

# THE BUSINESS JOURNALIST

Tales from behind the

## headlines

### BEST IN BUSINESS AND SPOT NEWS CONTEST AWARDS

BY PETER BEHR AND LISA HOLTON

The first inkling that Providence Journal-Bulletin reporter Brian Jones got that news was afoot last Sept. 26 was when he returned to the office from lunch and found a truck with a TV antenna parked in front of the door.

"What's that dish for?" Jones asked executive editor Joel Rawson. "I can't tell you, but you have to do the story," Rawson replied.

That was all the advance warning Jones had before he found himself covering a taxing deadline story — the sale of his own newspaper. At 4 p.m., Journal staffers gathered in an auditorium to learn of the paper's sale to A.H. Belo Corp. of Dallas, as the antenna broadcast the news to employees elsewhere.

"After that, the story takes over," Jones told SABEW members at the 1997 convention in New York, describing a reporting effort that won one of SABEW's inaugural prizes for spot news coverage.

The 87 writing contest entries covered a range of breaking news, from Boeing's acquisition of McDonnell Douglas, to Chrysler's rebuff of Kirk Kerkorian, to AT&T's surprising selection of telecom novice John R. Walter as its new president.

What set most of the winners apart in the view of SABEW's judges was not just the immediate, spontaneous reaction to an event, but rather the ability to call on past reporting, thorough research and fundamental grounding in a story in turning out deadline coverage that was rich in insight as well as news. In other words, preparation.

And it doesn't take a degree in quantum science to figure out the proper newsroom environment for award-winning reporting: Give writers time to prepare,

PLEASE SEE SPOT NEWS ON PAGE 12



### Gentry heads for Kansas j-school

New media and an enduring commitment to the nuts and bolts of business reporting top the agenda for Jimmy Gentry, new dean of the j-school at the University of Kansas.

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### New SABEW leaders elected

Turn to page 3 and check out the new officers and governors who were approved at the convention in New York City in April.

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Brian Jones  
of The Providence  
Journal-Bulletin



Judith Yates Borger  
of the St. Paul  
Pioneer-Press

*The pursuit of an award-winning story sometimes is as engaging as what appears in print.*

*Just ask these two spot news contest winners.*

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- RICK GLADSTONE**  
 Business editor, *Associated Press*
- CHERYL HALL**  
 Financial editor, *Dallas Morning News*
- PETER HILLAN**  
 Exec. business editor, *San Jose Mercury News*
- LISA HOLTON**  
 Editor, *Faulkner & Gray*
- CHARLES A. JAFFE**  
 Personal finance columnist, *Boston Globe*
- KATHY KRISTOF**  
 Personal finance columnist, *Los Angeles Times*
- JONATHAN LANSNER**  
 Business columnist, *Orange County Register*
- SOUGATA MUKHERJEE**  
 Washington Bureau Chief  
*American City Business Journals*
- RICHARD PAPIERNIK**  
 Financial editor, *Nation's Restaurant News*
- MARK ROHNER**  
 Senior editor, *Bloomberg Business News*
- MARK RUSSELL**  
 Business-financial editor, *Cleveland Plain Dealer*
- DICK SATRAN**  
 Senior editor, *Reuters New Media*
- REX SELINE**  
 Business editor, *Fort Worth Star-Telegram*
- TOM WALSH**  
 Business editor, *Detroit Free Press*
- EX-OFFICIO (PAST PRESIDENTS)**
- MYRON KANDEL**  
 Financial editor, *Cable News Network*
- JODI SCHNEIDER**  
 Local business editor, *Washington Post*
- GARY KLOTT**  
 Columnist, *Tribune Media Services*



PRESIDENT'S LETTER

**HENRY DUBROFF**  
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appears to be nothing more than retaliation for unflattering coverage, the governor of Puerto Rico, Pedro Rossello, ordered state agencies to cancel some \$6 million a year in classified, legal and other advertising. The newspaper then published a page-one story about the boycott and solicited mainland journalism organizations for help.

This distressing matter was brought to my attention by SABEW member Meriemil Rodriguez, business editor of El Nuevo, during our annual convention in New York. The more I've looked into the matter, the more stunned I've been by the government's ugly response to the newspaper's reporting.

You probably don't need to be reminded that this sort of pressure from any advertiser is not in the best interest of business journalism. When the pressure comes from a government, it smacks of outright censorship.

I've taken the liberty of writing to Gov. Rosello, protesting his action. Both the American Society of Newspaper Editors and the Inter-American Press Association, a leading advocate for press freedom in Latin America, also have written letters.

If you would like to write your own protest letter, you can fax it to The Honorable Pedro Rosello, Governor of Puerto Rico, fax: 787-725-4569. Those of us who practice business journalism in the United States seldom run into such naked economic intimidation from a government agency. I'm afraid our colleagues in Latin America and other emerging democracies don't have it quite so easy.

Goals for the year

To recap some brief remarks I made at this year's SABEW convention, I've set three goals for the coming year:

First, to complete funding for the SABEW Chair in Business Journalism at the University of Missouri School of Journalism, SABEW's headquarters. We've set some high ethical standards for our fundraising by accepting money only from news organizations and journalists, and I'd love to hear from you if you can help.

Second, to increase the level of diversity in our organization and in business journalism generally. I've asked Vice President Susan Wells of the Atlanta Journal-Constitution to lead a working group on diversity issues, including SABEW's participation in the Unity conference in 1999 in Seattle.

Third, managing growth. Our organization has grown tremendously in terms of activities and services. I want to make sure that our staff — Mary Grigsby and Doris Barnhart — and our volunteer leaders are able to do as much as they can do to meet members' needs.

Puerto Rican newspaper's investigative story causes government to cancel ads

Most American business journalists are not used to having their local governments operate like an indignant car dealer.

But as this issue goes to press, staff members of El Nuevo Dia, a large Spanish-language daily newspaper in San Juan, Puerto Rico, were feeling the heat of a government ad boycott.

The family-owned newspaper has been investigating allegations of corruption in government agencies. One particular target of El Nuevo Dia's stories is the local telephone company, an enterprise that, remarkably, is still government-owned. In what



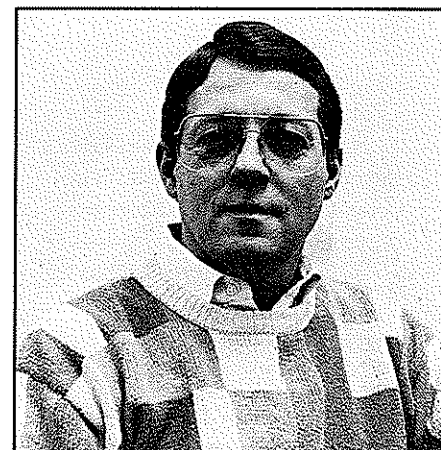
BUSINESS NEWSPEOPLE

**DICK PAPIERNIK**  
 Financial editor, *Nation's Restaurant News*  
 vdya09@prodigy.com  
 212-756-5205

Heading back to the Midwest

Former SABEW executive director leaving Reno post to lead KU

When the panel convened on the first day of SABEW's convention in New York City to talk about "making business news better," it was almost as if someone had



Gentry will begin his new role in July.

taken the title from a chapter in the life of James K. (Jimmy) Gentry.

