

BUSINESS JOURNALIST

ETHICS IN ACTION

A new column debuts
with a survey.
Page 4-5

CHAIR'S CORNER

Journalists and their
issues with math.
Page 16

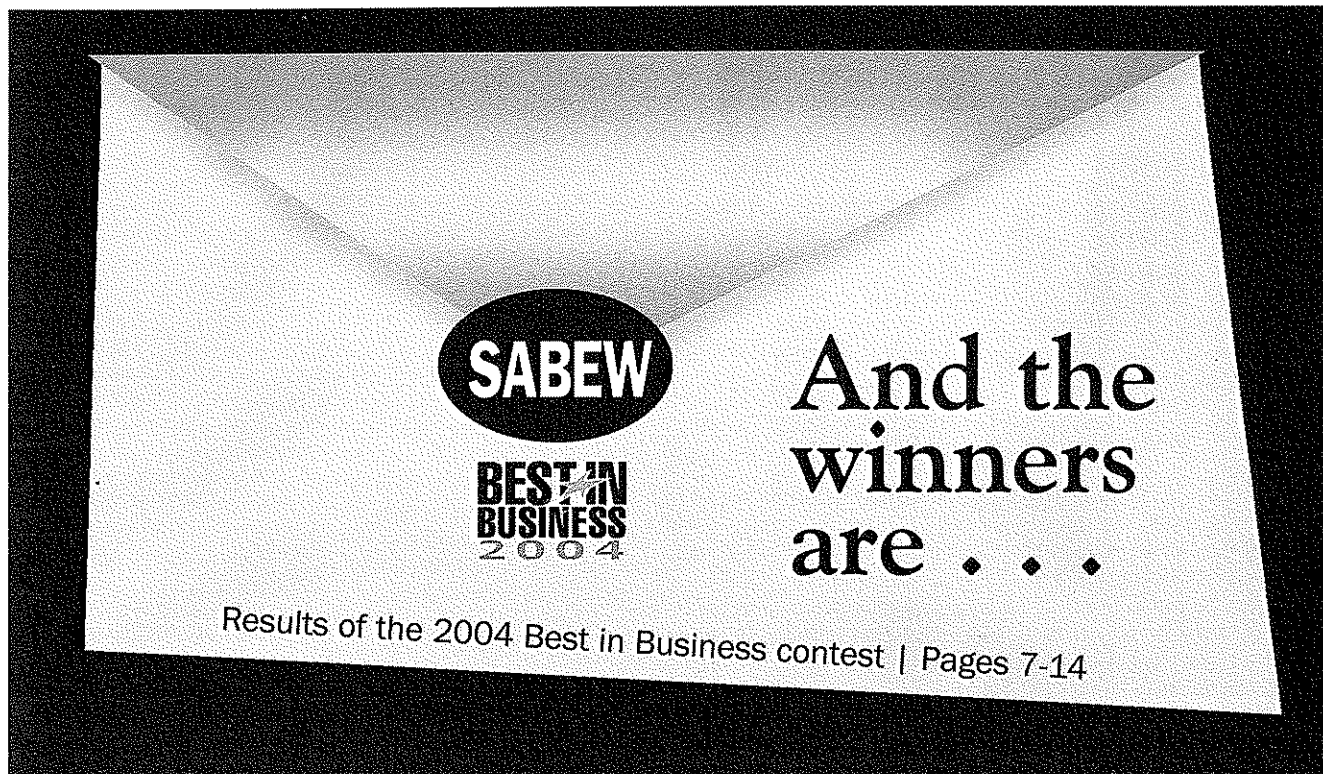
PRESIDENT'S LETTER

SABEW Committed
from the top.
Page 15

BIZ BUZZ

Philly picks up WSJ
biz editor.
Page 17-19

COVER STORY | BEST IN BUSINESS 2004



SABEW
BEST IN BUSINESS
2004

And the winners are . . .

Results of the 2004 Best in Business contest | Pages 7-14

TV pioneer honored for distinguished achievement

O'Bryon tapped for SABEW's top award

BY GAIL DeGEORGE
SABEW Governor

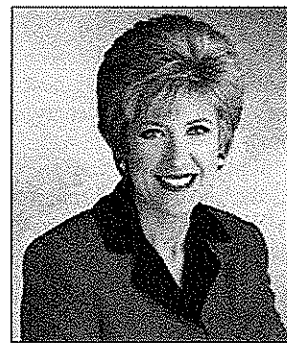
The 25th anniversary of Nightly Business Report brought plenty of accolades to Linda O'Bryon, executive editor of the pioneering business news television show, and the rest of NBR's staff.

On Jan. 22, O'Bryon and co-anchors Paul Kangas and Susie Gharib were among a group who rang the closing bell at the New York Stock Exchange to commemorate the anniversary of the show's launch in 1979.

Among the hundreds of emails, letters and acknowledgements, O'Bryon recounts two that were particularly memorable.

One was from a retiree in the town of Weipa, Australia, which receives NBR via the public broadcaster in that country, recounting the marvels of an electronic age that allows him to live in such a remote area yet still watch NBR nightly and trade via the Internet.

The other was from a fan from Pennsylvania, who recalled his father buying him 10 shares of a



Linda O'Bryon

CONTINUED ON PAGE 2

O'Bryon: Viewer response drives her

CONTINUED FROM PAGE 1

stock on his 16th birthday, the same year the program started. "He and I have shared countless hours enjoying your program," he wrote. "Twenty-five years later I am still an avid fan!"

For O'Bryon, it's that viewer response that still inspires and drives her. For her pioneering efforts in televising business news and bringing informative programs to the public, O'Bryon is being honored with the Distinguished Achievement Award by the Society of American Business Editors and Writers at the 41st Annual Conference in Fort Worth.

O'Bryon was serving as news director of the public television station in Miami, WPBT2, when she was approached in 1978 by several members of the station's board, including the late James McLamore, founder of Burger King, with the challenge to produce a television news show focusing on business.

"Business news on television was not a subject that was thought of," she says. "It was not visual. It was not the type of subject that attracted a large audience – but we felt it was important."

In poll after poll, the economy kept coming up as the No. 1 issue as the public struggled to understand oil shocks, inflation and high interest rates. "Wall Street Week with Louis Rukeyser" was the one of the few business news shows that focused on investments and Wall Street. "We wanted to go beyond that," says O'Bryon, who holds a degree in journalism and a minor in economics from the University of Miami.

Early on, O'Bryon recognized the show needed reporting from Washington to explain the

issues and policies toward economy and business. In public television, O'Bryon had a limited budget, but support of the board and an atmosphere of "try this out." And so a 15-minute nightly business news show – later expanded to a half-hour – was launched. O'Bryon takes pride that of the 10 staffers who launched NBR in 1979, five are still with the program.

The show's location in Miami, though not a bastion of corporate

*'Of all the things, I
enjoy interviewing
because of the
research you do and
you're expanding and
learning and
growing'*

Linda O'Bryon

headquarters, proved fortuitous. Corporate chieftains attending conferences or on vacation often appeared on the show. O'Bryon recalls Malcolm Forbes appearing while in town for a local boating event and his words about covering business still ring true for her.

"It's a drama," she recalls Forbes saying. "It's not about numbers, it's about people and relationships. Business news is so much broader than statistics and stock tables – it's ideas and issues and people."

The toughest challenge was going national in 1981. O'Bryon and the staff put together a pilot program, which she presented to other executives from public television stations around the nation and its distributor American Public Television.

"Here I was, still in my 20s, and presenting to seasoned program managers a business show from Miami. It took some courage and belief in what we were doing."

Other station managers believed, too. NBR is carried by 250 stations nationwide, including the top 20 broadcast markets.

"It is one of the top shows in public television in terms of the number of stations that carry it," says Cynthia Fenneman, chief executive officer and president of American Public Television. "Most shows have a shelf life of three to five years, so to see something last this long is quite a feat – and Linda's been the force behind that."

O'Bryon served as the co-anchor for 12 years and is involved in nearly every aspect of the show. She still appears frequently as host, anchor and interviewer. She often interviews top executives, says Jack Kahn, director of program development and one of NBR's original staff members.

"She's able to handle them," Kahn says. "She does her homework and is very well-prepared. She can do a tough interview but she doesn't burn bridges."

"Of all the things, I enjoy interviewing because of the research you do and you're expanding and learning and growing," O'Bryon says.

One of challenges and early triumphs was getting business luminaries like Lester Throw and Alan Greenspan, then a private economist, on the show. O'Bryon remembers calling Greenspan and thinking that he'd never appear on the fledgling show. To her surprise, he accepted and appeared

CONTINUED ON PAGE 4

LINDA O'BRYON

TITLE: Senior Vice President, General Manager & Executive Editor of NBR Enterprises/WPBT2.

CLAIM TO FAME: First woman TV news director in South Florida; produced Florida's first gavel-to-gavel televised trial coverage, Florida vs. Ronny Zamora; spearheaded the creation of Nightly Business Report.

IN THE BEGINNING: Began career as an on-air reporter for KCPX (now KTVX), Salt Lake City's ABC affiliate; producer at WPLG, Miami's ABC affiliate.

MORE FROM NBR: Original co-anchor, a position she held for 12 years; leads business information programming, videotapes, nbr.com and other ancillary activities of NBR Enterprises, supervising a staff of 50 across four major bureaus; co-anchored four prime-time specials on national Public Television; Keeping America #1, The Next American Century (with Fortune), The Economics of War, and How to Survive and Prosper in the World Financial Crisis (with Adam Smith).

OTHER HONORS: Named one of the 20th century's Top 100 Business News Luminaries by the industry trade publication, TJFR; ranked the nation's most influential woman business news executive in 2001 by TJFR; received numerous awards, including: Ohio State, Dartmouth College, American Women in Radio and Television, Corporation for Public Broadcasting, NATAS Silver Circle (Suncoast Chapter) and a regional Emmy; member of the Board of Trustees of American Public Television.

PERSONAL NOTES: Graduated cum laude from the University of Miami with a major in journalism and a minor in economics; lives in Fort Lauderdale with her husband, Michael, and their daughter, Jennifer.

Resourceful.

www.prnewswire.com/media
Where journalists go to get the content they need.



We've got everything you need to research and write your story. Whether it's news releases, photos, logos, archives or access to experts, www.prnewswire.com/media is the place to find it.

Our custom e-mail service allows you to receive real-time content delivered at times you specify. We have an archive of news releases dating back to 1997, searchable by industry, geography and company name. You can connect with information officers and expert sources through our ProfNetSM service. Everything is free and exclusively for registered journalists.

Visit www.prnewswire.com/media today and explore this comprehensive resource, available for all your research and information needs. Or call 800-387-8448 for more information.

OUR RESOURCES • NEWS DISTRIBUTION • TARGETING • MEASUREMENT AND MONITORING • BROADCAST PR • DISCLOSURE SERVICES



PR Newswire

United Business Media

© PR Newswire Association LLC 2004

SOCIETY OF AMERICAN BUSINESS EDITORS
AND WRITERS • WWW.SABEW.ORG
VOL. 40, NO. 3 • APRIL / MAY 2004

THE BUSINESS JOURNALIST

The Business Journalist is published six times per year by the Society of American Business Editors and Writers, Inc., The Missouri School of Journalism 134A Neff Annex, Columbia, MO 65211-1200; 573-882-7862; fax, 573-884-1372; sabew@missouri.edu; www.sabew.org. Reproduction in any way is prohibited without the written permission of SABEW.

