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President's Letter

This Year Taught Us Plenty



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If SABEW were a publicly traded company, which, thankfully, it is not, management would be telling Wall Street that we overcame a rough patch in the economy and face the future with optimism. We even devised an off-balance-sheet limited partnership.

The past 12 months saw sharp public focus on the business press. Last year's swift economic downturn and the four-day closure of stock trading after the terrorist attacks demanded our best, as we explained these troubling events. In my view, we delivered, telling stories that skillfully informed our readers and viewers.

Then, the collapse of Enron Corp. raised the question: Where was the business press?

Americans realized that arcane financial and accounting issues affect real people. In fact, several business reporters sounded alarms about Enron months before the company imploded. But the incident demonstrated a principle that was overlooked during the

(continued on page 2)

BY RANDY PICT
SABEW Contest Chair

The Associated Press, rpicht@ap.org

After a year full of breaking news and gigantic business stories, it's not surprising that the latest Best in Business contest was notable for a number of firsts.

Just ponder these examples from the judging of SABEW's eighth annual competition to honor the top work in business journalism:

- Judges handed out the first-ever "Extraordinary Achievement" award in the eight-year history of the contest. The award was given to The Wall Street Journal for its outstanding coverage of the Sept. 11 terrorist attacks.
- The Washington Post became the first newspaper to win an award in all three categories in the same year. The newspaper was cited for overall excellence and also won awards in the news portion of the contest for breaking news and spot enterprise.
- For the first time, the contest attracted more than 500 entries, 569 to be precise. Last year, the contest attracted 492 entries.

Overall, 17 daily or weekly publications were named Best in Business for overall excellence, and five were recognized with certificates of merit.

The Boston Globe won for the fourth straight year, the San Jose Mercury News won for the third year in a row, and USA Today, the Portland Oregonian, Las Vegas Sun and Cincinnati Business Courier were repeat winners.

In the news contest, Bloomberg News won two awards for spot enterprise and extended its streak of winning at least one news contest award each year for the past five years.

The Best in Business contest was started in 1994 to help set standards and recognize role models

for outstanding business journalism. It has grown in size and stature ever since and will be awarded on Monday, April 29, in Phoenix at SABEW's Annual Conference.

Hail the Victors!



LIST OF WINNERS,
JUDGES' COMMENTS
PAGES 10-15

WSJ'S CALAME GETS ACHIEVEMENT HONOR

The Wall Street Journal's Barney Calame is the 2002 recipient of SABEW's Distinguished Achievement Award. **DETAILS, PAGE 3.**



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President's Letter (continued from page 1)

bull market of the 1990s: Business reporting is too important to be defined as fortune-telling.

Although business journalism has improved in the last 25 years, it would be even better if journalists covering companies simply ignored stock prices – as used to be common practice. When business journalism is predicated on the false message that reporters can make people rich, we are asking for trouble.

Employees of Enron and millions of other individuals might be better off today if personal finance writers simply reiterated two sentences *ad nauseum*: Save and invest for the long term. Don't put too many eggs in one basket.

Critics say business reporters must study accounting and finance. I agree. But first business reporters and their employers must stop thinking we can be ink-stained Warren Buffetts. Our job is to tell stories, whether they are found in a tavern near a shuttered steel plant or in spreadsheets of Enron's financial reports.

In that regard, SABEW is responding to your needs. Among this year's achievements, we launched a powerful new www.sabew.org Web site. From its membership search function to the new survey function, the Web site has been redesigned for maximum utility. Let us know what you'd like to see and do digitally.

SABEW and the University of Missouri completed the establishment of the SABEW Endowed Missouri Chair in Business and Financial Journalism and hired veteran newspaper editor Martha Steffens to take the job. Marty's energy and breadth of understanding about our business brings a new dimension to SABEW's service to members. Get to know her.

Last October, SABEW hosted its first Business Reporting and Writing Workshop, providing basic training in financial concepts and giving junior and senior reporters a chance to swap stories. The event, staged in my hometown, drew a sellout crowd despite Sept. 11 jitters and the weak economy. In my year as president, I am most proud of that meeting.

We extended the basic training theme by agreeing to stage three workshops in the South this spring sponsored by a "partner," the Southern Newspaper Publishers Association. If the initial sessions go well and the SABEW board approves, the limited engagement will expand into a series of workshops through the end of 2003.

The willingness of SABEW members in the South to serve as instructors at the initial sessions tells me we have an untapped resource at SABEW – the membership – and a new business model for SABEW – training for hire. With ever-changing challenges, business reporters need many tools to do their job better. There are no better teachers than ourselves.

On a personal note, thanks to Carolyn Guniss, SABEW executive director; Helen Patrin, our former executive assistant; Dean Mills, dean of the Missouri School of Journalism; and the SABEW board, especially the best executive committee a president could have – Chuck Jaffe, Kathy Kristof, Rex Seline and Jon Lansner. Finally, thanks to the Chicago Tribune for supporting me in my SABEW activities. TBJ

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SABEW Honors Its Best

Barney Calame was half tuned into CNBC and headed into the shower on Sept. 11th when he heard that a plane had flown into the World Trade Center. It would be the last moment of normalcy of that day and many more to come for the deputy managing editor of *The Wall Street Journal* and this year's winner of SABEW's Distinguished Achievement Award.

Calame figured he'd hurry to work and mobilize the troops, but when the second plane hit all bets were off. The Journal's main news office, across from the Twin Towers, was damaged severely.

Dressed in his bathrobe, he feverishly used his land line and mobile phones, computer and handy Blackberry to track down and divert staff to the newspaper's business offices in New Jersey. By that afternoon, Calame's apartment in the Upper West Side shifted into command central, as editors worked furiously to get out the newspaper.

So many times in his 36 years at America's premier business publication Calame felt that sense of urgency and duty to the public that got him into this business. But on this day, emotions reached new heights.

"I'm ashamed to talk too much about the exhilaration, but the feeling that kept poking you was exhilaration," Calame confesses. "I remember thinking, 'This is what it's all about. If we're ever going to do something that's important and helps people, this is it.'"

Sept. 11th and the Enron debacle placed business journalism at the forefront of reporting, he says, right where it needs to be. "I can't think of anything that's more of a watershed than these two events."

SABEW's Distinguished Achievement Award acknowledges those who nurture and bring honor to the profession of business journalism, as well as

serve the Society itself. The board in selecting Calame cited his caring advocacy of SABEW since joining it in 1995. As president in 2000, Calame guided SABEW into the Web generation and had a major role in shaping of a SABEW-financed chair at the University of Missouri.

"Barney represents the best in mentoring not only at *The Wall Street Journal* but also SABEW during challenging times,"

says SABEW president Bill Barnhart, financial markets columnist for the *Chicago Tribune*.

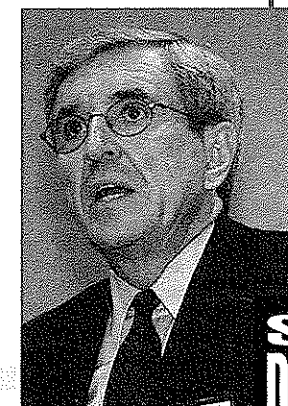
Byron Edward Calame's first job in 1965, after going to the University of Missouri on a Navy scholarship and completing his military duty, was at the Journal as a front-page writer. He's been at the Journal ever since, rising to his current deputy managing editor spot in 1992.

