

THE BUSINESS JOURNALIST



On assignment

Jeffrey Marshall, editor of U.S. Banker magazine, explains that covering the financial industry is not just about assets and liabilities.

11

Mark your calendar

Upcoming SABEW events include:

Austin, Texas
Technology conference
Oct. 7-9, 1998

Fort Lauderdale
Fall board meeting
Nov. 13-14, 1998

Personal Finance Conference
Nov. 15-17, 1998

Business of Sports Conference
Nov. 15-17, 1998

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"To pay for all the fax paper, we had to lay off the person who actually read the stuff."

Fax overload

Newspapers contend with cost and hassle of unsolicited faxes

By DAWN KOPECKI

Governmental bulletins, business news, sports reports and features announcements clog The Miami Herald newsroom fax machines at the rate of up to 7,000 pages a day.

The paper spends \$4,000 a year just on facsimile paper for the three machines reserved for its main fax line. Toner for the newsroom's three other faxes, all plain-paper, runs at least another \$225 a month.

The newsroom employs Wire Room Chief Bob Diamond to oversee the entire operation. Clerks in nearly every depart-

ment spend hours a day sifting through and delivering each announcement.

While "placing" a story in a newspaper is priceless to public relations professionals, it's costing newsrooms thousands of dollars a year in equipment, paper, ink and personnel to screen the useful from the useless, the news from the pitches.

Fax overload has become such a problem for publishers that they've resorted to militaristic maneuvers to diffuse the situation. But for public relations professionals, the situation is simple. A positive story

PLEASE SEE FAX OVERLOAD ON PAGE

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SABEW OFFICERS

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PRESIDENT'S LETTER

SUSAN WELLS
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All technology is local, so where does that leave the business staff?

"Upgrade to Minnesota?"

In the Wall Street Journal of May 14 was a little item about Minnesota trying to bill itself as a lovely alternative for Silicon Valley. It even calculates that a dollar of salary in northern California is worth \$1.50 to \$2 in Minnesota. Minnesota's campaign doesn't mention the weather.

The Big CyberPeach?

In my own newspaper recently, we ran articles about Atlanta's mayor and a committee hand picked by Hizzoner trying to find a cute techie name for our metro region that would have the

sticking power of Silicon Valley or the Research Triangle. Atlanta is eager to bill itself as a national, or at least Southeastern, capitol of technology development. With the presence of such notables as BellSouth, Turner Broadcasting, Mind-spring, Hayes Microcomputers, Scientific Atlanta and a plethora of others, that argument can certainly be made. Problem is, there's hardly a city of any size in America anymore that can't make that claim, at least to some extent. Someone mentioned that Jacksonville, Fla., wants to call itself Silicon Beach.

In addition, a large percentage of the readers, viewers and listeners in any market — whether it's home to large tech companies or not — are daily using such products as Microsoft's Windows95 or 98, Hayes modems, Scientific Atlanta's set-top cable boxes, Dell computers and so on. So things that happen to companies as far flung as Redmond, Wa., Atlanta, and Austin can have immediate consequences in every local market.

So how does the local business staff keep from going under with the sheer volume of technology news that daily swamps it, both from the hometown companies and the rest of the big players? How do we transform that flood into a tightly written, thoughtful report that helps our readers/viewers/listeners navigate the swamp?

Of course the many answers to that question are constantly evolving. But a few specifics can be helpful: A lot of metro newspapers and television outlets are creating regular space for technology coverage and educating customers to look there for that kind of information. This can take the form of technology sections, certain hours of programming, or certain days on which technology is the focus. For example: WashTech in the Washington Business section in Monday's Washington Post. The New York Times' Circuits section. Atlanta, Seattle and San Jose have Personal Technology (or Computing) sections that help people figure out how to use all this stuff. Dayton and Kansas City have them under construction. Atlanta will soon start a weekly focus on local technology business that will run each Wednesday. There are many others out there trying different ways to put solid, well-organized information in a regular spot that readers can count on.

Smaller papers can adapt these ideas to their own space and staffing challenges: even if you can't do a weekly section, most papers can manage a weekly half page. Even if you don't have a dedicated tech staff, a thoughtful and educated wire editor can do wonders.

The point is that readers should turn to you for solutions to the problem of information overload. They trust you to absorb, cull, edit and refine all the news

PLEASE SEE PRESIDENT'S LETTER ON PAGE 13



BUSINESS NEWSPEOPLE

DICK PAPIERNIK
Financial editor, Nation's
Restaurant News
vdya09a@prodigy.com
212-756-5205

Gruber retires from Tribune

Staff changes continue with hiring of banking and health-care writers

Back in the days — not too many years ago — when SABEW was lucky to get a few dozen business journalists at its annual conferences,

one member who could be counted on was Bill Gruber, a veteran business writer and editor in Chicago.



Bill Gruber of the Chicago Tribune

Gruber, 66, retired in May as the banking writer for the Chicago Tribune. True to form, he immediately left on one of his legendary globetrotting vacations and was unavailable for an interview.

Larry Birger, another SABEW veteran and a winner of the organizations's Distinguished Achievement Award, called Gruber "a real asset to the organization."

Gruber took up business writing while a reporter for United Press International in the late 1950s. He was named business editor of the former Chicago's American, an afternoon Chicago daily that became Chicago Today and in 1974 was folded into the Tribune.

The Tribune also hired Bruce Japsen from Modern Healthcare magazine to cover the health-care business beat.

Midwest

Detroit Free Press

Elsewhere in the Midwest, some of the recent changes at the Detroit Free Press by the new Business Editor Mike Sante include the appointment of Tara Ransom as a deputy. Among her duties will be overseeing personal finance coverage.

Detroit News

Also in Detroit, at The News, Becky Yerak is joining the staff to cover the business of sports and casinos. She leaves the utilities beat at The Plain Dealer in Cleveland.

Akron Beacon Journal

Business Editor Stuart Drown has been named the paper's medical writer, reporting to the metropolitan desk. Deputy Business Editor Roger Mezger is running the department, and the search is underway for a new business editor.

East Coast

Washington Times

More changes at the Washington Times: Lorraine Woellert, who covered international trade has moved to Business Week. Vickie Reath, shortly after a new assignment covering convention and District of Columbia business, has left the paper. Tanayha Beckford, an editorial assistant, has moved across the Potomac to join the USA Today Money section. Dawn Kopecki was named banking writer.

Albany Times-Union

Freelancer and author Joanne Johnston has taken a job as a business staff writer at Hearst's Times Union newspaper in Albany, N.Y. and is moving there from her western Massachusetts digs. In

her freelance life she had been writing on personal finance for the Boston Globe, the Hartford Courant and the Union-News of Springfield, Mass.

Gannett News Service

Nancy Blair is moving from the Gannett group of newspapers operating out of Westchester, N.Y. to take a new assignment with Gannett News Service. Boston Globe

Boston Globe business news art director is starting syndication of a new weekly single panel business comic he calls Simple Interest. He is syndicating through J Features, a company run by another Globe staffer Chuck Jaffe.

South

Charlotte Observer

The Charlotte Observer Business Editor Jon Talton is searching for one replacement and another add-on to the banking coverage. One of the jobs recently was held by Melissa Wahl, who left for the Chicago Tribune. Talton says he will be using three reporters to cover the banking and finance beat in the active banking center town.

St. Petersburg Times

In Florida, St. Petersburg Times Business Editor Alecia Swasy reports that she has hired a new deputy business editor, Larry Liebert. Liebert, who was at Congressional Quarterly in Washington, D.C., since 1990, replaces Kyle Parks who has moved to the Times Tampa bureau to cover commercial real estate, economic development and handle some general assignment tasks.