© 2004 by the Society of American Business Editors and Writers, Inc.

Executive Editor
Becky Bisbee
Business Editor,
The Seattle Times
206-464-2494
bbisbee@seattletimes.com

Advertising
Information
Vicki Edwards
573-882-2878
edwardsvk@missouri.edu



Pam Luecke
Donald W. Reynolds
Professor of Business Journalism,
Washington and Lee University
luekep@wlu.edu

Ethics Survey
Complete the SABEW ethics Survey.
Page 7

ETHICS IN ACTION

New column to address ethical concerns that threaten industry

TWELVE YEARS AGO, financial journalist Gary Klott produced the Society of American Business Editors and Writers to strengthen its code of ethics to address advertiser issues and the use of non-journalists.

His intent was clear: to maintain a news organization's editorial integrity, in recognition that it is our most valuable asset.

At the time, he wrote that surveys, including one by SABEW, "found that a sizable segment of news organizations had apparently violated the most fundamental tenet of journalism: sacrificing the reader's interest for commercial gain."

We wish we could report that Gary's crusading had solved everything — that business journalism has become a beacon in the profession and is blissfully immune from the ethical lapses that mar our profession.

Yet the dot-com frenzy of the late 1990s put even more stress on business journalism. Special technology sections sprouted to boldly boost advertising revenue. Online business-

news sites became cluttered with sponsored links and pop-up ads. And columns by local brokers and investment managers continue to find a home.

Clearly, the matter of ethics and business journalism is not something the association — or a newsroom — can do once and consider done. Ethics must be an ongoing conversation, addressing new issues and new practitioners.

SABEW begins this column in The Business Journalist to make sure that's the case — that Gary's legacy is not a static code but a living document to guide business journalists today and tomorrow. Consider it also a tribute to Gary, who died of a heart attack in August 2002 at the age of 52.

I'm honored to write the inaugural column. I met Gary more than a dozen years ago when he married Sandy Duerr, with whom I worked as a business journalist in Louisville, Ky. I respected Gary's intellect and humor; I turned to his tax Web site for advice I could trust. I wish he were still here to bring clarity to industry issues that are

increasingly murky.

My hope and SABEW's is that this column can identify and illuminate the practical issues that vex your daily work as well as the larger issues that threaten our industry.

To start that process, we invite you to complete the accompanying survey. It is similar to one conducted by SABEW in the early 1990s, but we've added questions to explore issues that have emerged since. Please complete it anonymously and return it via fax or e-mail by April 15. We'll report the results in an upcoming Business Journalist and use your responses as inspiration for future columns.

SABEW's code of ethics states that members themselves must be the guardians of the profession's ethics.

We can keep Gary Klott's memory alive by doing just that.

Pam Luecke is the Donald W. Reynolds Professor of Business Journalism at Washington and Lee University in Lexington, Va. Before taking this position in 2001, she was a newspaper journalist for 25 years.

O'Bryon: She's involved in almost every aspect of show

CONTINUED FROM PAGE 2

several times before becoming Fed chief — though he hasn't been back on the program since.

Among the coups O'Bryon has interviewed is Warren E. Buffett, the legendary chief executive officer of Berkshire Hathaway Inc. She discovered while preparing for the interview that he attended the same high school, Woodrow Wilson in Washington, D.C., (Class of 1947) as she had (Class of 1967).

"I admire Linda," Buffett

says in an email. "She's done an absolutely first-class job in business journalism. She's knowledgeable about the subject matter and has deservedly earned the confidence of the viewer."

O'Bryon contends that business journalism is largely untarnished by the implosion of the dot-com era and wave of corporate scandals. "Business media is better for it," she says. "There's a healthy skepticism now."

She notes NBR's own efforts to examine some of the issues, including a show that

aired in May 1999 about manipulation of corporate accounting.

Unfazed by competition from other television business news shows, NBR still has its place, O'Bryon says.

"Competition is not just other business television programs. It's the Internet, it's people's time. We talk about how we can make this an experience something that adds to something they know," she says.

"We fill a special niche in business journalism."

Past Recipients

2003 - James Gentry, University of Kansas, dean of the Journalism College, and Randy Smith, Kansas City Star	Associated Press
2002 - Barney Calame, Wall Street Journal	1998 - Marshall Loeb, Money and Fortune magazines
2001 - Allan Sloan, Newsweek	1997 - Chris Welles, BusinessWeek
2000 - Ernest Holsendolph, Atlanta Journal-Constitution	1996 - Cheryl Hall, Dallas Morning News
1999 - John Cuniff and Chet Currier, The	1995 - * Larry Birger, Miami Herald
	1994 - Myron Kandel, CNN
	1993 - * Hobart Rowen, Washington Post
	* Deceased

ETHICS SURVEY

Pressures facing the news media over the last few years have led to rising concern about newsroom practices that threaten to erode the integrity of business journalism. This survey, based on one conducted by SABEW in the early 1990s, is designed to determine how widespread these abuses may be.

Please fill out this and return by April 15 to Pam Luecke via email luekep@wlu.edu or fax: (540) 458-8845. You need not sign your name.

• 1. Are you aware of pressure by advertisers to influence the content of business sections?

Yes ☐
No ☐

• 2. Has that pressure increased in recent years?

Yes ☐
No ☐

• 3. Has such direct or indirect pressure by advertisers affected the way your news organization has reported, edited or displayed business news?

Yes ☐
No ☐

• 4. Has there been a blurring of the line between advertising and editorial content in recent years?

Yes ☐
No ☐

• 5. Does your publication produce advertiser-controlled sections or reports that contain editorial material produced by news staffs or outside wire services or syndicates?

Yes ☐
No ☐

• 6. If so, do you feel that these sections are properly identified as advertising?

Yes ☐
No ☐

• 7. Has the growth of these "advertorial" sections done any of the following?

a.) Misled the reader.
Yes ☐
No ☐
Not sure ☐

b.) Reduced regular news coverage of those subjects.
Yes ☐
No ☐

c.) Taken advertising away from regular news pages.
Yes ☐
No ☐

• 8. Do you know of articles that have been published in exchange for, or in anticipation of, advertising?

Yes ☐
No ☐

• 9. Would it be helpful to you if major organizations of journalists took an active position against advertising encroachment on editorial integrity?

Yes ☐
No ☐

• 10. Some news organizations use outside experts to provide articles, columns and analysis of news developments:

a.) Does your publication use them?
Yes ☐
No ☐

b.) Are such experts properly identified?
Yes ☐
No ☐

c.) Do conflicts of interest exist, even with a proper identification?
Yes ☐
No ☐

d.) Are readers, listeners and viewers misled into believing these experts are providing objective information?
Yes ☐
No ☐
Not sure ☐

• 11. Do you see any problems with any of the following (on the business pages)?
a.) A stock broker writing about stocks.

Yes ☐
No ☐

b.) Investment managers or financial planners writing about investing.
Yes ☐
No ☐

c.) Management consultants writing about corporate management and strategies.
Yes ☐
No ☐

d.) Real estate brokers or lenders writing about real estate.
Yes ☐
No ☐

• 12. Bottom line, do you consider advertising encroachment a growing threat to editorial integrity?

Yes ☐
No ☐

• 13. If yes, do you believe it has increased during the recent economic slump?
Yes ☐
No ☐

• 14. If yes, do you believe it will diminish as the economy recovers?
Yes ☐
No ☐

• 15. How great a problem do you consider the following issues for business journalism today?

a.) Encroachment by advertising pressure on editorial integrity.
Serious concern ☐
Moderate concern ☐
Small concern ☐

b.) Budget cutbacks.
Serious concern ☐
Moderate concern ☐
Small concern ☐

c.) Inadequate space.
Serious concern ☐
Moderate concern ☐
Small concern ☐

d.) Inadequate staff.
Serious concern ☐
Moderate concern ☐
Small concern ☐

• 16. Did your organization start a new technology section or technology segment during the late 1990s?

Yes ☐
No ☐

a.) If yes, does that section/program still exist today?
Yes ☐
No ☐

b.) Has it been scaled back?
Yes ☐
No ☐

• 17. Does your staff provide news content for multiple content platforms — print, Internet, radio and/or television?

Yes ☐
No ☐

a.) If yes, did you receive additional staff to support the additional work?
Yes ☐
No ☐

• 18. Does the requirement that you work for multiple content platforms interfere with the quality of your work?
Yes ☐
No ☐

• 19. Do you have final say over the appearance of business news on your organization's Web site?
Yes ☐
No ☐

• 20. Do you feel there is any confusion by readers about what is news content and what is advertising content on your Web site?
Yes ☐
No ☐

• 21. Does your news organization sponsor financial planning, personal investment or management seminars?
Yes ☐
No ☐

a.) If yes, does the business-news department play a role in those events?
Yes ☐
No ☐

• 22. Have you or your staff been pressured to loosen your editorial standards on such ventures?
Yes ☐
No ☐

If so, please explain how.

• 23. Do you consider mutual funds "ethically safe" investments for financial journalists?
Yes ☐
No ☐
Some ☐

If "no" or "some," please elaborate.

• 24. Does your organization limit the type of mutual funds in which you can invest or limit the frequency with which you make mutual fund trades?
Yes ☐
No ☐

NOTE: Feel free to offer any anecdotal material concerning any of these issues.

Long-time SABEW employee to be honored

BY JEFF STEPHEN OLIVER

In 1941, first-grader Doris Barnhart began her first job as an all-purpose small person at the Sturgeon Leader. Her boss was her Dad. Her job was to help. The paper, a railroad-town weekly in mid-Missouri, left the linotype every Thursday night.

In a few years she would write the words and run the machine. But in 1941 Barnhart mostly folded the finished product – fingering the edges, avoiding the ink.

Her father had warned her: "Once you get printer's ink in your blood, it'll always be there."

Lyle Harris must have recognized the residue in October 1972, when he hired Barnhart to be his administrative assistant. Harris was then director of the Business Journalism Program at the University of Missouri in Columbia.

He pointed Barnhart to a row of cabinets and said: "Here's the files. Get acquainted."

It was the first time Barnhart had ever been hired on the spot and the job marked her re-entry into the workforce after raising her family.

These memories surfaced on a recent Tuesday afternoon, while Barnhart sat in her office at the University of Missouri in Columbia. She was thinking mostly about a different set of files in a different decade – when she was hired in the '80s to run the office for the Society of American Business Editors and Writers.

"This officer had records and this officer had records," she said, reaching alternatively toward Chicago and Los Angeles. "We kind of had to pull them altogether." That was 1984. And, SABEW had decided it was time to find a home. The fledgling organization decided on making Missouri its home.

By then, of course, Barnhart

was hopelessly devoted to the journalism gospel's central doctrine – multitasking. She was dividing time between the business program, then headed by Jimmy Gentry, and the Scholastic Journalism Program, run by Robert Knight.

