

THE BUSINESS JOURNALIST

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Remembering Gary Klott
PAGES 12-13

President's Letter

Easy Source Not Always Good Source

Late last fall, I had a disturbing exchange with a financial adviser. I've



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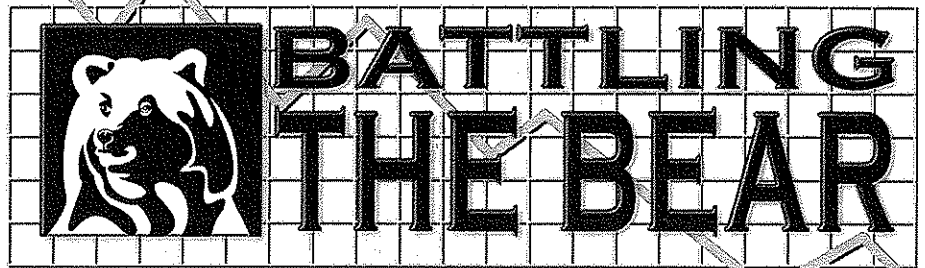
been thinking of its implications ever since.

The adviser, Charles T. Kares of Abingdon, Md., contacted me — as well as other journalists — with a press kit filled with photos and some lame story ideas.

He followed up with a polite e-mail: "The story ideas that were enclosed were very generalized and are current topics of many of the financial magazines," Kares wrote. "However, should you be writing an article not included in the story ideas, please feel free to contact me. I will be glad to help." It's the kind of request most of us receive.

So I dropped Kares a polite note, thanking him for his interest and informing him that I don't quote financial

(continued on page 2)



BY BILL BARNHART, *The Chicago Tribune*, bbarnhart@tribune.com

Few stock market reporters had ventured to Seattle's Fremont section before this summer's crash.

The Seattle Times sent reporter Monica Soto to a part of town her boss, business editor Becky Bisbee, describes as, "a hot spot for the counterculture, the neighborhood known as Fremont features a statue of Lenin at its core."

Calamities of all sorts — natural, criminal, political, military, financial — create a silver lining for journalists. They enable us to establish better connections to readers and develop fresh sources for stories yet untold. The bear market of 2002 is no different.

PERSONAL FINANCE WORKSHOP PREVIEW, PAGES 3-4

With the Sixties generation — as well as every other — getting spanked by Wall Street, Soto visited offbeat Fremont and wrote, "At the Still Life Café in the heart of Fremont, the eclectic bunch that represents the

Center of the Universe has delivered its analysis on the state of the economy.

"Those present may favor VW buses over BMWs. Some do not drive at all (it's the environment, stupid). Still, they care about the stock market tumbling, especially when it involves the perception of corporate duplicity and greed."

Soto found Karen Bertoch, 56, most concerned about the effect on non-profit organizations: "Wealth in this country brings generosity. But a crisis in the

(continued on page 14)



▲ The Huntsville Times looked at local boards while
◀ latimes.com collected analytical stories on governance.



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President's Letter (continued from page 1)

planners with whom I have not done a background check — including seeing certain registration papers and a sample financial plan — and with whom I have not had a previous conversation or two. But if he wanted to send me the materials and was patient with me — I only run background checks on advisers a few times per year — I'd be willing to give him a shot.

It was Kares' reply that made the exchange memorable.

"I have spoken to fourteen reporters writing for national and local publications, all of whom thanked me for wanting to help them write informative and accurate finance columns," Kares said in an e-mail. "You are the only one that demonstrated such arrogance and paranoia. What a jerk."

Maybe I am. I certainly have been called worse.

But I was applying standards that I believe protect my credibility and that of my publisher from being sucked in by scoundrels.

I realize that a columnist's job, with very few daily deadlines, gives me the luxury of being picky about my sources. But I thought the business journalism community had learned about maintaining high standards years ago.

After seeing scandals involving stock touts like Dan Dorfman and running columns by charlatans such as Jay Goldinger, editors got religion about trying to minimize conflicts of interest and having journalists act as reporters, rather than hiring industry pros.

Before the Enron scandal, many re-

porters had soured on using financial analysts, noting the conflicts that arise in their job. Those that did use analysts started disclosing such conflicts.

Yet 14 local and national reporters responded to Kares and, by his account, were willing to consider him a source for the price of a stamp.

Vetting sources is difficult, but it has never been more important. Whenever you are letting someone voice broad opinions — whether they are a financial analyst, industry consultant, money manager or anyone else — some due diligence is appropriate.

This is new ground for most reporters and editors, but it is worth it. Journalists at all levels — but particularly at the small papers where a helpful offer like Kares' is particularly appealing — need to do checks.

I'm tired of reading about business journalism's scandals, about what we missed, what we got fooled on and who sucked us in. Right now just about anything we write gives us a professional liability at the same level as auditors who miss corporate trickery.

