They said they also

found "some newspapers that clearly support their business staffs" but produce "large but uninspired sections."

Among the gripes:

- "Too boosterish of local business."
- "Lack of voice."
- "Late on news and trends."
- "Inside space, if there is any, is filled

with overly long wire copy."

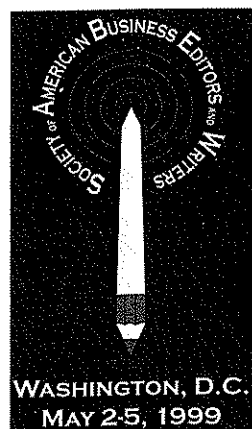
- "Lack of energy."
  - "Lack of fun."
- And last but not least,
- "Nothing in the section that would piss anybody off."

All told, 18 newspapers made the winners' circle in judging across five Best in Business categories for overall coverage, and eight news organizations were recognized for superior work under tight deadlines in the Spot News Contest.

More than 230 entries from daily newspapers, business weeklies and wire services entered the contests, which recognized the best overall publications and deadline reporting in business journalism during 1998.

Winners will receive their plaques and certificates of merit during a special ceremony at the Freedom Forum during the 1999 SABEW Annual Meeting in Washington, D.C. Information on attending the conference is contained in this issue of The Business Journalist.

Frank P. Brill is Deputy Managing Editor/Business for The [Westchester] Journal News and chairman of SABEW's Best in Business Contest.



# Business '99

## Slash Number of Winners

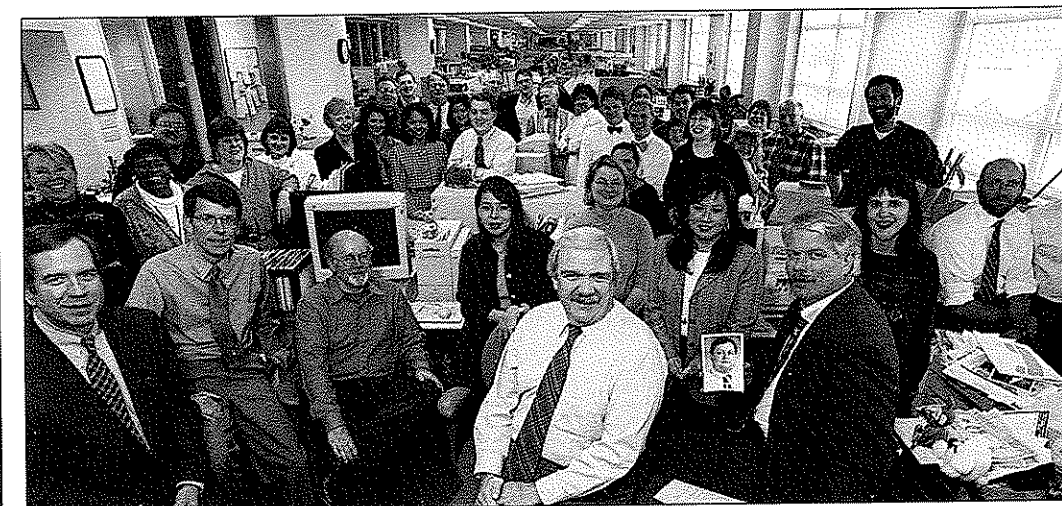
Best in Business winners for overall excellence, by category and in alphabetical order:

### GIANT

Newspapers with circulation 350,001 and above:

- The Boston Globe
- The Dallas Morning News
- Los Angeles Times
- USA Today

There were no Certificate of Merit Winners in this category.



The Dallas Morning News' business staff.

### LARGE

Newspapers with circulation 225,001-350,000:

- Rocky Mountain News (Denver)
- San Antonio Express-News
- Sun-Sentinel (Fort Lauderdale)

Certificate of Merit Winners: The Detroit News, Milwaukee Journal-Sentinel, Omaha World-Herald, The Tampa Tribune

Judges: Joseph Winski, Chicago bureau chief, Bloomberg News; Jane Light, editor-in-charge/equities, Reuters America; Jim Siepmann, financial copy chief, Chicago Tribune.

### MID-SIZED

Newspapers with circulation 100,001-225,000:

- Hartford Courant
- The Montreal Gazette

Certificate of Merit Winners: Austin American-Statesman, Contra Costa Times.

Judges: Bill Roberts, Washington bureau chief, The Journal of Commerce; Jon Talton, executive business editor, The Charlotte Observer; Thomas F. O'Boyle, assistant managing editor/features, Pittsburgh Post-Gazette.

MORE WINNERS ON PAGES 20 AND 21

## After Washington, Start Planning for Fall Conferences

If you're setting your travel budget for the rest of the year, here are the early details on SABEW's Fall conferences.

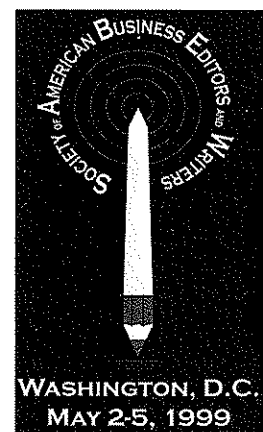
And if you have an idea for a session you'd like to attend or know of a speaker you'd like to see, send e-mail to SABEW at [sabew@jmail.jour.missouri.edu](mailto:sabew@jmail.jour.missouri.edu).

**3rd Annual Technology Conference**  
Seattle, Washington  
Cavanaugh's on Fifth Avenue Hotel  
Sept. 22-24, 1999

The 3rd Annual SABEW Technology Conference will be held in Seattle, Wash., Sept. 22-24, 1999.

The hotel room rate is \$131 single/double occupancy, extremely good for this market. Cavanaugh's is centrally located minutes from world-class shopping, four-star restaurants and the high-tech suburb of Redmond.

Make your hotel reservations by Sept. 1, 1999, by calling (800) 325-4000. Please mention that you are associated with the Society of American Business Editors and Writers' conference to receive this special rate.



For additional information on program and other trip details, check SABEW's Web site, [www.sabew.org](http://www.sabew.org).

**5th Annual Personal Finance Conference**  
Las Vegas, Nevada  
Golden Nugget Hotel  
Nov. 7-9, 1999

The city of Las Vegas may not conjure up thoughts of responsible investing and financial planning, but we're going anyway. The 5th Annual Personal Finance Conference will be held Nov. 7-9 at the Golden Nugget Hotel, in downtown Las Vegas. The room

rate is \$69 single/double occupancy per night or \$89 triple occupancy. Make your reservations by Oct. 6 by calling (800) 634-3454.

Please mention that you are associated with the Society of American Business Editors and Writers' meeting to get the special rate.

Though a casino hotel, the Nugget has excellent meeting facilities.

