

THE BUSINESS JOURNALIST

Help Wanted

Updated resumes sought

Members who submitted resumes one year ago will have their application and resumes purged from the Resume Bank by Sept. 17. This is part of an effort to keep the bank updated. Please send or fax a Resume Bank application along with a one-page resume to SABEW. See page 14 for an application.

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San Francisco double header

Technology and personal finance are part of the conference lineup scheduled for November in San Francisco.

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Reporters' market

Online services offer new avenues for job seekers

BY DAWN KOPECKI

Wall Street Journal reporter Dave Kansas was at a point in his life when taking a risk was the right thing to do.

The 29-year-old had no family, no large obligations and already was a seasoned veteran reporter after five years at the Journal, most recently covering the financial markets. So when investors in an upstart business publication approached him, he listened. And what they said made it hard to walk away.

After some negotiating, they came up with an offer that more than doubled his salary, promoted him from a

beat reporter to an editor and gave him an equity interest in the publication if the company went public or was sold.

This is what traditional newspapers increasingly have to compete with — corporate offshoots or upstarts driving up salaries and upping the ante for experienced business journalists. It's a trend that didn't exist five years ago. But now it's caused editors, such as Peter B. Hillan of the San Jose Mercury News and Tim Porter of the San Francisco Examiner, to rethink how they treat and pay their business reporters.

PLEASE SEE ONLINE ON PAGE 9

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PRESIDENT'S LETTER

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As technology improves, a journalist's right to know improves as well

The foundation for much of the reporting that we do as business journalists is rooted in the public's right to know. Today, public companies make disclosures to investors and to the press that are reprinted almost instantly at the Securities and Exchange Commission's EDGAR site on the World Wide Web. Public disclosure about executive pay has led to a new rite of spring — the roiling debate about whether soaring executive pay has gotten out of hand. Many states have put corporate filings, real estate records and other data on compact disk or on-

line, creating a treasure trove of information for financial reporters — and the public.

As the world of business becomes much more global, there is pressure for other countries to make their markets and economies as "transparent" as the United States. Treasury Secretary Robert Rubin recently made public an International Monetary Fund report on the U.S. economy that once was circulated only among top finance officials. He encouraged other nations to do the same.

Within 18 months the major U.S. stock exchanges, with prodding by the SEC, will take a huge leap forward when the current system of quoting U.S. shares in fractions is junked in favor of quotations in dollars and cents. After a century of obfuscation, the public finally will have earned the right to know what its shares are really worth!

It hasn't always been this way. In the wake of the stock market crash of 1929, Congressional hearings uncovered massive abuses in stock market manipulation and what we would now call "insider" trading. Indeed, as much as anything else, it was a lack of public confidence in the stock market that triggered and then prolonged the market crash. That's why a guiding principle of the federal securities laws of 1933 and 1934 was the idea of full and timely disclosure to the investing public. The Supreme Court in a decision handed down in late June once again affirmed this guiding principle — and upheld the SEC's power to take action against attorneys, accountants and others who abuse their trust by trying to cash in on "insider" information before it is disclosed to the public and the press.

While we've come a long way in advancing the public's right to know about important financial matters, there is much work to be done. In 1980's, for example, federal regulators were extremely slipshod about the way savings and loans reported profits and losses. In the absence of timely reports, the press and public were left in the dark about the size of the problem.

Similarly, inadequate disclosures about the investment of proceeds from municipal bond sales clearly contributed to the stunning bankruptcy filing by Orange County, California in the early 1990's. Some thoughts:

■ The federal government continues to use the cloak of "confidential information" to hamper reporters trying to get information about contracts and disciplinary actions taken against corporations. State and local governments have a lackluster record in this regard.



BUSINESS NEWSPEOPLE

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Significant staffing changes afoot

Chicago Tribune introduces new bylines on the business front

The Great Lakes location of the Windy City must have something to do with all the ripples radiating constantly through the newsroom at the Chicago

Tribune. But with all that's going on at the business desk, we're seeing more than ripples. This is the big one the staff had been waiting for.

After a lengthy nationwide search, the Tribune hired **Lilah Lohr** as business editor. She succeeds Tom Cekay, who joined the Tribune's Internet staff more than a year ago.

Lohr worked in Florida for the last year, as executive editor of the Miami Daily Business Review, a five-day paper that was part of the Steve Brill-American Lawyer-Time Warner-Court TV media stable. That was before Brill and Time Warner parted ways, leaving Brill to pick up a lot of bucks and Time Warner to pick up most of the marbles.

Lohr's arrival from a publication that built its niche on in-depth and hard-hitting investigative enterprise in the Miami business and legal communities telegraphs the direction that business news will be taking at the Trib, according to **Tim Franklin**, associate managing editor for financial news.

"Her forte has been coordinating and focusing on enterprise projects," Franklin said. "We need to do more of that nationally. And we have not been as aggressive as we could be in covering companies. So, we're going to start doing that."

To handle the greater flow of enterprise and in-depth reporting, Franklin said the news space in the business section "has been bumped up by about 30 percent recently."

"There's been a perception that business coverage here was kind of a Baby Huey, a big, lumbering slow section," Franklin said, "and we've committed to changing that perception with several new, good people and new assignments. We'll be providing news with much more of a sense of urgency."

He also said that Lohr's "extensive editing and reporting experience make her uniquely qualified for the job."

Lohr previously was assistant managing editor in charge of Sunday and projects at the Star Ledger, in Newark, N.J. and before that was a Page One editor at The Wall Street Journal and a news editor for Dow Jones News Service.

Lohr also worked at The Courier-News in Bridgewater, N.J.; the Phoenix Gazette, in Arizona, the Washington Star and the Baltimore Evening Sun. She holds undergraduate and graduate degrees from the University of Missouri.

Lohr will coordinate the Trib's daily business schedule and edit many of the major stories. Coordinating and editing the daily centerpiece packages will be a principal part of her job.

In another major appointment, Associate Business Editor **Michael Arndt**, who has handled daily and weekend assignments and copy flow as well as the Trib's last two Top 100 Companies special sections, was named Sunday business editor.

He will continue to have a role in

the daily section by overseeing one of the section's reporting teams. After Lohr's arrival, Franklin said, the department will put into place "a new, team-based assignment desk structure in which reporters will report to the same editor every day."

As an example, Franklin listed the technology group, including all technology-related beat reporters, which would be headed by **John Lux**. The set-up is expected to "help continuity and facilitate more long-term story planning."

Franklin has been overseeing more changes in recent months than most newspapers see in years. Here's the latest on other appointments at the Tribune:

Jon Bigness, from the Wall Street Journal's Dallas bureau, was hired to cover technology for the business section and for the Tribune's Internet site.

Jim Kirk, former advertising columnist for the Chicago Sun-Times, is covering advertising and marketing. **Judy Graham** moved from the Denver Post's health industry beat to health care business coverage at the Tribune. She recently completed a year-long media fellowship with the Kaiser Foundation.

Two new staffers moved to the Tribune from Business Week's Chicago office. **Susan Chandler** is on the retailing beat. **Greg Burns** covers Chicago's financial exchanges.

Sallie Gaines, formerly editor of the New Homes sections, has the manufacturing beat. **Nancy Millman**, moved from marketing and consumer products to the food and agribusiness beat.

Real estate editor **Steve Kerch**

Business newspeople

CONTINUED FROM PAGE 3

became real estate group editor, overseeing Real Estate, New Homes and Your Place. Former Your Place editor **Wayne Faulkner** is the new editor of Real Estate and New Homes. **Brenda Richardson**, an assistant editor of the Your Money personal finance section, switches to editor of Your Place. **Lois Gerber**, a former assistant editor in the real estate group, moved to assistant editor of Your Money.

Banking reporter **John Schmeltzer** moved from high finance to high flying and now covers the airline and travel industry, succeeding **Stanley Ziemba**, who moved to an environmental and suburban affairs beat in the southwest metro bureau. Local business columnist **Bill Gruber** switched back to the banking beat, an industry he covered for many years.

Kathy Bergen moved to personal financing reporting from general assignment business reporting. Former Chicago financial exchanges beat reporter **George Gunset** moved to general assignment business.