Gentry, who served as executive director of SABEW at the University of Missouri School of Journalism from 1984 through 1991, was the force behind the school's Davenport Fellowship Program in business and economics reporting. As the director, Gentry held the hands and knocked the heads of hundreds of journalists eager to interpret the intricacies of business and financial journalism.

When he left Missouri to become dean of the School of Journalism at the University of Nevada, Reno, in 1992, he took the fellows program with him. Now, Gentry and the "Nevada Fellows" program are moving again. "Dr." Jim Gentry, has been named dean of the William Allen White School of Journalism and Mass Communications at the University of Kansas.

He's not officially starting there until July but he's already thinking about building the program at the school to make sure that it is on "the cutting edge." Gentry said he wants to ensure that the program has a focus on "new media and critical thinking."

Regarding the evolution of old Davenport Fellowship Program, Gentry said he has support from the university and hopes to continue and possibly even expand the program, which now has the Ford Motor Co. as its major sponsor.

"I think ultimately we will be looking to endow the program," he said.

defunct Times Herald, the San Francisco Examiner, the Mesa (Ariz.) Tribune and The Philadelphia Inquirer.

Houston Chronicle

Chris Woodyard has left his business reporting assignment in Washington to cover retailing for USA TODAY.

Midwest and Plains The Dayton Daily News

The newspaper is seeking a new business editor, after the sudden departure of D. Kaine Stankovich who left "to pursue other interests." Filling the job on an interim basis is Jim Dillon.

Better Homes & Gardens Family Money

In Des Moines, Dan Weeks has been promoted to managing editor from senior editor at the new magazine.

West Coast and the Pacific Northwest San Francisco Chronicle

Tom Abate, moved across the street from the San Francisco Examiner, where he was a technology writer, to the San Francisco Chronicle to cover networking and data base software. Other recent staff appointments by Kathleen Pender, since her September move to business editor from assistant include: Ilana De Bare, from the Sacramento Bee, to cover workplace issues; Carol Emert, former managing editor at Compliance Reporter, an Institutional Investor newsletter, to cover retail and advertising; and Julia Angwim, from retail and advertising to focus on software.

The Oregonian

The daily has assigned international trade reporter Rich Read to Hong Kong this summer to cover the changeover to Chinese control. Read moves to the new assignment after completing a Nieman

## Business newspeople

CONTINUED FROM PAGE 3

Fellowship at Harvard University this year. The newspaper also has hired **Jim Lynch** from the Spokane Spokesman-Review as an economics reporter. Lynch's achievements have brought recognition through the Livingston Young Journalist award in 1995 following an H.L. Mencken award for investigative reporting and a Gerald Loeb award for business writing.

### Spokesman-Review

In neighboring Washington, the newspaper has named **Charles Rehberg** as associate editor/business. **Richard Waggoner** ran the department on an interim basis after Business Editor **Mark Hester** joined The Oregonian. Rehberg, a former assistant managing editor at the Spokane Chronicle before a merger into the Spokane-Review was most recently involved in special projects for the paper.

### The South and Southeast The Virginian-Pilot

**Marian Anderfuren**, a former features editor and veteran at the paper, moves to the business editor's post, succeeding **Joe Coccaro**, who was named to a deputy managing editor's slot. Coccaro will oversee new product development. Staffer **Mylene Mangalindan** has left to join Bloomberg News and is expected to be assigned to BN's San Francisco bureau.

### Tallahassee Democrat

Business Editor **Judy Doyle** is now the business and health editor, reflecting the changeover to team coverage.

### Augusta Chronicle

In Georgia, Augusta Chronicle Business Editor **Donna W. Rogers** has hired **Walter C. Jones**, formerly of the Griffin (Ga.) Daily News for a business opening.

### The Winston-Salem Journal

The daily has hired **Jay Loomis**, from the Decatur Daily in Alabama, as a business reporter — an expansion slot that

gives Business Editor **Frank Brill** a fourth reporter for the section.

### The Times-Picayune

The New Orleans daily has tapped **Keith Darce** from the CityBusiness weekly to join the daily's business staff.

### Northeast and Mid-Atlantic Associated Press

Continuing the changing of the guard at the New York-based business news department of the Associated Press, reporter and editor **Joyce Rosenberg** has been promoted to assistant business editor, following the move by **Jill Arabas** to AP's newspaper membership department as an executive.

### Asbury Park Press and the Home News & Tribune of East Brunswick

With two New Jersey newspapers — the Asbury Park Press and the Home News & Tribune of East Brunswick — being under the same ownership, and sometimes sharing the efforts of the same staffers, it often gets difficult to tell the players without a scorecard. For instance, is **Robert Hordt**, business editor at the seashore side Asbury Park Press? Or is he business editor, further inland, at the Home News?

A few months ago, the answer would have been he's business editor at both papers. Now, **John Harrigan**, a former copy editor at the weekly Crain's New York, has moved into the upgraded position of business editor at the Home News. **Gabe Suto**, who had been working in the Neighbors section at the Home News & Trib moved to the real estate tab, which he will lay out for both newspapers.

Two reporters have joined the business staff at Asbury Park. **Steve Klein**, from the Home News & Tribune press, will cover banking, replacing **Sam Ali**, who left for the Star-Ledger in Newark. **Jackie Sergent**, a municipal reporter, now covers a business/government beat. **Star Ledger**

**John T. Harding**, after a 27-year career with the Star Ledger in Newark, N.J., has left the paper to teach at local universities and freelance. He spent the last 12 years as a business writer and copy editor.

### American News Service

**Peter Seares**, former senior editor at the New York City bureau for the Nikkei News Bulletin, has been named managing editor of American News Service (ANS), based in Brattleboro, Vt.

### Investment News

Pensions & Investments finance editor **Marlene Givant Star** has left to join a new New York-based Crain Communications weekly financial newspaper called Investment News.

### Bloomberg News

We note the name change from Bloomberg Business News to the Bloomberg News designation. It recognizes the growth of the organization beyond just business news, the prime focus of BN still is business.

### SABEW outreach

During the convention, the SABEW board of governors decided to form a group help broaden the outreach, communications and educational programs to the general membership. Appointed by the president, they represent geographic regions and include:

#### Northwest region

**Patrick Chu**  
Business editor, The Oregonian

#### California

**Kathleen Pender**  
Business editor, San Francisco Chronicle

#### Southwest region

**Becky Bisbee**  
Business editor,  
Austin American-Statesman

#### Southern region

**Kathy Finn**  
Editor, New Orleans CityBusiness

#### Midwest/Central region

**Stuart Drown**  
Business editor, Akron Beacon Journal

#### Southeast region

**Bea Garcia**  
Executive business editor, Miami Herald

#### Mid-Atlantic region

**Craig Schwed**  
Business editor, Gannett News Service

#### Northeast region

**Alan Abbey**  
Business editor, Albany Times Union



Jennifer Hill (left) and Susan Wells (right) of the Atlanta Journal-Constitution, were among the standing-room only turnouts at the convention.

