

THE BUSINESS JOURNALIST

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October/November 2003

Vol. 39, No. 5

Fellowships and journalism awards

GOING FOR IT

Competition for fellowships has gotten stiffer...PAGE 2

Compare the programs...PAGE 4

CHAIR'S CORNER...PAGE 6

New school year, new set of budding journalists interested in business reporting



William Dean Singleton will speak at the Business Reporting & Writing Workshop in October.

PRESIDENT'S LETTER...PAGE 7

Workshops great place to absorb best from the best, hear from industry leaders

BEST IN BUSINESS...PAGE 8

Celebrating a decade of honoring outstanding work, two required dates set

BIZ BUZZ...PAGES 9-10

Big changes at Newsday, Denver, Boston Globe

Back to the classroom

Reporters, editors find mid-career university programs recharge their journalistic batteries

by Chris Roush

Detroit Free Press health care reporter Kim Norris says that the time she spent as a Knight-Bagehot fellow at Columbia University nearly a decade ago helped her gain confidence as a journalist and boosted her business knowledge.

Atlanta Journal-Constitution workplace reporter Tammy Joyner hopes her nine months as a Knight-Wallace fellow at the University of Michigan this year will help her see stories beyond the obvious, though she worries how she'll react in her first extended absence from a newsroom in 20 years.

They're just two of hundreds of journalists across the country who have recharged their batteries in mid-career by attending fellowship programs designed for reporters and editors.

Although some programs are designed specifically for business journalists, other fellowships take reporters and editors from a wide variety of backgrounds. Among the most well-known fellowships are the Knight-Bagehot program at Columbia, the Knight-Wallace at Michigan, the Nieman Fellowships at Harvard University and the Knight Fellowships at Stanford University.

The fellowships allow experienced journalists to go back to college and gain expertise in a specific area such as business, law, international relations, medicine and public health. The fellowships typically last for less than a year, and most provide a living stipend, allowing the journalist to focus solely on learning.

Smaller programs, such as the business reporting seminars at the University of Pennsylvania Wharton Business School and Duke University's business journalism fellows at the Fuqua School of Business, offer shorter programs but also cost money to attend.

Most fellowship programs take about a dozen applicants each year. The journalists

enroll in undergraduate and graduate courses of their choosing, often in subjects they would have never taken during their first stint in college.

Norris graduated from Rider University in New Jersey wanting to become a sportswriter. But in the early 1990s, she found herself as a business reporter for the *St. Petersburg Times* wanting to learn more about business.

"For all of my career, I had taught myself everything I knew about financial information and businesses," said Norris, who was a Bagehot fellow for the 1995-96 academic year. "I wanted to be in an environment where people knew more about business than I did. It was great, just being able to absorb information and not have to think how to regurgitate it to write a story. It was just for me."

Norris took classes in accounting, finance, international economics and negotiation. Attending the Bagehot program made her decide that she wanted to be an editor and help teach reporters some of the skills she learned at Columbia. Norris was an assistant business editor at the *Free Press* before returning to reporting two years ago.

"I had invested so much in my career, I wanted to share it," she said. "Until then, I would have never thought of myself as having the confidence to share my expertise with another reporter."

Leah Beth Ward, a Bagehot fellow in 1987-88 and now a reporter for the *Yakima Herald-Republic*, said she was attracted to



Kim Norris

cont. on page 2

cont. from page 1

the program because of her interest in how business and government interact. At the time, she was a government reporter for the *Albuquerque Journal*.

"I wanted it to be rigorous," she said. "I didn't want a wine and cheese fellowship. And boy did I get a rigorous program. At one point, we were all weeping over forgotten algebra and calculus."

Ward said she used what she learned at Columbia in reporting stints at the *Dallas Morning News* and at the *Charlotte Observer*, where she was a special projects reporter assigned to the business desk. She has also freelanced for *The New York Times*.

Joyner, who left Atlanta this summer for nine months in Ann Arbor, plans to study the effects of the Sept. 11, 2001, terrorist attacks on business and consumers. She intends to use that knowledge to write more in-depth stories when she returns to the *AJC*.

"What I've been doing is collecting in the back of my mind and in files how the

lives of Americans have changed," said Joyner. "I kept looking at the loss beyond the two big buildings and the Pentagon and saw this undercurrent of loss, not only with jobs but corporate loyalties and civil liberties. So that's what I decided to look at."