Genevieve Buck, formerly a retailing reporter, moved to the small-business beat. Business writer **David Young** has joined the Tribune Internet staff. **Casey Bukro**, **Barbara Sullivan** and **Chuck Hutchcraft** took new assignments with the metropolitan desk.

The Midwest The Daily Herald

In suburban Chicago, several changes have occurred at the Daily Herald in Arlington Heights. **Anne Schmitt** moved to the technology beat and will have main responsibility for producing the newspaper's Monday Business/Tech

section. **Business editor James Kane** assigned **Chrystal Caruthers** to general assignment business at the DuPage County bureau in suburban Naperville. She moved from the city desk to succeed **Schmitt**.

Indianapolis Business Journal

Tawn Parent, a reporter for the Indianapolis Business Journal from 1989 to 1993, returned to that publication as an associate editor. She left to work as a reporter and then managing editor at the New Orleans CityBusiness from 1993 to 1996. Former Columbus Dispatch intern **Emily Hebert** joined the Indianapolis Business Journal as a reporter covering media, retailing and philanthropy. **John Pletz**, formerly an assistant city editor at the Post-Tribune in Gary, Ind., joined the Journal to cover finance and small business.

Business Inc.

The start-up monthly publication covering Warren County, Ohio, named **Cathy Nolte**, formerly of American City Business Journals, as editor. Nolte says Business Inc, published on the last Sunday of each month, is the "first business publication to focus exclusively" on Warren County, which is midway between Cincinnati and Dayton. About 90 percent of the copy in the publication is generated locally.

The South

The Tennessean

Lisa Green succeeded **Emme Baxter**, who left the paper earlier this year to go into corporate public affairs work. Green joined the Tennessean's city staff in October, 1990, and most recently was database editor for the newspaper. She previously worked at another Gannett paper in Tennessee, the Jackson Sun, where she was regional and business editor. In another new assignment, **Will Pinkston**, moved from one of the zoned editions to the business staff to cover the tourism and entertainment business.

Green said the paper is in the process of filling another business section slot that would combine editing and some reporting.

The News

Terence Shepherd, local news editor at The News in Boca Raton, Fla., joined the Miami Herald business staff as editor of the Business Monday section, succeeding **Katherine Fong**. Fong moved to the arts editor slot in features. **Carol Reynolds-Srot**, from the Sun-Sentinel in Fort Lauderdale, where she was a senior copy editor on the news desk, joined the Herald as assistant Business Monday editor. She succeeds **John Harrington**, who went to the Boston Herald as financial editor.

News Press

Business editor **Harriet Simpson** at the News-Press, in Fort Myers, Fla., switched to a new job as special projects editor. National news editor **Bob Rathgeber** made the move to business editor.

The West

Standard-Examiner

Greg Kratz moved up to the business editor's position at the Standard-Examiner in Ogden, Utah, succeeding **Mike Marino** who joined the Times-Union, in Jacksonville, Fla. as deputy sports editor.

Contra Costa Newspaper

The new business editor at Contra Costa Newspapers based in Walnut Creek, Calif. is **Benjamin Seto**. He had previously worked a business writer and copy editor at the Fresno (Calif.) Bee.

Correction

An advertisement on the June issue of The Business Journalist by the American Stock Exchange was an incorrect placement. The Business Journalist regrets the error.

MICHELLE LEDER, BUSINESS EDITOR (914) 437-4811

SPECIAL REPORT

WEDNESDAY, JUNE 5, 1996 1E

Poughkeepsie Journal

MYSTERY ILLNESSES

The microchip connection

By Michelle Leder
Poughkeepsie Journal

Thousands of people in the semiconductor industry work with dangerous chemicals without knowing the health risks — risks that some workers fear include cancer.

Even federal regulators say they're in the dark and are only just beginning to study the \$150 billion semiconductor industry.

New and troubling questions have been raised about the 40-year-old industry after more than 50 people came forward claiming they developed cancers after working at IBM Corp.'s chip plants.

A two-month investigation by the Poughkeepsie Journal reveals how little is known about an industry that employs 240,000 in the United States and thousands more overseas.

The Journal found:

- Chip companies, their employees, regulators and even the scientists who

MINIATURE MARVELS

Creating the tiny electronic circuitry that runs your computer, alarm clock, dishwasher and countless other items requires a mix of high-tech wizardry and manual labor. Robotic and human hands work side by side for months building the microscopic components that are the heart of a microchip. Manufacturing requires incredible precision and an isolated and protected environment.



INSIDE



Workers worry

They took jobs at IBM East Fishkill, many straight out of high school, because it was IBM and because it was one of the best-paying jobs an unskilled worker could hope for. What they got in return, 64 people claim, is cancer and a host of other problems.

See story, 3E

Cancer cluster or

The chip experiment

Poughkeepsie bounces back from getting beat on story with creative reporting

The Poughkeepsie (N.Y.)

Journal won

a 1997 SABEW

Best in Business Award,

in part for its two-month

investigation of the

hazards of microchip

manufacturing.

BY MICHELLE LEDER

Some people have nightmares that they're walking downtown naked as a jay-bird.

Others wake up in a cold sweat, realizing they're totally unprepared for the final exam. For those of us in the news business, it's a variation on that theme: We get to work to find we've missed a big story that is splattered conveniently across a competing newspaper's front page.

It's happened to all of us at one time or another. And it's never easy. When it happened to my newspaper last year, the story wasn't across the top of our local competition. It was on a section front of the New York Times.

After sifting through this 100-inch article based on a lawsuit filed the day before

in Manhattan, we realized the Times reporters must have worked on it for weeks, going to print only after the legal papers were filed.

With about 20 reporters in our entire newsroom and a daily circulation of 45,000, it would have been easy to write a half-baked follow and call it a day. But we knew we had to do more.

All of the plaintiffs named in the suit were local to the Poughkeepsie area. Most of them were young, and all were very sick — some already dead of cancer.

The suit claimed workers became ill from working with chemicals used to make semiconductor chips at the East Fishkill plant of International Business Machines Corp. — our area's biggest

PLEASE SEE CHIP ON PAGE 6

The chip experiment

CONTINUED FROM PAGE 5

employer. We had been beaten by the New York Times, but it was still our story.

After licking our wounds, we launched a full-scale battle plan. We would write the quick follow-up for the next day. But our larger goal was to produce a comprehensive package of stories that looked at every aspect of microchip production as it related to workers' health and safety.

It wasn't easy. Large news organizations, such as CBS' 60 Minutes and Dateline NBC, kept calling, asking for access to our morgue. They must have thought that the story was too big for us to tackle and that we might as well help them out with their efforts. As we pieced the story together, we were in constant fear that we would turn on the tube one Sunday night and see OUR story on THEIR network.

That fear helped us survive and enabled us to continue pushing forward. Slightly more than two months after the first story ran in the Times, we published an eight-page special section that met all our goals and set a new standard for what we as a small newspaper can accomplish.

It helped the entire newsroom understand that you don't have to be a gigantic news organization to tackle a gigantic story. All you need is the guts to go for it.

Here's how we did it:

Spreading responsibility

We assembled a core team to begin gathering and sorting through information. We started off small, because no one realized how big the project would become. Three of us — an editor (myself), a reporter and a graphic artist — did nothing else but chase this story.

Several people picked up my responsibilities as business editor — the man-

aging editor, a business reporter and the copy desk. Splitting my job meant that, although everyone had more work, nobody wound up doing two jobs. Flexibility was key.

Two weeks later, when we had a better understanding of what we were dealing with, four more reporters were added to the team. The calls from NBC, CBS and the New York Times seeking more information convinced executive editor Derek Osenenko we needed more bodies.

Each section of the newspaper — even sports — lent someone to make sure that one department wouldn't be left without daily copy while the impromptu team went to work. People who normally did not write, including the paper's writing coach, were enlisted to help lessen the burden on the rest of the staff.

From the very beginning, we enlisted the help of our photo and graphics department. Realizing we would be telling a highly emotional as well as intensely complicated story, we knew images had to be dynamic and informative.

Creative reporting

We culled a large amount of research material from outside sources: College science textbooks, training videos, PR handouts, newspaper clippings and library books. These sources helped us get a better understanding of exactly what we should be writing about.