1997 SABEW CONVENTION

# Convention reflections

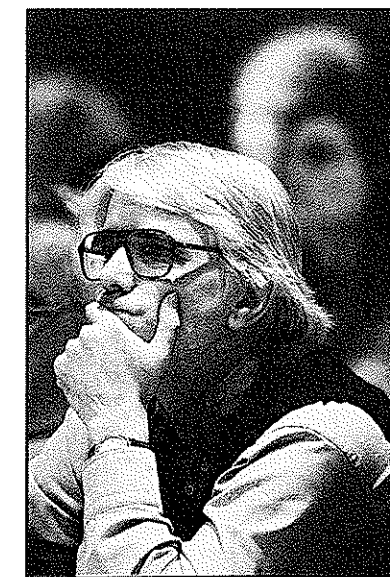
BY BILL BARNHART, CHICAGO TRIBUNE COLUMNIST

**I**t's a shame that a convention of business journalists didn't get to see the mushrooms growing inside the dank and rotting New Amsterdam Theater in New York's Times Square before the spectacular renovation of the theater, financed by Walt Disney Co. The symbolism is so delicious.

This year's SABEW annual meeting, which included a tour of the restored former home of Broadway's Ziegfeld Follies, drew record attendance — more than 200 — and once again focused our attention on the state of our profession.

The rise of new-media — from the Internet to cable television — favors our specialty like family entertainment favors Disney. Coverage of global financial markets and local business news generates necessary content for the owners of media — new and old — and creates jobs for business journalists — just ask Michael Bloomberg.

But the task of preserving the independence, integrity and grit of traditional journalism won't be found on the to-do list of most media own-



Photos courtesy of the Associated Press

Many speakers challenged business journalists like Tom Furlong, of the Los Angeles Times, to change with the times.

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1997 SABEW CONVENTION

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## Convention Reflections

### Destination 1998: Huntington Beach

The 1998 SABEW Convention will be in Huntington Beach, Calif. The setting on the Pacific Coast near many recreational amenities suggests members may want to bring spouses and children.

#### WHEN:

April 25-29, 1998

#### WHERE:

Waterfront Hilton Hotel, Huntington Beach, Calif.

#### ROOM RATE:

The single-occupancy room rate is \$120 per night. The hotel assesses no charge for children under 18, when they occupy the same room as their parents or grandparents.

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#### 1999 CONVENTION:

It will be in Washington, D.C.

ers. It must be pursued daily by front-line reporters and editors. And you know the joke about mushrooms — they keep us in the dark and feed us manure.

The landmark status of the New Amsterdam Theater bars Disney from festooning the edifice with images of Mickey Mouse and Donald Duck. But nothing prevents media conglomerates and others, including Microsoft Corp., from purveying superficial and slanted reporting as business journalism under their alluring brand names.

"I'm not a journalist, but I play one on the Web," declared convention panelist Erin Hiraoka, a producer/editor for Microsoft's Smallbiz Web site, an on-line magazine designed to promote Microsoft's technology to business operators.

"Leaving information in the hands of a technologist or a product marketer is a dangerous thing," she warned. Amen.

"Reporters are going to have to learn how to sing and dance to tell stories in a different way and still maintain the traditional values and not turn it over to (Microsoft chairman) Bill Gates," said conference speaker Dale Peskin, assistant managing editor for new media at the Dallas Morning News.

But how? One answer is to dummy-down the news, to present news that is fungible across new and old media.

Today's media moguls have embraced their own version of the malling of America. In that pursuit, they covet bland, graphically seductive news content that can be displayed in many formats to numerous geographic areas, thereby leveraging the often meager salaries of those being paid to produce the content.

Despite their obvious attributes, generalized personal finance reporting, frequently narcissistic technology coverage and business news driven strictly by the

stock market fit perfectly into the new-media content mold — even better than sports.

But the editors and writers at this year's SABEW convention had a better idea. Like the redoubtable New Yorkers struggling against the odds to bring civilization back to Times Square, business journalists recognize the hunger among their readers and viewers for a sense of place and community identity.

Against the numbing trend towards sameness, demanded by the efficiency experts directing today's media conglomerates, ordinary people yearn for insights into their local community and its special economy. The understanding they seek goes well beyond simple data on home sale prices, local bankruptcies and other dry statistics that make no use of journalistic talents.

The Akron Beacon-Journal is publishing a commendable year-long series on the rise and fall of Akron's rubber industry "to celebrate what the rubber industry did for Akron and explore what Akron has become since then," said Business Editor Stuart Drown. The project involves "deep historical reporting, full-page graphics and long-term enterprise pieces," he said.

After giant Korean electronics manufacturer Samsung Group announced plans to build a facility in Austin, Texas, the Austin American-Statesman sent a technology reporter to Seoul, not to write about techno-gadgets but to discover how the company's arrival might affect the Austin community. It wasn't easy to get a technology report to focus on culture, but it was worth the effort, recalled Business Editor Becky Bisbee. In contrast, a local television station went to Korea and "did a travelogue piece."

Every community has a unique economy and economic history. Good busi-

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ness journalists study the elements of both and make them the underpinnings of their daily reporting. "How can you differentiate yourself from your competitors? Ask yourself what you want to be known for, and go for that," said Bisbee.

There's another answer, offered by conference speaker Katrina vanden Heuvel, editor of The Nation magazine. Business journalists must avoid what she calls "thinking inside the box" and the belief that there is no alternative to the status quo.

Too much business journalism follows the mindset dictated by business or, more precisely, by Wall Street, she said. "Is there a Stockholm Syndrome at work — reporters seeing things through the eyes of the Federal Reserve?"

"Whatever happened to ordinary people?"

Vanden Heuvel noted the decline of aggressive consumer reporting and the absence of labor reporting, including workplace safety investigations. Conference panelist Alex Jones, the host and executive producer of the Public Broadcasting System's "Media Matters" program, suggested an explanation for the decline: "I think it's absolutely a matter of self-interest on the part of news organizations."

"Business journalism has been infected by the same system as big business — that the only real point to business is returning the maximum amount to the shareholders," Jones said. "Business journalism on TV is almost entirely devoted to what happened that day in the stock market. TV doesn't cover business at all."

The renovators of Times Square and the New Amsterdam Theater achieved broad public support by reintroducing New Yorkers to their past and delivering on a promise to make the neighborhood more functional and relevant to the thousands of tourists, commuters and local residents who pass by each day.

Like politics, good journalism is local. Business journalists who tell local stories well may not be hired by Bill Gates, but they will be read and appreciated by the ordinary people who matter most.

— Bill Barnhart is the financial markets columnist for the Chicago Tribune and executive editor of The Business Journalist.

## MEDIA FELLOWSHIPS WORLDWIDE



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# Membership expands

Board of governors approves increase in the cost of institutional memberships

**T**he SABEW board of governors increased the dues schedule for institutional members, effective with new memberships to help cover more of the costs of The Business Journalist. Individual membership will remain at \$40 a year.

At the annual meeting of members, Henry Dubroff, editor of The Denver Business Journal, was elected SABEW president for 1997-98, succeeding Myron Kandel, financial editor of Cable News Network.