His imposing 6-foot-2 presence is softened by his broad Midwestern smile and chatty demeanor that also puts at ease those who might be intimidated by his impressive title. This son of a Methodist minister who turns 63 this April knew as early as the 7th grade that he wanted to be a newsman. That's when he went to work for a newspaper in Wheaton, Mo., while being a student manager for the basketball team.

"Much to the chagrin of the coach, I did a detailed analysis of which players were doing the scoring," he recalls. "To see the whole town talking about my numbers was such a charge. I was hooked." TBJ

Winner Framed By 9/11

The Journal's
 Barney Calame is
 recipient of SABEW's
 2002 Distinguished
 Achievement Award.



**SABEW'S
 DISTINGUISHED
 ACHIEVEMENT
 AWARD**

BY CHERYL HALL
 SABEW Achievement Award Chair
Dallas Morning News,
cherylhall@dallasnews.com

BARNEY CALAME

Born: April 14, 1939 in Appleton City, Mo.
 Education: The Missouri School of Journalism
 First Job: Writer, *The Wall Street Journal*, 1965
 Current Job: Deputy Managing Editor, *The Wall Street Journal*

Business Staffs See Diversity

*SABEW/Baruch survey
shows minorities doing
best with business news
managerial spots.*

BY JOSH MILLS
Baruch College
Joshua_Mills@baruch.cuny.edu

SLUMP HITS HOME

Sept. 11 and the economic downturn were bad news for business news staffing, the SABEW/Baruch College survey found.

Most papers surveyed had at least one reporter detached from business for at least a month. One paper said half its business reporters were borrowed, and another a quarter. Several papers said they had permanently lost one reporter to terror coverage.

At most papers, the business news hole was cut when stock markets were closed, then reverted to normal. A few papers reported deeper and longer-lasting reductions in space.

Also, a majority of papers reported hiring freezes, openings left unfilled or reporters transferred to other sections as staffs were cut across the newsroom. A few reported sharp reductions — five from a staff of 90 and six out of 48 in another, among the bigger papers. At a smaller paper, business staff was cut by a third (18 to 12) and its editing/design team from 5 to 3.

Minorities make up nearly a quarter of the business and financial news staffs at daily newspapers participating in a survey by SABEW and Baruch College.

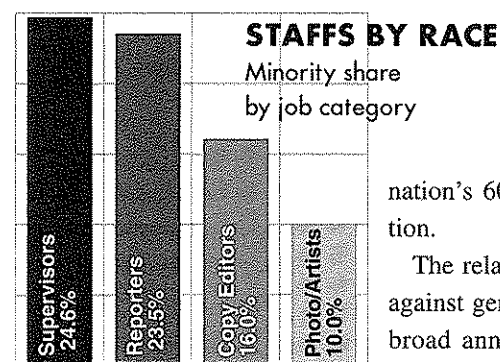
Strikingly, the percentage of supervising editors who are minorities was the highest of any job category at 24.6%. That compares to 23.5% for reporters.

Overall, minorities made up 22.7% of business news staffs, with the three major minority groups fairly equally represented: Asian-Americans (7.9%), Hispanics (7.6%) and blacks (7%).

Minority women were particularly well represented in the survey — 56.9% of the minority employees were women, compared with 42.6% of all business-news employees. Twice as many Asian women were employed as Asian men, and 50% more black women than men. About a third more Hispanic men were employed than Hispanic women.

In a down economy with little hiring taking place, the survey found that half of new hires in business news were minorities (14 of 28).

"Business sections appear to be pulling their weight in attracting and retaining minority journalists in newsrooms, although diversification is a perpetual goal," said Bill Barnhart, financial markets columnist for the Chicago Tribune and SABEW president.



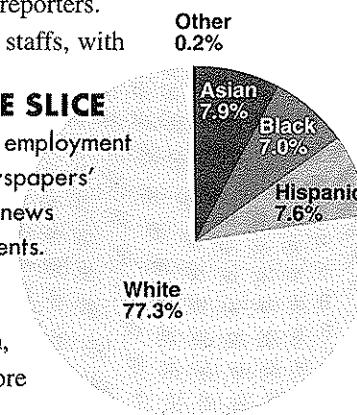
that 11.6% of newsroom staffs were minorities.

In the ASNE results for 2000 published, the editor group received 950 responses from the 1,446 papers polled, and it projects those responses across the industry. The SABEW/Baruch survey does not make any such projection, nor does it break out results by newspaper, a condition that several papers stipulated for participating.

The one valid comparison with the ASNE numbers is the responses of the 19 papers that participated in both surveys. In the SABEW/Baruch survey, these 19 papers reported that 16.5% of their business-news employees were minorities; in the ASNE survey, they reported that 18.0% of their full news staffs were minorities. These averages are significantly higher than the 11.6% industrywide percentage that ASNE found. TBJ

BY THE SLICE

Minority employment
in 19 newspapers'
business news
departments.



Twenty-one daily newspapers participated in the survey, the first known effort to chart staff diversity within business journalism or by departments within a newsroom. Surveys were sent to the nation's 60 largest newspapers, ranked by circulation.

The relatively small size of the sample mitigates against generalizing or direct comparisons with the broad annual survey about staff diversity by the American Society of Newspaper Editors. It last found

WANT MORE?

A full report on the survey findings is available at the home page of the Master's Program in Business Journalism at Baruch College/CUNY: <http://faculty.baruch.cuny.edu/journalism/msbaruch/index.html> or at SABEW's www.sabew.org.

Josh Mills is director of the Master's Program in Business Journalism at Baruch College/CUNY.



Biz Buzz

BY DICK PAPIERNIK

Nation's Restaurant News

212-756-5205, rpapiern@nrn.com

Remembering Danny



Daniel Pearl

Courtesy WSJ

Pearl, as illustrated
in *The Wall Street
Journal's* classic sketch

A number of you might recall Danny Pearl as an eager, talented and inquisitive young reporter from the Berkshire Eagle who attended some SABEW meetings some two decades ago in an age where junk bonds and failed S&Ls were scandals of the day.

When we first met back then, he was looking to network his way from a very good Pittsfield, Mass., newsroom into a bigger reporting pool.

I got him to come up and visit my digs, then at the Times Union in Albany, N.Y., where I was the exec biz editor. Danny would have liked working in Albany.

There was almost always some great battle going on in then-Gov. Mario Cuomo's administration and there was an ever-present aura of skulduggery in the state bureaucracy and the myriad local government venues there.

In short, I always thought it was a terrific newspaper town. I really pushed to have Danny take the job. But he also had a couple of other offers in the works. One made it no contest.

So he went to The Wall Street Journal's Atlanta bureau and after awhile, found himself in London, then Bombay and finally Pakistan, where he was chasing down a story on the terrorist threat.

When Danny was captured by radical Muslim extremists, they first claimed he was an agent for the CIA and then for Israel. That charge was so ridiculous and absurd it strained incredulity. Anyone who knew Danny, knows he was too good of a reporter to be a sham for any spy groups. He was too good a reporter and too good of a person to have been shackled and threatened and then murdered for pursuing the truth.

The Wall Street Journal managing editor Paul Steiger pushed hard to rally worldwide support for Danny's release but in the end, little could be done to save him. Apparently, his life was snuffed out very soon after he was captured.

Attempts to cover the terrorism activity and other hostile events around the world have proven very costly. We're not just talking dollars here. Danny is among a growing list of injured and fatally wounded journalists who worked daily in the world's danger zones to keep the news communication lines open and flowing.

Here in New York, a city filled with heroes who fought valiantly to save others from the Sept. 11, 2001, terrorist attacks, and at The Wall Street Journal where his colleagues relished the dispatches from Danny Pearl, he is much honored and sorely missed.