We raided our morgue and pried open file cabinets that had been closed for years. Anything remotely connected to semiconductor chips was perused — from the number of people who worked at the plant to the chemical shipments that came in on trains. No detail was too esoteric.

Clerks culled names of now-retired employees from old articles about IBM social events. An annual economic progress report, which today would be a big embarrassment because of its glowing treatment of area business, proved to be particularly helpful. So, too, were drawers of old press releases

and annual reports that described early chip-making in great detail.

We reviewed carefully hundreds of obituaries. Although most did not give a cause of death, we were able to create a list of everyone who had worked at IBM and had died.

We formed a special list for anyone under 50 and began calling families, in some cases of people who had died 20 years earlier. Here's one place where our small size worked to our benefit: Most large papers don't run all obituaries in their communities. But ours did. It was valuable information that no one else had.

Positive attitude

The whole key to succeeding — and the only way we were able to complete our project — was to not allow small-paper syndrome to get to us. Too many small papers assume they can't go after a national story because they have neither the staff nor the experience. That's the wrong attitude to take.

A different work environment

As the reporting and research neared fruition, three of us on the project met with the executive editor, managing editor and city editor to decide what stories made the most sense and which reporters were best suited to write those stories.

A special area in the newsroom was created for reporters, editors and graphic artists working on the project met apart from where the daily paper was being assembled. Reporters were given lots of leeway; some worked from home and or night when the newsroom was quiet.

Packaging the product

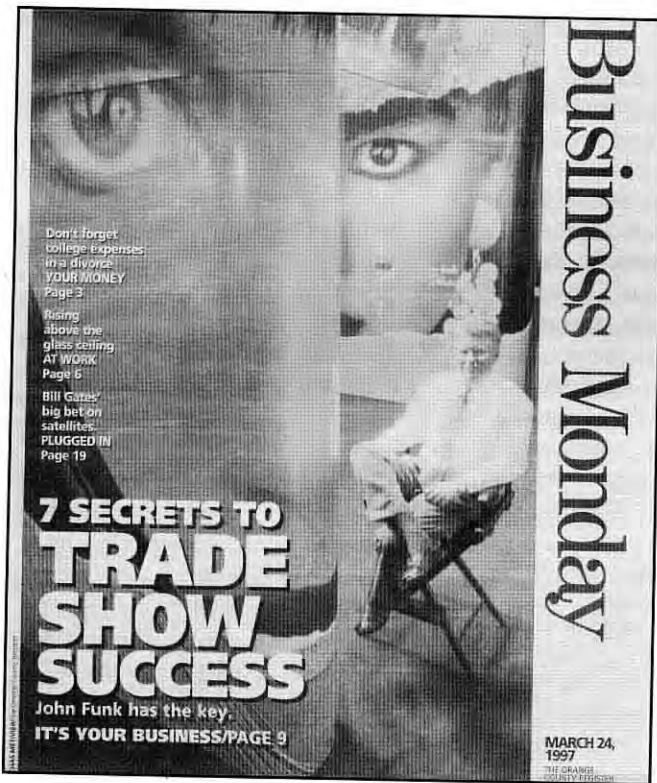
Technology editor Anthony DeBarros laid out the special section comprising the project, giving the reporting and graphic presentations extra impact.

The whole time, we were watching our backs to make sure we wouldn't be beat again.

—Michelle Leder is business editor of the Poughkeepsie Journal.

Refreshing Register Business

Adding new life to a successful section takes a little ingenuity



The old



The new

The look of the Orange County Register's Business Monday section cover changed as well as the section's contents. The old section cover typically featured a static photo of a person on the job who was featured in a story inside. The new section cover offers a very conceptualized, brightly colored graphic illustration tied to a story inside.

BY JONATHAN LANSNER

It's easy to remake a failing section. The really tough overhaul is to refreshen a popular product.

That was the challenge faced this spring by The Orange County Register's business coverage team with a Business Monday section known for its eclectic mix of how-to advice stories on a wide range of topics. The tabloid section had drawn glowing comments from both traditional and non-traditional business readers during its five-year life. However, new staffing and new ideas pushed The Register

to give Business Monday new life.

A key reason for the overhaul was a greatly improved Sunday section, which concentrates on investing and technology issues. Those Sunday improvements sapped the vitality of the Monday tabloid, which targeted four coverage areas: small business, money, workplace and technology.

While internal needs were a top motivation for change, The Register also sought reader input. Without a budget to do a formal market survey, the business team created a mail-in survey and placed it within Business Monday for four weeks. The response — from high reader interest

in personal finance issues to desires for coverage of legislation impacting businesses — helped shaped the new product. Also with the help of the survey, technology coverage was dropped from the Monday lineup and we now refer readers to our Sunday tech spot.

A focal point of the remake was to create a launching pad for The Register's new "debt" beat. Former real estate reporter Edmund Sanders has taken on this assignment, a revolutionary departure from the banking beat of another era.

PLEASE SEE REFRESHING ON PAGE 8

Refreshing the Register

CONTINUED FROM PAGE 7

With traditional personal finance coverage taking on increasing emphasis on investing and saving, the debt beat is designed to reach out to those readers struggling to make ends meet in one of the country's most expensive regions. The trade-off is a dramatic decrease in traditional corporate coverage of banking.

"With personal bankruptcies at record levels, it seemed that we should be doing more to help consumers manage their debt," Sanders said. "Credit cards have become the basic currency for a lot of families.

"The purpose of the debt beat is to focus on basic pocketbook issues, from the risks of pre-paid cards to which adjustable-mortgage index costs the most. And I don't think too many people are going to miss reading about risk-based vs. tangible capital."

Monday's debt coverage — called "Taking Charge" — includes a newsletter-styled notes page by Sanders highlighted by a review of a major credit card offering. He also writes a weekly Q&A based on readers' borrowing-related queries. A syndicated mortgage column was added, and a full tabloid page is devoted to quotes of rates on credit cards, consumer loans available from local lenders and a look at mortgage products.

Another home for the fruits of Sanders' new beat is a new twist for Business Monday, a color, double-truck spread for the section cover piece. The perfect double-truck story should be strong melding of words and graphics that gives a reader hands-on knowledge about their work, their business or their spending. Among the first few spreads were stories on debit cards, vacation-pay policies, ergonomic exercises for office workers and how to allocate personal investments.

Revamped personal finance stories

isn't the only coverage change. In the workplace section, reporter Michele Himmelberg has started a bi-weekly column covering the battle between career and family. Another addition is a feature called "Hot Stuff," which explores in a tightly written, graphically exciting format everything from new products to new movers and shakers in the Orange County business community.

The remake was largely conceived and executed by the Business Monday team of reporters and editors that traditionally sets policy and lineups for the product. The three lead writers for the section — Sanders on debt, Jan Norman on small businesses and Himmelberg on workplace — oversaw the coverage remakes on the sections they controlled. Other new sections, such as a revamped books page and new auto coverage, were planned by wire editor Diana McCabe, since news-service copy will fill much of that space.

Content wasn't the only change. The new Business Monday has a magazine feel and a design style that while in The Register style, is a decided break from the mold of any other section in the paper. The section is formatted heavily. Color is placed on as many as six inside pages. Art and design are placed at a premium. Even notebook columns are dotted with bold illustrations.

"We wanted Business Monday to be a faster, easier read," said Rich Kershner, the business team's page designer. "We designed in several places for short and useful nuggets of information. We also tried to make the section a faster read by eliminating jumps. We did this not through shortening stories, but trying to put fewer elements on each page."

The new section debuted June 9 and the resulting reader reaction, "has been quite positive," said reporter Norman, who also serves as the captain for the business teams "sub-team" that puts out Business Monday. "But change always gets a few objections. Although the technology section scored lowest in the reader survey, its removal attracted the most complaints."

— Jonathan Lansner is a business columnist at the Orange County Register.

Reporters' right to know

CONTINUED FROM PAGE 2

■ Corporations are becoming very aggressive in asking courts to seal information about law enforcement actions, civil suits, even divorce proceedings and probate matters that are of extraordinary importance to the public. This creates an inequality where ordinary citizens are subject to all sorts of disclosure that wealthy people and major companies can evade with the stroke of a judge's pen.