I can live with being called a jerk if it means upholding my personal standards. I never want to be called an idiot for what I didn't do when allowing some "expert" into my space. TBJ

You can reach Jaffe at jaffe@globe.com or 617-929-3129.

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Personal Finance Workshop

MONDAY, NOVEMBER 4TH

9 AM OPENING CHAT

Ann Combs, Assistant Secretary of Labor/Pension & Welfare

10:45 AM HOW SHOULD 401(K)S BE CHANGED?

Covering America's favorite savings tool

Moderator: *Chet Currier, Investing Reporter, Bloomberg columnist*

Panelists: *Scott Burns, Dallas Morning News columnist, and Jeff Brown, Philadelphia Inquirer*

12:15 PM BROWN BAG LUNCH: FIXING 401(k)S

Senator Jon Corzine of New Jersey gives attendees an update on 401(k) reform in Congress

3 PM WHAT'S WRONG WITH PENSION ACCOUNTING?

Moderator: *Floyd Norris, Chief Financial Correspondent, The New York Times*

Panelists: *Dallas Salisbury, CEO of the Employee Benefit Research Institute; Allan Sloan, Wall Street Editor, Newsweek; and Jack Brennan, CEO, Vanguard*

4:15 PM RETIREMENT ON THE WEB

Navigating retirement and pension research sites by Sree Sreenivasan, Columbia University professor

5:30 PM RECEPTION

Hosted by The Philadelphia Inquirer



Corzine



Salisbury



Sreenivasan

REGISTRATION
FORM, PAGE 4

TUESDAY, NOVEMBER 5TH

8:30 AM WALKING THE RETIREMENT BEAT

A talk by Ellen Schultz of The Wall Street Journal

9:45 AM RETIREMENT THEN AND NOW

The 1950s and 1960s vs. the 21st Century, a discussion of defined benefit plans versus today's alternatives

Moderator: *Miriam Hill of the Philadelphia Inquirer*

Panelists: *John Ameriks, TIAA-CREF and Karen Ferguson, Pension Rights Center*



Ameriks

10:45 AM WHO CAN YOU TRUST?

Finding out who's not conflicted in giving retirement advice

Moderator: *John Wasik, Bloomberg columnist*

Panelists: *Chuck Jaffe, The Boston Globe; others TBA*

12:15 PM BROWN BAG LUNCH

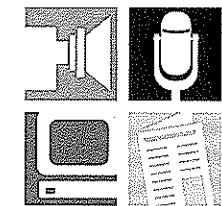
Olivia Mitchell, Wharton School professor, International Foundation of Employee Benefits Plan, who also served on President Bush's commission on Social Security

How To Cover The Retirement Challenge

SABEW and The Wharton School have teamed

up to host SABEW's 8th Personal Finance Workshop Nov. 4-5, 2002, in Philadelphia.

This year, the workshop will focus on how to decipher the current retirement puzzle.



FACTS & FIGURES

When? Nov. 4-5

Where? Jon M. Huntsman Hall, University of Pennsylvania in Philadelphia.

How much? Early bird registration is \$125 through Sept. 20th.

Hotel? SABEW is not holding rooms for attendees. At www.sabew.org we've compiled a list of nearby hotels. Book accommodations early; it's a busy week in Philly.

Sign up for SABEW Personal Finance Workshop

November 4-5, 2002 at The Wharton School,
Jon M. Huntsman Hall, University of Pennsylvania

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<input type="checkbox"/> Regular (by 10/4)	\$150
<input type="checkbox"/> Late (until 10/18)	\$200

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If you do not register for Full Conference Registration you can register for Daily Registration, which includes meals.

Day	<i>If not Full Registration, what day?</i>
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<input type="checkbox"/> Tuesday	
Daily Registration Fee Each Day	
<input type="checkbox"/> Early bird (Postmarked by 9/30)	\$80
<input type="checkbox"/> Regular (by 10/4)	\$105
<input type="checkbox"/> Late (until 10/18)	\$155

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If you are a student, add \$15 membership application fee.

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<input type="checkbox"/> Professional Membership: Add \$40	+ \$40
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SABEW Purpose

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

SABEW

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Business Editors and Writers, Inc.

Biz Buzz



BY DICK PAPIERNIK
Nation's Restaurant News
212-756-5205, rpapiern@nrrn.com

Merry-Go-Round Spins On

Must be something other than a hot economy. Seems biz eds are changing jobs as fast as they did during those dot-com go-go days.

In LA, The Wall Street Journal's Rick Wartzman will take over from Bill Sing as Times biz ed in September.

Wartzman has been a writer and ed at The Journal's LA bureau. Sing, who oversaw a massive expansion of The Times' biz coverage in the last decade, was named senior ed in charge of editing and creating special editorial sections for the paper.

Wartzman, 37, was with The Journal staff for nearly 15 years covering such beats as steel, aerospace, the Clinton White House and had supervisory assignments including founding editor of The Journal's weekly California edition and Houston bureau chief.