Joyner said the *AJC* has been supportive and agreed to keep her job open until she returns in April.

Most editors are helpful because the fellowship program requires reporters to return to their jobs. The Michigan program requires its fellows to obtain leaves of absence from their publications from September through April. The Stanford program requires its fellows to agree to return to their news organizations at the end of the fellowship.

Norris returned to her job at the *Times* after her fellowship with increased energy, saying it "renewed my interest in what I was doing. It was a nice break."

Deciding to take a sabbatical from journalism and participate in a fellowship program can take a personal toll, however. Joyner will have to pull her two sons, 11-year-old Adrien and 6-year-old Brandon, out of their schools in suburban Atlanta and maintain the mortgage payments on her house.

The \$55,000 stipend from Michigan will help. Columbia, Stanford and Harvard also provide stipends. (See page 4.)

Norris said she spent an extra \$10,000 to live in New York during her time at Columbia. "The consequences of that followed me afterward," said Norris. "I was in debt, but even given that it was worth it."

Most newspaper organizations don't reimburse their employees for the difference between their wages and the stipend.

Other Bagehot fellows during Norris' year also spent the last two months looking for different jobs. Norris said she made a conscious decision to return to her job and focus solely on learning.

Ward said she did the same, fondly re-



Leah Beth Ward studied the intersection of government and business at the rigorous Knight Bagehot program at Columbia University.

membering a turnaround management class where she studied Apple and Harley Davidson.

"Forgo sleep and get everything out of the college environment," said Ward. "I think it's important not to be intimidated by Columbia Business School. We were in class with these highly driven, determined kids who wanted jobs on Wall Street. These kids were all better prepared than most of us, but we all held our own."

Joyner said she hopes she has a similar experience.

"It wasn't something I thought long and hard about," she said. "My gut said this is something good to do."

Chris Roush is an assistant professor of journalism at the University of North Carolina at Chapel Hill and the director of the Carolina Business News Initiative. ♦

Many apply, few are chosen

So, what are your chances of nabbing one of these prized fellowships? Try about one in 10. Each year, only a handful of recipients are picked out of hundreds of applicants.

At Stanford University, for example, the 12 fellows picked for the 2003-04 academic year were whittled down from 135 applicants. That's one out of every 11 applicants, or less than 9 percent of all who applied.

The odds are declining as well. The number of U.S. applications for the Stanford fellowships is on the upswing, said Program Director James R. Bettinger, a former editor at the *San Jose Mercury News*. The fellowship program had 84 applications five years ago. The number of applications had dropped to 73 just two years ago.

The number of international applicants has increased as well, from 85 five years ago to 118 this year, said Bettinger.

Each application is read independently by three reviewers — Bettinger, Deputy Director Dawn E. Garcia of the *San Jose Mercury News* and an outside evaluator. Stanford has two outside evaluators, one for print and one for broadcast. From those, the reviewers select about 30 to 35 applicants who go

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Executive Editor

BECKY BISBEE

Business Editor, *The Seattle Times*
206-464-2494
bbisbee@seattletimes.com

Designer

Rebecca DeCourley
decourleyr@missouri.edu

Advertising Information

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

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The Knight-Bagehot Fellowship

Columbia University is now accepting applications for the Knight-Bagehot Fellowship in Economics and Business Journalism.

Administered by the Columbia Graduate School of Journalism, the Knight-Bagehot program offers experienced journalists a full academic year of study at Columbia University in New York City. It includes courses at the Columbia Business School and other University departments, plus seminars and informal meetings with prominent guests.

The nine-month fellowship is open to journalists with at least four years of experience. Applicants need not be business specialists, but they should be able to demonstrate that greater knowledge of economics, business and finance could add depth and understanding to their reporting.

The ten Fellows selected for the 2004-2005 academic year will receive free tuition and a living-expense stipend of \$45,000. Qualified Knight-Bagehot Fellows may be eligible for a Master of Science in Journalism upon completion of this rigorous program.

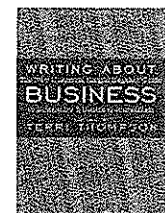
Deadline for the 2004-2005 academic year is March 1, 2004.

FOR APPLICATIONS, CONTACT:

Ms. Terri Thompson, Director
Knight-Bagehot Fellowship
Columbia University Graduate School of Journalism
2950 Broadway (Mail Code 3850)
New York, NY 10027
Phone: 212-854-6840 Fax: 212-854-3900
E-mail: tat5@columbia.edu
www.jrn.columbia.edu/knight-bagehot

Too busy to take nine months off to study? Then buy the book!