In SABEW, she inherited a 20-year-old baby suffering from a deficit of administrative attention – another full-time job. If she didn't have the time, she apparently made it.



Doris Barnhart

In recognition of her 15 years of service, Barnhart will be honored by President Kathy Kristof at the 41st Annual Conference in Fort Worth in May.

"Doris never stopped to think about the hours she was spending doing SABEW's work," says Kristof. "She worked until the job was done and done right. She is one of the many everyday heroes that I've met since joining this group. Doris helped SABEW get its start."


Indeed, in 1984 SABEW comprised some 135 members. Today, there are over 3,200. In 1987 she became the organization's official conference coordinator. Between '87 and '91 she organized and attended conferences in Washington, D.C., St. Paul, New York and San Francisco.

"Doris basically took a pile of materials that were barely organized and turned them into a systematic way of keeping up with the membership, which began to grow significantly over the next several years," says Gentry, who is now dean of the journalism school at the University of Kansas.

Despite being a repeat, a second D.C. conference proved unforgettable. The memory consists mostly of two significant events.

First, Barnhart broke her right arm after a fall taken while window shopping. Second, she shook

CONTINUED ON PAGE 7



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

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

Call: 646-312-3974
E-mail: MABJ@baruch.cuny.edu
http://www.baruch.cuny.edu/mabj



Baruch COLLEGE
The City University of New York

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

And the winners are . . .

BY GREG MCCUNE
Contest co-chairman

COLUMBIA, Mo. – The Society of American Business Editors and Writers has named the winners in its 10th annual Best in Business contest, which recognizes the best overall publications, as well as best Breaking News, Spot Enterprise and Special Project reporting in business journalism during 2003.

SABEW received a record 735 entries from daily newspapers, business weekly newspapers, magazines, wire services and business news online sites, a 22 percent increase over last year's 604 entries.

The Wall Street Journal led all news organizations, winning awards for Breaking News, Spot Enterprise and Special Projects.

The 11 news organizations that won two awards each were the Akron Beacon Journal, The Atlanta Business Chronicle, Bloomberg News, Crain's Chicago Business, The (Eugene, Ore.) Register-Guard, The Newark Star-Ledger, The (Portland) Oregonian, The San Jose Mercury News, The Seattle Times, The Seattle Post-Intelligencer and The Washington Post.

Entries from 23 daily and weekly newspapers were named Best in Business winners for overall excellence, and 12 were recognized with certificates of merit. The San Jose Mercury News won for overall excellence for the fifth straight year.

USA Today and The (Portland) Oregonian won awards for their sections for the fourth consecutive year.

The Washington Post, Santa Rosa Press-Democrat, and Crain's Chicago Business won for the third straight year.

Winners for the second consecutive year were The News & Observer of Raleigh (N.C.), the Atlanta Business Chronicle, the Business Journal of Greater Milwaukee, The New York Post and The Newark Star-Ledger.

Fifteen news organizations were named winners for Breaking News coverage. This category recognizes superior work produced under tight deadlines. Repeat winners from last year in this category were Bloomberg News, Reuters America, The San Jose Mercury News and The Wall Street Journal.

Thirteen news organizations were named winners for Spot Enterprise, which honors a single story that is a scoop, an exclusive interview or a timely analysis. Repeat winners in this category were Bloomberg News, The (Portland) Oregonian and The Wall Street Journal.

In the 2-year-old Special Projects category, 16 news organizations were honored for a series of stories that looked at an issue in depth. Three news organizations received certificates of merit in this category. Repeat winners were The Atlanta Business Chronicle, The Los Angeles Business Journal, The Orlando Sentinel, The Washington Post and The Wall Street Journal.

The SABEW Best in Business contest was started in 1995 to help set standards and recognize role models for outstanding business journalism. About 100 newspapers entered the con-

test that year, sending in copies of six sections and special projects. A contest of weekly business publications was started in 1996.

A year later, the contest expanded to include Real Time media and Spot News. Breaking News debuted in 2001 and Special Projects in 2003.

Contest notables:

- The Dallas Morning News has been honored in nine of the 10 years, making it the most consistent winner in the Giant circulation category.

- The Mercury News has been honored in eight of the 10 years, making it the most consistent paper in the Large circulation category.

- The Contra Costa Times and the St. Paul Pioneer Press have been honored in seven of the 10 years, the most in the Medium circulation category.

- The Santa Rosa Press-Democrat has been honored in seven of the 10 years, making it the most consistent paper in the Small circulation category. The (Eugene) Register-Guard received 13 awards in the six years it has been honored.

- This is the seventh consecutive year The Atlanta Business Chronicle has been honored, the most of any weekly publication.

- Bloomberg News has been honored at least once in each of the eight years the Real Time category has existed.

Awards will be presented Sunday, May 2, in Fort Worth, Texas, during SABEW's 41st annual convention. Judges' comments for all winners can be found at www.sabew.org. Additional information about the conference and SABEW also is available at that site as well.

Barnhart: 'Amazing' how SABEW grew

CONTINUED FROM PAGE 6

the left hand of the president of United States. (George Bush Sr. congratulated her for standing out in the crowd. It was a bit unclear whether the president was referring to Barnhart's cast or her red-white-blue outfit. She believes it was both.) Barnhart remained with SABEW until her retirement in 1999, the year she attended her last conference – appropriately enough, in Washington, D.C.

Randy Smith, deputy

managing editor at the Kansas City Star, served as SABEW president from 1991-'92. During those years, he says, it was easy to distinguish who was the pillar of gravity at SABEW's center.

"Doris kept the membership lists. She managed the correspondence between the board members. She kept up the meetings. She almost single-handedly organized all the basics as far as SABEW conferences were concerned – the registration, the meals. Everyone considers her a friend."

The friendship proved particularly valuable to SABEW. "In the early '90s we took a hard look at other universities," Smith said. "Other places were wooing us so to speak. We had some pretty good conversations but we decided to stay at Missouri for several reasons. Doris was one of the reasons."

In 2001, just two years after Barnhart's retirement, the journalism school managed to lure her back. She now organizes the annual Missouri AHANA Journalism Workshop in addition to the Scholastic Journalism Program. Her

new desk stands a few feet from where she worked for SABEW in 1984.

"It's been amazing to see how it has grown. I don't think I realized it would get this big,"

Barnhart said. "I was in shock to hear that they still remember me."

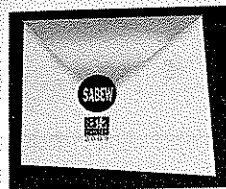
Jeff Stephen Oliver is a graduate student at the University of Missouri at Columbia.

Rotman Joseph L. Rotman School of Management
University of Toronto

- Ranked #21 in the world by *Financial Times*
- Ranked #5 in the world outside U.S. by *BusinessWeek*
- Current Dean profiled in *Fast Company*
- Faculty experts available 24/7 to comment on business, economic and public policy issues

Meet us at our booth in Fort Worth, May 2-4

Ken McGuffin, Manager, Media Relations
T: 416-946-3818 E: mcguffin@rotman.utoronto.ca
www.rotman.utoronto.ca



And the winners are . . .

SECTION

LARGE

The (Portland) Oregonian

Some great front-page Business coverage, such as "The Squabble in Toon Town" with its illustration of the battling tycoons and the undressing of businesses avoiding corporate taxes. The general Business section design is very nice. Willing to go very local on a given day, if that was the biggest story. Lots of papers had pieces on competition from China, but the Oregonian's angle was original and analytical - why Oregon-based companies were missing out on the booming Chinese market.

Rocky Mountain News

Business coverage needn't be dull, and this newspaper uses creative quick-hit graphics, such as the Ticker column, to keep its coverage lively. Whether in tab format or broadsheet, this paper was probably one of the most fun to read, as well as informative. Strong local coverage, particularly the Qwest package.

Sacramento Bee

Business is more than just corporations, and this newspaper does a wonderful job of recognizing news in personal finance and consumer interest rates. The graphics were striking, in particular with the "Vanishing \$200,000 House" package. The decision to cover the Fed's rate cut as a Page One article with large consumer-rates charts was excellent, and surely was popular with readers. Just as creative was how the paper brought the Consumer Confidence report to life with its use of photos and graphics.

San Jose Mercury News

The Quattrone coverage was very strong. It was as big a story on Wall Street as in the paper's back yard and they covered it from every angle. The concise, accurate summary of the charges on Page One was excellent. We liked the comprehensive of "Friends of Frank" who were handed "hot" IPOs. We also thought the outsourcing of jobs to India and the Silicon 150 were well done.

The Seattle Times

The extract from the Microsoft series highlighting the importance of the Longhorn project was admirable. Boeing coverage was strong. We liked the Front Page treatment of the leaders of the top companies in the state, including the focus on their potential conflicts of interest. In particular, we liked the decision by the paper to bring in an outside stringer to cover the JOA court case. The Business section in general had very broad coverage of local companies.

CERTIFICATE OF MERIT

Detroit News for "The Road Ahead," a special section on the future of the automotive industry - what Boomers, Gen Y want in a vehicle, the ambivalence toward "clean cars" reluctance; the cars of tomorrow, it was a tour de force.

Milwaukee Journal Sentinel for the extract from the "Made in China" series. Here was a highly ambitious project focusing on the competitive threat to "old manufacturing" in the Midwest from "new manufacturing" in China. The on-the-spot reporting was graphic and informative, supported by strong graphics and photography.

South Florida Sun-Sentinel for special pullout sections. The "YourBusiness" section of Nov. 10 was filled with useful information, attractively presented. The "Starting Your Business" section was full of practical advice, from financing to knowing-your-market, to tips for networking. We imagine readers find these sections quite useful.

THESEY
JG-3 30, 2004

The Oregonian

SECTION
REVISION



GIANT

The New York Post

Plucky, quirky coverage. They have chosen an angle on New York business - the intersection between media, real estate and wealth - that no one else has. They know their market and have the courage to skip stories that others feel obligated to cover.

The Newark Star-Ledger

They cover their local market well, recognizing the importance of the pharmaceutical and telecom industries, in particular. The section is very well laid out - you always know where you are and what you're reading about. Strong journalism and impressive graphics, even extending to stock tables.

San Francisco Chronicle

Great local coverage, and an especially strong job analyzing the tech industry. Bold use of headlines and photography. Consistently well-edited stories. Clearly a section where smart, good reporters and editors are excited to come to work every day.

USA Today

Tightly edited so that the spot news and features are always written to a high standard and illustrated in a way that draws the reader in. There's an impressive consistency and substance to their coverage. You know you can't go wrong when you pick up the paper.

The Washington Post

Great Washington coverage - they're always looking for ways to get behind the story to deliver more insight; good at anticipating the news. Comprehensive coverage of national and international policy issues.

Certificate of merit

Cleveland Plain Dealer for its foresight in recognizing the importance of the emerging Chinese market.