Liebert, among several jobs, was editor of the defense and foreign policy section at CQ, which is affiliated with the St. Petersburg publishing group, Times Publishing Co. He also worked later as editor of CQ Monitor, a daily

PLEASE SEE NEWSPEOPLE ON PAGE 4

Business Newspeople

CONTINUED FROM PAGE 3

news report. Prior to joining CQ, Liebert was a reporter at the San Francisco Chronicle. In another move to the paper, **Jeff Harrington**, has left the Cincinnati Enquirer, to cover banking and insurance at the Times. During his seven years at the Cincinnati paper, Harrington had covered consumer products, media and marketing and pharmaceuticals. He also wrote a weekly column.

Southwest

Fort Worth Star-Telegram

In Texas, the Fort Worth Star-

Telegram has lured **Ilene Aleshire** away from the Honolulu Advertiser to take a job as the newspaper's business editor in Northeast Tarrant County. Aleshire had been the business editor and then a metro team leader at Honolulu. Seline also is seeking to fill a few positions that have opened recently. **Leigh Strobe** who had been doing the primary coverage on tourism from the Arlington newsroom, has left the paper to join the Associated Press in South Carolina. That's one spot open.

The paper also is seeking to replace **Mark Leach** who covered real estate from the main office site. Leach left to take a job locally in corporate communications.

Gannett News Service

In Denver, **Deputy Business Editor Howard Saltz** at The Post has switched

to a new job as features editor leaving **Business Editor Dan Meyers** to search for a replacement.

West Coast

San Francisco Business Times

Chris Rauber has left the health-care beat at the San Francisco Business Times to join Crain's Modern Healthcare staff. **Adam Feuerstein**, a former staffer, has returned to the paper to cover the multimedia beat.

San Francisco Chronicle

Also on the West Coast, **Mark Veverka**, from The Wall Street Journal, has joined the San Francisco Chronicle to succeed columnist **Herb Greenberg** who left the paper to join TheStreet.com. Also joining the Chronicle as a tech reporter is **Dan Fost**.

Golf Challenge

Tournament proceeds to go towards "Friends of SABEW Chair" endowment

The Society of American Business Editors and Writers will hold its first annual "Friends of SABEW Chair" charity golf tournament at the Inverrary Country Club in Ft. Lauderdale on Friday, Nov. 13, before the fall board meeting and Personal Finance and Business of Sports conferences. Journalists and media organizations are encouraged to participate in this fun and worthy event under sunny Florida skies.

The golf course at the Inverrary Country Club is located in Broward County. The Club has hosted 15 PGA/LPGA Tour Events including the Jackie Gleason Inverrary Classic, the Honda Classic, the Tournament Players Championship and the LPGA Phar-Mor

Classic.

All proceeds from the golf tournament will go toward the SABEW chair in the business journalism endowment.

The tournament will be played under a modified best-ball format. Players will be requested to mention their handicaps and will be paired by the tournament organizing committee.

Schedule of events

10:00 a.m.

Leave the Fort Lauderdale Marina Marriott for golf challenge.

10:45 a.m.

Registration/Check in: Inverrary Country Club.

11:00 to 11:45 a.m.

John Nelson, head PGA professional in

Florida will talk about the business of golf and where the game is heading. Lunch will be served during the presentation.

12:00 p.m.

Players tee off from assigned positions.

4:30 p.m.

Presentation of prizes.

5:00 p.m.

Leave Inverrary Country Club for Fort Lauderdale Marina Marriott.

The cost of entering the tournament \$135 per player. For a media foursome the cost is \$500. The fee includes lunch, tee time and presentation. For more information, please call the SABEW office at 573-882-8985 or Sougata Mukherjee at 703-312-8341.

Austin tech conference

The second annual SABEW Technology Conference will be held at the Renaissance Austin Hotel in Austin, Tex. Oct. 7-9, 1998. Michael Dell, CEO of Dell Computer Corp., is the keynote speaker.

SABEW has reserved a block of rooms at the Renaissance Austin Hotel at a special rate of \$129 per night single, double occupancy. To make reservations, call 512-343-2626. Mention that you are attending the SABEW Technology Conference to get the special rate. The room block ends September 15, 1998.

Call Becky Bisbee, business editor at the Austin American-Statesman, at 512-445-3671 to find out more about exhibiting or sponsorship opportunities.

The annual Semicon Southwest trade show will be in Austin at about the same time.

Early bird registration

■ \$150 for full conference registration for SABEW members. This fee includes attendance to all sessions; meals; and educational field trips.

■ \$190 for full conference registration non-SABEW members. This fee includes a \$40 membership application fee; attendance to all sessions; meals; and educational field trips.

■ \$75 per day for daily registration for SABEW members. This fee includes attendance to daily session; meals; and educational field trip, if applicable.

■ \$115 per day for daily registration for non-SABEW members. This fee includes a \$40 membership application; attendance to the day's session; meals; and educational field trip, if applicable.

To register for the conference, copy and fill out form on page 6.

1998 SABEW Technology Conference

Tentative schedule of events

Come hear industry leaders and seasoned business journalists who cover technology talk about industry trends. Last year, newsmakers such as Intel Corp.'s Andrew Grove and Netscape Communication Corp.'s Jim Barksdale shared their views concerning what to expect from the technology industry. This year, Dell Computer Corp. founder Michael Dell keynotes this conference.

Wednesday, Oct. 7

8 a.m.

Registration begins

Exhibit Hall opens

10:00 a.m.

Welcome

Opening speaker Peter M. Winter, president of Cox Interactive Media, will talk about online media and the Cox approach.

11 a.m. to noon

Telecom - To be announced

Noon

Staying ahead

Jerry Yang, co-founder and company visionary for Yahoo Inc. Yang will talk about staying ahead of the competition.

1:30 p.m. to 2:30 p.m.

Apple computer

Discussion on Apple Computer featuring Avie Tevanian, chief technologist at Apple Computer; Jim Carlton, Wall Street Journal reporter and author; and Bob Levitus, Houston Chronicle Mac Columnist.

3 p.m. to 4 p.m.

Cable - To be announced

4 p.m. to 5 p.m.

Workshop

Scott Clark, business editor of Houston Chronicle, demonstrates how to use the Internet to research stories and find sources and how to set up an Intranet for your business staff.

Thursday, Oct. 8

8 a.m.

Continental breakfast

Registration/Exhibit hall opens

8:30 a.m.

Keynote address

Michael Dell, founder and CEO of Dell Computer Corp.

9:45 to 10:45 a.m.

Venture capital in tech industry

Joe Aragona, general partner of Austin Ventures, venture capital firm. Aragona will talk about the role of venture capital in the tech industry and how Austin Ventures approaches business.

11 a.m. to noon

How to write about technology without sounding like a geek

Dan Gillmor, columnist at San Jose Mercury News; Dwight Silverman, writer at Houston Chronicle; and Jennifer Hill, deputy business editor, Atlanta Journal Constitution.

Noon

Ultima Online

Richard Garriott, founder and head of Origin Systems, will talk about the challenges of launching its Internet game Ultima Online.

1:30 to 2:45 p.m.

What a company's financials will tell you if you know where to look

Herb Greenberg, writer at TheStreet.com; and Jeff Rupp, managing partner, BT Alexander Brown in Dallas.

Afternoon break

3:15 to 4:30 p.m.

GAMES - To be announced

4:30 to 5:30 p.m.

Social implications

Peter Lewis, The New York Times and others to be announced.

Friday, Oct. 9

8 a.m.

Continental breakfast

Several field trips are planned to these locations: Applied Materials Motorola Dell Computer Samsung clean room Design Edge

Society of American Business Editors and Writers, Inc.

2nd Annual Conference on Technology

Renaissance Austin Hotel

Austin, Texas, October 7-9, 1998

Registration Form

Name _____ Title _____

Preferred first name for badge _____

Employer _____

Address _____

City _____ State _____ Zip code _____

Work phone (_____) _____ Home phone (_____) _____

Fax # (_____) _____ e-mail address: _____

PLEASE INDICATE:

- ☐ Reservations made at the Renaissance Austin Hotel
Call 512-343-2626
☐ Reservations not needed at the Renaissance Austin Hotel
Room block ends Sep. 15

Note: Members, please complete 1 OR 2 for registration. For non-members, please complete 3 or 4.