Writing About Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism, edited by Terri Thompson (480 pp.; \$27.50 in paper; ISBN 0-231-11835-X). Available from online and regular bookstores, or from Columbia University Press: www.columbia.edu/cu/cup or 1-800-944-8648.



Columbia University is an affirmative action/equal opportunity institution.

So you want to go back to school ...

Knight-Wallace Fellows, University of Michigan
REQUIREMENTS: Full-time U.S. journalist with five years experience

APPLICATION DEADLINE: Postmarked by Feb. 1
STIPEND: \$55,000 plus all tuition and fees
FOR MORE INFORMATION: <http://www.mjfellows.org/>

Knight-Bagehot Fellowship, Columbia University
REQUIREMENTS: Full-time journalists and freelancers with at least four years experience

APPLICATION DEADLINE: Received by March 1, 2004
STIPEND: \$45,000
FOR MORE INFORMATION: <http://www.jrn.columbia.edu/knight-bagehot/>

Nieman Fellowships, Harvard University
REQUIREMENTS: At least five years of professional news media experience

APPLICATION DEADLINE: March 1, 2004
STIPEND: \$55,000; housing and childcare supplement for families
FOR MORE INFORMATION: <http://www.nieman.harvard.edu/about/how/criteria.html>

John S. Knight Fellowships, Stanford University
REQUIREMENTS: At least seven years of full-time professional experience

APPLICATION DEADLINE: Feb. 1, 2004
STIPEND: \$55,000 plus tuition; supplements for childcare, health insurance, books
FOR MORE INFORMATION: <http://knight.stanford.edu/application/us.html>

Business Journalism Fellows, Duke University
REQUIREMENTS: Open to all business journalists

APPLICATION DEADLINE: Three months before start date
STIPEND: None. The cost for the four-week program is \$8,000.
FOR MORE INFORMATION: <http://www.pubpol.duke.edu/centers/dewitt/fellows/business.htm>

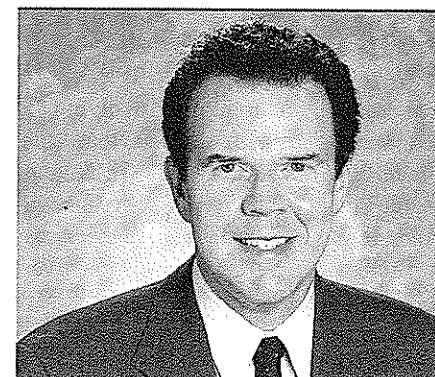
Wharton Seminars, University of Pennsylvania
REQUIREMENTS: Open to all working business journalists

APPLICATION DEADLINE: Nov. 7, 2003
STIPEND: None. The fee is \$1,495 for the week-long program; aid is available.
FOR MORE INFORMATION: <http://www.wharton.upenn.edu/media/journalists/>

Source: Program web sites, research by Chris Roush

INTRODUCING THE

DONALD W. REYNOLDS NATIONAL CENTER FOR BUSINESS JOURNALISM
AT THE AMERICAN PRESS INSTITUTE



"We're offering business journalism training for all journalists, whether they're business reporters or editors, or write about business only occasionally."

- Andrew Leckey, Director,
Donald W. Reynolds National Center for Business Journalism

The Center will offer **60 FREE** one-day workshops annually around the country for the next three years to educate journalists at small and large publications who want to know more when reporting business issues.

And coming soon at the Reynolds Center, a business journalism Web site with tools for computations on company stocks and earnings, commentary and advice from top business journalists on business coverage.

Reynolds Center Director Andrew Leckey is syndicated investment columnist for the Chicago Tribune and series editor of *The Best Business Stories of the Year* published by Random House. The Center is funded by the Las Vegas, Nevada-based Donald W. Reynolds Foundation.

INITIAL WORKSHOPS

- Nov. 6 in Harrisburg, Pennsylvania, hosted by Pennsylvania Newspaper Association Foundation.
- Nov. 13 in Minneapolis, Minnesota, hosted by Minnesota Newspaper Foundation and Minnesota Journalism Center at University of Minnesota.
- Nov. 18 in San Jose, California, hosted by California Newspaper Publishers Association and Knight Ridder.

All Reynolds workshops are free to participants.