In Detroit, Philip Nussel has left the managing ed spot at Crain's Detroit Business to be the new biz editor of The Detroit News. He replaces Robert Simison, who went to Bloomberg News Service in Washington. Nussel, 37, directed news coverage for seven years at Crain's.



Nussel

Simison became biz ed earlier this year when Don Naus was named assistant managing ed/news with responsibility for state, local and biz coverage. Simison had been in charge of the paper's government reporting.



Naus

At the St. Paul Pioneer Press, Doug Iverson, previously assistant business editor, was promoted to senior editor/business and technology. Chris Worthington, previously senior editor, was promoted to managing editor/local news and business at the Pioneer Press.

Iverson, 40, joined the Pioneer Press in 1992 as a business reporter covering the airline industry. He was editing in biz the past five years. "It's a compelling time to be covering business news and the Twin Cities is a great place to do it," Iverson says.

SCHOOL BOUND

The deep south is losing Mary Jane Pardue.

Biz ed Pardue, of The Commercial Appeal, in Memphis, Tenn., left the job to accept a tenure-track position as an assistant professor of journalism at Southwest Missouri State University in Springfield, Mo.

She says she will continue to be active in SABEW and that maybe her new job will give her even more time to work with us.

I think we're all surprised to hear that university profs don't put in as much time at

(continued on page 7)

Biz Buzz (continued from page 6)

their jobs as the typical biz ed.

I know, I shouldn't throw stones at the academics that are preparing the new entrants to our biz. So please, just throw little pebbles, not stones, back at me on this one.

And Mary Jane promises to get some biz and financial education into her journalism classes, seeking to "encourage students to make it a specialty every chance I can."

Good luck, Mary Jane.

(continued on page 8)

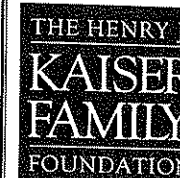
THE ENVELOPE, PLEASE!

Recent contest winners include:

- Loeb Awards winners were Duff Wilson and David Heath of The Seattle Times; Jeffrey Meitrodt, Mark Schleifstein, Pamela Coyle and Ronette King of The Times-Picayune in New Orleans; Janet Patton of Lexington (Ky.) Herald-Leader; David Henry and Nanette Byrnes of BusinessWeek; Gretchen Morgenson of The New York Times; Rebecca Smith and John Emshwiller of The Wall Street Journal; Jonathan Berr, Adam Levy, Peter Robison, Russell Hubbard and Neil Roland of Bloomberg News; and Jim McGinnis, Allan Dodds Frank and Lisa Slow of Cable News Network/CNNfn. Recipient of the Lifetime Achievement Award was Paul Steiger, managing editor of The Wall Street Journal.
- The Wall Street Journal's Rebecca Smith and John Emshwiller won the William Brewster Styles Award for their coverage of Enron.
- The 2002 TJFR Group Business News Luminaries Awards went to three "active" journalists — Walter S. Mossberg, The Wall Street Journal; Suze Orman, author; and John M. Berry, The Washington Post — and two "historic" journalists, Ralph Delahaye Paine Jr. of Fortune and syndicated columnist William A. Doyle
- Pharmaceutical Executive, a trade magazine published by Advanstar, took the prestigious Grand Neal top prize at the 48th annual Jesse H. Neal National Business Journalism Awards.
- First-prize winners for business reporting in the Florida Society of Newspaper Editors' contest were Kris Hundley of the St. Petersburg Times, Michael Sasso of The Ledger, and Christi Poole Stevens of Citrus County Chronicle.

CORRECTION

In the last TBJ, a story about SABEW's annual conference incorrectly identified the non-partisan group that determined the starts and end of a recession. It's actually the National Bureau of Economic Research.



Announces
THE KAISER MEDIA
FELLOWS IN HEALTH
FOR 2002

Six journalists have been selected as 2002 Kaiser Media Fellows:

Jonathan Cohn, senior editor, *The New Republic*
Project: The transformation of American health care in the 1990s.

Barry Meier, author
Project: Prescription drug abuse, pain management, and addiction - OxyContin as a case study in regulating the next generation of powerful painkillers.

Jon Palfreman, senior producer, *FRONTLINE*
Project: The development, marketing, and pricing of prescription drugs.

John Price, reporter, *The New York Amsterdam News*
Project: Examining the social, cultural, and psychological roots of African-American health disparities.

Marc Shaffer, independent television producer
Project: Implementing California's Proposition 36 - treatment as an alternative to incarceration for drug addiction.

Robin D. Stone, freelance writer and editor, *New York City*
Project: The impact of sexual abuse, focused on African-American families.

In 2003, the Kaiser Media Fellowships Program will again award up to six fellowships to print, television and radio journalists and editors interested in health policy, health care financing and public health issues. Information about the 2003 program will be available shortly, with applications due March 2003. The aim is to provide journalists with a highly flexible range of opportunities to pursue individual projects, combined with group briefings and site visits on a wide range of health and social policy issues.