## Joining SABEW

The new institutional dues schedule, approved by the SABEW board during the 1997 annual convention in New York City, is as follows:

Total members	Cost
1 to 5	\$75
6 to 10	\$125
11 to 15	\$175
16 to 20	\$225
21 to 25	\$250
26 or more	\$10 a person

Board member Tom Walsh was named business manager of TBJ. He will work to improve production and delivery of the bi-monthly publication and to enhance ad revenues.

Frank Brill was named chair of the Best in Business awards committee; Dick Papiernik heads the nominating committee; Steve Dunphy

heads the membership committee; Dubroff heads the SABEW business journalism chair committee; and Susan Wells heads the futures committee.

After questions arose about who is entitled to pay the stated fee and attend SABEW meetings, the board voted to restrict attendance at its meetings as follows: SABEW meetings are open to members, working journalists, journalism educators, journalism students and the guests of members.

The board discussed whether or not to publish a book containing winning entries in the annual contests. Anyone with views on such an undertaking should contact a SABEW officer, board member, Executive Director Mary Grigsby or Executive Assistant Doris Barnhart.

## Memberships approved by board

These memberships were approved at the April meeting in New York.

### Individual memberships

**Mike Augspurger**  
Business editor  
Hawk Eye  
Burlington, Iowa  
319-754-8461

**Tim Barker**  
Business editor  
Copley Chicago Newspapers  
Aurora, Ill.  
630-844-593

**Allison E. Beatty**  
Freelance  
Chicago, Ill.  
847-255-8863

**Maria Brill**  
Freelance  
Worcester, Mass.  
508-464-0219

**Bruce Bryant-Friedland**  
Business writer  
Florida Times-Union  
Jacksonville, Fla.  
904-359-4371

**Thomas Buckingham**  
Business editor  
Herald-Tribune  
Sarasota, Fla.  
941-957-5191

**Jeff Cole**  
Senior writer  
Wall Street Journal  
New York City  
212-658-3805

**Zach Coleman**  
Staff writer  
Atlanta Business Chronicle  
Atlanta, Ga.  
404-249-1042

**Michael Diamond**  
Business writer  
San Bernardino County Sun  
909-386-3855

**Marian Diaz**  
Reporter  
El Nuevo Dia  
Puerto Rico  
787-273-7600, ext. 2501

**Nancy Dunnan**  
Author, on-line columns  
New York City  
212-228-4769

**Moleen N. Dupree**  
Student  
Missouri School of Journalism  
573-771-2891

**Geoffrey Foisie**  
Shawbrook Publishing  
New York  
212-879-0195

**Laura Fortunato**  
Staff writer  
Federal Reserve Richmond, Va.  
804-697-8196

**Gary Gentile**  
Staff writer  
Financial Planning magazine  
New York City  
212-333-9281

**Andrea Harter**  
Asst. business editor,  
Arkansas Democrat-Gazette  
Little Rock, Arkansas  
501-399-3655

**Tom Haywood**  
Business reporter  
The Times  
Shreveport, La.  
318-459-3530

**George Hohmann**  
Business editor  
Fairmont Times  
Fairmont, W.Va.  
304-367-2546

**Erik Ipsen**  
Bureau chief  
International Herald Tribune  
London, England  
1-44-171-420-0312

**Ron Jooss**  
Editor  
Credit Union Management magazine  
Madison, Wis.  
1-800-252-2664

**John J. Keller**  
Deputy news editor  
Wall Street Journal  
New York City  
212-416-4329

**Marshall Loeb**  
Editor  
Columbia Journalism Review  
New York City  
212-854-1881

**Matt Martin**  
Business writer  
Hattiesburg American  
Hattiesburg, Miss.  
601-584-3109

**Walter Neary**  
Business editor  
The Olympian  
Olympia, Wash.  
360-754-5403.

**Catherine M. Nolte**  
Editor  
Business Inc.  
Cincinnati, Ohio  
513-932-3010

**Steven Peterson**  
Reporter  
Lumen Publishing  
Raleigh, N.C.  
919-942-1386

**Charles Rehberg**  
Associate editor  
The Spokesman-Review  
Spokane, Wash.  
509-459-5333

**Brahm Resnik**  
Business editor  
Democrat & Chronicle/  
Times-Union  
Rochester, N.Y.  
716-258-2320

## Individual memberships continued:

**Andrew Rosenbaum**  
Freelance  
New York  
212-727-3128

**Daniel E. N. Smith**  
Editor  
Blue Ridge Business Journal  
Roanoke, Va.  
540-985-0143

**Bill Stoneman**  
Freelance  
Albany, N.Y.  
518-458-9770

**Tim Tresslar**  
Managing editor  
Business News of Dayton  
Dayton, Ohio  
937-222-6900

**Chris Welles**  
Senior editor  
Business Week magazine  
New York City  
212-512-4521

**Jason Zweig**  
Columnist  
Money magazine  
New York  
212-522-0483

## Institutional memberships:

**Association of Area Business Publications**  
55 members

**CFO Publishing Corp.**  
Julia Homer  
Editor  
8 members

**Consumer Digest Inc.**  
Dennis Fertig  
Editor  
5 members

**Contra Costa Newspapers**  
Contra Costa, Calif.  
Bob Goll  
Editor  
13 members

**Denver Business Journal**  
Denver, Colorado  
Henry Dubroff  
Editor  
13 members

**Faulkner & Gray**  
Lisa Holton  
Editor  
73 members

**Fort Meyers News-Press**  
Fort Meyers, Fla.  
Harriet Simpson  
Editor  
5 members

**Gary Post-Tribune**  
Gary, Ind.  
Mark Lett  
Editor  
5 members

**The Patriot Ledger**  
Quincy, Mass.  
Colin Stewart  
Editor  
4 members

**The Street.com**  
15 members

## SABEW INDIVIDUAL MEMBERSHIP APPLICATION

Membership in the Society of American Business Editors and Writers Inc. is restricted to persons whose principal occupation involves reporting, writing or editing business or financial or economic news for newspapers, magazines, newsletters, press or syndicate services, radio or television, or who each journalism or business at recognized colleges or universities or other organizations deemed appropriate by the Board of Governors. Federal i.d. #36-3297751a

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Title \_\_\_\_\_

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Business phone \_\_\_\_\_ Home phone \_\_\_\_\_

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### Mailing instructions

To become a member, please mail this completed application with a check for \$40 to:

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### Institutional membership

For information on memberships that include more than one person, please contact SABEW Administrative Assistant Doris Barnhart at 573-882-7862.

## Please make note of these SABEW odds and ends

### Postal delivery of

### The Business Journalist

Please e-mail SABEW Administrative Assistant Doris Barnhart on the day you receive this issue of The Business Journalist. The newsletter is tracking delivery times which tend to vary. Her e-mail address is jourdeb@mucc-mail.missouri.edu.

### Mental health reporting fellowships

The Carter Center in Atlanta, Ga., announced the Rosalynn Carter Fellowships for Mental Health Journalism.

Fellows are awarded \$10,000 each, with matching funds coming from a member of their advisory board to pursue a project or area of study which

might generate knowledge, increase awareness, and improve communication about mental health issues.