For additional information on program and other trip details, check SABEW's Web site, [www.sabew.org](http://www.sabew.org).



**Apply yourself!** The Alicia Patterson Foundation is looking for 8 to 10 print journalists to take a year off to research and report a story of their own choosing.

Applicants must have five years of print journalism experience. Fulltime freelancers are welcome. There is no age limit.

Fellows receive \$35,000. Employers customarily make up the difference, if any, between your salary and our stipend.

For 35 years, the Patterson Foundation has been underwriting important stories, in the United States and across the globe. Fellows write four, magazine-length articles during their fellowship year for the "APF Reporter" magazine. The work may be reprinted free by newspapers and magazines for one year.

Former fellows include *Forbes'* writer Joel Millman, now with the *Wall Street Journal*, economic columnist Robert Samuelson, freelancer Rita Jensen on law firm corruption, business writer Michael Hudson on banks and loan companies that target the low-income, investigative reporter David Burnham on the IRS, and financial writer Greg Millman, who did some of the first articles on derivatives. Current fellow Peggy Simpson, in Warsaw, is examining Polish entrepreneurs.

Applications must be postmarked by Oct. 1, 1999. Winners will be notified in early December and may start the fellowship in Jan., Feb., or March. Applicants must be U.S. citizens.

**FOR APPLICATIONS, WRITE, CALL, OR E-MAIL:**

**The Alicia Patterson Foundation**  
1730 Pennsylvania Ave. NW Suite 850  
Washington, DC 20006  
(202) 393-5995

E-mail: [apfengel@charm.net](mailto:apfengel@charm.net)

Applications may be downloaded from our web site:  
[www.aliciapatterson.org](http://www.aliciapatterson.org)

## Cunniff and Currier Win '99 Distinguished Achievement Award

**By Randy Picht**

This year's SABEW Distinguished Achievement Award will go to two—that's right, two—men who have made the trenches of business news the place to shine for more than 20 years.

John Cunniff and Chet Currier, both longtime writers for the Associated Press, have spent their careers explaining the economy, the stock market and investing to millions of newspaper readers around the country.

Their columns—thousands and thousands of them—have found their way into newspapers big and small. Recently, a California newspaper put a Cunniff column on Page 1. Business editors calling Business News to see if Currier's copy is on the wire, are on a first-name basis, as in: "Has Chet moved?"

When the board of governors of the Society of American Business Editors and Writers set out to honor a journalist who was making an everyday contribution, the names of Cunniff and Currier jumped out. Rather than pick between the two distinguished careers, the board took the unprecedented step of honoring both AP business writers.

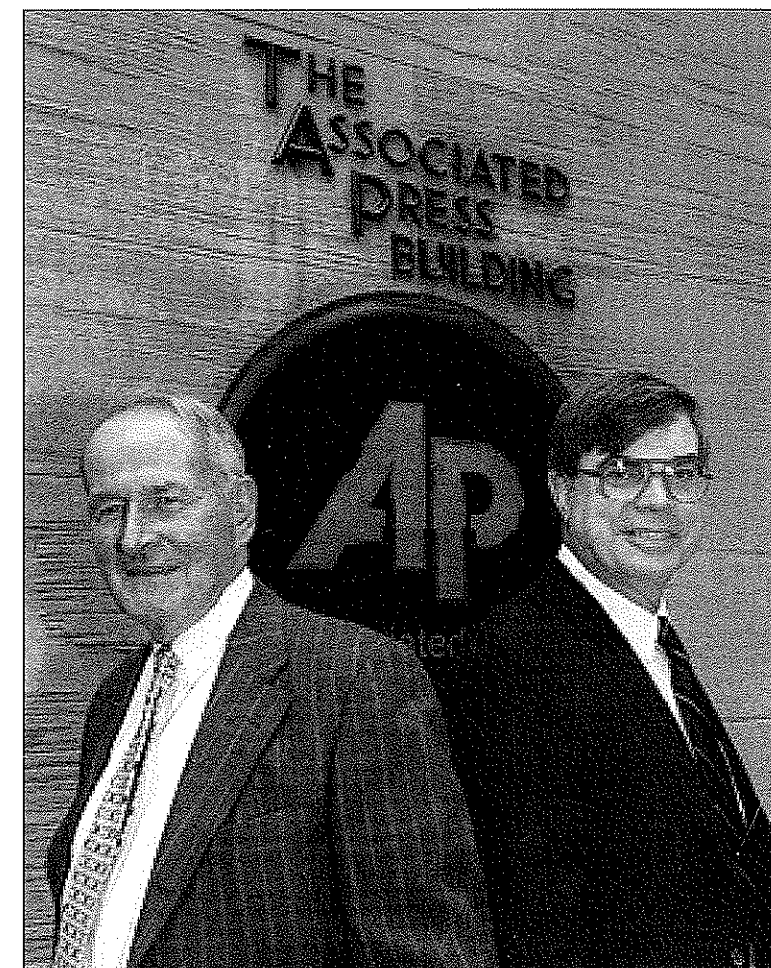


PHOTO BY MARTY LEDERHANDLER/ASSOCIATED PRESS  
John Cunniff (left) and Chet Currier have been the heart and soul of business reporting for the Associated Press for years.

Their awards will be presented May 4 at SABEW's annual meeting dinner at Washington, D.C.'s Wyndham Hotel.

"These two men have been the heart and soul of business reporting for more years than I've been in journalism," said SABEW President Susan Wells. "They've

given nearly every paper in the country the opportunity to have depth and analysis in their business report, even if they had next to no business staff. John and Chet deserve this award for the solid, quality work they have done every day through every twist and turn of the economy and the markets."

Cunniff, 70, joined the Associated Press in 1959 in Boston, fresh out of the graduate school of journalism at Columbia University. He became a business writer in 1963 and took over the familiar "Business Mirror" column three years later.

For 33 years he's written columns about money and the economy at least three times a week. The column is delivered to 1,500 newspapers and, for many, is their primary piece of economic analysis.

Cunniff pretty much pioneered the concept of business enterprise at the AP when, in 1965, he proposed a whirlwind, coast-to-coast tour of nine U.S. cities in 12 days to take a reading of the economy.

CONTINUED ON PAGE 14

# Achievement

CONTINUED FROM PAGE 13

Some of the stops that made the economy hum included a steel mill, a coal mine, an automobile assembly plant and a "mechanized farm."

Things, as Cuniff likes to say, were a lot different back then.

Cuniff has won numerous awards during his career including the Polk Award for national reporting, received an honorary doctorate degree from the University of Portland (Ore.) and is working on two business books.

Currier, 54, started his AP career in 1970 in Kansas City and became a business writer in New York two years later. He took over as the news cooperative's full-time Wall Street writer in 1974.