For more information, or to apply for the 2003 awards, visit our website at www.kff.org; or write/e-mail:

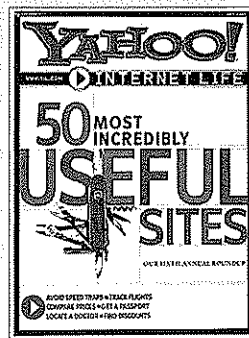
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Biz Buzz (continued from page 7)

GOING, GOING, GONE

Business information outfits recently folding include Yahoo Internet Life, Smart Business, Asian Wall Street Journal Weekly, ON24, Future Banker, Financial Services Marketing, Sales & Marketing Strategies and News, President & CEO Magazine, Human Capital and The Financial Times' "The Business" supplement.



MISSISSIPPI RIVER MUD

Changes continue at New Orleans CityBusiness: Peter Reichard, former managing ed, and reporter Stephen Stuart are now at the Bureau of Governmental Research in New Orleans; reporter Brett Clanton went to The Advertiser in Montgomery, Ala.; reporter Ian McNulty is doing PR at Hibernia National Bank; and associate ed Kaija Wilkinson is copy editing with The Sun-Herald in Biloxi, Miss.

BRIEFLY NOTED

Jeff Taylor, deputy business editor at the Chicago Tribune, has been named assistant managing editor for local and business news at the Denver Post. ... Former biz ed for the Virginian Pilot Carl Fincke is now military team leader for The Pilot. ... Washington Business Journal staffer Mike Sunnucks has transferred to the Phoenix Business Journal. Martin Kady II takes Sunnucks' economic development beat. ... Former New York Times biz staffer Leonard Apar is the NYT's digital division's new editor-in-chief. ... Hang Nguyen, a biz reporter for The Morning Call in Allentown, Pa., is now real estate reporter for The Orange County Register. Jennifer Hieger moves to The Register's consumer affairs beat. ... At Microsoft's bCentral, Christopher Elliott, veteran biz travel commentator, is writing a weekly biz travel column, and Kim Komando will start a biz tech column in early September, while Monte Enbysk, Microsoft bCentral news editor, and Philipp Harper will become at-large columnists for bCentral, focusing on special reports and business trends. TBJ

34th Annual Wharton Seminars for Business Journalists

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Director's Thoughts



BY CAROLYN GUNISS
SABEW Executive Director
573-882-8985, gunissc@missouri.edu

This is a great time to be associated with business journalism. Due to reactionary behavior of regulators and the unveiling of devilish schemes by corporate executives, business news is leading broadcasts and sits atop the front page.

The unearthing of accounting trickery shows that CEOs and their financial advisors made a bet that journalists wouldn't uncover their creativeness. In many instances they were right.

And by enlisting ourselves as cheerleaders for the Internet bubble when clearly voice of reason called for us to decry fly-by-night companies, we provided further reason for Corporate America to believe no one was minding The Small Investor's store.

Here at SABEW, at least, we have long provided tools to do a better job. We have advocated education for business journalists since inception some 39 years ago. Then journalists needed ethics primers. Today, training has evolved into grass roots, in-the-trenches education.

SABEW has provided basic training through partnerships with press associations and other journalism organizations. Advanced journalists benefited from specialized workshops. And with the SABEW chair in place, this organization will grow as an educational resource.

Your organization's got momentum; it's going places.

It was not too long ago that I started meeting you, learning about you, serving you. It has been an unbelievable learning experience, reading the best business stories written — sometimes under duress, even ethical pressures.

Now after five years this "Girl Interrupted" is moving on. I liked cheering you on in your work but I don't want to sit on the sidelines anymore. I want to get back in the journalism game, be a part of the excitement, to a place that needs some direction, some spirit, some of my pent-up energy.

You should stick with this organization because business news is only going to get more notice. Not by executives and politicians — you've always had their attention. But by the public. Those who we are supposed to serve, those who expect us to be the fly on the wall. I'll certainly be watching.

These days I wear a piece of silver near my heart. A SABEW member gave it to me. He has often said, "You changed my life." He's not the only one. I was really unaware that I could perform any life-changing deeds in my humble role. I was merely doing my job. For those of you who I could have served better, forgive me. For those of you I helped, it was my pleasure. TBJ

I'll Say "Farewell," For Now

"I liked cheering you on in your work. But now I want to get back in the journalism game..."