■ Corporations are becoming equally adept at using the current "disclosure" rules to craft language so complex no ordinary citizen — or even an experienced reporter — can follow the money in reading financial statements. This is especially true of disclosures about stock option grants to key executives.

■ Although the situation may be improving, our federal government for years pinched pennies on research designed to update and improve economic and financial reports that are of critical importance to business and industry. The debate over the consumer price index shows just how far behind we are in updating and improving the quality of these and other reports.

■ Nonprofits often live in a world of their own. They frequently fall short in making full, timely and useful disclosures to the public.

For other information about the right to know you can contact the American Society of Newspaper Editors Web site at Asne.org.

Refreshing the Register

CONTINUED FROM PAGE 7

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Reporters' right to know

CONTINUED FROM PAGE 2

■ Corporations are becoming very aggressive in asking courts to seal information about law enforcement actions, civil suits, even divorce proceedings and probate matters that are of extraordinary importance to the public. This creates an inequality where ordinary citizens are subject to all sorts of disclosure that wealthy people and major companies can evade with the stroke of a judge's pen.

■ Corporations are becoming equally adept at using the current "disclosure" rules to craft language so complex no ordinary citizen — or even an experienced reporter — can follow the money in reading financial statements. This is especially true of disclosures about stock option grants to key executives.

■ Although the situation may be improving, our federal government for years pinched pennies on research designed to update and improve economic and financial reports that are of critical importance to business and industry. The debate over the consumer price index shows just how far behind we are in updating and improving the quality of these and other reports.

■ Nonprofits often live in a world of their own. They frequently fall short in making full, timely and useful disclosures to the public.

For other information about the right to know you can contact the American Society of Newspaper Editors Web site at Asne.org.

Online job opportunities

CONTINUED FROM PAGE 1

"The competition has been really good for newspapers and has made people realize the value of their staff," Porter said. As the Examiner's assistant managing editor, he's watched nearly 10 staff writers flee his paper for online publications in the last 18 months — doubling the paper's normal turnover rate. "That's caused us to examine the way we develop and train and treat, particularly, our mid-level people. We've seen them flourish in other environments when they were stagnated or blocked here."

Bloomberg News, which spans the media technology from ink on paper to video, has attracted top talent under just such circumstances. Mutual fund giant Fidelity is hiring business writers for several publications.

Similarly, Hillan has seen a number of writers at his paper get siphoned away by Microsoft Corp., despite the fact that chief executive officer Bill Gates announced several months ago that he had no intentions of hiring journalists away from newspapers.

"To what standards does someone working on a Microsoft site go to chasing down a story about Bill Gates," said Hillan of the Mercury News. "I think there's an issue there of journalistic integrity."

Any good business journalist knows to follow the money. And apparently that's what many are doing. Microsoft can simply pay more, offer stock options and a lower cost of living in Seattle, Hillan said. Salaries begin around \$30,000 for entry level reporters at TheStreet.com and reach around \$60,000 for a more seasoned staffer there.

People with programming experience at many online publications can garner in the low-to mid-six figures, editors say. Pay for online business writers and editors varies widely, said Dean Rotbart,

executive editor of TJFR Business News Reporter, an 11-year-old business trade newsletter out of Denver. Entry-level reporters tend to garner "grunt" pay. But mid-level and senior staff who "cut their teeth" in traditional news outlets are earning top dollar, he said.

"For some kinds of jobs, it's a real sellers market," said Jim Kennedy, director of multimedia services for the Associated Press. "It's very hard to find these people and very difficult to hold on to them."

Online publishing also offers a certain sex appeal that two-dimensional black and white print will never have. That's one of the major reasons why David Fryxell left the St. Paul Pioneer Press just a few months after he took a job there as business editor.

"It was an opportunity to combine cutting-edge technology with local editorial content," said Fryxell, now the executive producer of Twincities.sidewalk.com, a Microsoft publication which launched in early July.

By the end of this year, it will have two "sidewalk" sites running, employing 12 to 25 people each.

Fryxell was the first of about half-a-dozen Pioneer Press employees to leave the newsroom for Microsoft, said Brett Benson, the senior editor of PioneerPlanet, the paper's online sister publication.

"It's added some urgency to talks of non-compete agreements," Benson said. "If Microsoft weren't here, I'd bet all five of those people would still be here."

Benson is catching a glimpse of how the demand for business journalists has grown in the past several years and how it's affecting newsrooms across the nation. The number of business journalism jobs has grown by at least 5,000 in the past decade, estimated Jonathan Lansner, a business columnist with the Orange County Register. Today, there are some 7,500 financial journalists. Out of that number, about 150 are online writers and editors, Rotbart estimated.

While the number may sound insignificant, not one of those online jobs existed five years ago, and the demand is still growing.

TheStreet plans to increase its staff this

year, as does SmartMoney Interactive and many other online news outlets.

"I think that [online publications] will inevitably increase the demand for reporters. And unless there's some dramatic increase in supply, wages are going to go up," said SABEW President Henry Dubroff. "Demand is high; supply is tight."

"Suddenly, there isn't one career path," Dubroff said. "You don't consider yourself a second-class citizen if you don't make it to a large metro or the New York Times or the Wall Street Journal."

But with the new opportunities and higher pay comes a price.

"This is not necessarily a 9 a.m. to 5 p.m. job," said John Byczkowski, a former business reporter for the Cincinnati Inquirer who left to edit the online site for Deloitte & Touche. "I've got a lap top, I answer mail, I update the site, I take work home with me, I work weekends."

Also, online publishing is in its infancy. Most journalists still prefer the safety of traditional print media — newswires, newspapers, newsletters or magazines.

"We had to try to gather staff for a publication that didn't exist, using technology that we didn't understand right away," said Kansas of TheStreet.com in New York City.

And the startup costs can escalate quickly. Marc Frons has spent almost the last two years developing SmartMoney Interactive, what will be an expanded daily version of the magazine. Production costs and staffing have run into the \$2 million range, he said.

"Don't remind me," he said. "Obviously, we'd like to be out sooner."

What's more, the fail rate for upstarts is phenomenal. The Examiner already has had a few reporters approach the paper to get their old jobs back after the online ventures they left for went belly up, Porter said.

"No one's making money on it," said Lansner. "At some point, the publisher paying the high salary will demand some profit."

— Dawn Kopecki is a business writer for the Washington Times.

Backstage drama of an online debut

Boston group shares their experiences of establishing a Web presence

BY MARY HELEN GILLESPIE

All news. All local. And all cyber, to boot. Welcome to BusinessToday.com, Metropolitan Boston's only source of breaking local business news. It's about as real-time as you can get, without broadcasting live from a studio.

That's what BusinessToday.com is. Here's what it isn't: The Boston Herald business pages on the Web. Yes, we do run the articles that appear in the Herald on the day they appear in print. No, we don't just put up shovelware.

We have a dedicated cyber-staff writing breaking news stories as they happen, in the wire-service model. We also have free-lance writers and columnists, as well as contributing editors from Boston's business community.

We have bulletin boards and chats under the BusinessToday name, as well as People and Calendar listings, updated daily. We concentrate on Boston's leading industries: Technology, health care, financial services, education and trade.

Here's why it works and, more important, why it can work in just about any market: No one else is doing it. And someone needs to.

National and international business news content abounds on the Internet. It's a cyber-breeze. But what about closer to home? Most markets don't have business-only radio and TV stations. To get today's local business news, most people wait for the next day's newspaper. Many of these people would be willing — very willing — to get that local business news today.

Why? Not only are BusinessToday stories about their companies; the stories are about their present and future markets, customers, clients, advertisers, financiers, competitors, suppliers,

employees, etc.

In any business community, business news is valuable insider information. As traditional print journalists, what are we doing with this all-so-precious commodity, which we harvest by the minute? Sticking it in some place called SLOT and waiting for the press room boys, then the truck drivers, to show up. Up to 24 hours AFTER a business news event happens, we have finally finished distributing it.

Bringing business news as it happens in a new form to its ready-made audience — an audience that increasingly is using the Internet as a business tool; an audience where Internet applications are expected to explode by the turn of the century.