For further information contact: Mental Health Program  
One Copenhill  
453 Freedom Parkway  
Atlanta, GA 30307

# Winners & Losers

## BEST IN BUSINESS AND SPOT NEWS CONTEST AWARDS

Tim Schellhardt, a reporter and editor for the Wall Street Journal, presented this lists of "likes" and "dislikes" after he serving as a judge in the business weeklies category. His ideas will help all business journalists.

### LIKES

**Solid scoops** are relished weekly and given prominent display.

**Gossip column** or a column with several humorous/interesting local stories, and displayed prominently on the second or third page.

**Special sections** that combine hard news stories and analysis along with lists.

**Weekly features**, such as the Providence Business News' executive poll.

**Index of companies** mentioned in the publication.

**Weekly interview** with a local person, where the Q & A is interesting and illuminating — not just a puff piece.

**A package of stories** about a major event, like St. Louis Business Journal's exploration about the effects of the Boatmen's Bank takeover.

**American City Business Journal's Washington bureau** (Why do so few weeklies have a state capital bureau or cover the state legislature?)

### DISLIKES

**Busy front pages** with too many images or the same designs each week.

**Dull columns** written by professional business people, such as a local stock broker.

**Few enterprise stories** and stories with insight or context.

**Slick special reports** that could have been written by the chamber of commerce or the local tourism council.

**Absence of "big picture"** stories covering several beats.

**Very few stories** about the regional or local economy.

**Reporters' pictures** accompanying stories.

**"Biggest" firms lists** that rely solely on firms' data.

**Slick reports** that could have been written by the chamber of commerce.

**Pages that have advertisements** that appear on them along with a feature story on the advertiser.

## The winners of the 1997 Best in Business and Spot News Contests

The third annual Best in Business and Spot News contests involved more than 100 entries from the nation's daily newspapers, business weeklies and wire services. The BIB contest was launched in 1995 to help set standards and create role models for outstanding business journalism. Entries were judged the best by some of nation's top journalists.

### Best in Business Contest

	GIANT MORE THAN 350,001	LARGE 350,000 TO 250,001	MEDIUM 250,000 TO 100,001	SMALL 100,000 OR LESS	WEEKLIES AND WIRE SERVICES
OVERALL	Atlanta Journal-Constitution	Detroit News	Akron Beacon Journal	Contra Costa Newspapers	Crain's Chicago Business
	Dallas Morning News	Milwaukee Journal-Sentinel	Albany Times-Union	Corpus Christi Caller-Times	St. Louis Business Journal
	USA Today	St. Louis Post-Dispatch	Daily Herald	Poughkeepsie Journal	Indianapolis Business Journal
	Washington Post	Seattle Times	Montreal Gazette	The Register-Guard	
MERIT AWARDS	Arizona Republic	Detroit News	Austin American-Statesman	Corpus Christi Caller-Times	Cincinnati Business Courier
	Cleveland Plain Dealer	New Orleans Times-Picayune	St. Paul Pioneer Press	Modesto Bee	Denver Business Journal
	The Oregonian	Rocky Mountain News	San Francisco Examiner	Poughkeepsie Journal	Providence Business Journal
	Philadelphia Inquirer				San Jose Business Journal

### Spot News Contest

	Detroit Free Press Mike Brennan Alan L. Adler	The Seattle Times Polly Lane Stanley Holmes Richard Buck Leyla Kokmen Keith Ervin Tyrone Beason	St. Paul Pioneer Press Judith Yates Borger	Patriot-Ledger Robert Lee Dawn Chmielewski Sue Reinert	Cincinnati Business Courier Steve Goodin
OVERALL	Wall Street Journal Jeff Cole John J. Keller	St. Louis Post-Dispatch Philip Dine Robert Manor Jim Gallagher Harry Levins Susan Thompson Jon Sawyer Jennifer Tomshack Mei-Ling Phyllis Librach Hopgood	Providence Journal Bulletin Brian C. Jones	El Paso Times Diane Washington Valdez Jim Weddell Bernadette Self	Providence Business News Franklin Prosnitz
	MERIT AWARDS	Denver Post Penny Parker	San Francisco Examiner Tom Abate Larry D. Hatfield	The Register Guard Christian Wihtol Sherri Buri	Tampa Bay Business Journal Gary Sheperd
		Philadelphia Inquirer Jane M. Von Bergen	Akron Beacon-Journal Lorrett Turnbull Stuart Drown Maura McEnaney	No certificate of merit winners in this category	Bloomberg News David Ward Vincent del Loren Steffy Giudice Anthony Effinger Bob Bauers
		No certificate of merit winners in this category	Montreal Gazette Andrew McIntosh	No certificate of merit winners in this category	No certificate of merit winners in these categories.



## Spot news contest

CONTINUED FROM PAGE 1

thoughtful editing and resources to do the job, and great things can happen.

Yet as many newsrooms cut back staff and training and focus on once-over-lightly pieces and news-you-can use journalism, those simple requirements for top spot news and enterprise business reporting have become increasingly harder to sustain.

Nonetheless, as many of the winners attest, journalists generate superior work when their organizations defend basic tools for good reporting.

For Vincent del Giudice, an economics reporter for Bloomberg News, preparation isn't an option. In the time just before key government economic indicators are released, he prepares three or four different scenarios, with statistics to back up each one, in order to produce a full-blown news story within minutes of the announcement.

John J. Kellar of the Wall Street Journal applied his deep knowledge of the telecommunications industry to enrich his somewhat contrarian deadline analysis of Walter's appointment at AT&T.

Judith Yates Borger of the St. Paul Pioneer Press credits her entire staff with making it possible for her to jump on word that the Food and Drug Administration was investigating a local company. The spot news led her to conduct a two-month investigation into the company's manufacture of defective components for kidney dialysis machines. Her stories, which broke last October and continue today, prompted a management shakeup at the company, Minntech Corp. of Minneapolis.

"I had full access to any and all resources I needed ... but when you have one individual who wins a prize, you have to understand that there's a whole

structure behind that individual," Borger said. "That means a good, strong editor with good news judgment and faith in the reporter; we had good legal counsel and support that went all the way up the management chain."

And Borger said she also had the support of 11 other business staffers who backstopped her during her full-time work on the project.

"I spent two months working on that story, and all the other reporters made sure all the daily work was covered. You can't do something like this without a great dynamic on staff."

The structure held despite Borger losing her business editor, David Fryxell, to Microsoft Corp. in the last 24 hours before the first story was published.

"It was determined that since he was going to the competition, he had to leave the offices within 24 hours," Borger explained. Another staff editor, Jeff Kummer, stepped into hot seat and took Borger's story through the last day of close editing and lawyering. "It was kind of a shock to have that happen in the middle of a sensitive story, but Jeff was great, and it enhanced the story to have a fresh set of eyes on it," Borger said. "That's when you realize you're working in a good system."

On a huge event like the Boeing-McDonnell Douglas deal that engages an entire staff, a crucial ingredient is teamwork, agreed David Nicklaus of the St. Louis Post-Dispatch and Rob Weisman of the Seattle Times, editors who supervised that coverage for their respective papers.

The story broke two Sundays before Christmas, with staffers returning from church or heading out for shopping, Nicklaus recalled, and it took close cooperation among several news departments to get the coverage going quickly. It helped that several senior editors had worked previously as business editors. And the Post-Dispatch's hard-news culture triggered a pedal-down reaction, he said.