ELSEWHERE

Robert Thomson, managing ed for the U.S. edition of the Financial Times and a SABEW governor, returned to England to become the big ed of The Times of London. Lionel
(continued on page 6)

THE BUSINESS JOURNALIST

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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 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 reporting of economic events without fear or favor in a manner in keeping with the proud heritage of American journalism.

SABEW

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Society of American
Business Editors and Writers

BARTLETT GETS BLOOMBERG CHAIR



Sarah Bartlett, distinguished writer and editor for BusinessWeek, Fortune and The New York Times, won the Bloomberg Chair at Baruch

College in New York City. She starts her teaching duties in the Master's Program in Business Journalism in the Fall 2002 semester, pending confirmation by the City University's trustees. She's the author of "The Money Machine: How KKR Manufactured Power and Profits," a 1991 account of how buyout firm Kohlberg, Kravis, Roberts helped to reshape the American corporate landscape.

Biz Buzz (continued from page 5)

Barber, editor of FT's Continental Europe edition, is set to replace Thomson in May. Also making a move to the U.S. edition is David Wighton, FT's financial editor in London.

Rob Karwath, a veteran at the Chicago Tribune, is the new associate managing ed for biz and financial news. He joined the Tribune in 1985 as a newsroom intern and most recently was a general manager in the Tribune's suburban operations.

Associated Press' New York bureau chief, Sam Boyle, moved to a new position, assistant biz ed for special projects for AP and Dow Jones News Service. (*Oops: We previously typed the name of the AP staffer who's on the new energy/transportation beat. He's Brad Foss!*)

Washington Post's veteran ed and biz writer Frank Swoboda has retired. He'll edit the Post's Sunday Car Pages section on a contract basis. He also has been named president of the Herb Block Foundation, named for the Post's late editorial cartoonist who established the charity in his will. Also, Mark Leibovich, known at the Post for his series of profiles of tech magnates, left Financial to join the Style section, covering politics. Chris Stern moves to the telecom beat, replacing Peter Goodman, who starts this summer as Asian economics correspondent. Replacing Stern on the ad-media beat is Frank Ahrens, former radio writer and critic.

At The Orange County Register, Michele Himmelberg moved from the paper's careers tab, "AtWork Extra," to cover the theme parks/tourism beat.

In North Carolina, the Durham Herald-Sun doubled the biz staff with the hiring of Anne Fawcett as a new GA biz reporter reporting to biz ed Jeff Zimmer. Fawcett, a 2001 grad of U. of North Carolina, served internships with The Wall Street Journal and the Atlanta Journal-Constitution. TBJ

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If entrepreneurship is your beat, visit the Kauffman Center Entrepreneurship Media Resource site. It's a world of resources about entrepreneurship at your fingertips. Developed with the Society of American Business Editors and Writers, this site was designed to help reporters covering entrepreneurship issues. Start here for resources and research about entrepreneurship and other business-related topics.

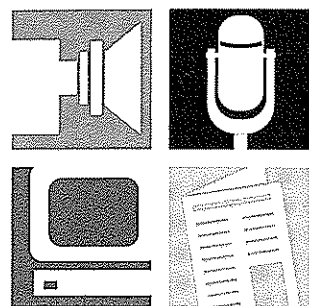
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- ▶ Links to entrepreneurship statistics to provide context and data for stories.
- ▶ Links to colleges and universities with entrepreneurship courses and entrepreneurship support organizations.
- ▶ Searchable database of entrepreneurship experts for direct contacts.
- ▶ Links to columns by entrepreneurs for an inside look at their challenges.

For additional information contact: Kate Pope Hodel
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816-932-1043 | fax 816-932-1420 | khodel@emkf.org

Miami Workshop Thinking Small



SABEW's second Small Business Reporting Workshop will be held in conjunction with the Kauffman Foundation on June 13-15. The program will mix some reporting basics of this important beat plus spotlight the ongoing entrepreneurial successes occurring in Miami.

NITTY GRITTY

Registration fee of \$50 before May 15 covers all sessions, meals and lodging for two nights. Enrollment is limited, so check the www.sabew.org Web site for the latest details and online signup.

THURSDAY, JUNE 13

7 p.m. OPENING RECEPTION

FRIDAY, JUNE 14

9 a.m. **THE STATE OF SMALL BUSINESS: LOOKING FOR THE SILVER LINING**
Experts talk about how small businesses are faring amid the economic turmoil. Panelists include: Sandra Hernandez Adams, president of the National Association for Women Business Owners (NAWBO); Small Business Administration South Florida District Director Francisco Marrero; Stuart Litvin of the Hollywood Business Council; and James Davidson, a venture capitalist.

11:00 a.m. **10 STORIES YOU SHOULD BE WRITING NOW**
Roundtable discussion led by Gail DeGeorge, business editor of the Sun-Sentinel (Fort Lauderdale). Panelists include writers Jan Norman of The Orange County Register and Marcia H. Pounds at the Sun-Sentinel.



Norman



Pounds

1:30 p.m. **THE IMMIGRANT COMMUNITY AND SMALL BUSINESS**
Writers Jan Norman of The Orange County Register and Doreen Hemlock of the Sun-Sentinel discuss covering first-generation immigrants who go into business for themselves.



Hemlock

3:30 p.m. **COVERING PRIVATE BUSINESS: MANY REPORTING TECHNIQUES THAT WILL GET YOU IN THE FRONT DOOR.**
Discussion leaders include John Oslund of the Minneapolis Star Tribune and George Haj, business editor of the Miami Herald.



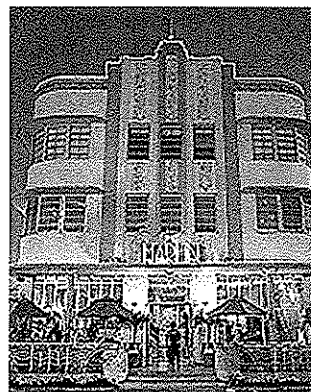
Haj

SATURDAY, JUNE 15

8:45 a.m. **WRITING CRITIQUE**
Business editors review work submitted in advance by attendees.

10:30 a.m. **COVERING MINORITY BUSINESS AND MINORITY SET-ASIDE PROGRAMS**
A good public spending idea that has been abused heavily – a source of compelling investigations. With Times-Picayune Business editor Robert Scott talking about the investigation of the program in New Orleans.

12:30 p.m.



◀ **ART DECO DISTRICT FIELD TRIP**
Includes lunch and a tour in the historic neighborhood including a panel discussion on urban revitalization with Stuart Blumberg of Greater Miami and the Beaches Hotel Association and Gil Dezer of Dezer Development of New York.

Journalist Registration Form

SABEW Small Business Reporting Workshop

"Covering Business From The Ground Up"

June 13-15, 2002, at Wyndham Miami Beach Resort in Miami, Florida

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☐ Yes, I want to participate in the Writing Critique Session on Saturday, June 15, 2002.

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☐ **I need reservations** at the Wyndham Miami Beach Resort. Extra nights' cost: \$99/night (call 800-20-EVENT to make reservations for additional nights). SABEW rate deadline is Monday, May 13.
☐ Reservations **not needed** at the Wyndham Miami Beach Resort.

BEST IN BUSINESS

Only The Best!

Here's a recap of the winners in the 2002 SABEW Best In Business Contest along with some comments from the judges on why they won. Winners are listed alphabetically.



Extraordinary Achievement

★ **The Wall Street Journal:** Sometimes awards that exist are inadequate to recognize the magnitude of an accomplishment: The Wall Street Journal's first-day coverage of the Sept. 11 terrorist attacks.