Example: On April 1, 1997 — the first day BusinessToday.com went live — a freak blizzard smacked Boston. Reporter Bill Burke and I that morning walked the two miles from a downtown hotel (we couldn't get home the night before) in the blowing snow, the drizzling ice and the killer wind to our cyber newsroom. By 9 a.m., we had two business/blizzard stories on the site: a piece about the economic impact on the business community plus a feature on business people from around the world stranded by Boston's April Fools Day blizzard. (Two days later, those same stories appeared in print versions of the local newspapers.)

With just about every business in the state closed by the storm, we spent the rest of the day updating those pieces, since there wasn't a heck of lot of other local business news going.

To tell the truth, we were disappointed that all these companies closed on our first day of business. But we could understand. After all, there are no snow plows in cyberspace. No need. Great? So what could go wrong?

Lots. Like software.

We had to shut BusinessToday.com down for a week in June due to sick software. Not fun. Imagine the presses breaking down for a week.

Then there's the New Kid on The Block syndrome to overcome. Getting news sources to the source of news. Pre-cyber, I was the assistant managing editor/business at the Boston Herald for three years. Post-newspaper, we have a lot of problems convincing sources we're not the Herald, and in fact, are competing with the Herald.

That's because BusinessToday.com is a cyber-product of a Herald subsidiary, Herald Interactive Advertising Systems (HIASYS). Our cyber-newsroom is a small corner of the old Herald composing room that has barely enough space for our four full-time, two part-time editors, producers and reporters. We share the facility with the customer-service staff for jobfind.com, an on-line recruitment service that is HIASYS' premiere cyber-product.

So even though we tell folks — over and over again — we're a business news Web site that just happens to be located at the Herald, we find a lot of resistance to that concept. It's getting better, though.

Why not develop and promote the Herald link?

Because no one else is doing this anywhere, which will make it much easier if we decide to expand the BusinessToday.com/jobfind.com concept to other cities here and abroad. This concept is not tied to a Boston-based newspaper but to a media company with significant cyber publishing.

— Mary Helen Gillespie is vice president and executive editor of jobfind.com.

Getting up to speed on technology

West Coast event to feature heavy hitters along with futuristic discussion

BY DAN GILLMOR

The first SABEW Technology Reporting conference, Nov. 5 - 7, is aimed at reporters and editors who cover technology and those

who want to. Why should you attend? Technology is playing a critical role in the economy and our lives. It has become the economic engine of the 1990s. Executives such as Bill Gates of Microsoft have amassed vast wealth and fame. And we are using technology in our lives in ways we often don't even recognize, much less appreciate. More news organizations are

assigning reporters to cover the topic, and it's essential to have an understanding of the basics.

We've lined up two extraordinary keynote speakers: Andy Grove and Jim Barksdale.

Grove is chief executive of Intel Corp., the world's largest maker of the semiconductors and he is considered one of the great managers of this era.

Barksdale is CEO at Netscape Communications Corp. Under his leadership, Netscape rose to world prominence in perhaps the shortest time of any company in history.

We're also organizing a wide variety of panels. Here's a tentative schedule. This may change slightly before November.

—Dan Gillmor is technology editor for the San Jose Mercury News.

Field trips a possibility

We're talking with Intel about a visiting a chip-fabrication plant. If we go to Silicon Valley, we'll also visit a store that helps explain the valley culture: Fry's Electronics — imagine a supermarket of electronics. We also are considering visiting the new San Francisco Public Library, which is probably the most wired library in America.

Wednesday, Nov. 5

Lunch

Speaker: Jim Barksdale, Netscape.

Afternoon panels

Basic Training

in tech terms and trends

Hardware, software, networking, Internet, etc. Panelists will include reporters from major media such as the San Jose Mercury News and Wall Street Journal.

The Tech Industry:

The players and wannabes

This panel is intended to give you an overview of the burgeoning technology industry and why it matters so much to our economy.

Tech People: The entrepreneurs

No field has seen such an explosion of entrepreneurial activity as technology. We'll have executives speak from enterprises in various stages — ranging from raw startups to public companies.

Evening

Reception: Sponsored by the San Jose Mercury News.

Thursday, November 6

Keynote speaker: Andy Grove, Intel.

Morning panels:

Venture Capitalists

In Menlo Park, California, billions of dollars are hunting for good investments. The venture capital industry also is prominent in other cities. Once in the shadows, VCs, as they're known, are now highly public people.

Technology finance:

They do it differently

America Online, for example, effectively was capitalizing what looked like expenses: The cost of signing up new customers. Microsoft, meanwhile, is so flush with cash that it defers recognition of revenues, enabling it to smooth out any potential earnings slowdowns. We'll have experts analyze balance

sheets and discuss tracking technology.

Lunch

Speaker to be named.

Afternoon panels

Telecom

As cable, computing, TV and phones converge — amid new kinds of competition for dollars — this is a hot area. We'll look at the technology, major players and regulatory issues — and how national and international issues affect local coverage.

Technology Policy

The digital age presents a host of new problems. We'll look at privacy v. law & order and more.

New Media

Technology may be having more impact on our business than any other so far. Journalism in the wired world is different, and so is the business model. Bob Ingle, Knight-Ridder's corporate vice president for new media, will join other top new-media folks to discuss this new world.

Evening

Reception: Sponsor TBA.

Friday, November 7

Morning panels

Covering Technology

Top tech journalists, including John Markoff of the New York Times, will offer perspectives and ideas.

Using technology to cover technology

You need to do this. Here are some tips.

New media, new issues

The electronic age has brought new opportunities and some new problems for journalists. Conflicts of interest are harder than ever to avoid, for example, given the web of partnerships emerging among journalism organizations and the technology companies they cover.

Conference ends at noon on Friday.

Personal finance in San Francisco

Present-value calculators and story discussions to return in November

BY CHARLES JAFFE

Frank Zarb, the new president of the National Association of Securities Dealers, headlines an impressive array of speakers and workshops as SABEW hosts its third Conference on Personal Finance, Nov. 9-11.

As *The Business Journalist* for August went to press, the conference program was being completed, with several prominent speakers trying to rearrange schedules to accommodate SABEW. But some of the more exciting details of the program already have been scheduled.

Among the most popular sessions at the first two personal finance conferences — in Boston and Chicago — were programs on “the next seven stories” to cover in a particular industry, first banking and then credit. In San Francisco, this tradition will continue with “The Next Seven Retirement Stories You Should Write,” led by Jeff Close of Access Research, a leading retirement-program research company.

Building on a storyline developed during the second Conference on Personal Finance in Chicago, Jon Lansner of the Orange County Register and Kathy Kristof of the Los Angeles Times will present a session on using a present-value calculator to enhance your personal finance stories. At a session in Chicago on improving writing, Lansner and Kristof found many journalists had an interest in how the hand-held business calculators could make their work easier. Conference organizers are working to secure a present-value calculator for every conference attendee.

Lisa Holton, a SABEW governor who edits *Card Marketing* magazine, will lead a session on credit scoring, the mysterious process that financial companies use to determine whether a customer is creditworthy. Holton’s panel will attempt to shed some light into tightening industry

standards and what consumers can do to improve their score.

Zarb is the NASD’s outspoken new leader, who has been very active since taking his leadership position early this year. He will give the Monday morning keynote address.

On Monday, Gary Burkhead, vice chairman of FMR, parent of Fidelity Investments will speak at lunch.

Another speaker will be Roger Ibbotson, one of the world’s leading stock market observers and head of the analytical firm Ibbotson Associates of Chicago.

Other sessions on the drawing board for San Francisco include a program on building graphics to go with your personal finance stories, a critique session of how well the media is doing in efforts to inform and educate the public about personal money management and more.

In addition, one highlight of the San Francisco conference is sure to come after the official end of the program, during an optional program at the Pacific Stock Exchange. Up to 50 attendees will be welcome to participate in a session that includes a quick training session on futures and options trading, followed by a mock session in the pits. The usual trading frenzy might be heightened by news breaks and other events.

At the end of the trading session, SABEW members will tally their profits or losses, with prizes awarded to the biggest winners and losers. Anyone who saw the frenetic trading on the floor of the Chicago Mercantile Exchange during the second personal finance conference is not going to want to miss a chance to get in on the action in San Francisco.