- Financial Statements and Earnings Stories
- 10-K, 10-Q, 8-K and Other SEC Forms
- Options, Futures and Other Derivatives
- Forms of Business Organizations
- Bankruptcy
- Internet Sources for Business Reporting

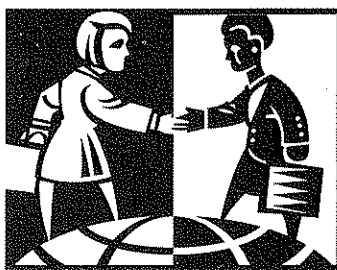
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Mining The New Owners' Melting Pot



SMALL BUSINESS:
*Immigrants have become
a great business story –
if you know their culture.*

BY FRANK VINLUAN
Seattle Times
fvinluan@seattletimes.com
From Miami Beach

MINORITY CLOUT

Minority-owned businesses grew four times faster than all U.S. firms between 1992 and '97, says the U.S. Department of Commerce:

- Minority businesses grew from 2.1 million to 2.8 million.
- California, Texas, New York and Florida have the most minority businesses.
- Hispanics have the most businesses of all groups.
- Asian businesses reap the most revenue.

Sometimes politics of the day can stand in the way of the best business stories.

After Sept. 11, many immigrant business owners were reluctant to talk to reporters, even if the story had nothing to do with conflicts half a world away.

Orange County Register reporter Jan Norman remembers coaxing interviews from Iranian immigrants who played down their ties to the Middle East.



Norman

"They'll never tell you they're from Iran," Norman said. "They'll tell you they're Persian. They're afraid they'll face discrimination."

Attendees at SABEW's second Small Business Reporting Workshop learned that immigration is increasing the diversity of American commerce as immigrants start businesses.

But reporters must approach such stories carefully, Norman said. Even as immigrants try their hands at American-style entrepreneurship, their business and social attitudes are usually rooted in a different culture.

More than 1 million immigrants enter the United States each year and 27 million people – 10 percent of the U.S. population – are foreign born.

The Center for Immigration Studies says the immigrant population is growing about six times faster than the native population. As that group raises its profile in the business world as both owner and consumer, it's no easy trend to track.



Hemlock

"Talking about revenues, numbers, is offensive in most of the world," said South Florida Sun-Sentinel reporter Doreen Hemlock.

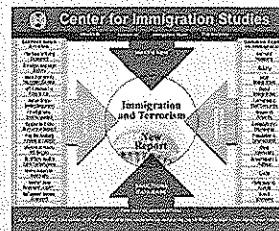
"You need to build trust."

Writing about immigrant-owned businesses provides insight into other cultures, Hemlock said. And some of the most telling aspects of a particular culture can be found in the business mistakes they make.

Hemlock said Brazilians often hire too many people because labor is cheap in Brazil. Owners from the Caribbean may ignore permits and licenses because they are accustomed to a culture where business is often conducted with a handshake.

CRACKING CULTURES

- Use a third party – a cultural organization, chamber of commerce or government trade office – as an introduction to immigrant business owners.
- Build trust by spending time with a business owner at the place of business.
- Many immigrant owners will be uncomfortable talking about their finances at first.
- Use Internet resources such as U.S. Census at www.census.gov and the Center for Immigration Studies at www.cis.org.



An immigrant's small-business tale may be unique to particular businesses or cultures. But they can serve as lessons for all business owners.

"You're illuminating how business is done elsewhere," Hemlock said. "You're helping people avoid the same mistakes." TBJ

If you think finding accounting tricks at publicly held corporations is tough, try prying financial information from private companies.

"Covering private companies fairly and accurately is far more difficult than covering public companies for one obvious reason – they don't have to tell you anything," said John Oslund, research team leader at the Star Tribune.

Overcoming this obstacle requires ingenuity.

"It's pretty cold up there (in Minnesota) in the winter so we think of things," Oslund joked.

Star Tribune staffers developed innovative approaches to accumulate information about its private business community. The Star Tribune's business staff instituted a quarterly deals report and developed a "partnership approach to finding out what business people are thinking."

SHOW ME THE MONEY

Tactics to increase knowledge of private companies:

- Go to community events to increase visibility.
- Find a way for companies to come to you by sending surveys or hosting forums.
- Maintain contact with your courts reporters.
- Wall Street analysts can be knowledgeable about private companies that compete with public companies they follow.

For the deals report, the staff surveyed major investment banks and securities underwriters for their transactions in a quarter. The data provided the big picture for specific stories and helped the

staff spot interesting trends, Oslund said.

One discovery was that Minnesota-based underwriters were doing IPOs everywhere except Minnesota. The report helped a story on the amount of money going to doughnut companies.

In another project, the Star Tribune partnered with BusinessWire, a service companies use to send information to media outlets. The Star Tribune reversed the process and used BusinessWire to send out a one-page survey on business conditions at 400 private companies in Minnesota. About 100 companies responded.

In an innovative approach to accumulating information about private business, Haj simply invites himself over to talk to the executives of secretive companies in Miami.



Haj

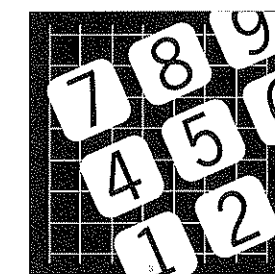
"This is the 2000 version of the man-on-the-street interview," Oslund said. "We brought voices into the paper that frankly, we didn't even know existed."