	Early Bird Postmarked by August 28	Regular September 11	Late/Onsite after September 11	Totals
1. Full Conference Members				
Registration	\$150	\$175	\$200	\$ _____
This includes attendance to all sessions; continental breakfast Thursday and Friday; breaks on Wednesday and Thursday; lunches on Wednesday and Thursday; and educational field trips.				
2. Daily Meeting Registration Members				
Wednesday	\$75	\$100	\$125	\$ _____
Thursday	\$75	\$100	\$125	\$ _____
Friday	\$50	\$75	\$100	\$ _____
This includes attendance to daily session; meals; and educational field trip, if applicable.				
3. Full Conference Non-Members				
Registration	\$190	\$215	\$240	\$ _____
This includes a \$40 Membership application fee; continental breakfast Thursday and Friday; breaks on Wednesday and Thursday; lunches on Wednesday and Thursday; and educational field trips.				
4. Daily Meeting Registration Non-Members				
Wednesday	\$115	\$140	\$165	\$ _____
Thursday	\$115	\$140	\$165	\$ _____
Friday	\$90	\$115	\$140	\$ _____
This includes a \$40 Membership application fee; attendance to daily session; meals; and educational field trip, if applicable.				

Thursday night outing: Esther's Follies, Texas' musical comedy Cost \$12 each \$ _____

Total enclosed \$ _____

Special Accommodations

Do you need a roommate or are you willing to share your hotel room? Call SABEW at 573-882-7862 for an application.

Please indicate physical, visual, hearing or dietary needs _____

Which field trip do you plan to attend?

Each trip is limited to 15 persons.
Please list preference from 1 being most preferred to 5 being least preferred.

- ____ Motorola
____ Design Edge
____ Dell Computer Corp.
____ Applied Materials
____ Samsung Austin Electronics

PAYMENT INFORMATION

Credit Cards Accepted. Please indicate type:

Mastercard ☐ **Visa** ☐ **American Express** ☐ **Diners Club** ☐ **Discover** ☐

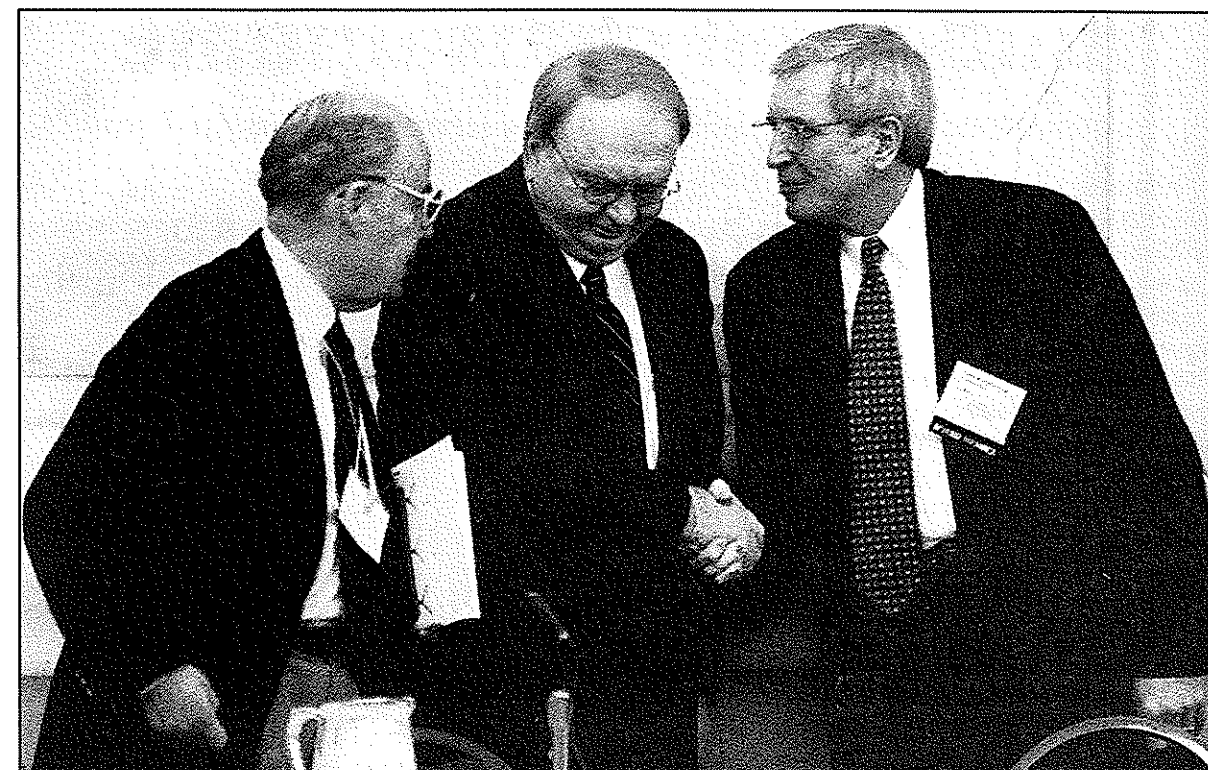
Name on card _____

_____ **Expiration date** _____

Signature _____

Refund Policy: A 60%-refund will be issued if requested in **writing** before September 6. No refunds will be issued later. No exceptions. Allow 2 months to process. Make Checks payable to SABEW and mail to reach us no later than postmarks indicated:

Society of American Business Editors and Writers, Inc.
University of Missouri School of Journalism
120 Neff Hall, Columbia, MO 65211 (Fed. ID #36-3297751)
Fax: 573-884-1372 Phone: 573-882-7862



Nick Koon, The Orange County Register

Marshall Loeb of Columbia Journalism Review, James Rosse of Freedom Communications and Barney Calame of The Wall Street Journal debate the role of profitability in the newsroom.

Canaries in mineshafts

Convention speakers question whether journalists are profit centers

BY BILL BARNHART

Can you spot the canaries in your business news department? One thing's for sure: they won't look like anything you'll find in a Disney theme park.

SABEW members attending our 35th annual convention in Orange County in late April enjoyed a tour of Disneyland and an enthusiastic celebration of our Best in Business and Spot News contest winners. Then we got down to business.

John Moorlach, treasurer of Orange County, reminded us bright and early Monday morning that "editors and reporters tended to be caught flat-footed" in 1994 when his predecessor's

fraudulent investment schemes plunged the county into bankruptcy.

In a stroke of scheduling genius, SABEW board member Barney Calame, deputy managing editor of The Wall Street Journal, immediately extended Moorlach's troubling invocation.

"We want to stipulate that there is an increasing emphasis on profitability in the newsroom," Calame asserted as he opened the first panel discussion of the conference. It seemed like a response to Moorlach's rebuke, and it set a tone for the conference that lingered long after the last SABEW member departed the Waterfront Hilton Beach Resort in Huntington Beach.

"The need to make a buck (is) the

hottest issue I know of right now" in journalism, Calame said.

Alluding to the historic practice of mine operators sending caged canaries into mine shafts seeking early warnings against deadly gasses, Calame asked, "What news department canaries are you watching?" That is, what indicators flash when the drive for profits begins poisoning the process of gathering and presenting news?

James Rosse, the venerable chief executive officer of Freedom Communications Inc., publisher of The Orange County Register, challenged Calame's

Endowed chair update

Committee established to help steer organization toward its final goal

BY HENRY DUBROFF

Now that a SABEW professorship in business journalism is about to become a reality, our organization is going to change.

For one thing, the University of Missouri will be developing a curriculum to teach students about business journalism. SABEW's input into the curriculum will be important.

For another, the SABEW professor of business journalism will add a new voice to the ongoing debate about press and press freedom issues.

And finally, if our effort to boost the SABEW endowment to \$1.1 million is successful, the professor will have staff support and travel money to launch additional programs, perhaps including a summer institute for mid-career professionals.

Thankfully, Susan Wells, the newly elected president of SABEW, has thought carefully about how much the professorship will change our organization.