Newsrooms across the country reacted swiftly to the attacks and produced an array of business coverage on Sept. 12, including stories on paralyzed airlines, closed financial markets, a waning economy, the buying of guns, and jacked-up gas prices. Fine packages were entered in this contest from newspapers of all sizes. But none can compare with the Journal.

A prescient front-page takeout explored the issue of lax airport security, identifying problem areas that would become topics of national debate for months. Other stories covered the closed financial markets, World Trade Center tenants, and the effects of the attacks on the economy, energy prices and insurers.

If the Journal's offices had been in midtown Manhattan, the paper would have been the clear winner in its Giant newspaper category. But to have produced stories of this breadth, with this much context and insight, after many staff members literally fled for their lives and the ranks did not know whether senior editors survived is an unparalleled accomplishment worthy of special recognition.

Overall Section Excellence

Winners entered six complete business sections and staff stories on page one from that day. Judges could honor as many as five newspapers, excluding certificate of merit awards.

GIANT PAPERS

★ **Boston Globe:** Outstanding design. Strong coverage of local companies. Local columnists with something to say (David Warsh, the co-authors of Boston Capital and others). Nicely integrates wire coverage into its mix in well-marked "Nation and World" and "Business in Brief" sections. Beyond corporate and economic coverage, the Globe features strong personal service writing on topics ranging from investing, technology and careers to taxes and real estate. ▼



(continued on page 11)

★ **Dallas Morning News:** A thoughtful mix of local and national stories, served up in a friendly, handsome design, is a consistent hallmark of the paper's approach to the news. That sensibility carries over to special acts, such as a 40-page report on the Dallas area's Top 200 companies. Beyond this, we admired the staff's ability to get frequent big pieces on page one as well as the quality of a handful of enterprise pieces.

★ **San Francisco Chronicle:** Given its Northern California location, The Chronicle sits atop a trove of fascinating companies, big business personalities and important technologies. And happily, it makes the most of its rich material. The design of the business section is clean and appealing. We found the general intelligence level of the Chronicle's articles and columns quite high and would call special attention to columnist Kathleen Pender, who consistently serves up smart, timely consumer advice.

★ **USA Today:** It consistently delivers a solid overview of what's happening in American business at any given moment. Its news judgment is smart and displays a great sense of the Zeitgeist. It has a particularly good feel for the way business news affects consumers and plays to this

strength. Its enterprise reporting belies the old rap that this is the paper of the fast read.

★ **Washington Post:** The capital's hometown newspaper does an impressively good job of covering the local business scene — and by that we mainly mean two critical groups: the Internet and biotech companies that dominate its suburbs, and the federal regulators whose clout radiates out from Washington into all corners of business. The paper's design, while anything but flashy, is at least clean and easy to navigate.

LARGE PAPERS



★ **Portland Oregonian:** ▲ Clearly the best-written business section in the group. With each story, the paper provided clear evidence that business writing doesn't have to be predictable, cliché-driven and boring. Throughout its sections, the Oregonian displayed intelligent use of its people, space and, presumably, time. The presentation was elegant, with graphics and photos strongly reinforcing stories.

★ **San Jose Mercury News:** The paper has recognized that tech drives its business section, and perhaps the overall paper, and has poured substantial resources into coverage of the industry and related consumer issues. The staff produces strong enterprise. The paper takes some novel approaches, such as producing a Books

& Letters pages inside its Sunday business section.

CERTIFICATES OF MERIT

★ **Cleveland Plain-Dealer:** For vigorous reporting on the future of the steel industry.

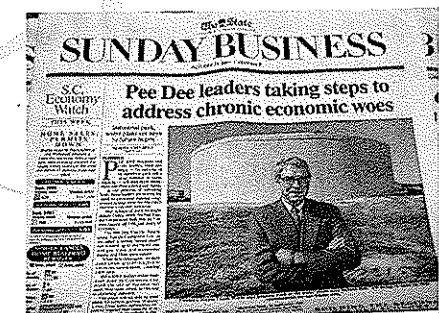
★ **Orlando Sentinel:** For outstanding tourism coverage.

MID-SIZED PAPERS

★ **Omaha World-Herald:** Reader-friendly section with sharp presentation that tackles major stories without being afraid to try new things. Great presentation, good news coverage and top notch story ideas. Striking art characterizes each section. Stories show a creative flair.

★ **The News & Observer (Raleigh, N.C.):** We were drawn to the sophistication and open feel of the section. Nice use of graphics, text and photos. Lots of white space and clean layout that makes it a delight to read. The technology section connects readers who may want more than just gadget news.

★ **The State (Columbia, SC):** Strong local news coverage, authoritative paper-of-record tone. This newspaper has the sophisticated look of a bigger city daily, but its mainstay is local news coverage. Good layout. Nice use of color. An eye-pleasing ticker runs at the top of the section front. Paper seems willing to devote space to important stories. ▼



(continued on page 12)

HOW WE SLICE IT

Circulation categories are based on average daily circulation (total weekly circulation for daily and Sunday editions divided by the number of days the paper is published). Here's SABEW contest categories by circulation, for both section and news awards:

- Small ... circulation up to 125,000
- Medium ... 125,001 to 250,000
- Large ... 250,001 to 375,000
- Giant ... 375,000 and above

CERTIFICATES OF MERIT

- ★ **Montreal Gazette:** For its willingness to tackle international stories that a mid-sized business section would normally ignore.
- ★ **St. Paul Pioneer Press:** For its special report entitled, "Assessing the Loss," an 8-page special section on job cuts.

SMALL PAPERS

- ★ **Las Vegas Sun:** Solid and relentless coverage of gaming is an obvious must, but these guys seem consistent and to the point. They don't mince words and they bust news on the most important story in town.
- ★ **Santa Rosa Press-Democrat:** This is a solid section. Takes international stories and localizes them without talking down to readers. Overall, the section is ambitious, smart and well-written. Photos are decent for a business section this size.



- ★ **Waterbury Republican-American:** Solidly written stories. Clear briefs. Localized, but not lame. These guys obviously write to a sophisticated business community that may actually read this paper. Wire choices are excellent. Their tech section is fun but not pointlessly so.

CERTIFICATE OF MERIT

- ★ **Vancouver (Wash.) Columbian:** For well-crafted centerpiece art packages.

WEEKLIES

- ★ **Cincinnati Business Courier:** Distinguished itself with a strong front

page anchored by well-selected, tightly and brightly written stories displayed with lively design. There was evidence that the CBJ does a good job of "mainstreaming," to use minority news sources whenever possible to give its readers a healthy blend of views.

- ★ **Crain's Chicago Business:** Bright, lively writing matched with sharp, invigorating headlines. There is a defined, unified graphics style that is instantly recognizable. It is always good to see a regular columnist in the weeklies, but Joe Cappel stood out.
- ★ **Electronic Media:** Bright, clear writing and dynamic presentation. Headlines are snappy and informative. Nicely done profiles and the deals page, which is sharp, newsy and informative.
- ★ **Washington (D.C.) Business Journal:** Imaginative design and sharp writing that explains clearly what's happening and why. Gives its readers a solid mix of news and commentary, as its reporters and editors sort through the noise in a very noisy news environment.