"At that time, the Dow was sagging under 600, mutual funds were thought to be an endangered species, and the AP was just beginning to broaden its coverage of investing and personal finance," Currier wrote.

He started his first column, Ticker Talk, in 1976, revamped the AP's old Weekly Wall Street fixture into a column, and then added On the Money, on broader personal finance topics, in 1979.

Currier has done all of this while handling the AP's daily stories on developments on Wall Street, a job he's had for 17 years.

Currier has written several books, among them *The Investor's Encyclopedia*, *The 15-Minute Investor*, *Careers in the '80s* and *Careers in the '90s*.

Also since 1979 Currier has also been the author of the AP Weekend Crossword puzzle. In 20 years, at 52 puzzles a year, he has created more than 1,000 Sunday-sized crossword puzzles (not to count about 20 others published in the New York Times).

He reports to his surprise and delight that he has not yet grown tired of doing this.

*Randy Picht is business editor of the Associated Press.*

## COMING IN LATE MAY SABEW's Annual Membership Guide

Free to all SABEW members in good standing. If you fail to receive your copy, call the SABEW office at (573) 882-7862.

## Best Wishes to SABEW Members

For another  
successful convention!

**KANTER & ASSOCIATES**  
**L. Erick Kanter, President**  
703/534-2150

*Providing Access to Mutual  
Fund Portfolio Managers  
since 1995.*

# Bridge News

CONTINUED FROM PAGE 1

editing can be taught more easily to non-journalists.

"They've not been a competitor until recently," said Angela Wilbraham of Waters Information Services, alluding to Bridge's \$275 million purchase of Knight-Ridder Financial and its expansion, notably to repair its weak spots in corporate coverage.

Historically, Bridge has been strong in commodities and fixed income, said Ms. Wilbraham, an editor in Waters' Market Data Group. Waters is a research company in financial information and services.

In fact, Bridge claims to have displaced Bloomberg in serving more clients in the news media, a charge hotly disputed by Bloomberg. Yet, both companies claim to directly serve around the same number of media clients—about 250—plus many more indirectly by wire and syndicate feeds. Whatever the truth, one thing is clear—Bridge is taking a page out of Bloomberg's early recipe for news subscriber success by giving the news service away free to media clients.

Ironically, Bloomberg stopped its free giveaway policy last year, since it now charges news media for its news feed at prices depending on circulation. (See TBJ, Oct./Nov. 1998.)

At Bridge, media clients with fewer than 24 desktops have to pay only for the telephone line hookup, but more than that number it becomes a system-wide hookup with a nominal fee of \$50 a month. There are no plans to charge for the service

based on circulation like Bloomberg, said Bridge spokesman Tim Kelly.

Bridge is definitely growing. Pick up a copy of Editor & Publisher in a given week or read the Sunday New York Times classified section and there are ads for openings at Bridge, whose offices are at the World Financial Center—in the same complex as Dow Jones.

In a recent interview, Angus Robertson, Bridge News executive vice president, said while Bridge has expanded by leaps and bounds, there is no hiring target for

campaign. The acquisition also included such other Knight-Ridder services as financial information products. Some of those have remained with Bridge, while others were phased out.

At the time of the purchase, KRF was the financial news service feeding all Knight-Ridder papers. Bridge was then a financial data organization company with no real news service. "News was the piece Bridge did not already have," Robertson said.

Founded in 1974 with headquarters then in St.

Louis, Bridge Information Systems in 1995 was purchased by the New York City investment firm of Welsh, Carson, Anderson & Stowe.

Bridge News' parent company also purchased Dow Jones' Telerate markets business

in May 1998. Later that year, it purchased the financial information business of ADP.

Besides direct feeds of Bridge News, clients also get the service through other newswires and services like NewsEdge. In total, there are more than 1 million viewers of Bridge News.

"As the first or second-largest provider of financial information in the world, we feel it is important to have the news those clients require," Robertson said. "That means coverage of the full range of financial news worldwide. Our expertise is focus on markets and what drives them."

Asked about competition with Dow Jones, Reuters and Bloomberg, Robertson said: "We've been competing with them for a number of years and will continue to

## HOW BRIDGE STACKS UP

All revenue figures in billions of dollars. All employment information current to Jan. 1, 1999

Company	Journalists	Total Jobs	Countries	Revenue	Founded
Bridge	600	4,500	60	\$1.4	1974 (news 1996)
Bloomberg	710	4,900	65	\$1.8	1981
Dow Jones	750	8,300	66	\$1.87	1882
Reuters	2,072	17,000	157	\$5	1851

growth—not three years ago and not for the future. "We have no specific goal in terms of the number of people we will have. Our goal is to provide coverage that our clients need and we will continue to expand that coverage."

Robertson said the growth has put Bridge into the top ranks of real-time financial information providers in the United States and worldwide. In the worldwide arena, its top competitor is Reuters. And, in terms of users, Bridge has a total of more than 300,000 screens, which includes a news component. As Robertson explained: "All our clients get some level of news."

Since acquiring Knight-Ridder Financial, he said, Bridge has expanded that former company's market penetration with an aggressive hiring and marketing

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## Bridge News

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do so."

Bridge spokesman Kelly, who previously worked in a similar capacity at Bloomberg, said in the last two years the focus has been to make Bridge the top news and data provider to the news media. "We are now the largest provider of financial information to the media," he said, adding Bridge has displaced Bloomberg in that market segment, citing the Chicago Tribune as an example.

Part of this may be Bloomberg's decision to charge newspapers for its service. While Bridge claims to have 2,500 terminals—serving many of the top newspapers in the country—in the media client area, Bloomberg take issue with the claim it has been displaced.

Bloomberg spokeswoman Chris Taylor said the only newspaper where it was

"displaced" was the Tribune, which acted because Bloomberg signed a deal to provide exclusive Sunday copy to the Chicago Sun-Times business section. She said for example, the New York Times runs many more Bloomberg stories than those of Bridge, and that Bloomberg has 250 paying media clients plus distribution via The New York Times Syndicate.

"That's not displacement."

Kelly said as Bridge continues on the upswing, "you will start to see more and more Bridge news stories in The New York Times as it becomes easier to integrate [into news systems]."

So far, at the Tribune, at least, Bridge is a winner. Tim Franklin, associate managing editor for business at the Tribune, said the paper gets Bridge free. "We pay a phone company charge in the ballpark

of \$5,000 a year," he said. Franklin and Tribune financial markets columnist Bill Barnhart, a SABEW officer and former TBJ editor, praised Bridge coverage but noted corporate news coverage was still weak.

"The operating system is usable," said

in chief of Bloomberg News. "He will be forever remembered for his example."

Chicago Sun-Times Columnist Robert Novak, who worked with Karmin on the Daily Illini newspaper at the University of Illinois where both were sportswriters in

Barnhart, who likes having competing sources of news coverage at his fingertips. (The Tribune also has Dow Jones, AP and Reuters.)