Early planning of the next day's coverage is crucial, Weisman said — even if the plans have to be altered later. That way, the right mix of stories can be scheduled, reporters' expertise and backgrounds can best be applied and duplication and overtracking minimized.

It's not always easy to create such a system. But Susan Wells, assistant managing editor for business at the Atlanta Journal-Constitution, believes that creating a consistent environment for good reporting is as important as bringing in the right talent.

"We bring along reporters, green and otherwise, by assigning them to clusters with a variety of other reporters at various points in their careers ... the more experienced ones help the less experienced ones," Wells explained. Editors are assigned over specific clusters to monitor everything going on within these reporting teams, which solves a key problem in many newsrooms — editors not knowing enough about the reporter's beats. "We also only put people in as editors who have very good people skills," said Wells.

But she is quick to point out the consistent problem that business editors face in creating the right reporting environment: "The only thing we never give them enough of is time. They can travel when they need to, we've got equipment out the wazoo and pretty good training opportunities, but we never have enough people for all the stories, so many of them are batting out way too many pieces for any of them to be great," Wells said.

"When someone latches onto something good, however, we go out of our way to free them up to follow it. That's another way the cluster system works well. The reporters and editor in that cluster can often fill in behind a reporter who's got a tiger by the tail."

— Pete Behr is a business writer for the *Washington Post* and contest judge. Lisa Holton is editor of *Faulkner & Gray* and past chair of the awards committee.



Photo courtesy of New Orleans Times-Picayune

Providing exhibitors space helps newspapers like the Times-Picayune cover costs and give investors access to products.

## Serving readers or joining hype?

Newspapers play the investment seminar game, but with cautious rules

BY HANK EZELL

**T**he Los Angeles Times and an L.A. fire marshal found out just how hungry its readers are for advice on their personal finances, offered with the imprimatur of objectivity that few organizations besides a newspaper can provide.

The Times, like a number of other papers, sponsored an investment conference for readers. In L.A., it was a two-day convocation this spring, presenting nationally known keynote speakers and panels of investment experts.

The result: Ten thousand readers signed up weeks in advance, paying \$35 for admission to the event, and virtually all of them showed up.

"It was a crowd-control problem the first morning," said Tom Petruno, the Times' markets columnist and the chief architect of the event. "We hadn't counted on everybody showing up at 7:30 a.m.,

especially on a beautiful weekend."

The lesson: People want the kind of personal finance guidance that knowledgeable and unbiased financial journalists can help gather and present through professional advisers who know what they're talking about but are barred from explicit selling during the presentation.

"There's a huge hunger, and it's only going to increase," said Petruno. "The reality is that you've got the baby-boomers aging. They're accumulating significant nest eggs. In the old days, they would just go to a bank or a broker and get somebody to handle this. Nowadays, there are all kinds of options, and even those people who will take on a broker want to know what they're doing."

The Times is not alone in that discovery. The New Orleans Times-Picayune has offered its MoneyWatch Live program for six years. Among others with successful programs: The Des Moines Register,

Tacoma News Tribune and The Kansas City Star.

Editors involved in programs describe them as a ton of work — and worth it. "It is an intimate and extraordinarily intense way to communicate with readers directly," says Charley Blaine, now editor of the new Better Homes and Gardens Family Money magazine. Blaine founded the Times-Picayune's MoneyWatch seminar as the business editor.

The newspaper benefits in a broader way. "It's a very efficient form of franchise enhancement," said Blaine. "People always bitch and moan about the newspaper. But this way, you're saying, 'We're out there trying to make your lives better. We're going to give you a whole lot of information you can use, very quickly.' You get two bangs for the buck. And it

## Investment seminars

CONTINUED FROM PAGE 13

ain't overly expensive."

The premise for these annual events, usually held in the spring, is reader service. The most common format opens with a recognizable keynote speaker.

After the headliner, the day includes seminars covering investing, retirement planning, insurance and estate planning.

From planning to execution, the newspaper's business news department is involved. In most cases, business editors develop the program's content. They lead the process recruiting keynoters and developing topics for seminars.

But nowhere do business news depart-

ments work alone. There's too much work and some tasks should be handled by departments other than the editorial department.

The key to managing the workload, said Times-Picayune associate business editor Bryan E. Schwaner, is involving lots of folks. The organizing committee in New Orleans contains about a dozen financial planners, who do much of the work in locating and selecting top presenters. The Times got the same kind of help from Morningstar, Inc., the Chicago-based analyst of mutual funds.

For both practical and ethical reasons, some chores usually are managed by other departments at the newspaper. Often the meeting planning, including contracting for a site and floor managing during the big day, is best done by a marketing department.

Advertising gets involved, too. The rationale: Conferences like this are expensive, costing from perhaps \$25,000 to two or three times that figure. To pay the freight, newspapers usually sell sponsorships and booth space in an exhibit hall.

No business editor wants to get involved in asking local banks, stock brokerages, insurance companies and the like for money. Advertising can do the job better, and they help insulate editors from commercial incursions.

Indeed, the potential for ethical problems is always present and never completely resolved. Newspapers don't want their events perceived by the public as being promotional stunts for major advertisers or news sources. To that end, they seek to bar sales pitching in seminars or exhibit booths. The commercial instinct, left fully unfettered, would smirch the

newspaper and defeat the core purpose — an objective reader service.

Sponsors have developed techniques for managing the menace and for coping with the dilemma of arms-length journalists standing hand-in-hand with product purveyors. In essence, the rules are these: Set down stern rules for commercial participants; tell the public what the rules are; and monitor what actually happens.

There are also ground rules for the seminar rooms. Blaine recounted the commandment in New Orleans: "If you're a presenter, 'Thou Shall Not Flog Thy Company.' You have to be generic."

The public gets the same word, sometimes in advance coverage and house ads, sometimes in the welcoming remarks before a keynote speaker begins.

"We told folks who attended that they would not get any high-pressure sales,"

said Doug Weaver, AME/Business at the Kansas City Star. Akin to that promise is the high-visibility notification that the newspaper is not endorsing any products.

"It was really important to say that we were not warranting any information," said Blaine. "We absolutely had to say this: 'Do at your own due diligence.'"

Once the rules are established, commercial participants tend to follow them, say editors with conference experience.

The profit motive also gets involved for sponsoring newspapers. Many of the conferences turn a profit for the host newspaper. That's incidental to the newspaper's goal, of course. But it might make it easier if you're thinking about pitching a personal finance conference to your bosses.

— Hank Ezell is a staff writer for the Atlanta Journal-Constitution.

## A few words of advice from seminar veterans

- Make sure management is on board. You may need to schmooze with other departments.
- Shape your content to fit your readers' needs, i.e. different age groups.
- Make sure someone sweats the small stuff like running a locator map of where attendees can park.
- Ask for feedback. It will help you evaluate presenters and find future topics.
- Charge a registration fee. It lends seriousness and value to the event.
- Set up a "question room" where presenters go after finishing so readers can talk to them.