"I don't see how a better investment could be made in the future of business journalism than this program to make training available to reporters and editors at the grassroots level all across the land."

BARNEY CALAME, deputy managing editor, The Wall Street Journal, former SABEW president and Reynolds Center advisory board member

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by Marty Steffens
SABEW Chair in Business and Financial Journalism
steffensm@missouri.edu



Fresh crop of students

Thinking about business coverage a first step to training better journalists

COLUMBIA — It's a new semester, and a new group of journalism students want to learn how to write a business story. It's a bumper crop — two over the usual cap of 16 for a seminar class. Two are broadcast majors who want to add business reporting expertise to their resumes.

Grad student Ilana Goldfogel has asked if she can do her first assignment in video — so it can air on KOMU, the university lab station and local NBC affiliate. Goldfogel has been getting a lot of early morning airtime lately. When she comes into class at 12:30 p.m., she's already been up for seven hours.

Aaron Kessler wants to do a radio script for KBIA, the university lab station and NPR affiliate. Other assignments will wind up in *The Missourian*, the Missouri local newspaper, or *VOX*, its weekly magazine.

And Pamela Marquis, the new editor of the *Columbia Business Times*, has already inquired if she can hire some of the students for freelance work. She'll get some takers because *CBT* pays \$45 for a short story — an appealing way for students to earn beer bucks for a story they have to write for class anyway.

Their first class assignment was to review business media. They were assigned to follow one particular story, and analyze how it was handled by national vs. local newspapers, broadcast television, cable channels, magazines and online. They got to work in groups, or by themselves. They chose from a list that included the Chinese currency valuation controversy; the workplace and corporate fallout of the Blaster/SoBig computer worms; the World Com/MCI charges by the Oklahoma attorney general, and rising gasoline prices and shortages.

Some checked none of the above and asked to do assignments of their own making. Senior Jill Koerner, a broadcast major,

wanted to do her analysis on the economic costs of the Northeast power failure. The citation of multimillion-dollar-damage estimates left her wanting more attributions than just "experts said."

Josh Coonrod, another senior who wants to be an entertainment biz reporter, analyzed how various media cover Labor Day weekend box office receipts. When it comes to entertainment, he said in our class discussion, almost every outlet does a bad job of putting gross receipts into context. Is making \$7 million opening weekend really that bad? Is making \$34 million really that spectacular? Coonrod felt it really left readers hanging, that most coverage was more horse race — "Creepers" scares the daylights out of competition — than helpful. He felt that most news outlets didn't explain why there's an August slump in movie going; it's because the chief movie audience, teens and college students, are headed back to school earlier and earlier each year, getting out of the movie habit by mid-August.

Some other conclusions:

◆ When it comes to balanced reporting, the team that analyzed WorldCom coverage picked *The Economist*.

Looking for a job?
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They thought *The Wall Street Journal* and *The New York Times* used quotes that were critical of Oklahoma's decision to charge WorldCom executives before the feds did, while Mississippi papers seemed to use verbiage and quotes that bolstered Oklahoma's decision.

David Bryan, who analyzed WorldCom as a solo project, looked at *WSJ's* coverage

more broadly than just stories involving the Oklahoma charges. He concluded that while the *Journal* does a solid job writing for "knowledgeable" readers, its overall coverage was at times confusing for average readers.

◆ There was a class consensus that overall, online coverage left readers lacking, with some exceptions. Heather Hogg, an ag journalism major, had high praise for MSNBC's interactive approach to the history of gasoline prices. She also gave top marks to a report by ABC's Tom Doggett on how the recent blackout shut down gasoline refineries in Ohio, Michigan and Ontario, Canada, and affected supplies. And, she noted in our class discussion, no one had a story on how oil price fluctuations relate to ethanol-based gas. Emmy Thomas thought MSN Money did a thorough job, especially reporter Des Toups, who provided a lot of real-world comparisons.

◆ Senior R.C. Balaban thought regional papers lacked creativity in covering the computer worm story, saying that the *Kansas City Star* and *St. Louis Post-Dispatch* had similar articles. TV coverage, he said, was especially shallow in describing the extent of the problem. He liked the "help" aspect of many stories, including links to download patches at MSNBC.com. He also praised the innovative coverage by Alex Chadwick of National Public Radio's "Day-to-Day," who posed the question of proper punishment for one of the hackers arrested.