MEDIUM

Hartford Courant

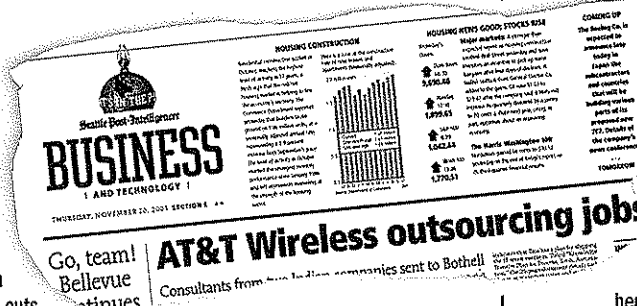
The Hartford Courant gives its readers a comprehensive local package. The staff smartly covered the hard-hit regional economy. We thought their regional analysis of unemployment with a simple but informative map was excellent. We were impressed that they have two local columnists, again, with something meaty to say. They showed consistently solid stories. We especially liked coverage in the run-up to a crucial union vote weighing jobs cuts against pay cuts for Pratt & Whitney workers. The section was smartly and clearly organized, with local, national and international news easy to find.

The (Raleigh) News & Observer

The staff at the News & Observer covered a hell of a lot of stuff. They're everywhere in their community and the section is packed with a variety of local stories. They were impressive in their daily staff-driven coverage, a consistency seen by very few of their competitors. The section played national stories well along with a strong run of local stories every day. The design is fresh and easy to follow. We liked their consumer-oriented coverage, as seen in a good package on Web-based health benefits and useful information in a timely story on how to cope with the dawn of telephone number portability. The staff broke a number-ported story in advance of the change on to Page One. We liked their Work & Money Sunday section and their comprehensive annual Outlook section.

Seattle Post-Intelligencer

Clearly the Post-Intelligencer stood head and shoulders above the rest of their category. The section fires on all cylinders, with aggressive local coverage, especially of signature companies. Strong local columnists. Smart graphics. Snappy design and clever, engaging headlines. While hardly being parochial, you know you're in Seattle when you read this section, with steady, enterprising coverage of Boeing and Microsoft. The reporters



are not afraid to take on Microsoft in its back yard, as seen in their story on the PC tablet, which they deemed a failure. The columnists are interesting and have something to say - a break from the often boosterish local columns seen in some papers. The judges liked the smart page topper, which often found a to-the-point way of giving the day's economic or consumer news in a quick read. Seattle fell to the smaller end of the size category, and so the strength of their work - better than at many papers much larger - particularly impressed us.

Certificate of Merit

The Akron Beacon Journal for a clear-eyed and not particularly favorable - but definitely fair - view of problems during the tenure of outgoing chairman Sam Gibara at Goodyear Tire & Rubber Co. That's critical for business sections to provide but never easy. The staff also undertook an ambitious tax guide "When the going gets rough...."

The Fresno Bee deserves a nod for its thoughtful "Broke... and Broken" special section. The ambitious series of stories did a great job of framing the issues of jobs and poverty in the region, with insightful and probing reporting and writing, excellent photography, good breakouts and graphics.

SMALL

The (Boise) Idaho Statesman

The Idaho Statesman's Business section showed a strong local focus, and gave us a strong sense of what the business community is about. They used their space well. They were highly local, but also gave us a good flavor of important national stories. Their package on executive pay was comprehensive and provided plenty of good detail. Very nice graphic, such categories as best return for shareholders was especially relevant. Centerpieces were generally engaging and even fun. Regular stories about the state's economy were smart and had engaging graphics.

The Roanoke (Va.) Times

The Roanoke Times' Business offerings included interesting and in-depth local and enterprise stories.

THE ROANOKE TIMES

"The diversity or discrimination?" A-1 package on Oct. 26 was in-depth, and explored a contentious issue in a rigorous fashion. A package on Carilion Biomedical Institute looked beyond the surface at the deal. There was a strong local daily package. They used space well. Good mix of local and national stories; agate was well-handled to give more space to stories.

The Rockford (Ill.) Register-Star Rockford Register Star was jam-packed with local news very relevant to their business community with a heavy manufacturing, labor union focus. Strong local centerpiece every day. "Retiree benefits killed UAW/Sandstrand" deal on May 26 was a very strong package. Good use of wire and Gannett Wire Service in

particular. Copy, such as the "Trade Bill Challenge: Who should Benefit" package on the corporate tax bill, was especially important to manufacturing communities. Airline service piece explored the issues but wasn't celebratory and included a very good map and chartage. Good briefs. "This is a business editor who can go home most days and think she did a good job of covering the community and getting the business stories important to local readers."

The Santa Rosa Press Democrat Santa Rosa Press Democrat knows its market well with a strong focus on wine industry and technology. The "Dying on the Vines" package about growers ripping out their vines to fight sliding sales, product glut of massive proportions, described the economics of wine country well. Also had a good Q&A on the same day with head of Sonoma County grape growers. Good story focus on Personal Finance on Sunday. Consistently good use of photography and graphics in the section. Good layout. Their annual Business Outlook section was exhaustive and strong - not just a typical retelling of the area's industries.

The Scranton Times-Tribune Scranton Times-Tribune had a good special report on A-1 on Dec. 7 - "State at Crossroads" - on state's troubled economy with an apt Business section corollary "State of Emergency?" with a good sidebar on potential solutions. "Bank on Changes" package on banking consolidation and how it is affecting the region was also very strong. Impressive enterprise on a regular basis. Good personal finance coverage. Strong daily local business report. Good use of graphics. Covered the important national stories. As one judge said: "They did business enterprise better than much larger papers."

SECTION

SMALL CONTINUED

Certificate of Merit

The **Portland (Maine) Press** for its July 27 package "Class of '03 finds paper industry jobs scarce," a comprehensive look at one of the state's primary industries and how the pipeline of graduates for it will likely be disappointed, given the sorry state of the job market in this industry. The story was well-written and a good example of local business enterprise reporting, with real relevance to its market.

The **Ann Arbor (Mich.) News** for its March 2 Outlook 2003 section, a comprehensive, critical analysis of the region's industries and where they are heading. The lede story, "Cost-Benefit Balance," takes a hard look at how many companies are being taxed out of business. Very nice

WEEKLY

Atlanta Business Chronicle

Enterprising, authoritative, comprehensive, well-presented. So smartly done that the Chronicle should conduct how-to clinics for other journals. Smart use of graphics provided another dimension to the coverage, instead of being visual wallpaper. Good graphics mean that the reporters were digging out facts for artists to use. A news monster that throws its weight around with enterprise reports on topics like hospital quality and Home Depot's safety record. A publication that should satisfy even the most voracious business news appetite, the Chronicle offers readers quarterly stand-alone sections on real estate and hospitality as well as special sections on professions such as law and engineering.

The Business Journal of Kansas City

Kansas City had the best reporters, great edge. Breaking news in every edition with smart stories that told readers things they didn't know but needed to know. From SEC and court filings to government documents and corporate board reports, The Business Journal backed up its hard-hitting stories with documentation. The paper showed its mettle with stories like the exhaustive look at DST Systems, a tech company with a vast real estate portfolio that has been enhanced with public money. And who could resist reading about the cremation business booming in the wake of a bad economy? A paper that clearly goes after the news, The Business Journal has the aggression that other publications are seeking.

The Business Journal Serving Greater Milwaukee

American City Business Journal sections tend to be formulaic in content and presentation. Milwaukee showed unique energy in its presentation and its ability to organize material for ease of use and utility. Overall, there was a clean, efficient contemporary approach that supports the Journal's credibility and authority. The publication consistently delivered stories that told its corporate readers about issues that would hit their wallets, from utility line improvements to audit fees related to the Sarbanes-Oxley Act. The special section The Biz, which targeted high school students, was one of the most original ideas to surface in all of the entries - a nice surprise.

Crain's Chicago Business

What put Crain's Chicago Business over the top was the energy

black-and-white reproduction of the section. Good graphics and lots of value-added. A terrific piece on red tape and what it costs in regulations for small businesses in town. One judge said: "They show that a special section doesn't have to be the 'usual suspects.' This was an in-depth look at a significant problem that this business community faces down as part of a special section."

The **(Tucson) Arizona Daily Star** for its Sept. 7 series of stories on "Saving The Economy Through Science," a comprehensive, in-depth examination of how the University of Arizona's bioscience program is affecting the local economy and could be more involved in economic development. This was a true enterprise effort.

demonstrated throughout the publication and the creative touches that made inside pages more arresting. Clearly, Crain's knows Chicago and knows how to make windy city business a breeze to read. The 2003 in Review Quiz was great, a fun idea that the judges plan to steal.

Dallas Business Journal

The DBJ was deep, had smart enterprise and was chock full of local stories. It had a presentation that was dynamic and carried a hard-news focus. The stories touched on the interests of a wide swath of readers. Strong business stories on economic development, sports, legislative and legal issues were showcased on the front pages. Who knew Dallas Cowboy Emmett Smith was having computer chips implanted in his touchdown footballs, jerseys and other future memorabilia to protect against fraud? But the good reads didn't stop on the front page - inside were more local stories and interesting standing features.

Certificate of Merit

Crain's Chicago Business for its special section celebrating 25 years of Crain's Chicago Business. They spotlighted 25 Chicago icons, from companies and neighborhoods to people and local landmarks. But the glossy 168-page publication offered more, such as a look at other local institutions turning 25. Want some insight into Chicago? Crain's serves it up in this anniversary issue.

Dallas Business Journal for its DBJOutdoors, which takes Dallas executives out from behind their desks and plops them down in places like a Washington state mountaintop and a forest in British Columbia. The special section used the great outdoors as a window into the men and women who are the corporate faces of Dallas companies.

Los Angeles Business Journal for its special section "Wealthiest Angelenos," a fascinating look at growing up rich in Los Angeles. Stories ranged from how overspending on children is a way of life for some in L.A. to a look at those who choose not to flaunt their riches. And who could pass up reading the listing of L.A.'s 50 richest?

BREAKING NEWS

GIANT

The **Boston Globe**: "John Hancock Sold for \$10.9 billion"

Although the story is a common one - giant corporation sold to outsiders - it can be a tough story to tell well. In this case, The Boston Globe faced the additional task of covering the sale of a local icon. John Hancock Financial Services, with its tower dominating the city skyline and its sponsorship of the Boston Marathon, is a significant part of the fabric of the city. The Boston Globe did a superb job of covering a complex story that was at once national and intensely local in scope.

The **Dallas Morning News**: "AMR's Carty Resigns"

Donald Carty's resignation as CEO of American Airlines was not an easy tale to tell. The fact of his resignation obviously was important, but the full impact of his resignation was impossible to know. His resignation did not mean that the company would avoid bankruptcy. It did not mean that the labor turmoil would end. The resignation story was part of a much bigger, much more complex story that was still unfolding. The Dallas Morning News did a masterful job of reporting all of the stories, and telling them all with great clarity, perspective and style.

The **Wall Street Journal**: "The Day That Grasso Quit"

This coverage of Dick Grasso's forced resignation as chairman of the New York Stock Exchange is remarkable. It is comprehensive, well sourced and insightful. The many facets of the story, from the national to the personal, are explored with extraordinary depth and knowledge and grace. The reader is treated not only to exemplary coverage of the breaking news but also to illuminating sidebars, including one documenting the clubby traditions of the exchange. The writing is simply superb.