THANK YOU, JUDGES

GIANT: Rik Kirkland, managing editor, Fortune; Amy Stevens, deputy Page One editor, The Wall Street Journal; Myron Kandel, financial editor, CNN.
LARGE: Mark Braykovich, business editor, The Atlanta Journal and Constitution; Mark Meltzer, executive editor, Atlanta Business Chronicle; Pam Luecke, Reynolds Professor of Business Journalism, Washington & Lee University.
MID-SIZED: Mark Tatge, Chicago bureau chief, Forbes; Janet Kidd Stewart, personal finance reporter, Chicago Tribune.
SMALL: Russ Stanton, technology editor, Los Angeles Times; Rick Reiff, executive editor, Orange County Business Journal; Andre Mouchard, reporter, Orange County Register.
BUSINESS WEEKLIES: Jacalyn Carfagno, business editor, Lexington Herald-Leader; Paul Rolfes, assistant business editor,

Breaking News

Winners in this category could enter up to seven stories from one day's coverage. Judges could pick up to three winning entries.

GIANT PAPERS

- ★ **Newsday:** "Texas investor mounts proxy fight for Computer Associates" by the staff. This package had it all: news, a profile of Sam Wyly, history, data, background, insight and nice writing. Graphics gave readers a snapshot look at the players, including the current directors and the proposed board. Newsday's readers were set to watch the dramatic proxy campaign unfold.
- ★ **Washington Post:** "Microsoft Breakup Order Reversed" by James V. Grimaldi, Carrie Johnson, Jonathan Krim, Ariana Cha, Alex Klein, Carol Vincent. This package offered authoritative coverage of the historic decision, with perspective on legal, political and corporate consequences. The main

(continued on page 13)

Louisville Courier-Journal; David Holthaus, business editor, Cincinnati Post.
BREAKING NEWS: Kurt Eichenwald, reporter, New York Times; Karen Blumenthal, Dallas bureau chief, The Wall Street Journal; Steve Kaskovich, senior editor for business, Fort Worth Star-Telegram.
SPOT ENTERPRISE: (Large, mid-sized and real-time categories) Chris Worthington, senior editor/business and technology, St. Paul Pioneer Press; Greg Stricharchuk, assistant managing editor for business, Minneapolis Star Tribune; Dirk DeYoung, editor, City Business (Twin Cities Business Journal); Dan Sullivan, Cowles Chair for Media Management and Economics, University of Minnesota.
(Giant, small and weeklies) Rich Read, reporter, Portland Oregonian; Elisa Williams, reporter, Forbes; Kellee Weinhold, professor, University of Oregon.

piece provided detailed reporting on the complex ruling while a front-page sidebar provided smart analysis on the case's future.

LARGE PAPERS

- ★ **Cleveland Plain Dealer:**

"LTV Shutdown Begins" by Jennifer Scott Cimperman. Sometimes a great news story is found in the smallest detail.

This story gave the reader both the standard journalistic bird's eye view, while paying close attention to the smallest symbols of the event's wrenching impact. Informative, sophisticated and touching — and all in a single article.

- ★ **New Orleans Times-Picayune:** "Entergy and FPL pull the plug on merger" by Keith Darce, Mary Justice, Susan Finch and John Biers. "Get behind the deal" — that's the instruction of editors to reporters. Few succeed as ably as this team. The paper was able to obtain the delicious details of a bitter break-up behind closed doors, while still remembering to explain the basics.

- ★ **Seattle Times:** "Boeing Bolts" by Kyung Song, Stephen H. Dunphy and staff. When residents of Seattle learned the stunning news that Boeing was moving its corporate headquarters, it must have seemed a confusing and tumultuous event. The Times put everything in perspective with a sober and comprehensive report that answered every question.

MID-SIZED PAPERS

- ★ **Contra Costa Times:** PG&E Unplugged by the staff. When Pacific Gas & Electric filed for bankruptcy protection, the Times offered a thor-

ough and clear handling of a difficult and complicated topic. In addition to a strong lead story, an analysis examined the effects of the bankruptcy on the California economy. Two stories examined the political fallout.

- ★ **Seattle Post-Intelligencer:** "Boeing Picks Chicago" by James Wallace. On the morning of May 10, the Post-Intelligencer had the story that reporters across the country were seeking: Boeing Co. picked Chicago over Dallas/Fort Worth and Denver for its new headquarters. This story included the exact location of the new headquarters in Chicago, with a picture, and details on plans to relocate employees.

mysterious disease
foals at state's ho

Industry may
lose millions
of dollars

By KIRSTEN HAUKEBO
The Courier-Journal

Kentucky's thoroughbred farms are bracing for millions of dollars in losses this spring because mares are mysteriously losing foals and fetuses at up to 10 percent.

That has prompted a few panicked mare owners to move their horses out of state and has scientists at the University of Kentucky's Gluck Equine Research Center scrambling for answers. "This is devastating. It is potentially the biggest crisis we've ever faced in the industry," said Gus Koch, veteran manager of Claiborne Farm, one of the industry's leading farms. Koch, normally, expects to

- ★ **The Courier-Journal (Kentucky):** "Mysterious disease killing foals at state's horse farms" by Kirsten Haukebo. Strong beat reporting paid off with this unique and fascinating story. During the Kentucky Derby weekend, the reporter picked up on talk about the mysterious deaths of many foals. The reporter worked the phones for two days and broke the story before researchers convened a news conference to disclose the problem.

SMALL PAPERS

- ★ **Burlington (Vt.) Free Press:** "IBM lays off 500" by Aki Soga, Sue Robinson, Leslie Wright, Cadence Mertz. This report showed that the best business writing is centered on

people. One married couple with two kids both lost their jobs. A 34-year-old who lost a \$60,000-a-year job was contemplating moving home with his parents. A 20-year veteran cleaned out his desk in advance, only to have his job spared. Good stories, well told, made this package distinctive.



- ★ **Erie (Pa.) Times-News:** "IP to close" by the staff. This newspaper, faced with the closing of an historic plant, created what should be the model for local coverage of a plant closing. The package of stories went far beyond the news to provide history, the graphics included a timeline a list of other recent layoffs in town and human impact was captured in interviews with workers.

WEEKLIES

- ★ **Dayton Business Journal:** "Brokers dropping Dean" by Patrick L. Thimangu. Combining aggressive reporting with a clear understanding of context produced an unusually detailed report on a financial crisis facing Dean Investment Associates, a local money management firm. Well-sourced, with executive interviews and documents. And yes, The Dayton Daily News followed the next day.
- ★ **Silicon Valley Business Ink:** Sharks fishing for new owners by Christina Bellantoni. Scooping the local daily on a big story is the mission of every business journal. In October, Business Ink reported that the San

(continued on page 14)

Jose Sharks, the city's only pro sports team, was being shopped to a group of local investors. The Mercury News was forced to follow the report the next day, crediting the competition.

REAL-TIME

★ **CNET News:** "Microsoft's reprieve" by the staff. This was a remarkable set of stories, better in some ways than reports in major newspapers the next morning. In addition to the main news, CNET produced a strong sidebar on Judge Thomas Penfield Jackson, an analysis of Microsoft's future products and strategy, and broad industry reaction. This was far and away the winner.

Spot Enterprise

Winners in this category could enter one analytical story. Judges could pick up to three winning entries.

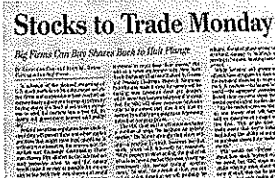
GIANT PAPERS

★ **Minneapolis Star-Tribune:** "More bans, less help for smokers" by David Phelps and Deborah Caulfield Rybak. This breathtaking story exposed rampant misspending of tobacco settlement money. It was all the more courageous and compelling for taking on the do-gooders, who are shown channeling money to pet projects with little effect. The reporters exposed a spectacular lack of oversight, accountability and just plain common sense.