Not content to rest on its laurels, Bridge is moving ahead with more expansion and new projects. In 1999, expansion continued with new bureaus in eastern Europe, Africa and U.S. cities including Atlanta, Boston and Detroit. Robertson said during the week of March 15, Bridge rolled out a special package of content aimed at media clients through the ANPA format—to integrate better with newspaper news systems—thus avoiding papers having to re-key stories to run them.

Bridge's future competition won't stop at the traditional wire services, Robertson said. "To me the landscape is changing. We don't see competition as simply those [news outlets]." The Internet is offering up competitors like Street.com for Bridge to face, and Waters' Wilbraham cited Market News Service as an up and coming provider.

At Dow Jones and Reuters, spokesmen indicated they welcomed Bridge's expansion as a challenge but that they felt their products and marketplaces were secure.

*Andrew Blum is a freelance writer in New York. His e-mail address is Ablum4@aol.com*

the late 1940s, recalled having spirited economic debates with Karmin. "He was in love with economics," Novak said. "He didn't see how a conservative like me could be in favor of cutting taxes. He was a lot of fun to argue with."

left the paper to join what was then called Bruce Rubin Associates, a public relations firm. It's today known as Webber/RBB.

"Larry will be missed by every single person in this firm, but some of the younger people here are devastated," Rubin said. "Larry had a very special relationship with our younger people. I would often see them in Larry's office, asking him everything from journalism history to how to make a story more compelling. They especially liked having Larry review their stories. I think, though, that Larry liked it even better."

## Birger

CONTINUED FROM PAGE 4

rest on his Business Monday laurels. He hosted a business program on WLRN, the local public radio station, and was correspondent for Business Week magazine. In 1989, he left The Herald to start a Knight Ridder publication called Runways, which covered the airline and aerospace industries in Southern California.

When Runways didn't fly, he returned to Miami and The Herald. In 1994, Birger

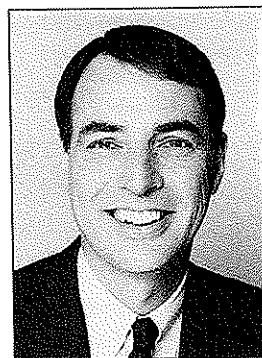
## Karmin

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per's Washington bureau. In 1967, Karmin and fellow Journal reporter Stanley Penn won the Pulitzer Prize for national reporting for a series of stories that exposed the link between organized crime in the U.S. and big-time gambling in the Bahamas.

Sigma Delta Chi, later renamed the Society of Professional Journalists, previously honored Karmin for the same series, bestowing upon him a Distinguished Service award.

"Bud Karmin, throughout his career, set a standard of excellence that is rarely achieved and that helped Bloomberg News in its infancy inspire hundreds of its reporters," said Matthew Winkler, editor



**Angus Robertson of Bridge News.**

## Current Job Listings

For other listings, check out the Society of American Business Editors and Writers' Web site at www.SABEW.org.

### East Coast

#### The Kiplinger Editors Business Journalist

The Kiplinger organization is seeking a seasoned journalist for its business forecasting division, contributing to The Kiplinger Letters and Kiplinger Special Service, a new Web-based forecasting and query service. Candidates should have a minimum of 5 years' experience in business-related journalism, preferably covering one or more national business sectors, writing about trends in production, marketing, government regulation, trade, etc. Must have the ability to analyze and project current conditions into future outcomes. Self-starter who can spot emerging trends early. Competitive salary and benefits. Please send cover letter, resume, clips and salary requirements to:

#### Personnel Dept.

The Kiplinger Editors  
1729 H St. NW  
Washington, DC 20006  
e-mail: personnel.department@kiplinger.com

#### Rochester Democrat & Chronicle Business Reporters

The Rochester Democrat and Chronicle, Rochester, N.Y., is accepting applications for two business reporting positions: A reporter to cover commercial real estate and development and a reporter to cover Xerox which has its largest manufacturing presence in the Rochester area. We publish a morning newspaper with a circulation of 185,000 daily and 250,000 Sunday. Rochester is a major manufacturing/export center, including the corporate headquarters of Eastman Kodak Co. and Bausch & Lomb Co. Rochester is home to 10 colleges and universities, including the Rochester Institute of Technology and the University of Rochester with its Simon School of Business and Eastman School of Music. The Rochester Democrat and Chronicle values the benefits of diversity in the workplace and are committed to equal opportunity employment. Send work samples, resume, salary history and expectations with a cover letter outlining your vision/thoughts to:

#### Thomas E. Callinan

Editor and Vice President/News  
Rochester Democrat and Chronicle  
55 Exchange Blvd.  
Rochester, NY 14614

#### Times Union Business Writer

Join a dynamic team of business writers seeking to develop a 21st century business section for an award-winning daily newspaper. We are seeking a technology/manufacturing writer for a SABEW award-winning Business section planning to add

new features and projects this year. Fax or e-mail your resume to:

#### Alan Abbey

Business Editor  
Times Union  
Albany, NY  
fax: (518) 454-5628  
e-mail: aabbey@timesunion.com

#### LRP Publications Editor

LRP Publications, a leading publisher of newsletter and trade magazines, is looking for experienced, deadline-oriented journalists to research and write news and other stories related to business. At least two years' solid experience on a newspaper or magazine required, as are excellent reporting skills. Send three clips to:

#### LRP Publications

747 Dresher Road  
Dept. 120/ED  
Horsham, PA 19044  
Fax: (215) 784-0936

#### Managing Editor

We have an opening in our Alexandria, VA location for a managing editor who is experienced in editing/reporting with knowledge of HR issues to edit a weekly newsletter for federal HR professionals. Coverage includes Congress, court decisions, workplace violence, disciplinary issues, sexual harassment, labor/management, employment conditions, safety and health, etc. Office is close to King Street metro. Please send resume, writing samples, salary requirements to:

#### Dept. SPH

LRP Publications  
1555 King Street, Suite 200  
Alexandria, VA 22314

telephone: (703) 684-0510 ext. 530

ask for Patrick

fax: (703) 519-5734

e-mail: work@lrp.com

#### Mealey Publications Editor/Reporter

Legal publisher seeks hard news reporters to take charge of litigation reports. Our editors have become experts in such fields as tobacco and insurance litigation. Hard news reporting a plus. Competitive salary and great benefits including 401K plan. Send resume to:

#### ED

P.O. Box 62090  
King of Prussia, PA 19406  
e-mail: sjacobs@mealeys.com

#### Poughkeepsie Journal Reporter

The Poughkeepsie Journal seeks an aggressive, creative reporter who excels on deadline, can handle the big story as well as making the routine story sparkle, and has a knack for driving home what-it-means impact. Candidates should possess sophisticated writing and reporting skills and can transform nuggets of information into compelling, layered stories. Send resume and

samples of work to:

#### City Editor

Poughkeepsie Journal  
Box 1231  
Poughkeepsie, NY 12602

#### Waters Information Services

#### Senior Wall St. Reporter

Exciting, challenging job for reporter covering Wall St. trading rooms. Send resume, clips to:

#### Editor, TTW

c/o Waters Information Services  
270 Lafayette St.  
Suite 700  
New York, NY 10012  
e-mail: egrygo@watersinfo.com

#### Philadelphia Business Journal

#### Special Reports Editor

Experienced, hands-on business news editor needed who works well with staff, freelancers and with proven editing, assignment skills. Quark experience a must. Send resume, cover letter to:

#### Allen Greenberg, editor

Philadelphia Business Journal  
400 Market St.  
Suite 300  
Philadelphia, PA 19106

#### Insurance News Network

#### Staff Writer

Insure.com-the Insurance News Network, based in West Hartford, Conn.-is the Web's leading provider of consumer insurance news and information. We're looking for a full-time Business Writer to report on investment-related insurance products such as annuities, insurer business developments, investment practices, and other topics of interest to consumer readers. Please send resume and clips via e-mail to:

#### Amy Danise

Managing Editor  
e-mail: adanise@insure.com

Or to:

76 LaSalle Rd.  
West Hartford, CT 06107  
No phone calls, please.

### Midwest

#### The Omaha World-Herald Business Editor

The Omaha World-Herald, a 285,00-daily, is seeking a content-driven, reader-oriented business editor to lead a staff of 10. The ideal candidate will be committed to shaping aggressive "you read it here first" coverage of business, and to helping position our business department to take advantage of a new printing plant that is to open in 2001. Omaha is a growing metropolitan area of 700,000. It has Warren Buffett and is a national or regional hub for transportation (Union Pacific Railroad), insurance (Mutual of Omaha),

## Current Job Listings

high-tech (First Data Resources and Level 3 Communications), food processing (ConAgra), telemarketing and banking. Write:

**Jeff Gauger**  
Asst. Managing Editor  
Omaha World-Herald  
1334 Dodge St.  
Omaha, NE 68102

### The Detroit News Business Reporter

Experienced business reporter to cover health care industry and banking. Apply to:

**Jim Higgins**  
Business Editor  
The Detroit News  
615 W. Lafayette  
Detroit, MI 48226

### William Blair and Co. Editor

William Blair, a Chicago-based investment firm is looking for an experienced editor. Bachelor's degree required. Candidates should have excellent oral and written communication skills, be detail-oriented, comfortable with numbers, and have an ability to handle multiple tasks in a fast paced environment are some of the requirements. Our candidate should be highly motivated, enthusiastic, and able to work well in a team setting. Please apply by fax/e-mail/mail ONLY. No calls please. Send materials to:

**Lynn A. Orlebeke**  
fax: (312) 364-5443  
e-mail: lao@wmlblair.com  
William Blair and Company L.L.C.  
222 W. Adams St.  
Chicago, IL 60606

## Mountain

### Wireless Week Managing Editor

Are you great with headlines and captions? Wireless Week seeks production pro, skilled copy chief for editorial management post in Denver, Colo. Immediate opening created by internal advancement. Integrate and package editorial and graphics for award-winning, four-color publication with aspirations. Journalism degree and periodical experience required. Some travel. Fax resume, two published samples and cover letter describing those samples to:

**J. Lockwood**  
Cahners Business Information  
Fax: (303) 399-2034

### Colorado Springs Business Journal Reporter

The Colorado Springs Business Journal has an opening for an enterprising reporter. The CSBJ offers more than a competitive salary; we offer community journalism at its finest. We provide local business owners with insightful coverage of

national stories and their impact on Colorado Springs, breaking local news and analysis of community business issues. Contact:

**Amy Haimerl**  
Editor  
e-mail: Amy.Haimerl@csbj.com  
fax: (719) 634-5905

## New England

### Patriot Ledger Business Writer

The Patriot Ledger, a 76,000-circulation daily immediately south of Boston, is hiring a full-time business reporter. We are intensely local, but understand an Asian financial crisis is important to our readers if we explain it and show the impact. We cover workplace issues as regularly as financial statements, and thrive on lively profiles and stories that tell themselves through the people involved. What we want: A reporter with great ideas who can execute. Daily newspaper experience is a must. The Ledger publishes afternoon papers Monday through Friday and a Weekend edition on Saturday morning. There are two business reporters, a business editor and a part-time intern in the department. To pursue the discussion, send resume and clips to:

**Tom Benner**  
Business Editor  
The Patriot Ledger  
PO Box 699159  
Quincy, Mass., 02269-9159  
fax: 617-786-7384  
e-mail: tbenner@ledger.com

## Southeast

### LRP Publications Business Journalists

Take your reporting and writing experience to the next level. Manage contents of a sophisticated newsletter. Positions involve strategic planning, story generation, reporting, writing, editing, and layout. Current openings are for newsletters focused on areas such as: customer service, sales, higher education, secondary education, international securities and ergonomics. LRP Publications is a growing publisher and other new opportunities will continue to be available as our Florida office continues to grow. We require a four-year college degree, 3-5 years of experience and proven writing skills. You must be deadline-driven with a dedication to sophisticated, in-depth reporting. LRP Publications produces more than 1,000 newsletters, magazines, books, loose-leaf services, videos, software, CD-ROMs, online services, conferences, and more. For more details on LRP Publications, visit our home page on the Internet at www.lrp.com. Send resume, writing samples to:

**LRP Publications**  
Attn: Jennifer Hagan  
360 Hiatt Drive  
Dept. 120F  
Palm Beach Gardens, FL 33418

Fax: (561) 622-1375

### News & Record Business reporter

100,000-subscriber daily newspaper seeks reporter to cover the region's thriving furniture, telecommunications and retail sectors. Two or three years' experience required. Candidate should be energetic and resourceful, with good clips and an ability to react quickly under pressure. This is a high-profile job and an attractive salary/benefits package is available to the right person. Send resume and clips to:

**John Robinson, Editor**  
News & Record  
P.O. Box 20848  
Greensboro, NC 27420

### The Orlando Sentinel Business Reporter

The Orlando Sentinel has a plum assignment; covering Walt Disney World and the company behind it. Disney, which employs more than 50,000 in Central Florida, is a giant force in the area's economy. The right candidate will be an aggressive reporter and excellent writer who makes great sources and has covered both business and government. Send a resume and 5-7 clips to:

**Mr. Dana Eagles**  
Deputy Managing Editor  
The Orlando Sentinel  
633 N. Orange Ave.  
Orlando, FL 32801

### The State Newspaper Business Reporter

The State, a Knight-Ridder newspaper, located in Columbia, S.C., with a circulation of 125,000/daily and 165,000/Sunday, is looking for an experienced business reporter to cover banking, personal finance and consumer affairs. Must have working knowledge of the banking industry and practices; have a familiarity with personal finance and have the ability to analyze financial data. The ideal candidate should have 3-5 years' experience with previous business reporting experience preferred and good computer skills. Please send resume, clips, references and salary requirements to:

**Beverly Dominick**  
Newsroom Development Mgr.  
The State  
1401 Shop Road  
Columbia, SC 29201  
e-mail: bdominick@thestate.com

### Atlanta Business Chronicle Real Estate Reporter

Atlanta Business Chronicle, one of the country's leading business journals, has an immediate opening for a reporter to cover Atlanta's world-famous commercial real estate industry. Tom Wolfe wrote about it in "A Man in Full," and now you could too. The applicant should be a hard

## Current Job Listings

charging self-starter who loves networking with brokers and developers to get the scoop on the latest commercial, industrial or real estate deal. If you love breaking news, beating the competition and being on the front page, this job's for you. The applicant should have at least several years of business reporting experience, preferably at a daily. Salary will be in the \$28K-\$50K range, depending on experience. Send clips and resume to:

**David Allison, Editor**  
Atlanta Business Chronicle  
1801 Peachtree St.  
Atlanta, GA 30309  
e-mail: dallison@amcity.com

### Arkansas Democrat-Gazette Reporter

The Arkansas Democrat-Gazette, a statewide daily (nearly 300,000 circulation on Sundays) that recently was honored as the best large newspaper in its five-state region, seeks an aggressive business writer in its Springdale office. This scenic area is home to such corporate heavyweights as Wal-Mart Stores Inc., Tyson Foods Inc., J.B. Hunt Transport Services Inc. and Beverly Enterprises Inc. The ideal reporter candidate will be a talented writer with the versatility to break big stories for our daily business section and front page, then dig into more in-depth pieces for our Sunday business tabloid. A journalism degree and some reporting experience are required. This is an excellent opportunity for an ambitious reporter to cover some of the world's biggest, most interesting companies. Please send cover letter, resume and three to five of your best clips to:

**Tony Cox**  
Northwest Arkansas Business Editor  
Arkansas Democrat-Gazette  
P.O. Box 5105  
Springdale, AR 72765  
fax: (501) 927-5284  
e-mail: tony\_cox@adg.ardemgaz.com

## Southwest

Austin American-Statesman  
Asst. Business Editor  
Primarily responsible for the daily sections and four of our eight reporters in a happening town. Will direct coverage of real estate, retail, small business and government of business coverage. Snail-mail cover letter, resume and clips or sections to:

**Becky Bisbee**  
Austin American-Statesman  
P.O. Box 670  
Austin, TX 78767  
e-mail: bbisbee@statesman.com

### Reno Gazette-Journal Assistant City Editor

Immediate opening in our newsroom for experienced editor to assign stories, work with our team of reporters on developing stories, editing

copy and taking on special projects. Successful candidate must have solid news judgment, the ability to manage people in a crisis situation, a refined writing technique and the ability to work quickly and accurately. Our Assistant City Editor will also act as a mentor to our reporters and help improve their skills. Requirements include strong editing, writing, teaching/coaching skills, headline writing and design/layout skills. A bachelor's degree in journalism preferred with at least five years' experience on a daily newspaper. Apply to:

**Carolyn Lutts**  
Recruitment Manager  
Reno Gazette-Journal  
955 Kuenzli  
Reno, NV 89502  
Email: clutts@reno.gannett.com

### Fort Worth Star-Telegram Technology Reporter

The Fort Worth Star-Telegram, a Knight-Ridder newspaper with a daily circulation of about 240,000 and a Sunday circulation of 330,000, is looking for a reporter to cover the technology beat. The Star-Telegram is in a highly competitive market, and its Business section was a SABEW winner last year. The ideal candidate for this job would have three to five years of reporting experience. Technology experience is a plus; an affinity for technology is a must. North Texas has a cluster of high-tech companies, including such giants as GTE, Texas Instruments, Nokia and Motorola. Intel has announced plans to build a plant in north Fort Worth. We're looking for an aggressive reporter who has a knack for explaining technology so that savvy readers are interested but non-techies can still understand it. Send resume and clips to:

**Rex Seline**  
Senior Editor for Business  
Fort Worth Star-Telegram  
400 W. 7th St.  
P.O. Box 1870  
Fort Worth, TX 76101

## West Coast

### Intuit Associate Producer

The Web's largest financial site (3 million visitors a month) is looking for a creative thinker with a passion for finance and technology to help encourage user-to-user interaction, stimulate discussion, and create a thriving public space where Quicken.com visitors can learn and explore. As an Associate Producer, your primary responsibilities will include: Sparking daily message board-based discussion of market-moving events, corporate earnings, and other financial news; helping recruit, inspire, and manage community leaders; study, test, and rethink navigational patterns; developing new editorial and marketing strategies for promotion of Quicken.com's community. Qualifications: BA or MA degree in English, History or similar area, with strong writing skills; 3-5 years of journalism, financial analysis, and/or Internet experience;

basic knowledge of investing and other issues in personal finance; have demonstrable knowledge of the Web and financial Web sites; familiarity with Quicken, TurboTax and other Intuit products is a plus. Contact:

**Charlie Vestner**  
telephone: (650) 944-6668  
e-mail: charlie\_vestner@Intuit.com  
(Please include resume and writing samples)

### San Francisco Business Times Banking Reporter

The San Francisco Business Times is seeking a banking reporter, a seasoned business newshound to cover the West Coast's premier financial center. Applicants should have 2+ years of business journalism experience, the enthusiasm to cover a beat exhaustively and the ability to generate a steady stream of scoops in the face of stiff competition. Competitive pay, opportunities for advancement within 40-newspaper chain, offices downtown in one of the world's most vibrant cities.