BREAKING NEWS

Powerful coverage of a cataclysmic event for a region, suffused with a sense of the impact on the thousands of people who would be losing their jobs.

LARGE

Fort Worth Star-Telegram: "American Dodges Bankruptcy Filing"

The April 17 coverage on American Airlines' narrow escape from bankruptcy is the best overall package in a month-long marathon of reportage on the teetering airline. The Star-Telegram's stories captured the emotional impact and frenetic pace of events as company executives, union leaders and workers maneuvered and calculated in a game with the highest stakes for all. At the same time, the paper provided cool-headed analysis of the challenges American was still facing. The coverage also disclosed a fund that the airline had created to shield retirement money for top executives - a revelation that would blow up the agreement everyone had just worked so hard to achieve.

San Jose Mercury News: "Tech Banker Faces Charges"

It is sometimes said that you make your own luck. The San Jose Mercury News certainly did that with its coverage of charges that investment banker Frank Quattrone had improperly enticed clients with shares in lucrative IPOs and assured them of favorable ratings from supposedly independent analysts. A day before the NASD lodged these charges, the Mercury News obtained a list of so-called "Friends of Frank" who were the beneficiaries of his "spinning." A day later, this spade work put the paper in perfect position to lay out in stunning detail these blatant and astonishing excesses of the boom years.

The **Seattle Times**: "Boeing Shake-up"

This entry showcases The Seattle Times's intimate knowledge and deep understanding of Boeing. In marking the transfer of power from Phil Condit to Harry Stonecipher, The Times provides superb analysis of the forces that have brought Boeing to this point and those that are likely to shape its future. The Times reporters and editors do this with precise and clear writing that is easily absorbed despite the complexity of the topic. And the whole package is well organized, meticulously edited and nicely displayed.

MEDIUM

The **Charlotte Observer**: "Pillowtex Folds"

Powerful coverage of a cataclysmic event for a region, suffused with a sense of the impact on the thousands of people who would be losing their jobs. The lead story put things in historical perspective but moved swiftly to the human issues. The entire package was complemented by great photos, not of executives and politicians, but of Pillowtex workers. The sidebars were thorough and well-written.

Contra Costa Times: "Oracle Bids for PeopleSoft"

In an intelligent and comprehensive package, Ellen Lee's lead article set the tone. A masterpiece of clarity, it spelled out in layman's terms exactly what was going on in Oracle's bid for PeopleSoft and what it might mean for both companies and the industry. The sidebars were all substantial, adding insight.

Seattle Post-Intelligencer: "We Are Ready"

A superb package of stories capturing a rare moment of euphoria for a troubled business and its workers. Excellent photos complemented stories that provided important perspective, effectively describing how important Boeing's decision was for the region, and how it came about.

REAL TIME

Bloomberg News: "Sandy Weill Steps Down"

When Sanford Weill resigned as CEO of Citigroup Inc., the story was a business one and a personal one as well. Weill's rise from a \$35-a-week runner to CEO of the largest financial company in the world was a modern-day Horatio Alger tale. To tell the story of his resignation well, his personal story and that of his successor, Charles Prince, also had to be told well. Starting with its first, brief deadline story filed one minute after Weill's announcement, and continuing throughout the day, Bloomberg News covered the business and the human aspects of the story with equal skill.

Dow Jones Newswires: "Canary Capital Settlement"

Dow Jones Newswires provided outstanding first-day coverage of one of the most important stories in the 2003 mutual fund scandal. The breadth and depth of coverage made this a remarkable tour de force. The stories provided a comprehensive view of the issues and the people, adding valuable perspective to a story with far-reaching implications.

Reuters America: "Mad Cow"

The timing could not have been much worse. The first case of mad cow disease in the U.S. was confirmed on the evening of Dec. 23, when U.S. markets were closed and sources were difficult to reach. Nevertheless, in less than six hours, Reuters America produced a comprehensive package of stories that put the news in national and global economic perspective. From its first story, which broke the news, through its developing coverage by staff members across the nation and in Canada, Reuters told the story quickly, clearly and well.

SMALL

The **Burlington Free Press**: "IBM Cuts 500 Essex Jobs"

This package distinguished itself from others that dealt with big layoffs in small towns by its thorough inspection of the business and technological forces driving the downsizing. The Free Press's portrayal of the impact on individual lives and the community was also well organized and executed with good writing and complementary photographs.

The **Herald**: "Everett Wins!"

This is a complete and well-executed package that would have reflected well on a much larger newspaper. The coverage captured the emotional and economic impact of this news of critical import to the Herald's readers. Solid explainers helped the reader understand what makes Boeing's new jet a big technological advance and why the company chose to build it in Everett. The stories were well-written and well presented.

WEEKLY

Boston Business Journal: "Fleet Aftermath"

This was a thorough, well-conceived package on a hugely important event. The lead story effectively raised the kinds of questions people in the business community would be expected to ask. The quotes from various business leaders were useful and illuminating, and the column by George B. Donnelly provided valuable perspective.

PROJECTS

GIANT

The Wall Street Journal: "The Hidden Injustices of Hospital Bills"
Lucette Lagnado's stunning series of investigative reports revealed a perverse reality of the U.S. health-care system: hospitals routinely bill the uninsured more for care, then collect high-interest debts by seizing bank accounts, garnishing wages, placing liens on houses and in some cases having the debtor arrested. Lagnado took us straight into the homes of people afflicted by these coarse methods and conveyed the human story against a backdrop of impersonal bureaucratic machinery and regulatory morass. Superbly written with a commanding knowledge of a complex subject and an unrelenting reporting style, the stories had an impact that reporters dream of. The hospital industry reacted by admitting to unfair billing and collection practices, a state cut interest rates on unpaid medical bills and a hospital forgave the onerous debt burdening a sickly gentleman who served as the lead of her series. This project was a winner in every sense.

The Washington Post: "Russian Hackers"
This series of stories by Ariana Eunjung Cha exposing the inner workings of an international cyberspace extortion scheme went to extraordinary lengths and achieved extraordinary results. Building on a local story about an Internet service firm invaded by Russian hackers, the reporter traveled to Russia and drew close to a notorious band of skilled programmers illegally capitalizing on the vulnerability of on-line service companies. This phenomenal reporting job leaped language and cultural barriers to lay bare the motivations of the cyber criminals, who live in a desperate society shadowed by organized crime. As the humorous and appalling episodes unfold on two continents, climaxing with an incredible federal sting operation, the reader was left with a deep sense of the predicament facing the borderless world of Internet commerce as well as the unnerving predilections of crooks attempting to thrive in it. Best of all, the stories were expertly written with subtle observations of human reactions.

Certificate of Merit

The Associated Press for "Illegal Workers" by Adam Gylar and William Kole. Coordinating its resources across an atlas of countries, this AP team took us well beyond the daily coverage of last year's crackdown on illegal immigrant workers at Wal-Mart stores to expose the enticements that motivate people in East Europe and elsewhere to seek menial jobs in America, sometimes under illusory assumptions. The employers got their share of exposure, too, in this neatly composed and highly informative collection of stories.

LARGE

Orlando Sentinel: "Building homes"

Training students to check for flaws in new-home construction during a building boom - and publishing the results - is nothing short of a great idea. This report did it all. It served consumers, shook up an industry, took on big advertisers and called legislators to action to protect homeowners' interests in what is one of the most important purchases they ever make.

Detroit Free Press: "Crown Vic"

This report took on Ford Motor Co. and the Feds, showing through an accumulation of anecdotes how both turned a blind eye to the startling number of fiery deaths in the popular police cruiser. This is exactly what a Motor City paper ought to be doing.

Orange County Register: "Hospital Report Card"

In the absence of clear operating standards for hospitals and scant accountability to the public, this report provided a readable service well beyond the news of the day. It turned a powerful spotlight on the tremendous disconnect between performance and price to help readers make informed choices about health care.

This report did it all. It served consumers, shook up an industry, took on big advertisers and called legislators to action to protect homeowners' interests in what is one of the most important purchases they ever make.

MEDIUM

Akron Beacon Journal: "Legacy of Decline"

As John Russell demonstrates in these admirably written and scrupulously fair stories about the former head of Goodyear, failure in business sometimes can be attributed to a long series of small misjudgments rather than to an obvious catastrophic error. The terrific anecdotes just kept coming as Russell dismantled the inner workings of a giant corporation sliding into inefficiency and mediocrity on every level. The sidebar on generous executive compensations compared with cash flow computations added an important dimension. We're guessing that Russell's readers in Goodyear's hometown of Akron were enthralled.

The (Memphis) Commercial Appeal: "Habitat: Borrowed Dreams"

Commercial Appeal reporters Marc Perrusquia and Michael Erskine pulled out all the stops to document the unparalleled failure of the local Habitat for Humanity program. Good photos, graphics and human profiles were mounted alongside persuasive evidence in a project that examines why so many Habitat homeowners have gone broke, shattering their dreams and disappointing thousands of people in the Memphis area who contributed time and money. While illustrating predatory lending and other nefarious financial trends that afflict homeowners nationwide, the writers also compared the Memphis Habitat program with others around the country, a crucial effort on the part of the reporters that greatly strengthens their message.

The Omaha World-Herald: "On the Job of Last Resort"

This classic investigative reporting project examined a virtually unknown but pervasive safety problem in the U.S. meat packing industry that endangers some of society's most vulnerable workers. Extensive interviews and document research by Steve Jordan, Cindy Gonzalez and Jeremy Olson were combined with a keen understanding of the subject to reveal a network of low-profile companies used to outsource bottom-wage cleaning crews, drew substantially from the ranks of illegal immigrants, who were unprepared for the hazardous work environment they were thrust into. The stories and charts also highlighted alarming patterns of accidents that routinely escape OSHA's scrutiny. Add compelling human stories and a credible industry profile, and this series was a clear winner.

SMALL

Wichita Eagle: "Shifting Winds"

A responsible and restrained analysis of The Boeing Co.'s use of sub-contractors. This report provided context and a sophisticated understanding of Boeing's position without demonizing the company or sinking into globalization hysteria.

Cape Cod Times: "Streets of Sero"

An unexpected, thorough and refreshing examination of the economic co-dependence of two cities - Hyannis, Mass., and Sero, Brazil - that admirably avoided the Yankee-centric traps of hometown papers.

The (Eugene) Register Guard: "Unlucky Breaks"

This report on the effectiveness of using tax breaks to create enterprise zones could easily have drifted into a confusing, xenophobic screed about good intentions gone awry throughout the state of Oregon. Rather, the reporters stayed tightly focused on the experience in Lane County and demonstrated initiative, independent thought, and balance as they illuminated the debate over an important issue in the newspaper's home base.

BEST IN BUSINESS 2004

SOCIETY OF AMERICAN BUSINESS EDITORS AND WRITERS, INC.

PROJECTS

WEEKLY

Atlanta Business Chronicle: "Risky Business: Danger in the Aisles"

This exposé by Jim Lovel about safety hazards inherent in the design and function of Home Depot stores gripped the reader and drew attention to serious accidents and multiple deaths of employees and customers at the home-improvement retail chain. This was a gutsy series that took on a big hometown company.