★ **The Wall Street Journal:** "Corporate veil: A culture of operating outside the public's view" by John R. Emshwiller and Rebecca Smith. Three days after Enron filed for bankruptcy protection, this story set out

in stunning detail the events that led to the historic collapse. Reading the piece today with the benefit of hindsight, it's uncanny how much detail, context and character these reporters developed so early.

★ **Washington Post:** "Stocks to trade Monday with special rule" by Kathleen Day and John M. Berry. While investors reeled after the 9/11 attacks, this story cut through alarm, confusion and government secrecy to uncover a deal to prop up stock prices when markets reopened. Their 9/14 story was more than a scoop. It was a superb piece, using well-placed sources on a tight deadline to explain the context of the unprecedented strategy. ▶



LARGE PAPERS

★ **Cleveland Plain Dealer:** "The last shift" by Tom Breckenridge, Peter Krouse, Sandra Livingston, Jennifer Scott Cimperman, Thomas W. Gerdel, Alison Grant, Karen Farkas, Mya Frazier. The

obit of a 90-year-old steel mill was unique in that reporters recorded workers' actions and thoughts throughout the last day not by being on site but by staying in touch via cell phones. The approach was necessary because LTV declined to allow reporters inside the plant. The reporters were able to show how the lives of the workers will be affected with the shutdown.

★ **Detroit News:** "Age bias claims jolt Ford culture change" by Mark Truby. Truby acted quickly to outline what a batch of lawsuits meant in terms of thousands of workers at Ford Motor and to the culture that ul-

timately would affect the productivity of the company. The quotes from workers were wonderful. Reporting included an impressive array of documents that illuminated the story.



★ **New Orleans Times-Picayune:** "The art of the deal" by Rebecca Mowbray. Shortly after Louisiana granted New Orleans' only land-based casino an annual tax cut of \$50 million, Mowbray told the story of how the deal came together, blending business, politics and personalities. It was a complex task, but she pulled it off, weaving detail and drama together.

MID-SIZED PAPERS

★ **Charlotte Observer:** "Students see strong future in textiles jobs" by Tony Mecia. Mecia went to a source that's not used enough in business reporting these days — young people. The story-telling is enticing, simple and clean and holds the readers' interest. It's a great example of examining and explaining the future possibilities in something quite old.

★ **Hartford Courant:** "Company works to carry on" by Matthew Kauffman. It would have been easy to turn this story of a New York in-

WE LOVE FEEDBACK

Got thoughts about Best in Business? Contact Randy Picht, contest chairman, at Rpicht@ap.org or 212-621-1685 or Carolyn Guniss, SABEW's executive director, at gunissc@missouri.edu or 573-882-8985.

vestment bank losing 67 people in the terrorist attacks into a sappy yarn. Matthew Kauffman didn't let that happen. He worked hard reporting the details and telling the story and produced a smooth, engaging narrative.

★ **Richmond Times-Dispatch:** "The great baby bottle battle" by Bob Rayner. A detailed look at how a small guy beat a big guy — in court and in the marketplace — competing in the \$3 billion U.S. baby formula market. This piece had broad ramifications for families and did a wonderful job of explaining the basic conflicts, issues and challenges facing the industry.



SMALL PAPERS

★ **Huntsville (Ala.) Times:** "The Rocket's Red Ink" by Brian Lawson. This story about the three-story replica of the Saturn V rocket gives readers a rapid-fire succession of the serious consequences of this government project gone astray. It uncovered a tale of mismanagement by wading through records in several states and overcoming obstacles



thrown up by the people who held the bulk of the information. ◀

★ **The Daily Record (Baltimore):** "Power Plant Surge" by Amy L. Bernstein. Marylanders' have a power crisis of their own. The story takes a typical "not in my neighborhood" scenario and weaves an explanatory tale about how the California energy crisis is being felt in Maryland.

★ **The Register-Guard (Eugene, Ore.):** "Dealmaker" by Joe Harwood, Su-

san Palmer and Christian Wihtol. As hospital officials celebrated their decision to build a new facility on 75 acres in Springfield, Ore., The Register-Guard was ready with a story chronicling how real estate executive John Musumeci orchestrated the deal. A colorful picture of a shrewd but volatile businessman who has left a trail of lawsuits including a protracted battle with his former employer.

WEEKLIES

★ **Atlanta Business Chronicle:** "Georgia's Corporate Tax Give-away" by Merideth Jordan. This story uncovered a secret tax break for a select number of corporations. Who received the breaks and how much they received was determined, without public input, by a panel of three high-ranking state officials. It was a fine example of serving as the public's watchdog.

★ **Orange County Business Journal:** "Changes Sweeping Baja's Border Plants" by Chris Cziborr. Recent changes to the 1994 North American Free Trade Agreement have resulted in an unexpected outcome, and this story delivers an "ahead of the trend" exploration of the loss of manufacturing jobs from Mexico's maquiladoras to lower-cost plants in Asia. It's a tightly written, thoroughly reported story and explains the importance of the changes.

★ **Washington Business Journal:** "The National Question" by Mike Suddick. Following the Sept. 11 attacks, the nation's airports faced new economic uncertainties — perhaps none more than Reagan International Airport in Washington D.C. Showing impressive hustle in the two weeks following the terrorist attacks, this story lays out a thorough and intelligent analysis of the economic effects of the shutdown.

REAL-TIME

★ **Bloomberg News:** "El Paso Corp. secured off-balance sheet financing" by Russell Hubbard. Hubbard delivered a sharp answer to a question that reporters nationwide should have been asking toward the end of 2001: Is there anything about Enron's collapse that might be happening at the companies I cover? Hubbard discovered that El Paso Corp. was using a financing technique that resembled the partnerships that ultimately sunk Enron. A day after his report, El Paso said it would place the \$2 billion in off-books debt onto its balance sheet.

★ **Bloomberg News:** "Khashoggi firm may have kept \$125 million as stock fell" by David Evans. Evans had his eye on Saudi financier Adnan Khashoggi through 2001, writing two stories about his questionable investments and practices. On Oct. 25, though, Evans delivered a direct hit. He revealed how a Khashoggi-controlled firm profited after shares of a money-losing telemarketing firm crashed. Evans work is a good example of keeping a close watch on the details in the documents.

★ **Dow Jones Newswires:** "Treasury's 30-year bond news relayed by consultant during embargo" by John Connor. Connor followed his instincts after the U.S. Treasury unexpectedly announced it would indefinitely postpone issuing the 30-year bond. He was intrigued by the sharp price movements of the long bond well ahead of the official release. With some quick reporting, he discovered that a private consultant attended a press-only briefing at the Treasury and informed clients of the decision before the news was supposed to be released. TBJ

MORE INFO?

Go to www.sabew.org for additional judges' comments and details on winning entries.

10 Seek Board Seats

BY BARNEY CALAME

SABEW Nominating Committee Chair
The Wall Street Journal,
barney.calame@wsj.com

The SABEW Nominating Committee has named a slate of 10 candidates for the eight seats on the Board of Governors that will be open at the time of the annual conference this spring.

The voting will take place during this spring's conference.

The terms of six current Board members expire this spring. Three members decided not to seek re-election, Rex Seline of the Fort Worth Star-Telegram was elected Secretary-Treasurer and Robert Thomson, formerly of The Financial Times, and Alecia Swasy of the St. Petersburg Times resigned from the board. Three Board incumbents (denoted by stars) are on the committee slate.