Reserve a seat for the SABEW double header

As Ernie Banks always says, “Let’s play two!”

Building on the popularity of our fall personal finance conferences, now in their third year, SABEW will sponsor back-to-back conferences this November in the historic Sir Francis Drake Hotel on Union Square in San Francisco. In between the meeting on technology reporting, Nov. 5-7, and the personal finance reporting meeting, Nov. 9-11, the SABEW board will hold its mid-year meeting.

Nightly room rates at the hotel are \$122 for singles; \$132 for doubles; \$142 for triples, plus a 14 percent city hotel tax. Call Doris Barnhart, SABEW executive assistant, at 573-882-7862 to register. She can help arrange hotel roommates to save on expenses. The hotel phone number for reservations is 1-800-227-5480.

In addition to a full program, the Conference on Personal Finance will include another sold-out exhibit hall featuring companies and organizations that can be sources to personal finance journalists.

The final conference program will be available in mid-August. If you have questions, concerns or comments about the conference or its program, contact SABEW governor and Boston Globe personal finance columnist Charles A. Jaffe at 617-929-3129; jaffe@globe.com.

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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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Attention to detail important on Resume Bank submissions

SABEW is searching for a new executive director, with the search process well underway. I am leaving you in August to teach in the University of Missouri Sociology Department, where I'm working on my Ph.D. It has been great working for SABEW and seeing the growth in member service usage and membership since November, when I started.

A popular service is the SABEW Resume Bank, which matches positions that members want to fill with members looking for jobs. Resume Bank usage increased — the requests for searches rose 26 percent and the number of resumes submitted for posting rose 40 percent.

In order to provide efficient searches of the Resume Bank, it is important for those seeking jobs to complete all data requested on the Resume Bank form. Enough forms come in with incomplete data that it is probably worthwhile to explain that the database requires that the data be complete for searches to lead to good matches.

For example, some resumes submitted do not include the "minimum salary requirement" requested on the form. If we enter this incomplete data, it would mean that people making \$80,000 and those making \$20,000 can't be distinguished and matched to jobs that pay salaries likely to be acceptable to them. It also means prospective employers are likely to get resumes of individuals whose salary needs don't match the salary offered.

If you are a member interested in job possibilities in business journalism, you'll want to take advantage of the Resume Bank. If you already have your resume in the Resume Bank, this is a good time to review and update it. When you complete the application form, just write "update" on it. We'll pull the old resume and put in a new one.

Employers also need to provide the following items, so we can best match job hunters to their positions: organization name and address; contact person; phone and fax numbers; deadline for applications; title of position to be filled; type of experience and number of years of experience required; and salary range.

Those seeking to have their jobs listed can also ask to have them placed on the University of Missouri Journalism School Jobs Hotline (573-882-8822, extension 9) and advertise them in *The Business Journalist*. Please contact us by mail, phone or fax at SABEW, 120 Neff Hall, Columbia, MO 65211; phone — 573-882-7862; fax — 573-882-1372.

I'm going to miss SABEW and the neat people I worked with on the board. But I will follow the development of the organization in the years to come with interest. I am confident the next 12 months will be a time of accomplishment for SABEW with the endeavors the organization is pursuing.

Job listings

This is a free service of SABEW and employers should fax an announcement that **does not exceed 60 words** to 573-884-5400. Jobs listed also will appear on the SABEW web site and on the 24-hour jobs hotline.

**The Herald-Journal (Spartanburg S.C.)
Business Writer**

The 60,000 circulation daily newspaper serving the upstate of South Carolina, is seeking a business writer. Located in Spartanburg, the newspaper serves a growing multi-national, diverse manufacturing and business community. It is home to BMW's only U.S. manufacturing plant. The newspaper recently installed a new system that provides lap-top computers with docking stations to all its reporting staff, an intranet for newsroom communication and archives, access to the internet and other technological advances that enhance reporting. Minimum two years experience. Send resumes and published work samples to:

Bob Dalton, Business Editor
The Herald-Journal
P. O. Box 1657
Spartanburg, S.C. 29304
864-582-0451, ext. 7267

**The Seattle Times
Business Reporters**

We have openings for two business reporters. The ideal candidates will have a strong interest in business news, and a demonstrated ability to dig for information and bring business people to life through good writing. We're looking for reporters with leadership potential who can spearhead projects and work within a team. Candidates should be productive and versatile, with the ability to generate story ideas, take direction, juggle assignments, and produce breaking news and enterprise. Please send cover letter, resume and clips to:

Millie Quan, AME
The Seattle Times
P. O. Box 70
Seattle, WA 98111

**The Seattle Times
Aerospace Reporter**

We are seeking an aerospace reporter to join our three-person Boeing team. This reporter would help cover aviation safety, the aircraft and airline businesses, the fallout from the Boeing-McDonnell Douglas merger, the competition between Boeing and Airbus, military, space and trade issues related to Boeing, and aircraft and airline personalities. As Boeing absorbs McDonnell Douglas and Rockwell Aerospace, it becomes a more powerful global player and a bigger story. We're looking for an experienced aerospace and/or business reporter who is eager for the opportunity to tell this story, a self-starter who can also work well in a team. Please send cover letter, resume and clips to:

Millie Quan, AME
The Seattle Times
P. O. Box 70
Seattle, WA 98111

**Johnson County Business Times
Reporter**

The biweekly business magazine based in Overland Park, Kansas seeks a full-time reporter who can write with flair. Business writing experience is preferred. Attention to detail and talent are required. Please send resume and clips to:

Tony Cox, editor
7373 West 107th Street

SABEW RESUME BANK APPLICATION

To submit a resume to the SABEW Resume Bank please complete this form and send it along with a ONE-PAGE RESUME to the address listed below. It can also be faxed to 573-884-1372.

Name _____

Home address _____

City _____ State _____ Zip _____

Business phone _____ Home phone _____

Positions sought: Editor _____ Copy Editor _____ Reporter _____

Columnist _____ Freelance _____

Current Employer _____

Years on the business desk (round off to full years) _____

Minimum annual salary requirement (single dollar amount) _____

Geographic preference: West Coast _____

New England _____ Northeast _____ Southeast _____

Midwest _____ Rockies _____ Canada _____

Southwest _____ Northwest _____ International _____

Zones you would not move to: _____

Newspapers to which you do not want your resume forwarded to: _____

Newspaper chains/media companies you do not want your resume forwarded to: _____

Mailing instructions

Please mail this completed form along with a ONE-PAGE RESUME to:

SABEW
School of Journalism
120 Neff Hall
University of Missouri
Columbia, MO 65211

The Resume Bank is a free service to the members of the Society of American Business Editors and Writers (SABEW). While the organization will endeavor to maintain the confidentiality of all participants, it cannot be responsible for information released once resumes are sent in response to editor inquiries. Participants are advised that the organization will take all reasonable steps to prevent the inadvertent disclosure of the information provided by participants, but under no circumstances will SABEW guarantee absolute confidentiality. By submitting such information to the Resume Bank, the participant acknowledges this disclaimer of liability and hereby releases and covenants not to sue SABEW or any person affiliated with SABEW for the inadvertent disclosure of information by SABEW or the disclosure, inadvertent or otherwise, of information after such information leaves the custody or control of SABEW.

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

Overland Park, KS 66212
 Fax applications to: 913-381-9889

**The Hartford Courant
 Business Writer**

The nation's oldest daily newspaper of continuous publication, is seeking a solid business writer for its expanding business department. The successful applicant has several years experience covering business stories with excellent clips. She or he is an aggressive reporter who can take complex data and turn it into easy to read prose. The successful applicant must also be a team player who can work well with colleagues. The beat has yet to be defined, but areas of coverage will probably include the telephone and cable industries, both of which are using Connecticut as a national test site.

Please contact:

George Gombossy, Business Editor

Hartford Courant
 285 Broad Street
 Hartford, CT 06115
 For further information call: 800-524-4242 ext. 6371
 or e-mail: gombossy@Courant.com.