Los Angeles Business Journal: "LA's Hidden Economy"

The Journal's team of writers - RiShawn Biddle, Lawrence Darmiento, David Greenberg, Michael Thuresson, Danny King and Amanda Bronstad - offered an intriguing excursion into the realm of strippers, day laborers, domestics workers and thousands more who thrived in the untaxed, unregulated underground business world of cash-only transactions. Dealing with a perennial topic that's as much a part of the Los Angeles scene as busy highways, the reporters rose above the obligatory treatment to deliver insightful profiles and a balanced evaluation of the impact of the "hidden economy" on the L.A. community.

Certificate of merit

The (Greensboro/Winston-Salem/High Point, N.C.) Business Journal for "Health Care: Where the Jobs Are" by Doug Campbell and Justin Catanoso. This project was a thorough and noteworthy contribution to the public discourse on employment trends in the Journal's circulation area. While thousands of factory jobs have been lost, many opportunities awaited in the field of health care. But matching the people, training and skills to the medical job market was proving to be a daunting task. The reporters provided useful analysis, especially of the various programs and challenges related to community colleges.

Washington Business Journal for "All Packed Up - Now, Where to Go?" by Sean Madigan and John Wilen. The Journal offered a spry and informative approach to the quest for a new office location. Reporters provided the handbook, breaking down in chart form the myriad tax considerations among the Washington area's various states and municipalities. Then they captured real-life stories mapping the decision-making process of a number of small businesses on the move. Here's a team in touch with their readers.

REALTIME

Knight Ridders News: "Risky Rx"

An impressive and frightening analysis of the practice of off-label prescribing by doctors. A strong job of putting faces on the data through unambiguous examples, excellent layering of information from big picture to specifics, evocative photography and superb story-telling.

MSN Money: "Company Focus"

As Wall Street congratulated itself for cleaning up its act, Michael Brush broke from the pack and wrote about obscure insider practices and advantages to expose the system's widespread and persistent inequities. Though his columns were about sophisticated and complicated transactions, his points were as clear as gin - exactly what you need and want from an online service.

TheStreet.com: "eBay"

At a time when the wretched excesses of Enron and WorldCom captured a preponderance of media coverage, Troy Wolverton looked at stock option-grants at one of the few profitable Internet companies - eBay. His reports were both educational and alarming, as they showed how common investors get hurt as the insiders benefit, the supposedly inviolate cash flow statement gets pumped up, and the large institutional shareholders decline to take a public stand.



SPOT ENTERPRISE

GIANT

The Arizona Republic: "Overhead Runs High at Coyote Charities"

The Arizona Republic's article on skimpy, and in some instances questionable, spending by the charity arm of a local hockey team showed what good, stubborn reporting on sports business can yield. Even though disclosure was required by law, reporter Craig Harris had to push hard to get the charity to release tax documents detailing its activities. His story put those numbers neatly in the perspective of what other local sports-related charities were doing. That damning context helped make this story one readers couldn't ignore.

The (Newark) Star-Ledger: "How Fake Lipitor Was Sold"

With vivid and authoritative detail, the Star-Ledger provided a provocative inside look at a timely issue - the manufacture and sale of a counterfeit prescription drug. The reporting ranged far beyond the Star-Ledger's readership area to Costa Rica and Florida, among other places without losing focus on its goal of bringing home a story important to its readers and in fact all consumers. It showed outstanding enterprise.

The Wall Street Journal: "Grasso is NYSE's \$10 Million Man"

The Wall Street Journal's clear expertise and strong sources led to one of the biggest financial stories of 2003. This entry, detailing New York Stock Exchange chairman Dick Grasso's enormous compensation package, illustrated enterprise with impact that is a model for responsible journalism.

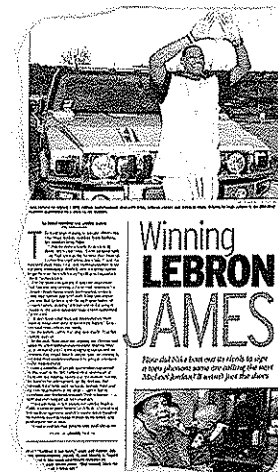
LARGE

The (Portland) Oregonian: "Winning LeBron James"

From its opening jailhouse interview, Boaz Herzog and Jason Quick blend exclusive reporting with deft writing to take us behind the scenes of the most talked about sports endorsement contract ever. This story was impressive not only for the depth of its reporting and the verve of the writing, but also because it was put together under intense competitive pressure and a tight deadline.

The San Diego Union Tribune: "An Internet prescription for disaster?"

Leslie Berestein and David Hasemyer did an outstanding job of reporting on a story that other media have wrestled with but none so thoroughly. The reporters created a vivid tableau of the regulatory vacuum that surrounds Internet-based prescription sales - and the human toll.



SPOT ENTERPRISE

MEDIUM

Akron Beacon Journal: "NRC Worker Now at Utility"
Excellent source work can lead to resonating journalism, and the Akron Beacon Journal demonstrated this with its ironic and disturbing report on a government inspector who failed to notice a dangerous leak at a nuclear plant and then is hired by the plant's operators. Using strong detail and balanced sourcing, the article raised obvious conflict-of-interest concerns and suggested the need for a greater investigation of the plant's operations. It was reporting with a powerful enterprise bent.

The State: "Regulators Knew of Problems of Carolina Investors in '99'"

In a story that breaks news while pushing for policy change to protect consumers, The State does a thorough job of pinpointing how South Carolina investors could have saved millions of dollars had state regulators not kept secret the troubles at a local securities firm. Using key sources and details from documents never before released, the report explains how the public was mistreated and makes a case for needed amends. It's insightful journalism with undeniable impact.

Morning Call: "Many Have No Cable TV Choice"

The Morning Call's strong reporting gave us yet another reason to dislike the cable company. While the newspaper's territory appeared on paper to enjoy competition for cable service, the story explained the workings of a decades-old practice that locked each neighborhood into an exclusive contract with just one company. Thanks to the report, residents who long had lived with a lack of choice now could understand how it was that housing developers were deciding who brought the TV signal into their homes and perhaps now push for change. This is enterprise that truly hits home.

SMALL

The (Eugene) Register-Guard: "Company made millions in profits from land deals"
Christian Wihtol did an outstanding job of putting together the outrageous tale of how Sony was able to exact a sweetheart land deal out of government officials in Springfield, Oregon, in exchange for a promise of 300 manufacturing jobs. Within a decade, however, Sony had closed down its plant and sold off the property at enormous profits. The kicker: Sony was only able to do that only after the local government ponied up \$5 million worth of infrastructure improvements to make the land valuable.

Economy
Sony and Springfield: What went wrong

High hopes of nine years ago vanish with a changing technology industry



WEEKLY

Crain's Chicago Business: "Paper's Money, Lord Black's Loot"
Crain's Chicago Business turned a series of complicated transactions and questionable governance practices into a lucid, detailed account of how CEO Conrad Black pocketed millions from his newspaper company Hollinger Int. No doubt Black wasn't happy with what followed: outraged shareholders, lawsuits and a real challenge to his authority. But the story represented enterprise journalism at its best – that is, when details are used to make the big picture clear.

Modern Healthcare: "It's More Than Just Tenet"

One of the common results of good enterprise reporting is context. Modern Healthcare followed up a breaking story on the over-reliance of "outlier" payments by the nation's second-largest hospital chain by examining the practice elsewhere. What it learned was that Tenet Healthcare Corp. was hardly alone. The work provided fresh insights and alarms for dozens of other hospital systems.

Charlotte Business Journal: "Strategy Out of Gas"

The Charlotte Business Journal's inside view of the company culture that led, in part, to financial turmoil and the abrupt departure of Duke Energy's CEO is a classic example of combining a paper trail, excellent sources and an eye for detail to form a well-told corporate profile. Without the Journal's work, it is unlikely the employees, consumers or the community would have understood how the utility unraveled.

REALTIME

Bloomberg: "Reed, fluent on Ile de Re, Ponders Reforms for NYSE"

Florence Labedays showed great enterprise and tenacity in tracking down John Reed in the South of France within days of his appointment to head up the New York Stock Exchange after it dumped Richard Grasso. She not only got her man – who insisted that the interview be conducted in French – she was able to weave the exchange's controversy into an atmospheric portrait of the retired banker.

THE JUDGES

BREAKING NEWS CATEGORY

Claude Albert, Deputy Managing Editor, Hartford Courant
Maureen Croteau, Director, University of Connecticut School of Journalism
Jack Kadden, Editor & Columnist, The New York Times

SECTION CATEGORY

SMALL

Rodney A. Brooks, Deputy Managing Editor, USA Today Money
Wendell Cochran, Division Director, Journalism, School of Communication, Jodi Schneider, Congressional Quarterly

MEDIUM

Brad Bollinger, Executive Business Editor, The Press Democrat
Kate Lee Butler, Senior Business Team Leader, The Orange County Register
Matt Marshall, Senior Business Writer, San Jose Mercury News

LARGE

Rick Everett, Managing Editor, Newark Star-Ledger
Bill Power, The Wall Street Journal
Lionel Barber, Managing Editor for the Americas, Financial Times

GIANT

Sarah Bartlett, Bloomberg Professor of Business Journalism, Baruch College at CUNY
Dennis Kneale, Managing Editor, Forbes Magazine
David Schlesinger, Global Managing Editor, Reuters

WEEKLY

Dan Barkin, Deputy Managing Editor, The News & Observer
Mark Lett, Executive Editor, The State
Jeff Zimmer, Business Editor, The Herald Sun

PROJECTS

PANEL 1 (SMALL, LARGE, & REAL TIME)

Jeff Bailey, Editor, Crain's Chicago Business

Randy Evans, Business Editor, Des Moines Register

Debbie Van Tassel, Business Editor, Cleveland Plain Dealer

PANEL 2 (MEDIUM, GIANT, & WEEKLY)

Robert Barker, Senior Writer, BusinessWeek

Angelo Henderson

Robert T. Scott, Baton Rouge Bureau Chief, New Orleans Times Picayune

SPOT ENTERPRISE
PANEL 1 (SMALL, LARGE & REAL TIME)

Josh Quittner, Editor in Chief, Business 2.0
Kenneth Howe, Business Editor, San Francisco Chronicle
Scott Rosenberg, Managing Editor, Salon.com

PANEL 2 (MEDIUM, GIANT, & WEEKLY)

Charlie Butler, Articles Editor, SmartMoney Magazine
Kevin Noblet, Deputy Business Editor, The Associated Press
Maddy Ross, Managing Editor, Pittsburgh Post-Gazette

PRESIDENT'S LETTER



Kathy Kristof
Personal finance columnist, Los Angeles Times

kathy.kristof@latimes.com

Committed from the top

I DON'T REMEMBER the year that I was elected to the SABEW board. I only remember the place. We were in New Orleans. I was shopping for my kids with a like-minded Mom, who happened to have a day job as one of the top business editors at the New York Times.