◆ Others, such as Joel Currier and Nick Dugan, thought business magazines such as *Fortune* and *BusinessWeek* did a strong job of anticipating questions. "They really talked to us like readers," said Dugan.

I was fairly pleased with the efforts of these class members, who I'm prodding to become thinking journalists, not just practicing journalists. But it's a work in progress. I'll let you in on their progress as the semester goes along. After all, they're our future. ◆

by Kathy Kristof
Personal Finance Columnist
Los Angeles Times
kathy.kristof@latimes.com



Workshops set

Denver program filled with impressive lineup of speakers, sessions

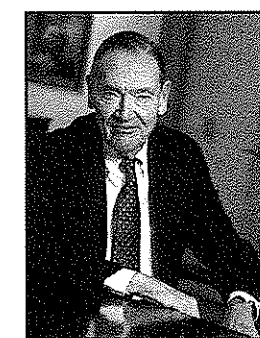
Being a governor of the Society of American Business Editors and Writers is hard work. I mention this because, occasionally, in our enthusiasm to encourage members to run for the board, some of us may fail to point this out.

Every governor is expected to participate in two exhaustive board meetings each year and take a role on various committees that do everything from running our contests to planning our conventions. It takes no more than a glance at the program for our upcoming Personal Finance and Business Reporting & Writing workshops, Oct. 27 and 28 in Denver, to know how hard the governors on those committees work.

The Personal Finance workshop leads off with John Bogle Sr., the founder of Vanguard, who is one of the country's most sought-after speakers.

He's planning to talk about mutual fund scandals, both obvious and subdued, and reveal some of his own research on the topic.

It's worth mentioning that Bogle can command huge speaking fees. But, SABEW doesn't pay fees, or even the speaker's expenses. Our speakers come because they're committed to disseminating financial knowl-



John Bogle Sr.
(Vanguard)

edge, boosting the level of business journalism — and because the members of our conference committee are highly persuasive.

The rest of the line-up is equally impressive. Some of the brightest minds in college

finance will be speaking, from Joe Hurley, author of numerous books on 529 plans, to Jack Joyce, director of guidance services at The College Board and one of the most knowledgeable sources on both financial aid and the college admissions process.

There will also be sessions on teaching kids about money, with Janet Bodnar, a.k.a. Kiplinger's "Dr. Tightwad," and



Lynn Turner (*The Washington Post*)

Program highlights

For the first time, the Personal Finance Workshop is being held simultaneously with the Business Reporting & Writing Workshop in Denver on Oct. 27-28.

Joint sessions include speeches by Vanguard founder John Bogle Sr. and Dean Singleton, vice chairman of MediaNews Group. And, the Denver Newspapers will be hosting a reception Monday evening.

Go to www.sabew.org for the latest schedule of speakers and sessions. Be sure to mention SABEW when reserving a room at the Sheraton Denver Tech Center to receive the room rate of \$75 a night.

Dara Duguay, executive director of the national JumpStart project aimed at adding financial courses to high school curriculum, as well as panels on financial fraud, stupid investments and a quiz to test your financial knowledge.

Running concurrently will be the Business Reporting & Writing Workshop, featuring some of financial journalism's most articulate writers and editors.

William Dean Singleton, head of Denver-based MediaNews Group, will speak, as will Diana Henriques, *The New York Times'* award-winning journalist. Lynn Turner, former chief accountant at the Securities and Exchange Commission, will lead participants through a financial statement boot camp.

Joe Menn of the *Los Angeles Times* and *The Washington Post's* Alec Klein will also lead a panel on "The Lost Art of Smoozing: How to get past the flacks and develop real sources."

As impressive as these programs are, I've always found that what's not on the schedule is equally valuable. Every time I come to a SABEW event, I find I learn as much in the hallway, just chatting with colleagues at other papers and magazines, as I do in the sessions.

There is just no way to replicate a heart-to-heart discussion about industry issues — from ethics to embargoes — with *The Wall Street Journal's* Barney Calame. Or talking



Joe Menn

cont. on page 11



Contest turns 10

Mandatory dates set for Best in Business Section, Weekly contests for 2003

by Greg McCune, SABEW Contest Co-Chairman
photos by Bryan Marks, McShane Communications

The first BIB had just one category — the newspaper Business Section contest. Over the years Breaking News and Spot Enterprise contests were added. A Real-time section was included in each category with the rise of the Internet.

Last year a Projects category began to honor investigative work.