She has put together a group, including the executive committee and other board members, to plot a long-term strategy for SABEW.

The members are Wells; Charley Blaine, SABEW vice president; Barney Calame, treasurer; Bill Barnhart, secretary; Lisa Holton, executive editor of The Business Journalist; SABEW board members Cheryl Hall, Peter Hillan, Charles Jaffe, Kathy Kristof, Jonathan Lansner, Richard Papiernik; and past president Jodi Schneider.

We've done a lot of work but we're not resting on our laurels. Instead we're focusing on a strategy that will carry SABEW and its mission to educate business journalists into the next century.

Henry Dubroff, editor of the Denver Business Journal and past president of SABEW, is leading a campaign to increase contributions to the SABEW professorship. He can be reached at 303-837-3520.

SABEW thanks contributors

The following individuals and media organizations have contributed to the endowment campaign for a professorship of business journalism. To join the list, send your tax-deductible gift to SABEW chair, University of Missouri School Journalism Development office, 76C Gannett Hall, Columbia MO 65211.

Doris E. Barnhart
William E. Barnhart
Charles G. Blaine, Jr.
Bloomberg Business News
Frank P. Brill
Buffalo News
Mr. and Mrs. Byron Calame
Mark Calvey
Capital Cities/ABC Foundation Inc.
Chiles T.A. Larson & Associates Inc.
Mark Couch
Mr. and Mrs. Russell Crawford-Arensman
Dallas Morning News
Denver Post Charities Inc.
Dow Jones & Company Inc.
Henry Dubroff
Sol G. Dubroff
Stephen H. Dunphy
Robert J. Eggert, Sr.
Pimm Fox
Freedom Communications, Inc.
Fort Worth Star-Telegram
Gayla Hoffman Associates
Cheryl M. Hall
Jennifer Hill
Miriam B. Hill
Mr. and Mrs. Arthur C. Hoffman
Lisa Holton
David R. Ignatius
Charles A. Jaffe
Steve Jordon
Myron I. Kandel
Kansas City Star & Times
Gary L. Klott
Larry Birger Associates, Inc.
Andrew A. Leckey
James T. Madore
Kathy Kristof
Newmark & Associates Inc.

Orlando Sentinel
Richard L. Papiernik
Marcia Parker
Laurie Paternoster
P.R.I.N.C.E.
Frank Prosnitz
Mark Rohner
Judy L. Rooks
Robert L. Rose
Theodore P. Roth
Jeff Rowe
Rubin Barney & Birger
John B. Rumsey
Mark E. Russell
SABEW
San Francisco Chronicle
San Jose Mercury News
Sarasota Herald-Tribune
Jodi Schneider
Rex A. Seline
Sentinel Communications Company
Allan H. Sloan,
Randall D. Smith
Fort Lauderdale Sun-Sentinel
Catherine H. Terry
The Associated Press
The Boston Globe Foundation II
The John Lucht Consultancy Inc.
The Kiplinger Washington Editors Inc.
The Press Democrat
The Seattle Times
Seattle Post-Intelligencer
Times Mirror Co.
Times Union
TJFR Business News Reporter
Tom Walsh
Susan Wells
Robert Weisman
Ms. Debra A. Whitefield

Increased participation

Committees named to extend SABEW's member services

The SABEW board, at its spring meeting, elevated the organization's campaign for a permanent educational institution on behalf of business journalism to a reality.

The board voted unanimously to transfer a \$200,000 gift made to SABEW by the Ewing Marion Kauffman Foundation into



Dean Mills, dean of the University of Missouri School of Journalism.

the endowment pool to fund a professorship in business journalism at the University of Missouri at Columbia. "I think it really is unique in journalism for a professional organization to join with a journalism school in an endowment campaign," said Deans Mills,

dean of the Missouri School of Journalism. "Now, we need to be soliciting ideas for what the content of this program will be, in undergraduate, graduate and career education."

Pledges to the chair now total more than \$650,000. Outgoing SABEW President Henry Dubroff of the Denver Business Journal launched the Friends of the SABEW Chair campaign to boost the amount to \$1.1 million, which would upgrade the professorship to a full academic chair, with additional resources for SABEW and business journalists generally.

SABEW members elected three new board members to fill vacancies: Randy Picht, business editor of the Associated Press (212-621-1685); Craig Schwed, business editor of Gannett News Service (703-276-5800); and Alecia Swasy, business editor of the St. Petersburg Times (813-893-8113).

Committees

Several new board committees were created at the conference, each needing ideas and effort from the membership.

New committees and their chairs

Communications and the Web

Richard Satran
Senior editor
Reuters Wired News
415-276-8439

SABEW conferences

Charles Jaffe
Personal finance columnist
The Boston Globe
617-929-3129

Strategic planning

Susan Wells
Assistant managing editor/business editor
Atlanta Journal-Constitution
404-526-5322

Existing board committees

Future of SABEW

Charley Blaine
Editor
Better Homes & Garden Family Money
515-284-3351

Best in Business contest

Frank Brill
Business editor
Winston-Salem Journal
910-727-7376

Membership

Stephen Dunphy
Business columnist
Seattle Times
206-464-2365

Nominating

Richard Papiernik
Financial editor
Nation's Restaurant News
212-756-5205

SABEW Chair

Barney Calame
Deputy managing editor
The Wall Street Journal
212-416-2624

Regional representatives

New regional representatives were selected as extensions of the board's outreach to members.

New region representatives

Mid-Atlantic
Hank Klibanoff
Business editor
Philadelphia Inquirer
215-854-2455

Northwest
Robert Weisman
Business editor
The Seattle Times
206-464-2494

Current region representatives

Southeast
Bea Garcia
Executive business editor
Miami Herald
305-376-3715

Southwest
Becky Bisbee
Business editor
Austin Statesman-American
512-445-3671

South
Kathy Finn
Editor
New Orleans CityBusiness
504-830-7231

Midwest
Stuart Drown
Medical reporter
Akron Beacon Journal
330-996-3543

Northeast
Alan Abbey
Business editor
Albany Times Union
518-454-5613

West
Kathleen Pender
Business editor
San Francisco Chronicle
415-777-6050

SABEW membership grows to nearly 3,000

SABEW welcomes the following new members, whose applications were approved by the board at the annual conference.

Individuals

Jeffrey Bryant Amy
Business writer
Anniston Star
Anniston, AL
205-235-9286

Marian L. Anderfuren
Business editor
The Virginian-Pilot
Norfolk, Va.
757-446-2359

Gloria B. Anderson
President and editor-in-chief
New York Times Syndication
New York, NY
212-499-3333

Diana Bosetti
Staff reporter
Orange County
Business Journal
Newport Beach, CA
714-833-8373

Bill Brewer
Business writer
Knoxville News-Sentinel
Knoxville, TN
423-581-1825

Dennis P. Carmody
Business writer
Asbury Park Press
Neptune, NJ
732-922-6000, ext. 4652

Thomas Content
Business reporter
Green Bay Press Gazette
Green Bay, WI
920-431-8342

Steve Crozier
Editor
UK and US Web Publications
Santa Barbara, CA
805-966-1069

John Engen
Freelance
Minneapolis, MN
612-929-5820

Jon Entine
Freelance
Agoura Hills, CA
818-991-9805

Judi Erickson
Business editor
Honolulu Advertiser
Honolulu, HI
808-525-8063

Sarasue French
Business reporter
South China Morning Post
Quarry Bay, Hong Kong
852-2565-2220

Sam Friedman
Editor
National Underwriter
Hoboken, NJ
201-963-2300, ext. 121

Dee Gill
Freelance
Clinton MS
601-925-0332

Randy Golkin
Reporter
Crittendon Press
Laguna Niguel, CA
714-489-9886

David Graulich
Columnist
Tribune Media Services
San Bruno, CA
650-952-1933

John P. Harrington
Financial editor
Boston Herald
Boston, MA
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Assignment: Banking

Financial coverage that embraces a clever and creative approach entails going beyond assets and liabilities and looking at emerging issues including ATMs and mutual funds



Jeffrey Marshall is editor of U.S. Banker magazine and has been covering the banking and financial services industry since 1983.