Bank Rate Monitor

Online Personal Finance Reporter(s)

Need reporter(s) with minimum 2 years reporting experience. Knowledge of personal finance helpful, but not required. Must be able to grasp concept of online media. Will report on personal finance, economic and banking issues, generate story ideas, suggest specific articles, trends, features and other

ideas, obtain visuals, such as graphs, charts, art and photos to reinforce and help explain a story, follow daily programming schedule within forum, within AOL PF Channel and within AOL Network.

Please submit resume to:

Christy Heady

MoneyWhiz/Bank Rate Monitor

P. O. Box 088888
 North Palm Beach, FL 33408
 For more information:
 Phone: 561-627-7330 x253
 Fax: 561-627-7335
 e-mail: Christy@mail.bankrate.com

Contra Costa Newspapers

Assistant Business Editor

Contra Costa Newspapers, a 200,000 circulation Knight-Ridder newspaper group located in the East Bay of San Francisco, has an opening for an Assistant Business Editor. Seeking candidates with at least 3-5 years of business reporting and/or editing. The ideal candidate will have leadership skills, strong story development skills, and production skills. The position will assist the Business Editor in managing a staff of ten. CCN offers competitive salary, comprehensive benefits and excellent career opportunities. To apply please submit cover letter describing how you would cover business in the Bay Area, resume and salary requirements to:

Benjamin Seto, Business Editor

CCN
 P. O. Box 5088
 Walnut Creek, CA 94596

or Fax: 510-977-8444

**Contra Costa Times
 Business Reporter**

Contra Costa Newspapers, a 200,000 circulation Knight-Ridder newspaper group located in the East Bay of San Francisco, has an opening for a Business Reporter. Seeking candidates with at least 2-3 years experience as a reporter, preferably in business. The ideal candidate will have strong communication skills and the ability to work well in a team environment. Must have the ability to write on deadline and develop issues pieces for the business covers. The primary focus of this beat will be the oil industry, manufacturing and other heavy industries in the East Bay. CCN offers competitive salary, comprehensive benefits and excellent career opportunities. To apply please submit cover letter, resume and salary requirements to:

Benjamin Seto, Business Editor

CCN
 P. O. Box 5088
 Walnut Creek, CA 94596
 or FAX to 510-977-8444

GUINNESS FLIGHT		Richard Farrell in London	<p>Need to Interview an Expert on ASIA Investing?</p> <p>How about three... These Guinness Flight portfolio managers have made Asia their specialty.</p> <p>Guinness Flight China & Hong Kong Fund Guinness Flight Asia Small Cap Fund Guinness Flight Asia Blue Chip Fund</p> <p>No-Load Asia Investing!</p>	
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		Nerissa Lee in Hong Kong		
<p>To speak with our portfolio managers in London and Hong Kong, please call:</p> <table> <tr> <td>Jim Atkinson Guinness Flight Investment Mgmt. (818) 795-0039</td> <td>Erick Kanter Kanter & Associates (334) 928-8310</td> </tr> </table>			Jim Atkinson Guinness Flight Investment Mgmt. (818) 795-0039	Erick Kanter Kanter & Associates (334) 928-8310
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Join the over 200 business journalists across the country who have been talking trade, securities, retail and technology along with other key issues right over the phone with some of the biggest names in government and industry. Guests have included Arthur Levitt, Robert Reich, Mario Gabelli, Jack Fields and Steven Wallman.

Sponsored by the American Stock Exchange, this free service is provided to the regional news media simply to remind you that our commitment to quality isn't just about fair trading of stocks. It's about a fair trade of ideas and

information. And about smart questions that can lead to smarter market decisions.

So join us and soon you'll be talking shop and sweatshops, securities and soccer for stories that have the spontaneity of a face-to-face exclusive. All it takes is a phone call to reserve an open line for an open dialogue with no edits. No plugs or promos. Just a guarantee of a good quote.

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Additional Job Opportunities
(received after publication deadline)

Bank Rate Monitor

Assistant Managing Editor

AME needed at Bank Rate Monitor Online to write consumer stories, design web pages and write the headlines and captions to keep expanding web sites lively. Maintain three web sites in-house and contribute to a growing number of partner sites.

Minimum of five years experience in both copy editing and writing required. Knowledge of html programming and consumer banking a plus. This is an exceptional opportunity to join a team on the cutting edge of inter-active journalism.

Send five clips and a resume to:

Linda Green, Managing Editor

BRM Online

11811 U.S. Highway 1

North Palm Beach, FL 33408

or email to Linda@bankrate.com.

No phone calls.

The Bergen Record

Business Editor/Assistant Business Editor/ Assignment Editor

The Bergen Record, with a circulation of 155,000 daily in northern New Jersey (just outside NYC) is seeking editors with 5-7 years of daily newspaper experience, including at least two as an assignment editor, for the following positions: business editor, assistant business editor, and assignment editor.

For all three positions, the successful candidates must be able to motivate, develop, and inspire reporters and facilitate strong writing. We want leaders who value reporters' ideas and who work well in a team setting and with other departments and assignment editors.

Distinctive line-editing, enterprise, and people skills and a creative approach are a must for all three jobs.

Interested candidates should send a cover letter detailing why they want the position, a resume, and their five or six best clips to:

Douglas Clancy, Assistant Managing Editor

The Bergen Record

450 River Street

Hackensack, N.J. 07601

Central Penn Business Journal
Reporter

Business weekly seeks enterprising, independent reporter with some experience for our York bureau. The newspaper has won numerous awards for investigative reporting, business writing and overall excellence. We offer competitive pay and low-cost living near major East Coast cities.

Contact:

Beth Mollard, editor

Central Penn Business Journal

409 South Second Street

Harrisburg, PA 17101

Fax: 717-236-6803

e-mail: Jourpub@aol.com

Chronicle of Philanthropy
Reporter in Washington

The Chronicle is a biweekly, independent newspaper that covers the non-profit world. Looking for candidates who have strong backgrounds covering business, finance, legal, or tax issues. Experience doing computer-assisted reporting is a plus. Job provides excellent salary and fringe benefits, plus generous opportunities for travel to pursue stories. For sample copies of the newspaper, please call Michelle Malcolm at 202-466-1200. Letters of inquiry may be sent to:

editor@chronicle.com. Information about the paper is available at <http://philanthropy.com>. To apply, please send a broad array of clips and a resume to:

Stacy Palmer, Managing Editor

The Chronicle of Philanthropy

1255 23rd Street

Washington, DC 20037

The News & Observer

Technology Reporter

Immediate opening for a business reporter to cover technology in one of the fastest-growing, high-tech markets in the country, the Research Triangle. At

least five years of daily newspaper experience preferred, as well as experience covering business and technology.

Candidates must be able to demonstrate an ability to cover a competitive beat and break news, as well as write longer, complex stories. Looking for journalists who can generate their own ideas. Send resume, a cover letter telling what you have to offer and 10 clips showing a range of stories, from hard news to features to analytical trend stories, to:

Will Sutton, AME

The News & Observer

215 South McDowell Street

Raleigh, NC 27602

No phone calls please.

The Poughkeepsie Journal

Business Reporter

The Poughkeepsie Journal, a daily Gannett newspaper located 90 minutes north of New York City, is looking for an energetic and creative business reporter to join our award-winning staff. Beats include new media, health care, and banking. The right candidate will know how to turn a routine story into one that shines. Two years daily reporting experience mandatory. Send resume, six clips, and salary requirements to:

Michelle Leder, Business Editor

Poughkeepsie Journal

85 Civic Center Plaza

Poughkeepsie, N.Y. 12602

Providence Business News

Reporter

Southern New England's leading business publication is looking for an experienced reporter to join an exceptional news staff. Salary and benefits are competitive. Please send resumes and clips to:

Frank Prosnitz, editor

Providence Business News

300 Richmond Street

Providence, R.I. 02903

or fax: 401-274-0670

St. Petersburg Times

Business Copy Editor

This copy editor is a key member of the four-person business desk, monitoring five active wires, recommending stories for daily and weekend sections, rewriting/compiling wire stories and editing daily and weekend copy. Needs strong news judgment and good time management skills. Must have impeccable headline writing and editing skills. Experience in business news preferred. Monday-through-Friday schedule. Contact:

Alecia Swasy, Business Editor

813-893-8160

**SABEW
Conference
on
Technology**



**November 5, 6 & 7, 1997
Sir Francis Drake Hotel
San Francisco, California,
U.S.A.**

SABEW Conference on Technology

Program subject to change.