It is never too early for editors and reporters to begin thinking about this year's BIB contest and as usual there is no shortage of material for prize-winning journalism. The stream of corporate scandals continues unabated, the jobless economic recovery leaves many Americans struggling, interest rates seem to have hit bottom, the mortgage refinancing boom has slowed, and the Iraq war has affected everything from politics to prices at the gas pump.

BIB's most popular category in 2002 was Spot Enterprise with 246 entries, many of them focusing on business scandals. Spot enterprise rules state that each entry should consist of just one story. The new Projects category proved to be popular with 151 entries of up to five stories each, designed to showcase outstanding investigative reporting or series that explored a subject in depth. The Breaking News category, with 104 entries, continued to reward the best work under deadline pressure. And the always-popular Section contest, which judges overall excellence of daily and weekly newspaper business sections, had 103 entries.



Our 10th anniversary BIB contest should be the best ever. Remember, you can't win if you don't enter! ♦



BEST IN BUSINESS Key dates for this year's BIB contest

♦ Contest entries must be drawn from work published in calendar 2003 and all entries must be postmarked by Friday, Feb. 13, 2004.

♦ The first two mandatory dates for the daily newspaper Section contest have been selected. Editors of daily newspapers may want to set aside copies of business sections from Wednesday, Feb. 26, 2003, and Tuesday, May 20, 2003. All daily newspaper Section entries must include those two dates.

♦ Editors of weekly business newspapers should set aside copies of issues published during the weeks of Feb. 23 through March 1, 2003, and May 18-24, 2003.

♦ The third mandatory date for the daily and weekly newspaper Section contest will be announced later.

For more information contact Greg McCune at 312-408-8701 or greg.mccune@reuters.com.

Biz Buzz



by Jonathan Lansner
Business Columnist
The Orange County Register
lansner@cox.net

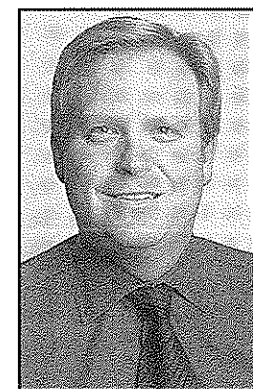
Changing of the guard in New York, Chicago

A couple of veteran biz eds have left their posts.

Steve Sink leaves *Newsday* as biz ed after 21-plus years with the Long Island daily. He's now an assigning editor on the metro desk at the *Rochester Democrat & Chronicle*. *Newsday* is seeking a replacement. ...

Robert Reed leaves as ed of *Crain's Chicago Business* after 15 years with the weekly. Published reports say "differences of opinion about the editorial future of *Crain's*" led to Reed's departure. Managing ed Judith Crown replaces Reed on an interim basis.

... Middle America ...



Phil Nussel bolts *Detroit News* for *Free Press*. (*Detroit Free Press*)

At the *Detroit Free Press*, Phil Nussel joins as deputy biz ed. He had been biz ed at the *Detroit News* since July 2002, and previously was managing ed of *Crain's Detroit Business*. ... David Williams, sportswriter for *The Commercial Appeal* for 15 years, joins *The CA's* biz news staff, covering the biz of sports and entertainment. Biz reporter Richard Thompson transfers to *The CA's* sister paper in DeSoto County, Miss., to cover the city of Hernando. ... Brian Schwaner takes over as executive biz editor at the *Cincinnati Enquirer*. Previously he had editing jobs at *The Times-Picayune* and *The Des Moines Register*. ... *The Morning Call* of Allentown, Pa., hires Sam Kennedy to cover utilities and

tech. Kennedy, who was previously with *The Santa Rosa Press Democrat*, replaces Christian Berg, who's now *The Morning Call's* outdoors writer.

... East Coast ...

At *The Washington Post*, Anitha Reddy

jumps from general assignment biz reporting to cover companies that do tech work for the government. She replaces Renae Merle, who now covers the defense biz. Steve Gray returns after studying abroad as general assignment biz reporter. ... At *The Boston Globe*, Rob Weisman goes from tech editing to reporting, reversing what D.C. Dennison's doing. Tina Cassidy replaces Ron Hutson as real estate ed. ... *The New York Times'* Gretchen Morgenson wins the Women's Economic Round Table's prize for lifetime achievement of women in financial journalism, which goes annually to "an outstanding woman journalist with a minimum of 20 years of reporting in economics, business and finance."