On assignment

Beat reporting remains the cornerstone of business journalism. If you would like to contribute to this series, please contact Lisa Holton at 847-869-7106

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BY JEFFREY MARSHALL

Looking at mainstream newspaper or wire service coverage of banking, I often get the sense that the reporter has drawn the short straw in some beat assignment pool and is marking time until he or she can get on a glitzier beat like telecommunications or health care.

Few industries are undergoing the same degree of change as banking — look at the enormous, ground-shaking mergers announced recently — but coverage remains predictable and unimaginative.

As a trade-magazine editor, it's my job to dig deeper, and to look at banking more as a series of product lines under a broader umbrella. That's what I think local reporters should do, too. Yes, you'll still have to file quarterly earnings stories, but you may be surprised by some of the things you'll turn up if you look a bit harder and work beyond the usual assumptions. Some suggestions:

Look behind the merger headlines

Don't just focus on the numbers and how many jobs are endangered in the local market. There are often personal and strategic considerations for mergers that go unexplored — a bank CEO may persuade his board to sell because he thinks no one on his management

team is equipped to build shareholder value in the future.

Analysts can provide a tremendous source of insight here. Mergers — and merger speculation — are big deals to them, and many are busy handicapping future transactions.

Go beyond the obvious

At too many newspapers, banking stories seem to be triggered by consumer group or credit union surveys that bash banks for high fees or uncaring service. There's smoke there, true, but perhaps not as much fire as the journalist is led to believe.

There's a tradeoff for automated teller machine surcharging, for instance — wider availability of machines — that some consumers appreciate. Too often a reporter seems to run with such a story with the predictable terse response from the banks and leave it at that, with precious little if any analysis.

Understand the fundamentals

Banks are different from manufacturing or retail companies, and it's vital for reporters covering an earnings story to have a rudimentary sense of how to read a bank balance sheet and understand the difference between assets and liabilities. It's also tremendously helpful to know basic banking terms — efficiency ratio, say, or return on assets — and be able to convey what they mean to readers.

One of the complaints I've heard time and again from bankers around the country is how little local beat reporters seems to understand their banks. That isn't universally true, however, and a lot of the unhappiness probably could be cured by picking up the phone and expressing some interest.

Realize the importance of technology

Banking and investment banking constitute the world's largest vertical market for computer hardware and software, and technology constantly is rewriting banks' playbooks. There are intriguing stories to be written about the Internet, biometric identification, fraud detection, smart cards, electronic commerce, etc.; many of these technologies will alter consumer behavior and beg for explanatory pieces.

Call centers are becoming a central cog in many banks' operations, sweeping up routine consumer calls and handling everything from

Assignment: Banking

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balance information to outbound selling of products like annuities and mutual funds. Call centers are big employers, too, and are attracting a higher caliber of employee these days than the stereotype of the secretarial pool type buffing her nails between calls.

But 800-number service isn't exactly warm and fuzzy, and there may be good stories that examine bewildering menu options or what really happens to those routine calls. Banks are supposed to be in the service business, and if they are

falling short, that should be newsworthy.

Look at ancillary businesses

Banking isn't just about deposits and loans. Banks are now big players in mutual funds, investment banking and credit cards, to name a few areas, and are a growing presence in insurance sales. Writing about these, and how they are converging and competing with non-bank offerings, can help readers make sense of the ways in which they'll be presented with financial choices.

Focus on upcoming generation

Not all bankers are boring, white country-club Republican men. Far from it. Women make up perhaps as strong a corps of high-level (though rarely top-level) managers as in any American industry; minorities are also gaining, albeit at a slower rate. Many non-tradi-

tional bankers are highly educated and are in specialty areas. There are all kinds of potentially interesting profiles here.

Bottom line, I'm a firm believer that banking is both more complex and — yes — more interesting than its oftendowdy image suggests. Reporters who treat banking like a utility, concentrating only on the obvious issues like rates and fees, do a service for readers, true, but a better one is done by those also making the effort to understand and write about a bank's businesses, its strategy and its people. And look on the bright side: At least you're not covering the insurance industry.

Jeffrey Marshall is editor of U.S. Banker magazine and has been covering the banking and financial services industry since 1983.

He can be reached at 212-631-1522.

President's letter

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into what's important for them. That's going to be very different for readers in Des Moines, versus San Jose.

One thing that makes that possible is your audience. Even in the smallest towns, there's a marketing company that's conducted a study of how many people have cable television, computers, cell phones, etc. Find out what your readers are interested in. (Atlanta, by the way, has the highest number of cellular phones per capita of any city in America. We're big "first adopters" down here.) Calling in roundtables of regular folks, as well as business leaders, even at the same time, can be helpful in identifying how sophisticated your coverage needs to be. You want to tell your local techies stuff they don't already know, but stay accessible to the family just buying its first computer. It's a trick, but you can do it if you're in touch with your readers.

Lastly, and perhaps most importantly, educate your staff. Technology is like business news used to be. Lots of people run away from it because they think they don't understand it. From a journalistic standpoint, that's not an unreasonable fear. There is an awful lot to know.

In its continuing effort to be on the forefront of business journalism education, SABEW will host a conference on technology coverage in Austin, Tex., Oct. 7-9. Austin American Statesman Business Editor Becky Bisbee and others are putting together a dynamite program with representatives of various parts of the tech industry, as well as panels of journalists who will discuss the challenges of coverage. Michael Dell of Dell Computer Corp. will be the keynoter. This is an opportunity, for the price of one trip, for you to give yourself or your staffer(s) a quick education that should help add depth and context to your coverage. Contact SABEW Executive Director Carolyn Guniss about registration details. (573) 882-8985.

Fax overload

CONTINUED FROM PAGE 1

about a company placed in the right section of the right paper has become big business. And editors say, it's the business desks that bear a brunt of these publicity pitches.

"Clearly the business news department is the one that's most overwhelmed with faxes because of companies trying to pitch new things, a product, story, service or announcing a deal," said Jim Kennedy, former president of SABEW as well as the former business editor for the Associated Press. "For a long time we didn't give out the fax number.... We were going broke just on the paper."

As a result, many papers and business desks change their most popular fax numbers every few months. Some set aside "secret" fax lines for the best of sources and most critical news. But broadcast fax agencies and savvy PR professionals eventually get around that, editors say.

"We had one so-called 'secret' machine, which is now about as secret as 911," said Tim Porter, the assistant managing editor of the San Francisco Examiner.

Then there's the Herald and the Orlando Sentinel, which give out 900 toll numbers for unsolicited press releases. And now some papers are turning to technology to help stem unwanted faxes and costly printing. In addition to a 900 number, the Sentinel's business desk receives faxes through a modem. Faxes appear on a computer screen, reporters check their faxes, print out the ones they want and spike the faxes they don't.

"When something breaks at 5:15 p.m., the reporter knows that they'll have it in five minutes. They don't have to run over to the clerks and ask," said Ned Popkins, the business news editor for the Sentinel. "We've had times when sources couldn't get through.... We've missed stories

because people couldn't get through and didn't call us."

The Herald installed its 900 number seven years ago "because of the bulk of the faxes, particularly ones coming from PR firms sending 10 of the same faxes to 10 different people, most of which wouldn't see the light of day," Diamond said. The paper charges \$2 a fax, unlimited pages, for unsolicited faxes. The Herald also changes the number to their free fax line at least once a year, letting reporters decide who gets the free number and who doesn't.

"We're not looking to make money. We're looking to offset some of the nuisance," Diamond said, adding that the 900 number generally breaks even. The Sentinel's 900 number pulled in a modest profit of \$101 in April. Both papers encourage agencies to contact the reporters they're trying to reach beforehand.

It's people like Ira Krawitz that these papers are trying to avoid. The vice president of marketing for PR Newswire charges his clients 45 cents a page to ensure that their faxes reach the right reporters at the right newspapers across the nation. PR Newswire alone is responsible for more than 30 million facsimile pages reaching news desks each year.