The six candidates with the highest vote totals will receive regular three-year terms. The two candidates with the next two highest vote counts will fill the remaining two years of Thomson's and Swasy's terms.

The Nominating Committee, as established in the SABEW Constitution, is composed of the three most recent past presidents, the current vice president, and one board member appointed by the president. The chair is the immediate past president.

Each nominee was invited to provide a picture and a statement of no more than 250 words about themselves and/or their interest in serving on the Board. Here are their submissions.

★ **MARK CALVEY**
SENIOR REPORTER
SAN FRANCISCO BUSINESS TIMES



Calvey is a senior reporter at the San Francisco Business Times, where he covers banking and venture capital. Mark has worked in business journalism for 17 years at several publications including the

Charlotte Observer, Atlanta Constitution, Bridge News and Investor's Business Daily.

• **GERTHA COFFEE**
BUSINESS EDITOR
THE ROANOKE TIMES

Coffee has been business editor at The Roanoke Times since Jan. 1, 2000. Previously, she was Sunday business editor at the Atlanta Journal and Constitution.



She spent nearly 10 years at the AJC, where she also was a business reporter, personal finance writer and assistant business editor.

She received a Best of Cox newspaper award in 1996 for her work as an editor for a series on black wealth. That series won regional and national attention, including recognition from the American University/ICI Education Foundation for personal finance reporting.

Coffee began her 23-year career at The Commercial Appeal newspaper in Memphis, and has held reporting and/or editing positions at the Detroit Free Press and Pittsburgh Press. She is a graduate of Northwestern University and studied for her master's in journalism at Southern Illinois University in Carbondale.

She strongly supports SABEW's initiatives to improve the quality of business reporting and editing. The organization was especially responsive to the events of Sept. 11.

She would like to help SABEW continue to expand its reach, especially to smaller business staffs that face the same journalistic challenges as their larger counterparts — but with fewer resources.

• **HENRY DUBROFF**
EDITOR/PUBLISHER
PACIFIC COAST BUSINESS TIMES

My name is Henry Dubroff and I am the editor, publisher and principal owner of Pacific Coast Business Times, a weekly business journal serving Santa Barbara, Ventura and San Luis Obispo Counties in California.

I am a past SABEW president and past board member and I really enjoy being involved with the SABEW staff and fellow members.

I currently serve the organization in a number of capacities, including co-chair of the SABEW chair fund-raising committee, member of the SABEW chair search committee and publisher of The Business Journalist.

I want to return to the board because I think that I have a unique perspective on SABEW and on business journalism. As a longtime SABEW member I have seen the organization grow tremendously but I want it to remain true to its roots as an advocate for better business journalism and as a forum for timely discussion of the issues.

It is important to remember the basics that make for good reporting, good editing and a better SABEW.

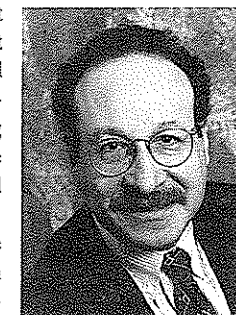
Second, as the owner of an independent business publication, I gather a lot of information about what the larger media companies are doing and I think my non-aligned status is a real plus for SABEW.

I also bring an entrepreneurial, "let's roll up our sleeves and get this done" spirit to the board. And I believe that I bring a measure of fiscal discipline to the board that will be very important as we enter a potentially tough period economically.

• **ILYCE GLINK**
SYNDICATED WRITER
CHICAGO

Glink is a syndicated journalist, television correspondent, author and radio host specializing in real estate, personal finance, and business.

She has published six books, including 100 Questions Every First-Time Home Buyer Should Ask; 100 Questions Every



SABEW Board of Governors



Candidates for Election

Home Seller Should Ask; 10 Steps To Homeownership: A Workbook for First-Time Buyers; 100 Questions You Should Ask About Your Personal Finances; and 50 Simple Things You Can Do To Improve Your Personal Finances.

Her newest book, 50 Simple Steps You Can Take To Disaster-Proof Your Finances, will be published in May.

Glink's column, "Real Estate Matters," appears in more than 30 newspapers and Web sites. She contributes frequently to Woman's World magazine and the Los Angeles Times. Based in Chicago, Glink is the real estate and personal finance correspondent for Chicago's WGN-TV. She's been the money expert for Lifetime Life on the Lifetime Network and is the permanent guest-host for the Clark Howard Show, on WSB Newstalk, the Cox radio station in Atlanta. Her company, Think Glink, Inc. (www.ThinkGlink.com), provides content and consulting to major companies and Web sites.

As for SABEW, she says: "I've spent years helping journalism organizations reach out to young journalists. I'd like to use some of that experience to broaden SABEW's reach. If elected, I'd like to help SABEW continue to develop new and innovative programming that will engage members."

• **GEORGE GOMBASSY**
BUSINESS EDITOR
THE HARTFORD COURANT

One of the first things I did when I became the business editor of The Hartford Courant in 1995 was to join SABEW. While I didn't have extensive experience as a business reporter, I recognized immediately SABEW's potential benefit.

It was one of the best decisions I made. Through SABEW I met many people who gave me solid advice on how we could improve our business sections.



SABEW is a crucial resource as more people turn to us for advice and information on business and economics.

Educating business journalists on how they could fulfill their responsibilities by being more sophisticated, skeptical and hard-hitting, is a worthy endeavor for SABEW.

I believe there are two other crucial areas. One is to encourage and help news organizations do more to diversify their business staffs. The other is to encourage more ground-level reporting.

As we rely more on the Internet and experts for information, there is less incentive to talk with common workers and consumers — other than for that anecdotal lede. To really connect with our readers, viewers and listeners, I think we need to broaden our sources to include the people who count the most — the little people.

I have been with The Courant for 31 years and have received more than 20 journalistic awards for stories that I wrote or co-authored. Those awards include the George Polk Award for local reporting, the American Bar Association's Silver Gavel Award, and the Aviation/Space Writers Association Award for Excellence.

★ **SANDRA GONZALEZ**
EDITOR
BLOOMBERG NEWS
(No information provided.)



• **DAVE KANSAS**
DEPUTY MANAGING EDITOR
WSJ.COM

Dave Kansas oversees Money & Investing coverage for WSJ.com and is involved in the development of new initiatives.

Prior to rejoining The Wall Street Journal in Dec. 2001, Kansas worked for five years at TheStreet.com. In that role, he directed the launch and expansion of the online news operation. In addition, he was responsible for overseeing a news-gathering operation that included staff in New York, San Francisco, London and Hong Kong. He held the titles of editor-in-chief, chief strategic officer and executive vice president. In addition, he sat on the company's board of directors. Kansas also sat on the board of TheMarker.com, a joint venture between Ha'aretz and TheStreet.com.



Prior to TheStreet.com, Kansas worked for five years at The Wall Street Journal covering the environment, utilities and the financial markets. At The Wall Street Journal he also spent time covering economics and the financial markets in Tokyo. He is a Minnesota native and lives in New York.

★ **JONATHAN LANSNER**
BUSINESS COLUMNIST
THE ORANGE COUNTY REGISTER

SABEW has been a big part of my life the past five years. I've served as a SABEW governor since 1997; been Executive Editor of SABEW's The Business Journalist newsletter the last three years and was recently appointed to the Executive Committee by SABEW President Bill Barnhart.

This organization is a crucial element in the advancement of business journalism, a craft I've undertaken since 1983. The last 15 years I've worked as a business journalist at The Orange County Register as a reporter, editor and now as business columnist. I've also been involved in three personal finance book projects.