Using a more traditional approach, George Haj, business editor of The Miami Herald, simply invited himself over to talk to the executives of secretive companies in Miami. "It gets you in the door and allows you to establish contact," he said.

Having a strong presence in the community and at business functions is also important.

"I know listening to the monthly chamber speaker can be a cure for insomnia," but go anyway, Haj said. "There are so many companies that have grown year by year that have become big players, and you might not even know it." TBJ

Digging Deep In Private Domains



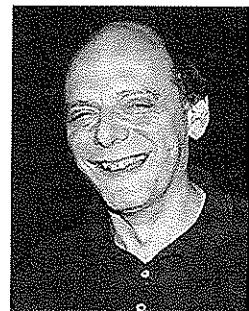
PRIVATE COMPANIES:
*Getting data from
entrepreneurs
is tough – but not
impossible.*

BY KRISSAH WILLIAMS
The Washington Post
Williamsk@washpost.com
From Miami Beach

Klott: Ethics Advocate Dead at 52

OBITUARY:

The '94-'95 SABEW president was passionate about his craft and journalism ethics.



BY CAROLYN GUNISS
SABEW Executive Director

GARY KLOTT: HIS STORY

- Born: Oct. 4, 1949, in Chicago.
- School: University of Illinois in Urbana in 1971.
- Military: Lieutenant in the U.S. Navy from 1971-74 aboard the USS Kitty Hawk as a communications officer.
- Work: Publisher, TaxPlanet.com; syndicated tax columnist, Tribune Media; "Money Watch" and "Real Estate Tax Tip," National Newspaper Syndicate; The New York Times, United Press International.
- Books: "The New York Times Complete Guide to the New Tax Law," "The Complete Financial Guide to the 1990s," and "The New York Times Complete Guide to Personal Investing."
- SABEW: President, 1994-95.
- Other groups: New York Financial Writers Association, Online News Association.
- Hobbies: An accomplished pianist, Klott once formed a 22-member jazz band. He also composed musical pieces to be performed at Jewish services.
- Survivors: Wife, Sandra J. Duerr, executive editor of The San Luis Obispo Tribune; son Alex; daughter Jackie; brothers David L. Klott and his wife, Maren Randrup, of San Francisco and Richard S. Klott and his wife, Evalyn, of Chicago; parents-in-law Francis and Jane Duerr of Louisville, Ky.; and nieces Cori and Lyndsie Klott of Chicago.

Source: San Luis Obispo Tribune, TaxPlanet.com

SABEW was more than a professional love affair for Gary Klott. It was where he found his true love.

The romance between Klott and Sandy Duerr — two people who served as SABEW presidents — developed, listening to Duerr tell it, in the realm of professionalism and efficiency, qualities very typical of Klott.

Klott, SABEW's 1994-95 president and the key engineer behind the organization's ethics policy, died Saturday, Aug. 10, in San Luis Obispo, Calif. He was 52.

In 1991, Duerr was business editor at the Louisville Courier-Journal and SABEW vice president. She was working on the SABEW annual convention in Washington D.C.

SABEW had snared President George Bush to speak but the night before Bush's appearance, his aides asked Duerr if SABEW had a big banner to hang behind the podium. When she replied no, the aides required her to get one. Overhearing this request, fellow board member Klott quickly helped Duerr locate a company that could produce the banner overnight.

The day after Bush's appearance, when Duerr became SABEW president, she appointed Klott head of SABEW's futures committee.

"He was extremely knowledgeable and thoughtful, passionate about journalism ethics and other issues, and I believed it would serve SABEW well putting his talent to work in this way," said Duerr, now executive editor of The San Luis Obispo Tribune. "Moreover, I figured it would be good to have him as an ally."

Ally indeed — and good friend. After the May 1991 convention, the personal relationship began to form. Weekly phone calls led to a visit to Louisville on July 4, 1991. He asked Duerr to marry him that night. She said yes a week later and they married that November.

Even those who didn't know Klott well, "recognized in him a keen intelligence, quick wit and gentle nature," said Duerr.

Klott, a widely syndicated columnist on tax matters, during the last three years also ran a tax information Web site he founded, TaxPlanet.com. Still, many will remember him as the person who doggedly pushed for stringent ethics guidelines for business journalists.

"Gary was the prime mover behind the current SABEW code of ethics, which he fought for and lived in his own work," said Bill Barnhart of the Chicago Tribune, a SABEW past president and a board member when Klott served.

"Gary was quite passionate on the importance of ethics in business journalism, especially at a time when the deep recession of the early '90s was introducing some practices that raised serious concerns about the separation of the editorial and advertising departments," said longtime SABEW board member Mark Calvey of the San Francisco Business Times. "We had some rather lengthy board meetings to discuss these ethical issues, but it was time well spent."