While Krawitz wouldn't release statistics, he said PR Newswire's fax business has "grown tremendously over the last five years." The news release business, a division of British conglomerate United News and Media, has a staff devoted to updating reporter lists. "That's the core of our business," Krawitz said, "reaching the right people at the right addresses."

But not all trade groups or broadcast fax companies are as concerned.

"I'm still amazed that I get stuff from nationwide chains opening up a store in North Dakota and they fax me and the retail reporter," Popkins said. "So that's two faxes coming to central Florida about a chain store opening up in North Dakota, and we could care less."

— Dawn Kopecki is a business reporter for the Washington Times, 202-636-3264.

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DIRECTOR'S THOUGHTS

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Journalists help readers understand European Monetary Union

On May 2 while most of us slept, 11 nations of the 15-member European Union converged to form European Monetary Union or EMU. In one sweeping moment the EMU created an economic community that could grow to become a serious rival to the United States — or so the European Commission hopes. EMU comprises of 263.3 million citizens vs. 265 million in the U.S. The GDP for the 11 stands at about \$6,823.0 billion vs. the U.S. \$7,636.0 billion.

"The euro is the first time Europe has done something for itself," said Harry Schroeder, senior economist with Commerzbank in Germany. Austria, Belgium, Finland, France, Germany, Ireland, Italy, Luxembourg, The Netherlands, Portugal and Spain agreed to give up economic sovereignty to assume a single currency, the euro.

Through euro, EMU participants are stuck with a fixed exchange rate and a currency they can never devalue as individual nations. A European central bank will be the gadfly of fiscal policy. To be sure, being a part of the EMU sends the message that these nations are serious about changing fiscal policy. This was a most historic event.

Come Jan. 1, 1999, all transactions of these 11 nations will be denominated in euro, the name given the currency by the European Council. By Jan. 1, 2002 notes used in countries in the euro-zone will begin to phase out. When a purchase is made at the retail level in say liras, change should be given back in euros.

By July, it is hoped that only euro notes and coins will be used in the euro-zone. EuroCommerce, the retail, wholesale and international trade representative to the European Union, compiled a study that recommended the national currencies should be immediately removed as legal tenders from Jan. 1, 2002. It recommended that member states shorten the transition time. The study recommended early withdrawal of national currencies "to achieve a smooth and effective introduction of euro notes and coins."

It is estimated that there are 3.3 million retail enterprises employing more than 14 million people in euro-zone and about 80 billion notes and coins are circulated in different denominations in the European Union. EuroCommerce plans to step up educational efforts to facilitate consumer and small business education about euro transition, said Ceu Pereira, an economist at EuroCommerce. No doubt the EMU will spawn many more international business stories based on its novelty.

As journalists working stateside, thinking and writing locally about this global story are ways we can aid the education process. Just by looking around your community you can spot many companies that are actively doing business in Europe. Asking them how they are preparing to do business in euros may prove an interesting story. International Business Machines for instance does not only have to create software to handle the

SEE EUROPEAN UNION ON PAGE 15

European Union

CONTINUED FROM PAGE 14

new currency transactions but it also has to make new hardware. Keyboards will need the euro symbol added.

At the very least your inquiry may spur them to think about getting started. For instance in 1996 there were 1,700 cross-border mergers and acquisitions with a European Union enterprise. This was down from the 1990 peak of over 2,000 mergers but expected to increase due to the single market program, community's merger regulation and now the euro. Some companies stateside may lose customers in the shuffle.

At first glance the consumer seems to benefit from the competition that will result from price transparency in the euro-zone and even with those outside. Long gone will be the need to pay outrageous currency transaction fees. After a four-nation, weeklong trip in Europe, I

came back with a handful of francs, deutschmarks and sterling.

At the same time it is expected that once merchants start converting prices from francs to euros the exact exchange rate will create some odd pricing structures. A head of a multinational U.S. company said he expects that prices will be rounded up. So if an item exchanged from francs to euros cost 3.27 euros, expect that item to sell at 3.99 for the psychological price point. This is another local story that could be developed for consumers as they prepare to travel to Europe once the single currency is introduced.

Then there are the lands outside of the euro-zone. Already merchants in London are expressing euro envy even though the Brits have long declared their reluctance to participate in something "European." But Marks and Spencer department stores will have to reprogram all their point of sale machines to accept and calculate euros. A good story that could be developed locally would be cost comparison of doing business inside and out-

side the euro-zone.

Since economists realized that Europe was serious about euro, the conversation has moved from this is impossible to how quickly will this fail and which country will hurt more quickly and deeply. But really, economists should be building more scenarios with the purpose to help bumbling politicians stay out of ruining some of the growing economies in Europe.

While proper fiscal policy will be a backbone of EMU, some Europeans feel that political union is essential for EMU to work. "It is a backdoor approach to join the currencies and force political union," said Schroeder.

"Monetary union without political integration is very dangerous," said Manfred Kober, an economist at the Deutsche Bundesbank. "We hope that monetary union without political union is going to be OK." Only the future can determine these statements, but they are certainly critical elements to watch as more tangible evidence of EMU emerges.

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Canaries on watch

CONTINUED FROM PAGE 7

premise.

"Our newspaper media live and die in an open marketplace, and they thrive if and only if they are profitable," he said.

But he added, "When I say that, I'm not talking about mindless short-term profitability. The real focus in all newspapers has got to be on readers and their interests and needs. If we lose our credibility with the readers..., then we've lost our economic base."

Rosse said news organizations need new rules of conduct to protect their credibility. "The old separation of advertising and editorial is not particularly useful anymore, but it certainly played that role for a long, long time," he said.

"I guess I'm the designated canary at the L.A. Times," said the newspaper's new editor, Michael Parks, the top editorial executive in the Times' new management matrix recently constructed on the ruins of what Rosse called "the old separation."

"I've taken the position that all editors at the L.A. Times should know right from wrong. Who are the canaries? Every one of my colleagues. There are no codified policies. We expect everyone to do the right thing."

Is that enough, when the compensation of editorial department managers sometimes is linked to annual corporate profit goals, wondered Marshall Loeb, editor of the Columbia Journalism Review and this year's recipient of SABEW's Distinguished Achievement Award.

"The canary that concerns me the most is ... whenever we give ground or sacrifice something because of advertising protests," he said. He worries about the winks and nods

among editors who know secretly among themselves that slashing editorial expenses and coddling recalcitrant advertisers will fatten their bonuses.

Parks replied that he ties incentive compensation for his editors to circulation increases, not to profit-and-loss results.

"I don't know what world Marshall lives in," added Rosse. "In the long run you kill your profitability if you appear to be bought."

Appear to whom, asked Loeb. "When the consumer begins to notice, it's too late."

"Can readers be fooled by a publication that doesn't care whether the line (between advertising and editorial) is drawn?" asked Calame. "No," said Rosse. "If you blow it, you can get the whistle blown on you."

"The principal challenge is being relevant, being compelling and being there," said Parks. "The newspaper decision is a consumer decision, but the currency is not dollars and cents; it's time." If readers lose confidence, they simply do something else with the time previously devoted to the publication, he said.

Already certain major retailers with magazine display racks are demanding cover art and content that conforms to their conservative moral biases, he pointed out. "Newspapers and magazines are under pressure to report only happy news," he said.

Although he's not for elaborate rules, Parks agreed that newsrooms need mechanisms whereby a paper's ethics canaries can cough loudly but anonymously.

"It's a good point," he said in response to a question. "There's no reluctance by reporters to walk into my room and tell me what they think, but there may be things they want to bring to my attention without their names being used."

Bill Barnhart is editor emeritus of The Business Journalist and a Markets columnist at The Chicago Tribune. He can be reached at 312-222-3599.