Renae Merle writes about defense contractors for *The Washington Post*. (*The Washington Post*)



Al Lewis decides to devote full time to writing a column in Denver. (*The Denver Post*)

... West Coast ...

At *The Denver Post*, Al Lewis steps down as biz ed to write a column. Interim business editor is Steve McMillan, who has been there since November 1997. He was previously business editor of the *Albuquerque Journal*. ... At *The San Diego Union-Tribune*, David Washburn joins the biz staff to focus on computer-assisted reporting and investigative projects. He previously was an investigative reporter for the paper. Conor Dougherty joins from the *Los Angeles Business Journal* to cover the golf industry. And Leslie Berestein, formerly a contract reporter for *Time* mag, joins to cover health care. ... P.J. Huffstutter, who has covered tech for the *L.A. Times* since 1997, moves to the paper's national staff as chief of the Chicago bureau. ... At *The Orange County Register*, John Dunphy joins the biz squad from the local news staff as a team leader in charge of the daily news report, both in print and online. He replaces Tom Gordon who takes a spot editing some of *The Register's* regional weeklies. New biz assignments at *The Register* include Diana McCabe on transportation, James Kelleher on the local economy and Mary Ann Milborn covering personal finance. ... *The Los Angeles Business Journal's* chief photographer, Todd Frankel, left after 13 years to go into law. ... *The Pacific Coast Business Times* bids farewell to tech ed Laura Pollard, one of its founding employees. She's moving to Montana with her



Diana McCabe moves from personal finance to transportation reporting at OCR. (*The Orange County Register*)

Upcoming Events 2003-2004

Oct. 27-28
SABEW Personal Finance and Business Reporting & Writing workshops
Denver, Colo.

Oct. 27-29
SNPA Business Reporting for Non-Business Reporters session
Memphis, Tenn.

Dec. 7-9
SNPA Advanced Financial Analysis session
Dallas, Texas

Feb. 13, 2004
SNPA Advanced Financial Analysis session
Dallas, Texas

May 2-4, 2004
41st Annual SABEW Conference
Fort Worth, Texas



Biz BUZZ (cont.)

cont. from page 9



Mary Ann Milborn takes over personal finance at OCR. (*The Orange County Register*)

The Sacramento Bee to become director of development at Planned Parenthood in Sacramento.

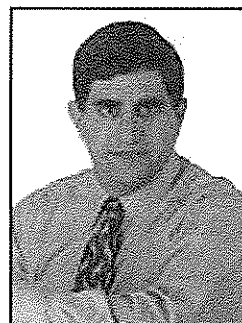
... South ...

George Haj trades the Atlantic Coast for the Gulf of Mexico, joining *The Houston Chronicle* as assistant managing editor/business this month. No word on whom will replace Haj at *The Miami Herald*.

... at mags and trade pubs ...

Former *SmartMoney* mag publisher Robert Fritze is the new publisher of *Robb Worth Report*, which debuts in October. CurtCo Media, publisher of the *Robb Report*, which tracks wealthy Americans, acquired the shuttered *Worth* magazine in June. Following its October debut, *Robb Worth Report* will publish in December and then reestablish itself as a monthly in January 2004. ... Erik Torkells is new ed of *Budget Travel* mag. Torkells comes to *Budget Travel* from *Fortune* magazine, where for four years he was a writer and senior ed in charge of the mag's lifestyle section. Launched in 1998, *Budget*

fiancé. ... Veteran biz journalist David Bloom, who worked at *Variety*, *Red Herring* and the *Los Angeles Daily News*, joins Metro-Goldwyn-Mayer as vice president for corporate communications. ... Biz reporter Cathleen Ferraro leaves



George Haj has been executive business editor at *The Herald* since January 2001. (*The Miami Herald*)

Travel was purchased by *Newsweek* in 1999. ... David Sedgwick has been promoted to ed of *Automotive News*. Sedgwick, the former projects ed, takes over from Edward Lapham, who manages the editorial page and other opinion pieces and writes a regular column. Sedgwick joined *Automotive News* in 1995 after 10 years as a biz and automotive reporter for *The Detroit News*. Lapham has been with *Automotive News* for 26 years and led its newsroom since 1993. ... Charlie Koones, publisher of *Variety* and *Daily Variety*, now also oversees the *Broadcasting & Cable* and *Multichannel News* trade publications.

... and, sadly ...