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## THE BUSINESS JOURNALIST

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## SABEW PURPOSE

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

DIRECTOR'S  
THOUGHTS

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sessions on "The state of Wall Street and the financial markets," "From staid profession to risky business" and "Making business news better: The views of five top journalists." The first two were considered especially useful in providing background and story ideas.

You indicated that "Making business news better" was very useful in suggesting ways to improve coverage, in addition to generating story ideas. Sunday's brunch and panel discussion on "Revitalizing Times Square and how other urban centers can benefit," held at the New Amsterdam Theater, received high remarks, although it unfortunately was not as well attended as many other sessions. You said the session provided good background and story ideas. "The Best in Business" presentations Monday afternoon also were well regarded. You said they provided useful information about ways to improve coverage.

Your written comments on exit surveys are essential as we plan the 1998 convention in Huntington Beach, Calif. Suggestions you've offered already for the next annual meeting include sessions on technology; a mid-career discussion on "Where do we go after being business editors?;" mid-career education for business journalists; business photographs; and a perennial favorite, improving graphics and design.

Many of you said this year's Best in Business awards ceremony, held during Tuesday night's banquet, was too short and dismissive. In past years, many members said the process of acknowledging winners and distributing award plaques was too long and tedious. We will try to achieve the right balance next year for this vital SABEW program.

Many of you expressed concern about the absence of minorities among convention speakers. Henry Dubroff, editor of the *Denver Business Journal* and the 1997-98 SABEW president, and Susan Wells, AME/business at the *Atlanta Journal-Constitution* and the 1997-98 SABEW vice president, pledge to focus on diversity in building SABEW membership as well as in selecting conference participants. They urge you to submit to them your suggestions regarding recruiting members and conference presenters.

Overall, you judged the 1997 convention a success. The exit surveys provided helpful input on ways to make our convention better next time. But the mailbox — e-mail and otherwise — is always open.

Convention draws  
record numbers as well  
as diversity concerns

Thanks for the feedback from New York City. Got any more?

A record number attended the SABEW's convention this year. The 210 attendees in the Loews New York Hotel doubled the number of 105 who attended the previous Big Apple convention in 1993. Last year's meeting in New Orleans drew 145 participants.

According to exit surveys you submitted, the top three convention events were Monday's

## Mark your calendar

New technology reporting conference paired with annual personal finance reporting seminar



Jim Barksdale  
CEO, Netscape



Andrew Grove  
CEO, Intel

**C**overing personal finance and technology — two critical tasks for business writers — will be the focus of special SABEW workshops this November in the Sir Francis Drake Hotel in San Francisco.

Sessions on covering technology will be held Wednesday, Nov. 5, through Friday, Nov. 7. The third annual personal finance conference will be held from Sunday, Nov. 9 through Wednesday, Nov. 11. The mid-year meeting of the SABEW Board of Governors will be held in the hotel in between the conferences

## Technology conference

Andrew Grove, CEO of Intel Corp., and Jim Barksdale, CEO of Netscape Communications Corp., will speak at the event.

Dan Gillmor, technology editor for the *San Jose Mercury News*, is coordinating the conference, which will include sessions of training for technol-

ogy reporting, sessions on technology finance and venture capital, a look at the new entrepreneurs of technology and a session on ethical issues.

Gillmor can be reached at 408-920-5016 and at dgillmor@sjmercury.com.

## Personal Finance Conference

The event will feature Arthur Levitt, chairman of the Securities and Exchange Commission, and finance expert Roger Ibbotson of Yale University and Ibbotson Associates.

Charles Jaffe, personal finance columnist for the *Boston Globe*, is coordinating the conference. He can be reached at 617-929-3129 or jaffe@globe.com.

The nightly room rate is \$122 and reservations should be made as soon as possible. Please call SABEW Administrative Assistant Doris Barnhart if you plan to attend either seminar. The reservation number for The Drake is 1-800-227-5480.



Roger Ibbotson of  
Ibbotson Associates



Arthur Levitt  
of the SEC

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### The San Francisco Examiner Story editor

We are seeking a strong story editor who understands production and can lead a Business section rated one of SABEW's best. Candidates should have a record of creativity and innovation in producing high-impact, Examiner-style enterprise. This is a key management position that calls for substantial daily assignment desk experience; business desk experience preferred. Send resume, examples of your work, and a letter that explains why you are the right person to:

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### The Omaha World-Herald Business copy editor

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ing page, typesetting stories, supervising make-up, some work with reporters on stories. Extra: Experience with pagination and graphics a plus, including QuarkXPress; news system uses Harris Newsmaker software through Windows.

Send resume to:

**Steve Jordan**  
Omaha World-Herald  
World-Herald Square  
14th and Dodge Streets  
Omaha, NE 68102  
Phone: 402-444-1080  
Fax: 402-346-5343

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**Peggy Kuhr**, managing editor  
Review Tower, P. O. Box 2160  
Spokane, WA 99210-1615  
E-mail: [peggyk@spokesman.com](mailto:peggyk@spokesman.com)

### The News Journal Reporter

Opening for a reporter to cover the banking and credit card industries in Delaware. The reporter should have at least five years of business reporting experience, fit within a salary range of \$40,000 to \$60,000, and have a desire to cover banking issues. Contact:

**Rick Raber**, business editor  
P. O. Box 15505  
Wilmington, DE 19850  
Phone: 302 324-2500.

### The San Antonio Express-News Assistant business editor

(daily 240,000, Sunday 380,000) Needs an assistant business editor to join a growing department at a dynamic, award-winning newspaper in South Texas. Candidates should have a background covering business and finance issues. The new assistant should be a creative leader and strong word editor who will help a seven-reporter team make the section a "must read" in the Alamo City. Bilingual or computer assisted journalism skills a plus. The ideal candidate should bring fresh ideas and be an innovative coach who can make the section more sophisticated and compelling. The new person also must be able to wear a writer's hat, pitching in occasionally with front page stories or being the lead writer on major stories. Contact:

**Raul Reyes**, AME  
San Antonio Express-News  
P. O. Box 2171  
San Antonio, TX 78297-2171

E-mail: [rreyes@express-news.net](mailto:rreyes@express-news.net).  
No phone calls, please.