I was new here and blithely oblivious to the fact that I was on the ballot. In my defense, SABEW elections were not quite as formal in those days. The candidates didn't have their picture in the program and could have decided as late as five minutes before the election that they were running.

But if I thought that being on the board would be a breeze, I was quickly brought to reality at the first board meeting – at 7 a.m. I remember looking around the room and thinking that I was so out-classed. Here were 20 people, who represented many of the nation's largest and most prestigious newspapers, wire services and broadcast outlets.

There were names that I recognized: CNN's Myron Kandel; Gary Klott, who had started his own tax news service after working at the New York Times; The Wall Street Journal's Barney Calame; Jodi Schneider, who was an editor at the Washington Post; Bill Barnhart of the Chicago Tribune.

And, there were people who were new to me, such as Dick Papiernik of the Nation's Restaurant News, and who are and were every bit as intelligent and impressive as the people I already admired.

All the members of this board were united in a common purpose – to share their knowledge to make business journalism better. Given where business journalism is today, it's hard to remember back to the dark days when it was the dry backwater of daily newspapers. Even at major publications, the business section was often a couple pages of print tacked onto the back of sports. Our sections were often colorless and boring.

And yet, the economic news buried in our pages was changing the world. It was starting wars, creating political alliances, impacting whether Americans had jobs and homes and cars and food.

The people at SABEW realized this and were committed to bringing this news to the people who were affected by it in a form that they would watch or read and understand. They

FREE

Single-Day Business Journalism Workshops

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

Second cycle:

Investigative Business Journalism

Accounting red flags, documents, writing, computer-assisted reporting

May through mid-July 2004

Boston
Chapel Hill, N.C.
Chicago
Cleveland
Denver
Detroit
Ft. Lauderdale, Fla.

Harrisburg, Pa.
Houston
Los Angeles
Minneapolis
Nashville, Tenn.
New York City
Phoenix

Portland, Ore.
Reston, Va.
Rochester, N.Y.
San Jose
St. Louis

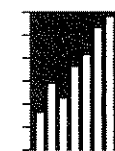
Check BusinessJournalism.org for date and location

Business journalism training for all journalists

To register, go online to www.BusinessJournalism.org or contact Andrew Leckey, Director of the Reynolds Center, at 703-715-3329.

"A real knockout. My news budget will be filled for weeks. A practical and resource-filled workshop loaded with information and ideas."

— James Walker
Norwich (Conn.) Bulletin



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

11690 Sunrise Valley Drive, Reston, VA 20191

The Center is funded by a grant from the Las Vegas, Nevada-based Donald W. Reynolds Foundation

To register, visit:
www.BusinessJournalism.org

CONTINUED ON PAGE 16



Marty Steffens

SABEW Chair
in Business
and Financial
Journalism

steffensm@
missouri.edu
573-884-4839

Resources

Check out
www.
sabew.
org

CHAIR'S CORNER

Just how bad are we at math?

MY FORMER LOS ANGELES TIMES business desk colleague, Jane Applegate, is an admitted math phobic.

When she would file stories on the corporate financials of "bad boy" companies in Orange County, Calif., in the 1980s, Jane would have a colleague check the math before moving the stories to the desk.

In fact, Jane paid her colleague for accounting services in the form of fresh, hot cookies from the cafeteria. (This colleague would later blame Jane's math phobia for her resulting weight gain.)

There are lots of Jane Applegates out there – fearless reporters (she went toe-toe with Michael Milken) who otherwise tremble in the face of a page full of numbers, adding to the theory that journalists chose a career in words over math after seeing their SAT scores.

At the University of Missouri School of Journalism, we're researching math illiteracy. We're great at the words and the research, but we lack the skill in dealing with numbers. The project is being headed up by Jeff Oliver, a master's student who has been my researcher (and a

TBJ contributor) for the last three semesters. It will be a study that will probe how business journalists feel about math (from squeamish to swagger), and the role that math plays in their daily reporting.

What we know so far is that most journalists are aware they have math deficiencies, and want to do something to fix that.

All of the SNPA/SABEW seminars we did in 2002/2003 had a math component. At one seminar, we had a quick 30-minute math brush up session. The reviews came back: "Not long enough, we need more!"

And so we added more, from basic ratios to spotting red flags in corporate financials.

Math is also an important part of the free Donald W. Reynolds/American Press Institute series of seminars being held throughout the country.

Now the best part. You can be a part of this important research project, and help Jeff complete his thesis research project. Look for a special email this month asking you to participate. You'll walk through a series of questions and scenarios, and then take a simple math test.

After you take the test, we'll give

you the answers, so you can score it yourself! If you got something wrong, we'll show you how to solve it.

I'd tell you more, but that would toss a cookie crumb into our work, and it's important to keep this pure.

On another topic, I've been hearing that more and more journalists are agreeing to sign legal documents required by analysts before they will disclose information about a company they are following. Other analysts have told me that they are now being restricted from talking to journalists at all.

Shoot me an email or give me a call if you have experienced this. I'd like to do a column and more research on this evolving situation.

Also, many editors have called to check in on the stock agate question – to drop or not. We are planning a special session on this in Fort Worth at the annual conference, but I'm always up for a good discussion between now and then, so call or email.

Marty Steffens is SABEW Chair in Business and Financial Journalism at the University of Missouri. You can reach her at 573-884-4839, or email steffensm@missouri.edu.

Kristof: SABEW gaining momentum

CONTINUED FROM PAGE 15

remain equally committed today.

Intimidation of the members of this board quickly turned to profound respect. They didn't care who you were or what you did. What they were committed to was journalism. The deeper I got into this organization, the more I realized that the members of the board were just the tip of this iceberg. SABEW members – more than 3,000 strong – are all committed to this craft. And they are willing to volunteer their time and

work tirelessly to make journalism more accessible, more pertinent, more intelligent, more colorful.

There are hundreds of people working publicly – speaking at conferences, sharing their best sources with 200 or 300 of their fiercest competitors, serving as judges for SABEW Best in Business awards. Dozens are working behind the scenes – getting conference materials organized, booking hotel rooms, manning the phones.

What this group has accom-

plished so far is phenomenal, and SABEW is just gaining momentum. With every member, this group gets stronger and business journalism benefits.

Before leaving this board, I have the honor of presenting an award to Doris Barnhart, who was one of SABEW's first administrative assistants. She is one of the many everyday heroes that I've met since joining this group. Doris helped SABEW get its start. Dozens of people we've yet to meet will help continue its important mission.

SABEW, while 40 years old, continues to grow, prosper and become even better – like the many business publications and broadcasts that its members represent.

I'll leave the board this year knowing that the job isn't done – won't ever be complete – and yet will always be in good hands.

To quote Winston Churchill: "Every step may be fruitful. Yet there will stretch out before you an ever-lengthening, ever-ascending, ever-improving path. You know you will never get to the end of the journey. But this, so far from discouraging, only adds to the joy and the glory of the climb."



Jon Lanser

Business
Columnist,
The Orange
County
Register

lanser
@cox.net

BIZ BUZZ

Papers put agate on a diet – trimming daily report

Maybe it's the economy. Or increased use of the Internet.

Newspapers are again taking the carving knife to stock and mutual fund listings.

- The Chicago Tribune cut daily data fields in stock tables as well as a separate list for American Stock Exchange shares. Fund listings were trimmed to 1,500, but detailed Sunday quotations remain.

- Newsday trimmed the number of stocks in its daily financial tables by almost half to 1,700 while increasing the font size of the remaining quotes. Still, expanded Sunday tables remain.

- The Pittsburgh Post-Gazette took a slightly different tack, shrinking 4.5 pages of agate to 2.5 pages with the help of a smaller type face. Biz ed Doug Heuck reports it was all part of a section redesign that includes themed content Tuesdays through Fridays: workplace issues, manufacturing, technology and consumer affairs.

- At the Dallas Morning News, six pages of tables went to four: one lead page of market analysis, two stock pages and one mutual funds page. DMN's Paul Foutch said one useful twist is an online stock request system that tracks reader requests.

- The Fort Worth Star-Telegram trimmed its New York Stock Exchange stocks and mutual funds Tuesdays through Fridays but added NYSE and Nasdaq listings on Saturdays. Amex-stocks were also dropped.

- The Montreal Gazette turned what was once three pages of daily stock listings into a market highlights page and two pages of expanded biz news and analysis. On Saturdays, The Gazette still runs three pages of stock listings,

including mutual funds.

SPEAKING OF MONEY

The Kansas City Star is trying to charge for printing business personnel announcements, Editor & Publisher reports.

Businesses seeking to publicize employee news in The Star will now have to pay, much like wedding notices or obits. Previously, the Star compiled such news for free and ran it in their weekly biz tabloid.

"I'm not aware if someone else is doing this," Star publisher Arthur Brisbane told E&P. "This idea came up through the ranks and it's something we're willing to try."

Biz ed Chris Lester added: "The one thing I want to emphasize is that we are going to pick up newsworthy promotions."

BOSS TALK

The Philadelphia Inquirer's new assistant managing editor for biz news will be Robert Rose, former chief of the Atlanta bureau of The Wall Street Journal. He'll take over from Mary Flannery, who's off to be senior ed for newsroom initiatives. Rose has been with the WSJ since 1985. "I want the reporters and readers to have some fun," he said. "Everything is not serious and ponderous."

At the L.A. Times, several eds got new assignments. Joel Sappell is a new deputy biz ed, overseeing his old watch of Hollywood plus helping on projects across the newsroom. Marty Zimmerman moves from senior ed for markets to senior ed of the California business team. He replaces Don Lee, who joins the paper's economics group, where he will write and serve as a deputy to Bill Sing.

John Corrigan, who had been an assistant ed, takes Zimmerman's old job as senior markets ed. Reporter Nancy Rivera Brooks takes Corrigan's old spot.

In Honolulu, the Advertiser picks David Butts to be biz ed. He'd been assistant biz ed since 2001 and takes the place of Sandra Oshiro, who becomes assistant managing ed. ... Tim Barker, general assignment reporter on the Orlando Sentinel's biz desk, becomes assistant biz ed. ... At the Dallas Morning News, Alan Goldstein moves to assistant biz ed from writer/columnist for the paper's tech cluster. Chris Wienandt joins as biz copy desk chief from the paper's pagination transition team.

Neill Borowski is the new assistant managing ed for local news at The Indianapolis Star. Borowski's had been a biz reporter at The Philadelphia Inquirer and biz ed at the Democrat & Chronicle in Rochester, N.Y. ... The Seattle Post-Intelligencer names Rita Hibbard assistant managing ed for metro, national/international and biz desks. In a previous life, she was a assistant biz ed at the Spokesman-Review, in Spokane, Wash. ... John Honderich is stepping down as publisher of the Toronto Star. At one point, he'd been biz ed.

At the Wall Street Journal, Amy Stevens becomes Weekend Journal's new editor, succeeding Jonathan Dahl. Since August of 2000, Stevens has been deputy Page One editor.