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**Warsaw Business Journal
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Weekly, English-language business journal in Warsaw (four years old and modeled on American city business journals) looking for aggressive reporters to cover a variety of emerging industries in Poland, some of which include computers, software, media, capital markets, retail and banking. Applicants should have strong analytical skills, a sharp interviewing technique, a nose for news, and not be daunted by long winters, an occasional lack of electricity and bad grocery stores. Candidates should have one to three years reporting experience, preferably with business writing experience or a strong interest in business and markets. Polish-language skills are not required, just the ability to write crisp, clean, entertaining copy in English. We pay well for the local scale, which is far less than a U.S. newspaper, but allows a comfortable standard of living in Poland. Applicants should fax, mail or email resume and six clips to:
Janel Siempienski, managing editor
Warsaw Business Journal
Sloneczna 29, 00-789
Warsaw, Poland
Fax: (48-22) 646-0576
E-mail: wbjedit@it.com.pl

Midwest

**Business News
Reporter**

Weekly business newspaper in Dayton, OH, that is part of the American City Business Journals chain seeks aggressive reporter. Must be familiar with health care and banking/finance beats. Want one to three years experience. Salary between \$20,000 and \$30,000, depending on experience. Send resume and clips to:
Steve Wolcott, editor
137 N. Main St., Suite 400
Dayton, OH, 45402
E-mail: busnews@explorers.com

**Des Moines Register
Business editor**

Des Moines is the third-largest insurance center in the world and home to a strong business community, which includes Principal Financial Group, Ruan Transportation Services and Meredith Corp. Des Moines also is the most frequently surveyed test market in the United States, making it a leader in setting consumer trends. The Register's agriculture reporter last week was named National Agricultural Journalist of the year. Apply to:
Denis Ryerson, editor
715 Locust St.
Des Moines, IA 50304

**Kansas City Star
Business editor**

Lead a staff of more than 25 reporters and editors committed to serving readers through enterprise and innovation. SABEW has honored their work several times in the past five years by naming their section one of the five best in the country in our circulation category—280,000-plus daily, 420,000-plus Sunday. We're looking for an excellent journalist with strong leadership skills, extensive editing experience and a keen knowledge of business. Contact:
Jeanne Meyer, ME/business and features
Phone: 816-234-4413
Email: jmeyer@kcstar.com

Minneapolis Star-Tribune

Business section coordinating editor: Responsibility for daily section. Business expertise required. Visual skills a plus.
Business team leader/technology: Will supervise coverage of information technology, personal technology and the business of technology.
Business team leader/growth companies and corporate finance: Will direct coverage of financial services, capital markets and growth industries in the Twin Cities. The Star Tribune, an equal opportunity employer, is the 16th-largest daily newspaper in the nation, with a circulation of 387,412. The Sunday Star Tribune is the 12th-largest Sunday newspaper in the country with a circulation of 668,466. The Star Tribune is owned by McClatchy Newspapers of Sacramento, Calif. To apply send resume, work samples and letter saying why you are the best candidate to:
Brenda Rotherham, recruiting coordinator
425 Portland Ave.
Minneapolis, MN 55488
Phone: 800-829-8742 ext. 4422
Fax: 612-673-4526
Email: rothebe@gw.startribune.com

St. Paul Pioneer Press

Business reporter: Sports Entertainment, Tourism: The Business team has an open for a reporter to cover the business of sports, entertainment and tourism by writing about news, trends and developments that impact companies, organizations, the economy and consumers. The reporter will be directed and edited by the business editors. A college degree is required; five to seven years' experience at a metro daily newspaper is preferred; business reporting experience is preferred; and a general familiarity of sports is preferred. The beat requires strong writing and reporting skills and exceptional critical thinking skills. This position requires intense sourcing and skillful juggling of assignments. The reporter should be offering a steady stream of ideas. Ideally, about one-third of the enterprise produced from this beat should have page one appeal and scope. Job requires ability to work with minimal supervision and direction. Job requires ability to produce breaking news content on deadline for daily production cycle. The coverage will center on the Twin Cities, however, national trends and stories will be pursued when appropriate. The job is full-time, A scale.
Business reporter: Health Care, Medical Technology: The business team has a position open for a reporter to cover the business of health care and medical technology by writing about news, trends and developments that impact companies, the economy and consumers. The reporter will be directed and edited by the business editors. A college degree is required. Five to seven years' experience is preferred; a strong knowledge of the health care industry is preferred. The beat requires strong writing and reporting skills and exceptional critical thinking skills. This position requires intense sourcing and skillful judging of assignments. The reporter should be offering a steady stream of ideas. Ideally, about one-third of the enterprise produced from this beat should have page one appeal and scope. Job requires ability to work with minimal supervision and direction. Job requires ability to produce breaking news content on deadline for daily production cycle. Apply to:
Chris Worthington, senior editor
345 Cedar Street
St. Paul, MN 55101-1057
Phone: 612-222-5011

Freelance opportunities

**Hong Kong Business
Writers**

We are a small publishing group based in Asia. We are looking for freelance writers and photographers to contribute ideas and stories to our publications. Contact us at:

Charmaine Yee

Communications Management Ltd.
1811 Hong Kong Plaza
188 Connaught Road West
Hong Kong
Phone: 852-2859-4361
Fax: 852-2559-1920
E-Mail: cyee@cmlink.com

New England

**The Advocate and Greenwich Time
Business reporter**

The successful candidate for this position will be a highly productive self-starter with at least one year of daily reporting experience. Business writers here report on such top companies as General Electric, Xerox, GTE, Pitney Bowes and IBM. We need an ace who is adept at building sources, meeting tight deadlines and seeing the story potential behind the financial results. We are two Times Mirror newspapers with a combined daily circulation of about 45,000. Please send resume and several clips to:
Julie Moran Alterio, business editor
The Advocate and Greenwich Time
75 Tresser Blvd
Stamford, CT 06904

**The News Journal
Business editor**

Wilmington is home to many banking institutions and the headquarters for companies including Dupont, ICI United States and Hercules. Apply to:
Jane Amari, executive editor
950 W. Basin Road
New Castle, DE 19720

Southeast

**Messenger-Inquirer
Business reporter**

The Messenger-Inquirer, a 34,000 daily in Owensboro, Ky., is seeking an aggressive and determined business reporter. The business climate is booming, with a new bridge across the Ohio River under construction and major manufacturing companies locating in the region. The ideal candidate will be adept at using the Internet and CAR skills, as comfortable talking to CEOs as to retail clerks, and capable of producing stories with lots of depth and perspective. The M-I is a A.H. Belo Corp. newspaper. Send cover letter, resume and five clips to:
Sue Trautwein, human resources director
P.O. Box 1480
Owensboro, KY 42302

**News-Press
Business writer**

Experienced reporter to cover real estate, growth and development in one the nation's hottest building markets. Send resume and clips to:
Bob Rathgeber, business editor
News-Press
P.O. Box 10
Fort Myers, FL 33902

**Project management institute
Executive editor**

The Project Management Institute seeks an individual to manage the editorial operations of the Institute. A key member of the Publishing Division's management team, the executive editor will articulate and implement editorial strategy; actively work with volunteer editorial committees and writers; solicit, develop and review manuscripts; oversee the editing of all publications; develop, implement, and monitor annual editorial budget; supervise an editorial staff of six; and

report to the Publisher. PMI publishes the periodicals PM Network, Project Management Journal, and PMI Today, as well as books (12 a year), proceedings, CD-ROMS and other media for the delivery of PMI's project management knowledge. Required: Bachelor's degree. 10 years of professional-level experience as an editor, including three years of editorial management. Excellent communication, planning, and team leadership skills. Preferred Business or management-related publishing experience. A strong interest in project management. Association experience, including working with volunteerwriters and editorial committees. We offer a competitive salary, excellent benefits package, and idyllic work setting at the foot of the Great Smoky Mountains. Only those resumes with salary requirements will be reviewed. No phone calls please. EOE. Interested candidates should submit a resume, cover letter, and salary requirements to:

Publisher
Project Management Institute,
Headquarters Publishing Division
40 Colonial Square
Sylva, NC 28779 USA