Those lengthy board meetings are part of SABEW lore. Yet, the very topics of ethics and excellence in journalism comprise SABEW's foundation today.

Klott always emphasized that, "you need an ethical framework within which to view and report the news," said Phil Moeller, publisher of insure.com and a former SABEW president. "Although we may focus on the current wave of accounting scandals and outrageous ex-

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Klott (continued from page 12)

ecutive behavior, the fundamentals of business journalism are not glamorous."

Klott's accuracy and clarity when writing about the complex tax code earned him the respect of many in the journalism — and beyond.

"Gary was the best tax writer around," said Gertha Coffee, business editor of the Roanoke Times. "I've never had to run a correction on anything he wrote, never. He will be missed."

Rex Seline, managing editor for news at the Fort Worth Star-Telegram added that, "the great thing was that if the accountants challenged Gary on

something, he always had the answer, and he was usually a step ahead of the accountants."

Even the IRS respected the way he approached the craft.

"He was a bridge connecting the American public with the tax laws," said

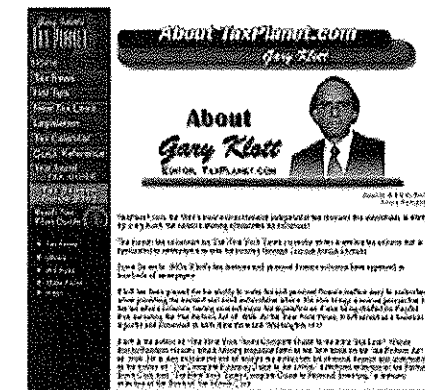
Don Roberts, spokesman for the IRS.

Klott was also a big contributor to raising the family's two children Alex, 9, and Jackie, 7.

Duerr took them to school, Klott picked them up from after-school programs, basketball and baseball practices and games — as

IN HIS MEMORY

A fund focusing on business journalism ethics is being established in Klott's name. The San Luis Obispo Tribune has pledged \$10,000. Contributions may be mailed to the Gary L. Klott fund for business journalism, payable to Society of American Business Editors and Writers Inc., Missouri School of Journalism, 134 Neff Annex, Columbia, Mo., 65211-1200. Write Gary L. Klott fund on the check memo line.



well as their piano lessons, Duerr said. "He oversaw their daily homework, and cooked dinner most days of the week — whether it was his own spaghetti recipe, London broil, hot dogs or KFC. To make up for that lost work time, every night after dinner he worked until 2 a.m., and spent weekends working, too," Duerr said. On Aug. 10, Duerr came home to find Klott unconscious. Klott was pronounced dead at a nearby hospital. An autopsy attributed the cause of death to heart disease. **TBJ**

mediaresource.entreworld.org

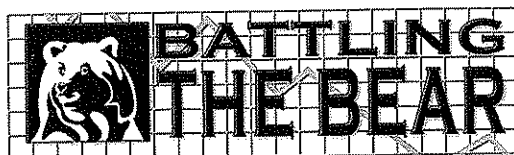
If entrepreneurship is your beat, visit the Kauffman Center Entrepreneurship Media Resource site. It's a world of resources about entrepreneurship at your fingertips. Developed with the Society of American Business Editors and Writers, this site was designed to help reporters covering entrepreneurship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

The Entrepreneurship Media Resource site offers:

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

For additional information contact: Kate Pope Hodel
4801 Rockhill Road | Kansas City, MO 64110-2046
816-932-1043 | fax 816-932-1420 | khodel@emkf.org

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economy brings fear, and people don't give."

TBJ asked SABEW members how they were dealing with this year's market collapse. We found that the bear market is pushing the envelope for business coverage.

"We did one story about how people losing money were spending more time with shrinks," said George Gombossy, business editor of The Hartford (Conn.) Courant.

The Press Democrat in Santa Rosa, Calif., found Barbara and Chuck Baker, "owners of a transmission shop, who admitted they'd stopped looking at their monthly statements," said business reporter Rayne Wolfe. Wolfe went back for a second interview after the Bakers had looked at their statements, done the math and added three years to their planned retirement date.

"These were people who were very comfortable talking about their retirement plans with 100,000 faceless readers," Wolfe said. "Great for us."

It seems personal finance coverage in this stressful period has come down to earth. Stories about hot stocks and funds took a back seat.

"We decided that it... The Star-Ledger in New Jersey ran a full page of places to get free investment advice.

was our responsibility to tell investors how to interpret the jargon and financial head fakes that companies throw their way," said Shelly Haskins, business editor of The Huntsville (Ala.) Times.