### Small Business Editor

The San Francisco Business Times is seeking a Small Business Editor to put together the newspaper's weekly small business section and manage selected special projects. Duties include writing, assigning and editing a weekly small business profiles, writing a local small business news column and editing regular syndicated columnists who provide small business advice. It requires an interest in the topic, good beat reporting and feature writing skills, plus organizational ability. Editing experience would definitely be a plus, but we'll also consider a strong writer with aptitude to move into editing. Small business is big business in this entrepreneurial region; this is a high-profile position within the small business community and is open because the current occupant has been headhunted. Clips, resumes should be sent to:

**Steve Symanovich, editor**  
275 Battery St.  
Suite 940  
San Francisco, CA 94111  
fax: (415) 398-2494  
e-mail: ssymanovich@amcity.com

### Seattle Post-Intelligencer Computer Software Reporter

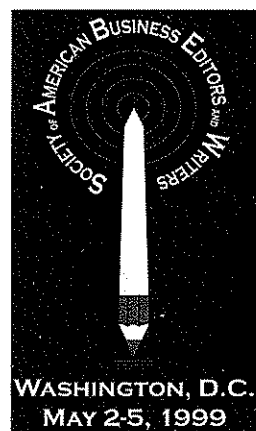
Cover the world's top software and high technology companies and live in one of America's best places. We're building a team of solid, experienced journalists to provide nationally competitive coverage of some of the country's best-known computer software companies. Qualified candidates must be able to dig deep, explain new technologies clearly, provide thought-provoking analysis, profile top-level executives and break stories. Send resume and clips to:

**Don Smith**  
Business Editor  
Seattle Post-Intelligencer  
101 Elliott Ave. West  
Seattle, WA 98119  
e-mail: donsmith@seattle-pi.com

# Best in Business '99



The Boston Globe's business staff.



## SMALL

### Newspapers with circulation under 100,000

- The Bakersfield Californian ✓
- The Press Democrat (Santa Rosa, Calif.) ✓
- Reno Gazette-Journal ✓
- The Times of Northwest Indiana ✓

Certificate of Merit Winner: The

Durham (N.C.) Herald-Sun ✓

Judges: Bob Hetherington, business editor, Memphis Commercial Appeal; Brahm Resnick, business editor, Rochester Democrat & Chronicle; Jessica Korn, adjunct professor, Columbia University School of Journalism.

## WEEKLIES

### Business Weeklies

- ✓ Atlanta Business Chronicle
- ✓ Cincinnati Business Courier
- ✓ Los Angeles Business Journal
- ✓ Philadelphia Business Journal
- ✓ San Francisco Business Times

Certificate of Merit Winners: Denver Business Journal, ✓ Puget Sound Business Journal ✓

Judges: Scott Fagerstrom, business editor, Union-Tribune (San Diego); Cathy Taylor, vice president/editorial director, Orange County Register, Santa Ana, Calif.; Mike White, business reporter, The Associated Press (Los Angeles); Wesley Mann, editor, Investor's Business Daily.

## SPOT NEWS

### Newspapers with circulation over 350,001

- ✓ The Wall Street Journal ("New World Order")

Honorable Mentions: Philadelphia Inquirer ("Bankruptcy and Sale for Allegheny"); Star Tribune, Minnesota ("Tobacco Settlement") ✓

### Newspapers with circulation 225,001-350,000

None

### Newspapers with circulation 100,001-225,000

- ✓ The Birmingham News ("Bruno's Chapter 11")
- ✓ Richmond Times-Dispatch (two awards) ("Flue-cured Leaf Quota Cut by 18 Percent" and "Motorola Puts Chip Plant on Hold") ✓

Honorable Mention: The Gazette, Colorado Springs ("West Pac Workers Wait") ✓

### Newspapers with circulation up to 100,000

- ✓ Durham [N.C.] Herald-Sun ("Mitsubishi Semiconductor to Close")
- ✓ The Times of Northwest Indiana ("Inland Sold")

✓ Honorable Mention: The Register-Guard, Eugene, Ore. ("Monaco will add 200 jobs")

### Weeklies

- ✓ Crain's Detroit Business ("Rising Sun Casts Shadow")
- ✓ Investment News [NYC] ("Yackman Battling to Dump Directors")

Best in Business spot news winners, by category and in alphabetical order:

## MORE SPOT NEWS

### Wire Services

- Bloomberg News ("Travelers/Citicorp Merger")

Honorable Mention: Reuters ("Former Employee Says Acer Bowed to Microsoft")

Spot News Judges: Becky Bisbee, business editor, Austin American-Statesman; Steve Dinnen, finance editor, Better Homes and Gardens Family Money; Ralph Vartebedian, deputy business editor, Los Angeles Times; Jim Schachter, Sunday business editor, The New York Times.

The business staff of USA Today.



## THE BUSINESS JOURNALIST

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**EXECUTIVE EDITOR: LISA HOLTON**  
Freelance writer  
hmbscribe@aol.com 847-869-7106

**MANAGING EDITOR: TOM TRAVIN**  
inkwretch@aol.com 773-384-4195

**EDITOR EMERITUS: BILL BARNHART**  
Columnist, *Chicago Tribune*  
webarnhart@aol.com 312-222-3599

**BUSINESS MANAGER: HENRY DUBROFF**  
Editor, *Denver Business Journal*  
dubroffdbj@aol.com 303-837-3520

**NATIONAL AD MANAGER: KIM DEROGATIS**  
kim27@aol.com 773-929-1739

### SABEW ADMINISTRATION

**EXECUTIVE DIRECTOR: CAROLYN GUNISS**  
carolyn\_guniss@jmail.jour.missouri.edu  
573-882-8985

**EXECUTIVE ASSISTANT: HELEN PATTRIN**  
helen\_pattrin@jmail.jour.missouri.edu  
573-882-7862

**SOCIETY OF AMERICAN  
BUSINESS EDITORS AND WRITERS, INC.**  
University of Missouri  
School of Journalism  
120 Neff Hall  
Columbia, MO 65211  
Phone: 573-882-7862  
Fax: 573-884-1372

### SABEW PURPOSE

Members of the society have joined together in the common pursuit of the highest standards of economic journalism, through both individual and collective efforts. Recognizing that economic freedom is inextricably linked to political freedom and that an informed citizenry can ensure that these freedoms are sustained, it is the society's mission as an independent, not-for-profit organization to encourage comprehensive reportage of economic events without fear or favor in a manner in keeping with the proud heritage of American journalism.



#### DIRECTOR'S

#### THOUGHTS

**CAROLYN GUNISS**  
Executive director  
573-882-8985  
carolyn\_guniss@  
jmail.jour.missouri.edu

## We're Winning the War For New Audiences; Now Fight for Your Staff

**T**his was a good year, actually a good decade, for business journalism. What makes any type of journalism good? Relevance, interest, and most of all, usefulness.

How refreshing to hear people on business news call-in shows ask for advice on how to best save for retirement, how to get out of debt or how to buy a home. How nice it is to hear meaningful conversations between journalists and their readers on business pages and on the Internet. And when I am the news consumer, now I am finding more news I can use.

Business journalists are talking to readers and viewers and I get the feeling our audience is finally listening to us. One caller to a TV business news show I recently watched said that after paying all her bills, she had \$200 left over and wanted to save for a home. The journalists on the news program responsibly offered options and encouragement. I could feel her pride through the TV.

We at SABEW think it would be great if journalists also had a wealth of information to share—and use—about themselves. Think how business editors could use statistics about their peers' improvements in coverage, news holes and staff sizes to their best advantage. If someone in a similar market has greater resources than you, wouldn't that be great ammunition to use at budget time?