### The Detroit News Auto editor

Seeks an auto editor to direct a group of reporters covering the automotive industries, a key coverage issue. The successful candidate will have strong reporting and management skills. Send a resume, cover letter and half-dozen work samples to:

**Mark Silverman**, publisher and editor  
The Detroit News  
615 West Lafayette Blvd.  
Detroit, MI 48226

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**Bill White**, business editor  
Anchorage Daily News  
P. O. Box 149001  
Anchorage, AK 99514-9001  
Telephone: 907-257-4311  
E-mail: [bwhite@adn.com](mailto:bwhite@adn.com)

### Roanoke Times Writer

Experienced writer (5-10 years) sought for metro Virginia daily to handle key business beats: rail, trucking, utilities and technology. Must work well in team setting. Progressive company offers competitive salary and benefits in a vibrant region with high quality of life. EOE. Contact:

**Gerry Davies**, business editor  
The Roanoke Times  
201 Campbell Ave., S.W. P. O. Box 2491  
Roanoke, VA 24010-2491  
Phone: 540-981-3345

<http://www.missouri.edu/~sabew>

### Las Vegas Business Press Business writer

Opening for business writer serving the nation's fastest-growing and most exciting city. Weekly serves a metro area of 1.2 million and an upscale readership of business leaders concentrated in the gaming, tourism, entertainment, finance, real estate, construction and health industries. Offer competitive salaries and benefits to journalists with records of aggressive and accurate business coverage. Send resumes to

**Steve Green**, managing editor  
Las Vegas Business Press  
Fax: 702-781-3298

E-mail: [citylife@vegas.infi.net](mailto:citylife@vegas.infi.net)

### The Honolulu Advertiser Editor

The world's financial attention is focused on the Pacific Rim, and Hawaii right in the center. The Honolulu Advertiser (110,000 daily; 190,000 Sunday) is looking for a strong editor who is curious about the "why" of business here and can lead our reporters to ground-breaking coverage. Please send a cover letter, resume and samples to:

**M.J. Smith**, managing editor  
The Honolulu Advertiser  
605 Kapiolani Blvd.  
Honolulu, HI 96813

### The Business News Managing editor

A bi-weekly with 3,400 circulation serving Lane County, Oregon, is looking for a managing editor. This position requires leadership skills, business writing and newspaper background. PC computer skills and photography a plus. This six-year-old publication is strong on editorial content, with extensive business data and focus sections. Send resume and clips to:

**Lee White**, publisher  
The Business News  
326 West 12th  
Eugene, OR 97401  
Phone: 541-343-6636

### Better Homes and Gardens Family Money Features editor

Meredith Corporation's Better Homes and Gardens Family Money magazine seeks a world-class features editor to complete the launch team of a new family finance magazine. The senior editor will have five-plus years' editorial experience; excellent story assigning, editing, writing and people skills; familiarity with family finance issues and be enthusiastic, articulate, team-oriented, reader-focused, creative and flexible. Will work closely with editorial, design and freelancers; conceive, develop, assign and edit lively, authoritative stories about families and money; cover lifestyle, buymanship, spending, housing, autos, and children-and-money subjects; and convey the magazine's vision, voice and tone to

freelancers. This magazine puts powerful financial information in friendly, accessible, conversational language; talks about planning, spending, saving and investing using real-life, family situations; helps readers build a secure financial future; and increase their knowledge, confidence and enjoyment of money matters. Send resume, work samples and cover letter with salary history in confidence to:

**Ms. Rock**, corporate manager  
Staffing Services, Dept. 262  
Meredith Corporation  
1716 Locust Street  
Des Moines, IA 50309-3023  
Fax: 515-284-2958

### USA TODAY

The MONEY section is looking for:

■ **Experienced personal finance/markets reporter:** Should have at least two years' experience covering issues such as investing, mutual funds and the financial markets.

■ **Reporter:** Covers corporate management issues.

■ **A general assignment business reporter:** Candidates should have at least five years' experience writing for a daily newspaper.

■ **Experienced aviation/business travel reporter:** Applicants should have experience covering safety ad business aspects of the aviation industry. All positions are based at USA TODAY's headquarters in Arlington, VA. Contact: **Jim Henderson**, deputy managing editor  
USA TODAY  
1000 Wilson Boulevard  
Arlington, VA 22229  
Phone: 703-276-6549

### Rochester Democrat and Chronicle Reporter

Two reporter openings on the business news staff. Our readers work in a city with internationally known companies and they expect a lot of the 15-person business staff. Rochester is home to Eastman Kodak, Xerox, and Bausch & Lomb; a large high-tech, manufacturing and small-business community; and one of the highest rates of stock ownership in the United States. The paper is looking for a personal finance reporter to cover financial planning, investing, the stock market, banking and other businesses or industries that help people turn their money into more money. Applicants should have at least three years of experience in business journalism. The reporter's work should demonstrate a strong understanding of financial markets and an ability to turn that knowledge into clear, compelling news stories and features. The paper is also looking for a general assignment business reporter. The applicant should have at least two years of experience in business news. Send a resume, cover letter and clips (a mix of news and features) to: **Brahm Resnik**, business editor  
Rochester Democrat and Chronicle

55 Exchange Blvd.,  
Rochester, NY 14614  
Phone: 716-258-2320  
E-mail: [bxresnik@aol.com](mailto:bxresnik@aol.com)

### Colorado Springs Gazette Deputy business editor

Will help lead a department of nine in a booming region where high tech, military contractors, telecommunications, tourism and non-profits dominate. This is a leadership position that demands a skilled line editor with the appetite and aptitude for computer-assisted reporting, and the ability to put out a section under deadline. Send resume, examples of original and edited work, plus a letter explaining how you can make business news compelling and relevant to readers to:

**Jeff Thomas**, business editor  
The Gazette  
30 S. Prospect Street  
Colorado Springs, CO 80903

### The Wichita Eagle Reporter

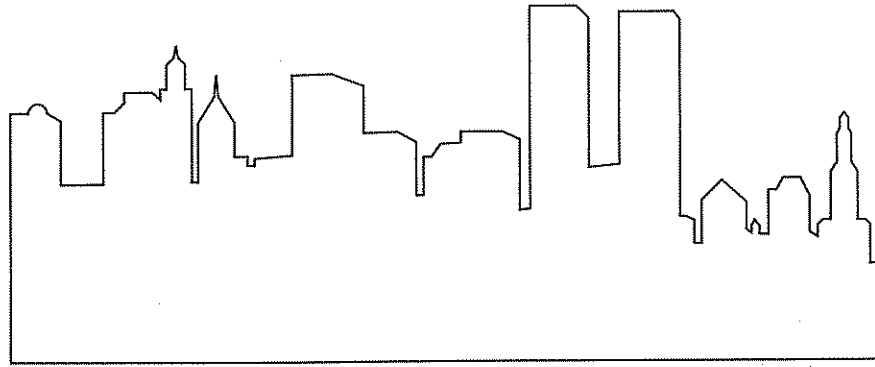
The Knight-Ridder newspaper is seeking an experienced reporter, focusing on agribusiness, for its eight-member Business & Money Team. It's preferable that candidates have: Experience in business reporting and editing in a collaborative atmosphere; a strong sense of the needs and interests of avid readers of agribusiness news; a working knowledge of the interrelationship of stories, graphics and photos; a willingness to pitch in for the less-glamorous content and production duties; a good understanding of agribusiness — farming, ranching and the production aspects of grains and meatpacking; the organizational skills and flexibility to move between daily stories and projects. Contact:

**Fran Kentling**, administrative editor  
Wichita Eagle  
P. O. Box 820  
Wichita, KS 67201-0820

### The Houston Chronicle Reporter

Seeks an aggressive reporter to join a group of writers covering the energy industry, which dominates the city's economy. The industry is very diverse, encompassing everything from the discovery and production of oil and gas to refining and petrochemicals to gasoline retailing and the emerging power industry. We cover energy issues from Texas to South America and the Middle East. Candidates should be able to write with skill about the impact of energy development on the people and culture of other countries and at the same time be able to sort through a complex industry merger. Send resume and clips to:

**Scott Clark**, business editor  
Houston Chronicle  
P. O. Box 4260  
Houston, TX 77210



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