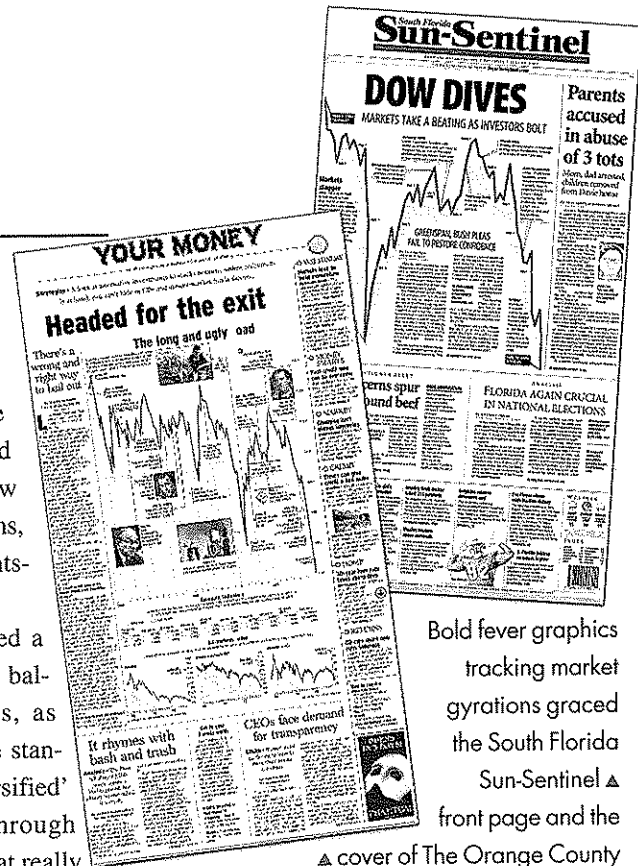
The Times even published a front-page story on how to balance a portfolio that was, as Haskins put it, "beyond the standard 'you've got to be diversified' sound bite and explain through words and graphics what that really means."

Corporate coverage got a fresh look as well.

The Los Angeles Times established a separate web site, www.latimes.com/corporcrisis, "to have one place that keeps up with the major news and provides sufficient background to readers, while keeping the package at a reasonable size," said Daniel Gaines, business editor for latimes.com.

"We did a three-part package on corporate governance - who's watching the boards, the role of audit committees, the higher cost of director and officer liability coverage," said Bill Choyke, business editor of The Tennessean. "We have a high sense that we need to put more effort" into reporting on the behavior of corporate officials, he said.

The Chicago Tribune assigned reporter Andrew Countryman to a new, full-time beat covering corporate governance. "The idea behind this beat is to focus on how - and how well - companies are running themselves," said Rob Karwath, assistant managing edi-



▲ cover of The Orange County Register's "Your Money" section.

tor for financial news.

"Besides writing about these and other broad issues through the beat, we can bring this reporter and beat reporters together to do deeper dives on local companies or interesting sectors where governance issues are worth examining."

Still, old questions remain. Such as "Has the financial press overstated the market slump?"

Jeff Platsky, business editor of The Press & Sun Bulletin in Binghamton, N.Y., says "no," although he acknowledged some confusion over when to put the daily stock market story on Page 1.

MORE ON CRASH AT SABEW.ORG

But there is no question in his mind that the market story is news.

"People are so spooked now. I go to a lot of events with people and that's all they talk about," he said.

Nonetheless, the press needs to do better presenting daily market cover-

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age, says Dean Mills, dean of the Missouri School of Journalism.

"It makes me crazy the way many financial journalists keep perpetuating a myth that they know is a myth: that anyone knows for sure why the market does what it does.

"What we know is that the market goes up or down on any given day because of the cumulative decisions of thousands of investors, each of whom may have a different



▲ The Seattle Times gave markets a three-story package July 12th.

reason for buying or selling. Surely, journalists should recognize that more often, by saying clearly that all attempts to figure out why the market does what it does are speculative." TBJ

Barnhart, former SABEW president and markets columnist for the Chicago Tribune, can be reached at 312-222-3599.

WE (HE) WARNED YOU

It was Seattle, September '99. Microsoft's No. 2 exec, Steve Ballmer, boldly told the SABEW Technology Workshop: "There is such an overvaluation of technology stocks that it is absurd. I would include our stock in that category. It is bad for the long-term worth of the economy."

Those widely publicized comments pushed the tech-laden Nasdaq index down 3.8 percent that day to 2,749. While six months later the Nasdaq bubbled up to its peak of 5,048, Ballmer was prophetic. The Nasdaq hit 1,206 on Aug. 5 - down 56% from when Ballmer spoke to SABEW. Microsoft, which opened at \$96.87 that fateful day, hit \$41.41 in July.



SABEW and SNPA invite 800 newspaper journalists to attend 20 three-day programs to explore the challenges, the craft, and the nuance of business reporting -- at no cost to you or your newspaper.

dates, locations and applications:

www.snpa.org

A collaboration of the Southern Newspaper Publishers Association Foundation and the Society of American Business Editors and Writers Inc. Made possible by a grant from the Donald W. Reynolds Foundation.

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