Actually, SABEW has been trying to gather this information for the last six months. Unfortunately, you haven't responded. But we're going to give you another chance.

In this issue of TBJ you're now reading, we've inserted a new version of this survey that should be filled out by the top editor in your section. If you're a reporter, take a moment to make sure your boss has it and plans to fill it out. If you're a section chief, please help us out by returning this form via fax or snail mail.

SABEW has arranged to collect and analyze this data at the Center for Advanced Social Research at Missouri School of Journalism. Findings will be published in a future issue of The Business Journalist.

Think no one really cares about this information? I took a look at some of the judges' comments returned with the winners in this year's Best in Business Contest. And these judges noted that while many entrants were continuing to do great things with scarce resources, business sections are still being treated like misunderstood stepchildren.

Would you like to change that? Fill out our survey. And if for some reason you haven't received your copy, please call our offices. We'll fax you another copy immediately.

There are roughly 60 questions in this survey, and obviously, it's a time commitment. But it's a time commitment that may buy you more staff and prestige down the line.

Deadline for returned surveys is June 1. Please help us improve your operation. That's what SABEW is here for.

## Schedule

CONTINUED FROM PAGE 7

the best.

**1:35-3:30: Best in Business and Spot News Contests Review**

A series of breakout sessions to discuss great business journalism featuring SABEW contest judges and editors of winning sections.

**2: NICAR Demo Room**

Open lab/show & tell for members

**2:30: NICAR Demo Room**

Ten business databases for every newsroom. Campaign finance isn't just for Metro reporters. Corporate records can help you trace the company you're investigating. And property records can help you trace their holdings.

**3:30: NICAR Demo Room**

Open lab/show & tell for members

**3:35-3:55: Afternoon Break/Visit Exhibit Hall**

**4-5: Diversifying Your Desk and Stories**

As African-American, Asian and Latin populations increase nationwide, but particularly in certain large markets, how do we change our thinking about our products to appeal to a very different market than the one represented by those who read our newspapers and online sites and watch and listen to our television and radio shows? How does the racial, gender and ethnic makeup of our newsrooms reflect changes in population and in our news judgements? How does all this particularly affect business news coverage?

Panelists: TBA

Moderator: **Susan Wells**, AME, Atlanta Journal-Constitution and SABEW President

**4-5:30: NICAR Demo Room**

Walking through some standard stories on the business desk: A demonstration of using the Small Business Administration's loan database in your area.

**5:30-7: Reception**

Sponsored by The Washington Post at the Post headquarters

**9-Midnight: Presidential Suite/Wyndham Hospitality Suite**, sponsored by USA Today Money Section

**TUESDAY, MAY 4**

**7:30 a.m. Exhibit Hall/Continental Breakfast**

**8:30-9:30 Keynote: Mary Schapiro** of NASD Regulation Inc.

**9: NICAR Demo Room**

Repeat of the best business sites on the Web.

**9:35-9:55: Morning Break/Visit Exhibit Hall**

**10: NICAR Demo Room**

Open lab / show & tell for members

**10-11:55: Workshop: Writing Coach**

Speaker: **Don Fry**, Poynter Institute

**10:30: NICAR Demo Room**

Walking through stories 2: The executive pay story—sources, calculations and rankings.

**11:30: NICAR Demo Room**

Noon Open lab/show & tell for members

**Noon-1:30 p.m.: Luncheon**

Speaker: TBA

Sponsored by Bloomberg News [This program needs one more sponsor, contact SABEW]

**1: NICAR Demo Room**

What to do when disaster hits: OSHA, environmental hazard, and transportation records to use on deadline when you know what to do.

**2-3:15: How Technology and Demographics Are Changing Business.**

Panelists: **Bill Bass**, Forrester Research; **Robert Marske** of U.S. Census Bureau; **Neil Howe**, author of "Fourth Turning," "Generations" and working on a book about the millennial generation.

Moderator: **Craig Schwed**, business/millennium editor, Gannett News Service

**2:30-3:30: NICAR Demo Room**

Economic development and computer-assisted reporting: Sports business to economic development aid.

**3:15-3:35: Afternoon Break/Visit Exhibit Hall**

**3:40-4:15: Small sessions: Reader forums**

Panelists: TBA  
Moderator: TBA

**4: NICAR Demo Room**

A public records frame of mind: Getting databases for business reporting from reluctant government officials.

**4:15-5: Annual Meeting.** Election of board and other SABEW business.

**6-6:55: Reception.** Sponsored by the Associated Press and Dow Jones News Service

**7: Annual Banquet.**

**7:05: Welcome by Susan Wells**, SABEW President

**7:15: Dinner**

**7:30-7:50: Presentation of SABEW**

Distinguished Achievement Award

**7:50-8: Thanks by Carolyn Guniss**, SABEW Executive Director

**8:05-9: Keynote: James D. Wolfenson**, President, World Bank

**9:30: Presidential Suite/Wyndham Hospitality Suite** opens; new member mixer, sponsored by Bridge News

**WEDNESDAY, MAY 5**

**7 a.m. Board meeting and breakfast**

**7:30-8:25: Exhibit Hall/Continental Breakfast**

**9-10: Opportunities and Challenges in the Age of Online Investing.**

Panelists: **Richard Walker**, director of enforcement, U.S. Securities & Exchange Commission; **Edward Nicoll**, president and COO, Datek Online Holdings Corp.; **Harvey Houtkin**, chairman and CEO of All-tech Investment Group Inc.

Moderator: **Randy Whitestone**, Bloomberg News

**10-10:20: Morning Break/Visit Exhibit Hall**

**10:25-Noon: Small Business: Covering Them Well.**

Panelists: **Patty Abramson**, David Birch, **Weldon Lathan**

Moderators: **Henry Dubroff**, editor, *Denver Business Journal*, and **Sougata Mukherjee**, Washington Bureau Chief, *American City Business Journals*

Noon: **Conference ends.**

See you in Atlanta, GA, April 30-May 3, 2000.

Come  
visit us  
at Booth #1

SABEW  
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Conference  
May 2-5

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Pioneer Investment Management welcomes your call. We'll help you with everything from story ideas to useful quotes and statistics. We'll put you in touch with experts in the investment field. Here are some areas where we can help:

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Anne Patenaude  
617-422-4727  
anne.patenaude@piog.com

Denise Robbi-Arena  
617-422-4758  
denise.robby-arena@piog.com

Tara Pescatore  
617-422-4783  
tara.pescatore@piog.com

Bennett Hazlip  
617-422-4701  
bennett.hazlip@piog.com



Pioneer Investment Management, Inc., 60 State Street, Boston, Massachusetts 02109 Fax: 617-422-4275  
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