During my stint as The Business Journalist editor, I'm proudest that we have been able to totally erase the large losses that the newsletter long suffered. In the last two years we evolved TBJ to a point where one-fourth of SABEW members get TBJ delivered via the Internet and members who want electronic delivery also get periodic e-mail updates on job openings posted to SABEW's Web site.

It also has been an honor to serve as host for three SABEW events held in Orange County: the 1998 Annual Conference, the 2000 Technology and 2001 Personal Finance workshops.

As for my hopes for SABEW, I believe the organization must be accessible to as many

(continued on page 18)

SABEW Board of Governors



Candidates for Election

business journalists as possible using events and information tools we currently possess plus new forms of outreach. Prudent growth must serve both big organizations and small; new members and potential ones; the deep-pocketed institutions and the members attending a SABEW event on their own dime.

• **GREG MCCUNE**
MIDWEST BUREAU CHIEF
REUTERS

McCune has been around the world in 25 years as a business journalist, eight years with Bridge News and then 17 years with Reuters. He has written and edited in five countries—the U.S., Canada, Britain, Belgium and Australia—and served as Reuters chief correspondent in Canada



(1992-96), Washington bureau chief (1996-2000), and now Midwest bureau chief based in Chicago.

He is responsible for a 13-state region including reporters covering everything from airlines to agricultural commodities. In his reporting career he covered a host of stories including international trade, negotiations on the euro single currency, and the Quebec referendum in Canada. As Washington bureau chief, he supervised Reuters reporting on everything from the Microsoft antitrust case and the International Monetary Fund's response to the Asian financial crisis, to presidential elections, and the Monica Lewinsky scandal.

McCune taught a session in October at the SABEW's Business Reporting and Writing Workshop in Chicago and helped teach a business journalism course at the University of Illinois last year. He is a member of the Reuters panel charged with promoting diversity in the company workforce.

"I have been fortunate to have such a variety of domestic and international experiences in business journalism. After 25

years with my suitcase mostly packed and ready to go, it is time to give back to my profession. If elected, I would promise to be an active board member and would hope to help with SABEW training programs and expanding membership."

• **CHRISTIAN WIHTOL**
BUSINESS EDITOR
THE REGISTER-GUARD

SABEW has no board members from under-100,000 circulation dailies. I've worked as business editor for an 80,000-circulation daily since 1990. If elected, I would seek ways for SABEW to help small dailies make business news a priority for staff, space, money.

- Number of U.S. dailies under 100,000: 732
- Number of U.S. dailies over 100,000: 104

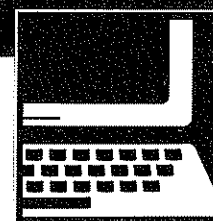
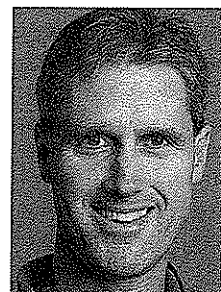
At most small papers, business news is a poor stepchild. This, despite a 1997 American Society of Newspaper Editors national readership survey showing that business news is much more popular than sports.

Fighting for staff/money is a lonely gig. Backup from SABEW would help.

SABEW could provide industry surveys; examples of successful business-section and business-staff expansions; examples of successful business-resource lobbying techniques; testimonials from publishers/MEs who have expanded their business report.

Also, I would lobby for SABEW to create paid summer internships for under-100,000-circulation papers.

Before working at the Register-Guard, I was a business reporter and copy editor at The Record in New Jersey. I hold an MBA from Fairleigh Dickinson University, and a bachelor's of arts from Oxford University in the United Kingdom. I am very active in the journalism community, and was an adjunct assistant professor at University of Oregon School of Journalism. Under my leadership the Register-Guard has won the SPJ Pacific Northwest 2000 contest; SABEW Best in Business, 1995-97, spot news 1999 contests; and Oregon Newspaper Publishers Association 1995, 1997, 1998. TBJ

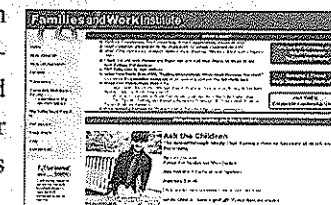


Net Results

WORKPLACE COVERAGE ISN'T JUST LABOR STRIKES. Juggling home life and career is also a big issue. Here's some Web site to add to your knowledge about the topic:

■ **WORK AND FAMILY**

The Families and Work Institute (www.familiesandwork.org) is a non-profit that consistently provides landmark research on issues ranging from job stress to children's views on working parents, and their roster of experts is top-notch.



The Work-Family Researchers Electronic Network (www.bc.edu/wfnetwork), funded by the Sloan Foundation, provides up-to-date literature and publications from academics in the field.

The National Partnership for Women & Families site (www.nationalpartnership.org) has info on issues ranging from fairness in the workplace to family leave laws.

■ **LEGAL AND LABOR**

The EEOC site (www.eeoc.gov) lacks zip, yet nevertheless contains many useful fact sheets regarding issues such as sexual harassment, age discrimination etc.

The American Civil Liberties Union page on workers' rights (www.aclu.org/issues/worker/hmwr.html) carries stories on breaking cases, current legislation and links to other related sites.

Diversity.com (www.diversityinc.com) is sponsored by



corporations and carries information regarding diversity trends, from legal decisions to research into this field.

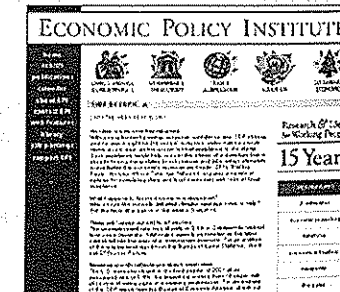
Workplace Issues Today

(www.ilr.cornell.edu/library/wit) is a Cornell University-sponsored news center devoted to breaking and archived news regarding workplace issues. Also try www.ilr.cornell.edu/iws, Cornell's recently created Institute for Workplace Studies. While labor-oriented, both facilities provide up-to-date information on trends in the field.

■ **GENERAL**

The little-known Bureau of National Affairs (www.bna.com) sounds like a government bureaucracy, but it's an employee-owned publications company that has reports and statistics on a range of workplace subjects from benefits to labor laws.

The Economic Policy Institute (www.epinet.org) is a non-profit devoted to helping middle and low-income workers.



Catalyst (www.catalystwomen.org) is a non-profit that has been doing good research into women's progress in the business world for years. Their studies are well worth a look. TBJ

COMING IN JUNE

thinkSMALL

Interested in news about America's growth engine: Small Business?

Please join SABEW for our second Small Business Reporting Workshop June 13-15 at Wyndham Miami Beach Resort.

Registration fee is \$50 and includes housing, conference materials, meals, field trips and writing critique. Minority scholarships available.

Hurry! Attendance is limited. Details at www.sabew.org.

SABEW

Society of American Business Editors and Writers, Inc.

Workshop underwritten by the Kauffman Center for Entrepreneurial Leadership at The Ewing Marion Kauffman Foundation

INSIDE TBJ

We Honor Our Best

The judges have spoken. SABEW's 2002 contest is over. Read who won — and what they did so special. Plus, see why Wall Street Journal's Barney Calame is this year's recipient of the Distinguished Achievement Award.

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Business Section Staff
Diversity Tracked

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WSJ's Danny Pearl

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SABEW Board

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How The Web Aids
Workplace Beat

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MIAMI'S READY FOR SMALL BUSINESS WORKSHOP. SEE PAGES 8-9