Wednesday, November 5

Lunch

Speaker: Jim Barksdale, Netscape Communications Corp.

Afternoon panels

Basic training in tech terms and trends

Hardware, software, networking, Internet, etc. Panelists will include reporters from major media such as the San Jose Mercury News and The Wall Street Journal.

The Tech Industry: The players and wannabes

This panel is intended to give you an overview of the burgeoning technology industry and why it matters so much to our economy.

Tech People: The entrepreneurs

No field has seen such an explosion of entrepreneurial activity as technology. We'll have executives in various stages—ranging from raw startups to public companies.

Evening

Reception: Sponsored by the San Jose Mercury News

Thursday, November 6

Keynote speaker: Andy Grove, Intel Corp.

Morning panels

Venture Capitalists

In Menlo Park, Calif., billions of dollars are hunting for good investments. The venture capital industry also is prominent in other cities. Once in the shadows, VCs, as they are known, are now highly public people.

Technology finance: They do it differently

America Online, for example, effectively was capitalizing what looked like expenses: the cost of signing up new customers. Microsoft, meanwhile, is so flush with cash that it defers

recognition of revenues, enabling it to smooth out any potential earnings slowdowns. We'll have experts analyze balance sheets and discuss tracking technology.

Lunch

Speaker TBA.

Afternoon panels

Telecom

As cable, computing, TV and phones converge—amid new kinds of competition for dollars—this is a hot area. We'll look at the technology, major players and regulatory issues, and how national and international issues affect local coverage.

Technology Policy

The digital age presents a host of new problems. We'll look at privacy v. law and order and more.

New Media

Technology may be having more impact on our business than any other so far. Journalism in the wired world is different, and so is the business model. Bob Inge, Knight-Ridder's corporate vice president for new media, will join other top new-media folks to discuss this new world.

Evening

Reception: Sponsor TBA

Friday, November 7

Morning panels

Covering technology

Top tech journalists, including John Markoff of the New York Times, will offer perspectives and ideas.

Using Technology to cover technology

You need to do this. Here are some tips.

New media, new issues

The electronic age has brought new opportunities and some new problems for journalists. Conflicts of interest are harder than ever to avoid, for example, given the web of partnerships emerging among journalism organizations and the technology companies they cover.

The Conference ends at noon Friday.

SABEW Conference on Technology

November 5, 6 & 7, 1997

Sir Francis Drake Hotel on Union Square
San Francisco, California, U.S.A.

Conference Registration

Name _____ Title _____

Organization Affiliation _____

Street Address _____

City _____ State/Province _____

Zip Code _____ Country _____

Work Phone # (____) _____ - _____ Home Phone # (____) _____ - _____

Facsimile # (____) _____ - _____ E-mail Address _____

Registration Fee: \$100

Registration includes lunch on Wednesday and Thursday
and breakfast on Thursday and Friday.

**To complete registration for the
conference, please make
checks payable to SABEW and
mail by October 1 to:**

Doris Barnhart, Executive Assistant
Society of American Business Editors and Writers Inc.
University of Columbia
School of Journalism
120 Neff Hall
Columbia, MO 65211

**The deadline by which to make your
hotel reservation is October 1.**

Hotel Registration

The conference will be held at the Sir Francis Drake Hotel located on historic Union Square in San Francisco, within walking distance or trolley ride to some of the city's best shopping and historic districts.

SABEW has limited number of rooms available at a rate of \$122 per night for singles; \$132 for doubles; \$142 for triples, plus a 14 percent city hotel tax. The Hotel reservation number is 800-227-5480. Please mention that you are attending the Society of American Business Editors & Writers Conference to receive the special rate.

Roomies

SABEW coordinates a roommate program. Please check the box below which best describes your rooming preference.

- Yes, I want to share my room.
- If needed, I would be willing to share my room.
- Sorry, but I want my own room.
- Smoker Non-Smoker

**SABEW
Conference
on
Personal
Finance**



**November 9, 10 & 11, 1997
Sir Francis Drake Hotel
San Francisco, California,
U.S.A.**

SABEW Conference on Personal Finance

Program subject to change.

Sunday, November 9, 1997

Noon

Registration and exhibit hall open

2 p.m.

Welcome

Henry Dubroff, SABEW president and editor of the Denver Business Journal

Charles A. Jaffe, Boston Globe personal finance columnist and head of SABEW's Personal Finance Interest Group

2:10 p.m.

**The State of Personal Finance Journalism:
Are we doing things right or what?**

Moderator: Robert N. Veres, editor, Inside Information newsletter

Panelists:

Allan Sloan, columnist, Newsweek

Mary Rowland, columnist, Bloomberg Personal

Herb Greenberg, columnist, San Francisco Chronicle

3:30 p.m.

Speaker: Meir Statman, professor of finance, Santa Clara University (introduction by Mark Schwanhauser, personal finance writer, San Jose Mercury News)

4:30 p.m.

Break. Exhibit hall open

4:45 p.m.

Workshop: How to improve your personal finance graphics

Panelists:

Mark Mathes, editors, Tribune Media Services

Lynn Gomez, business graphics editor, South Florida Sun-Sentinel

5:30-7:00 p.m.

Cocktail party hosted by Tribune Media Services

Monday, November 10

8 a.m.

Continental breakfast served in the Exhibit Hall.

9 a.m.

Keynote address

Frank Zarb, president, National Association of Securities Dealers

10:15 a.m.

Break. Exhibit Hall open

10:30 a.m.

Knowing the score

This panel will explain the concept of credit scoring, where the technology is going, how marketers are using such data to create new business, and the privacy issues that every consumer should be aware of.

Moderator

Lisa Holton, editor, Card Marketing

Panelists

Sondra Harris, Fair Isaac & Co. Inc.

Jim Lazos, DynaMark

11:40 a.m.

Break. Exhibit Hall open

Noon

Lunch. An American Tale: The Mutual Fund.

Gary Burkhead, Fidelity Investments

1:30 p.m.

Seven great retirement stories your readers should know about now.

An industry leader examines the next hot topics in his field of expertise.

Jeff Close, vice president, Access Research

2:15 p.m.

Break. Exhibit Hall open

2:30 p.m.

Using a present-value calculator to improve your business stories.

Kathy Kristof, personal finance columnist, The Los Angeles Times

Jonathan Lansner, columnist, Orange County Register

3:20 p.m.

Why You Should Care About Bonds?

Just what role do they play, and why should we care when there are so many sexier things to write about?

James Benham, American Century Funds

4:30-5 p.m.

Exhibit Hall open

5:30 -7 p.m.

Cocktail party hosted by The Examiner

Tuesday, November 11

7:30 a.m.

Continental breakfast served in the Exhibit Hall

8:30 a.m.

Workshop TBA

9:30 a.m.

Here are some guidelines to improve your writing and some devices to help you bring clarity, readability and brevity—three characteristics that personal finance stories often lack—to your work.

Speaker: Paula LaRocque, writing coach,
The Dallas Morning News

10:30 a.m.

Closing speech

Roger Ibbotson, Ibbotson Associates

11:30

Conference program officially ends. Exhibit Hall remains open until 2 p.m.

11:30

An optional trip to the Pacific Stock Exchange is limited to 50 participants; advanced registration required.

Please fill out and return the enclosed registration form by October 1, 1997. See you in San Francisco in November!

SABEW Conference on Personal Finance

November 9, 10 & 11, 1997
Sir Francis Drake Hotel on Union Square
San Francisco, California, U.S.A.

Conference Registration

Name _____ Title _____

Organization Affiliation _____

Street Address _____

City _____ State/Province _____

Zip Code _____ Country _____

Work Phone # (____) _____ - _____ Home Phone # (____) _____ - _____

Facsimile # (____) _____ - _____ E-mail Address _____

Are you planning to attend the excursion to the Pacific Stock Exchange on Tuesday, November 11 at 11:30 a.m.? Check a box Yes No

Registration Fee: \$100

Registration includes breakfast
and lunch on Monday and Tuesday.
Registrants will receive a present-value calculator

**To complete registration for the
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Society of American Business Editors and Writers Inc.
University of Columbia
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