NEW BEATS

Pat Maio joins the Los Angeles Business Journal cover-

CONTINUED ON PAGE 18

BIZ BUZZ CONTINUED

ing local media, public relations and advertising. Previously, Maio was biz ed of *The Desert Sun* in Palm Springs. ... At the *Dallas Morning News*, Karen Robinson Jacobs is the new restaurant and food-industry reporter. She previously was with the *L.A. Times* where reporter Marla Dickerson moves to Mexico City to cover Mexican and Latin economic stories. ... Allison Connolly, formerly with the *Boston Business Journal*, joins *The Virginian-Pilot* covering the defense biz.

ALSO

Virginia's *Blue Ridge Business Journal* celebrated its 15th anniversary. *The Roanoke Times* has owned the weekly for five years.

AND THE WINNER IS ...

Biz winners in the 70th annual National Headliner Awards included:

- For newspaper work, *The Atlanta Journal-Constitution's* Bill Husted and Ann Hardie on "Spam Wars."
- For news service columns,

Bloomberg News' Caroline Baum.

- For broadcast consumer reporting, KIRO-TV of Seattle, Bebe Emerman on "Fan Fires" and CNBC's Sue Herera, Frederick Griffith and Jeffrey Pohlman on "CNBC in India."

The 2003 George Polk Awards honored some top biz journalists:

- For economics reporting, the Polk went to Nancy Cleeland, Abigail Goldman, Evelyn Iritani and Tyler Marshall of the *L.A. Times* for looking at Wal-Mart's global impact.

- For biz reporting, Pete Engardio, Aaron Bernstein and Manjeet Kripalani of *Business Week* won for looking at how U.S. companies export jobs.

- For labor reporting, David Barstow, Lowell Bergman, Neil Docherty,



Linden MacIntyre and David Rummel for a collaboration of the PBS' "Frontline," the Canadian Broadcasting Corp. and *The New York Times* on a piece on worker safety at foundries of McWane Inc.

- For magazines, the Polk went to *Southern Exposure* for an investigation of dubious lending practices.

ON THE BOOKSHELF

The fourth annual edition of "The Best Business Stories of the Year 2004 Edition" is out with contributions from James Stewart and Connie Bruck (*The New Yorker*), Paul Krugman (*The New York Times*), and Andrew Serwer (*Fortune*), as well as articles from such varied sources as *The Harvard Business Review*, *Wired*, *Barron's* and *Mother Jones*. Series editor Andrew

CONTINUED ON PAGE 19

BIZ BUZZ CONTINUED

Leckey and guest editor John C. Bogle, founder of The Vanguard Group, selected stories about everything from the fall of Arthur Andersen to Starbucks.

"Show Me the Money, Writing Business and Economic Stories for Mass Communication," written by SABEW member Chris Roush, is due for April release. Roush, who is an assistant professor at the University of North Carolina at Chapel Hill, draws on his own business journalism experience to explain how to cover business using examples of documents and stories in the text.

FOOD FOR THOUGHT

A British biz reporter was awarded roughly \$10,000 by labor regulators after he claimed he was forced out of his job by bosses who didn't understand his bout with depression. The ruling included this less-than-startling fact: "Working in journalism is an intense experience. There are strict deadlines and anyone involved must be prepared to put up with robust criticism."

SADLY

Neale R. Clark, a former biz ed at *The Register-Herald* in Beckley, W.Va., died at 58. ... Dennis O'Brien, who covered the Iraq war for *The Virginian-Pilot* after a stint as a biz writer, died at 35.

AND FINALLY

It's mixed signals for biz news in campus publications. At UCLA, there's a new Finance & Economy page every Friday in *The Daily Bruin* school paper.

"I don't mean to sound cynical, but so much at UCLA — and everywhere else — revolves around money," says Daily Bruin editor-in-chief Kelly Rayburn. "The finance page forces us to come up with stories about money on a regular basis."

That's not the view at the University of Virginia's *Cavalier Daily*, where a weekly page of biz news is axed for ... a new Health & Sexuality page.

"We felt that the Business section did not hold a wide enough appeal for our audience and that other sections such as News or Nation & World could adequately cover the stories that might normally have appeared in Business."

Sex is tough competition.

NEW SABEW STAFF MEMBERS

Laura King joined SABEW in November as Web site designer. King has a bachelor's degree from the University of Missouri Journalism School. She has worked for advertising agencies in Columbia and St. Louis. Most recently, she served as creative coordinator for Norman-Robert Communications. She has also been both editor and graphic designer for *Midwest Art Magazine*, and was founder and publisher of *Babies & Beyond*, a magazine for mid-Missouri parents.

Daniel C. Williams is a freshman at the University of Missouri majoring in Journalism with an emphasis on Magazine/Editorial Journalism. He attended Branson High School in Branson, Mo., where he was a varsity wrestler and football player. He enjoys skateboarding and plays drums in a band with a few of his friends.

But, writing is his true passion.

SOCIETY OF AMERICAN BUSINESS EDITORS AND WRITERS, INC. OFFICERS

KATHY KRISTOF, PRESIDENT
LOS ANGELES TIMES COLUMNIST, LA TIMES/LA TIMES SYNDICATE
818-952-2870 (WORK); 818-257-3465 (CELL); e-mail: kathy.kristof@latimes.com

REX SELINE, VICE PRESIDENT
• CHAIR, ANNUAL CONFERENCE COMMITTEE
MANAGING EDITOR/NEWS/BUSINESS, FORT WORTH STAR-TELEGRAM
817-390-7729 (WORK); e-mail: rseline@star-telegram.com

JONATHAN LANSNER, SECRETARY-TREASURER
• CHAIR, MEMBERSHIP COMMITTEE
BUSINESS COLUMNIST, THE ORANGE COUNTY REGISTER
949-713-0111 (WORK); e-mail: lansner@cox.net

BOARD OF GOVERNORS

Term expires 2004

BECKY BISBEE, BUSINESS EDITOR, THE SEATTLE TIMES
HENRY DUBROFF, EDITOR AND PUBLISHER, PACIFIC COAST BUSINESS TIMES
BERNIE KOHN, NIGHT BUSINESS EDITOR, THE WASHINGTON POST
• CO-CHAIR, CONFERENCES COMMITTEE
FLOYD NORRIS, CHIEF FINANCIAL CORRESPONDENT, THE NEW YORK TIMES
• CHAIR, DISTINGUISHED ACHIEVEMENT AWARD COMMITTEE
MARK CALVEY, SENIOR REPORTER, SAN FRANCISCO BUSINESS TIMES
• CHAIR, DEVELOPMENT COMMITTEE
CHARLEY BLAINE, MANAGING EDITOR-PERSONAL FINANCE, MSN MONEY

Term expires 2005

GEORGE GOMBOSSY, BUSINESS EDITOR, THE HARTFORD COURANT
GERTHA COFFEE, BUSINESS EDITOR, ST. LOUIS POST-DISPATCH
DAVE KANSAS, EDITOR/MONEY & INVESTING, WALL STREET JOURNAL
• CHAIR, INTERNET COMMITTEE
CRAIG SCHWED, MANAGING EDITOR/BUSINESS, SPORTS & MULTIMEDIA, GANNETT NEWS SERVICE
SANDY GONZALEZ, EDITOR, BLOOMBERG NEWS
• CO-CHAIR, CONFERENCES COMMITTEE
CHRISTIAN WIHTOL, BUSINESS EDITOR, THE REGISTER-GUARD (EUGENE, OR.)

Term expires 2006

MARY FLANNERY, SENIOR EDITOR FOR NEWSROOM INITIATIVE, THE PHILADELPHIA INQUIRER
DARRELL CHRISTIAN, BUSINESS EDITOR, ASSOCIATED PRESS
ANDRE JACKSON, ASSISTANT MANAGING EDITOR FOR BUSINESS NEWS, ST. LOUIS POST-DISPATCH
GREG MCCUNE, MIDWEST BUREAU CHIEF, REUTERS AMERICA, INC.
• CO-CHAIR, CONTEST COMMITTEE
GAIL DEGEORGE, BUSINESS EDITOR, SOUTH FLORIDA SUN SENTINEL
JOSH MILLS, DIRECTOR, MASTER'S PROGRAM IN BUSINESS JOURNALISM, BARUCH COLLEGE

EX-OFFICIO BOARD MEMBERS

WILLIAM (BILL) BARNHART, FINANCIAL MARKETS COLUMNIST, CHICAGO TRIBUNE
• PAST PRESIDENT
BYRON (BARNEY) CALAME, DEPUTY MANAGING EDITOR, THE WALL STREET JOURNAL
• PAST PRESIDENT
CHARLES (CHUCK) JAFFE, SENIOR COLUMNIST, CBS MARKETWATCH.COM
• IMMEDIATE PAST PRESIDENT
• CO-CHAIR, CONTEST COMMITTEE
• CHAIR, ELECTIONS COMMITTEE & NOMINATING COMMITTEE

ADMINISTRATION

CARRIE PADEN, EXECUTIVE DIRECTOR
573-882-7862; PADENC@MISSOURI.EDU
VICKI EDWARDS, FISCAL ANALYST
573-882-2878; EDWARDSVK@MISSOURI.EDU
MARTHA STEFFENS, SABEW CHAIR IN BUSINESS AND FINANCIAL JOURNALISM
573-884-4839; STEFFENSM@MISSOURI.EDU

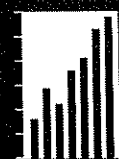
Commentary, resources and training for those who write about business

BusinessJournalism.org

Featuring articles by:

- James Flanigan, *The Los Angeles Times*: "Covering the Economy"
- Trudy Lieberman, *Consumer Reports*: "Health Care's Bottom Line"
- Chris Isidore, *CNN/Money*: "The Financial Code of Sports"
- Mark Hester, *The Oregonian*: "Week in the Life of a Business Editor"

Business journalism training for *all* journalists



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

11690 Sunrise Valley Drive
Reston, VA 20191

Andrew Leckey, Director, aleckey@americanpressinstitute.org
703-715-3329

Funded by a grant from the Las Vegas, Nevada-based Donald W. Reynolds Foundation.

BUSINESS JOURNALIST

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



SABEW CONFERENCE INFO

41st Annual Conference, May 2-4
Fort Worth

John Thain, chief executive of the New York Stock Exchange, will wrap up the 41st Annual Conference in Fort Worth on Tuesday, May 4. He provides the perfect bookend to the kick-off keynote, William Donaldson, chairman of the Securities and Exchange Commission.

Also added to the conference schedule are:

- Mastering the craft breakout sessions focusing on newsroom leadership, designing better Business sections and writing better Business stories.
- Investor Stanley Gold talking about corporate governance.

- Building expertise breakout sessions on covering energy, retail and real estate.

All of the recipients of Best in Business awards will be honored on Sunday, May 2, with Distinguished Achievement Award recipient Linda O'Bryon being honored during the luncheon on Monday, May 3.

The conference opens at 11 a.m. on Sunday, May 2, at the Renaissance Worthington Hotel in Fort Worth. To register, go online at www.sabew.org. You can also watch the Web site for more conference updates.

PRESORT
FIRST-CLASS
US POSTAGE
PAID

JEFFERSON CITY, MO
PERMIT NO. 266

Next Issue: Coverage from the SABEW conference in Fort Worth