**St. Petersburg Times
Business Reporter**

The St. Petersburg Times is looking for an experienced business reporter who wants to dig for great stories and write memorable features for one of the nation's best newspapers. We're expanding our daily, Sunday and Monday sections to deliver more business news to readers, so we welcome applicants who want to join an aggressive team of talented journalists. Send clips, resume and references to:
Alecia Swasy, business editor
St. Petersburg Times
490 First Ave. S.
St. Petersburg, FL 33701

**The Charlotte Observer
Business reporters**

The Charlotte Observer, the leading newspaper in the beautiful Carolinas, is seeking two experienced business reporters to cover banking in the nation's second-largest banking center. Banking experience preferred, but what's essential is ability to get consistent results on a business beat, out-think the competition and produce exclusive, high-impact business news. Send resume and clips to:
Jon Talton, executive business editor
The Charlotte Observer
P.O. Box 30308
Charlotte, NC 28232

Southwest

**El Paso Times
Business reporter**

The El Paso Times is seeking a business reporter to cover international trade, manufacturing and transportation along the U.S.-Mexico border. We are a Gannett paper, with a circulation of about 85,000 daily and 100,000 Sunday. The ideal candidate will have at least five years experience and a working knowledge of Spanish. Salary is competitive. Send resumes to:
Jim Weddell, business editor
Apply to:
Don Flores, editor
P.O. Box 20
El Paso, TX 79999
Fax: 915-546-6361

PartnerComm, Inc.
Senior communications consultant/writer
PartnerComm, Inc., an Arlington, Texas, based communications firm seeks senior communications consultant/writer. Must be creative yet detail oriented. 5 years or more human resources communication experience is essential. Consulting firm experience helpful. Total pay commensurate with experience and performance. Fax resume: 817/467-9979

**Salt Lake Tribune
Business reporter**

The Salt Lake Tribune, Utah's largest daily, has an opening for a business reporter to cover retail, employment, workplace and small business primarily along the Wasatch Front, which has one of the most vibrant economies in the United States and will be the site of the 2002 Winter Olympic Games. Business reporting experience is required. Send resume and no more than 10 clips to:
Cherrill Crosby, business editor
P.O. Box 867
Salt Lake City, UT 84110
Fax: 801-237-2326

West Coast

**Los Angeles Times
Editors and reporters**

Assignment Editors; News editors; Copy Editors; Graphics Editors; Technology Reporters; Biotechnology Reporters; Workplace/management Reporters; Personal Finance Reporters; Markets Reporters; General Assignment Reporters. Send resume and samples to:
Bill Sing, business editor
Los Angeles Times
Times Mirror Square
Los Angeles CA 90053
Phone: 213-237-4767
Email: bill.sing@latimes.com

**The Orange County Register
Editors and reporters**

Business Editors—The Orange County Register has openings for two editors/team leaders in its business department. Team leaders supervise and edit four to six reporters, oversee various products (including Sunday's Personal Finance section and Business Monday career/small business section), and help develop strategies for financial news coverage for the paper. Candidates should have at least three years of daily business editing experience. Health Industry and Workplace Reporters\ Reporters — The Orange County Register is looking for reporters to cover health care and workplace issues. Reporters would join a staff of 25 covering the dynamic Orange County business scene. We seek self-starters who can ably navigate a company's financials, find the human element in stories, break news daily, and see the big picture. Reporters must be able to inform business-savvy readers, as well as address average readers' concerns. Please send resume, cover letter, and samples of work to:
Kate Lee Butler, senior business team leader
The Orange County Register
625 North Grand Avenue
Santa Ana, CA 92701
E-mail: kate_butler@link.freedom.com

**The Oregonian
Editors/reporters**

The Oregonian, the northwest's largest newspaper, is seeking talented and experience journalists to fill the following openings on its business team:
Assistant business editor: To help lead an aggressive and innovative team of 11 reporters. Business reporting is a top priority at The Oregonian, where we're expanding and improving our daily coverage and adding a weekly technology section. In a market that is home to industry-leader Nike, a rapidly expanding technology industry and one of the nation's most vibrant economies, our readers expect authoritative, immediate and thorough business coverage. The assistant editor will be responsible for directing the newspaper's daily business section and will supervise four reporters. Candidates must have expertise in business, strong line-editing skills and the ability to work well in a team system.

Technology industry reporter: To cover Oregon's largest industry. Working in concert with two other tech

reporters, this reporter will concentrate on large companies, such as Intel and Microsoft, and how their decisions and actions affect employees, the economy and the state. The reporter must be attuned to the trends and issues of the technology world, especially the semiconductor industry. He or she will be expected to provide daily business coverage, break national stories about technology operations in Oregon and generate analytical pieces to anchor the weekly tech section or Sunday business sections. The reporter should have neat experience covering major tech companies and strong knowledge of the financial and technological sides of the industry.
Small business reporter: One who excels in telling the story of small business owners coping with the challenges of shifting workforces, changing economies and evolving regulations. This is an important and wide-ranging beat. Of the more than 85,000 businesses in Oregon, fewer than 250 have 500 or more employees. More than one-third are owned by women. The reporter should have an eye for finding drama in everyday situations and the ability to explain the inner workings of business in a compelling manner. The reporter also should be able to decipher legislative and regulatory issues, acting as a watchdog over the powerful business lobby. The business team consists of the business editor, two assistants, two copy editors and 11 reporters. Reporters on other teams also contribute to the business section. The Oregonian's circulation is 350,000 daily and 450,000 Sunday. To apply send a cover letter, resume and 12 examples of your work to:
Kay Balmer, recruitment director
The Oregonian
1320 S.W. Broadway
Portland, OR 97201
Phone: 503-221-8039

**The Seattle Times
Microsoft reporter**

The Seattle Times is looking for a top reporter to cover one of the world's most important companies, right in our backyard. This person would have primary responsibility for daily coverage and enterprise reporting on the company that, more than any other, is driving changes in its own and almost every other industry. We want someone who has demonstrated the ability to develop sources, break stories, dissect a complex organization, break down technical information into understandable terms and parry daily with some of the best spin artists in the business. Familiarity with technology and business is a distinct plus, though we'll consider other outstanding reporters. Candidates should send resume, clips, a list of story ideas and an essay on how you'd approach the Microsoft beat to:
Robert Weisman, business editor
The Seattle Times
1120 John St.
Seattle, WA 98109

Teach In Japan

Individuals with university degree(s) and experienced in business editing / writing needed to teach in their fields and business English in Japan. Please forward resume to:

International Education Services
Rose Hikawa Building
22-14 Higashi 2-Chome
Shibuya-Ku, Tokyo 150
Fax: 81-3-3498-7113
e-mail: iesinfo@iac.co.jp

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Milan/Stockholm/Zurich Editors

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ASIA

Hong Kong/Jakarta/Kuala Lumpur/Seoul/Singapore/Sydney/Taipei/Tokyo
Reporters & Editors

To qualify for these Reporter opportunities, we require:

- 3 years experience with a major news agency, newspaper or magazine
- Expertise and sources in specific beats or locations
- Ability to cultivate sources
- Confidence with numbers and prices
- Knowledge of local economy and financial/commodity markets
- Ability to write with clarity and style under tight deadlines
- Capacity to thrive under pressure in a competitive environment
- Fluency in local languages where required
- Market-related journalism experience

To qualify for these Editor opportunities, we require:

- 3-5 years experience editing financial copy with a major news organization
- Knowledge of local economy and financial/commodity markets
- Confidence with numbers and prices
- Ability to work under tight deadlines
- Capacity to thrive under pressure in a competitive environment
- Fluency in local language is preferred.

Please send resume/CV and writing clips to: **Howard Horder, Human Resources Dept. BN-SAB, Bloomberg L.P., 499 Park Avenue, New York, NY 10022. Fax: (212) 940-1954; e-mail: careers@bloomberg.com.** Please specify position(s) of interest and geographic preference(s). Qualified candidates will be contacted. No phone calls please. EOE M/F/D/V. Visit our website at: www.bloomberg.com

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