Ed Darby, 81, the former *Chicago Sun-Times* financial ed, died Aug. 9 in Chicago of heart failure. Darby, who retired in 1994 after 36 years with the *Sun-Times*, started in journalism as a radio reporter in 1945. He also worked as a White House correspondent for *Time* and as Midwest bureau chief for *Fortune* magazine. John Perkins, former chairman of Chicago's Continental Bank, said of Darby, "He knew what he was talking about, he knew the issues and he knew the players." One indication of that skill? His last column for the *Sun-Times* in 1994 at age 72. Of Wall Street's bull market, he wrote: "The bears among us say it is time for the edifice to topple over once again ... Don't believe it." Not a bad call.

SABEW chair awards scholarships

Three working biz journalists — Lisa Munoz of *The Orange County Register*, Benita Newton of the *St. Petersburg Times* and Andy Vuong of *The Denver Post* — will be attending the Personal Finance Workshop in Denver courtesy of the SABEW chair. Munoz joined *The OCR* last year from *Fortune*. Newton, who went to the University of Alabama, previously worked at the *Tuscaloosa News* and the *Birmingham News*. Vuong, who covers finance and gaming, has been with *The Post* for nearly three years.

Many apply
cont. from page 2

to Stanford for interviews with Bettinger, Garcia and three former fellows. After the interviews, about 25 finalists are selected.

Final evaluations are then made by senior Stanford faculty and journalists. That committee this past year included the executive editor of *The Morning Call* in Allentown, Pa., and the managing editor of *The Seattle Times*.

Former fellowship winners say explaining a detailed course of study for the year as part of the application helped their chances of being selected.

"Think about what (subject) you want to really get familiar with and do it," said Kim Norris, a Knight-Bagehot fellow at Columbia University in 1995-96. "Don't just do the business school because that's what everybody else is doing. A couple of people in my group took courses in the law school."

Indeed, a plan of study is a critical part of the application process for most fellowships.

At Michigan, 12 U.S. journalists and four to six foreign journalists are selected each year — about one out of every 10 applicants, said program director Charles Eisendrath. The application includes work samples and other items.

"Applicants must submit an intellec-

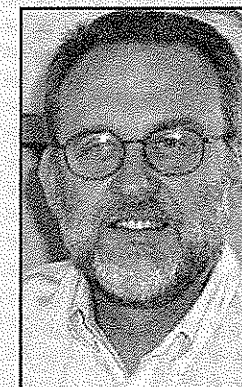
tual autobiography and a detailed study plan," said Eisendrath.

About 30 finalists are invited to Ann Arbor for 30-minute interviews with a selection committee composed of a current fellow, faculty and journalists.

The Nieman fellowship program at Harvard picks 12 U.S. and 12 international journalists each year. Two of the most important parts of its application process are the personal statement and the study proposal. Those are evaluated by the selection committee, which takes particular interest in determining how a year at Harvard would help make the candidate a better journalist.

Nieman also excludes journalists who have completed another fellowship or sabbatical program lasting six months or more for two years before applying.

— Chris Roush



James Bettinger says applications at Stanford are on the upswing.

President's Letter
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to *The New York Times*' Floyd Norris about corporate disclosure. Or talking about just about any segment of our industry with the likes of Allan Sloan from *Newsweek*, or the Ft. Worth Star Telegram's Rex Seline, or the *Chicago Tribune*'s Bill Barnhart.

When my work schedule has been so busy that it's been difficult to justify the time to attend a

SABEW event, these discussions are what keep me coming. It's also why the hard work of being on this board is worth it.

Every time, I return to the office both more knowledgeable and more committed to my craft for having spent a few days with people who are truly the best in this business.

I hope to see you in Denver. ♦

For the latest Personal Finance and Business Reporting & Writing programs or to register, go to www.sabew.org.

SABEW

Society of American Business Editors and Writers, Inc.

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Syndicated Columnist, *Los Angeles Times*
818-952-2870, kathy.kristof@latimes.com

REX SELINE, Vice President
Managing Editor/News/Business, *Fort Worth Star-Telegram*, 817-390-7729, rseline@star-telegram.com

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573-882-2878, edwardsvk@missouri.edu

MARTHA STEFFENS, SABEW Chair in Business and Financial Journalism
573-884-4839, steffensm@missouri.edu

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Society of American Business Editors and Writers, Inc. (SABEW)
University of Missouri-Columbia
School of Journalism
134A Neff Annex
Columbia MO 65211-1200
www.sabew.org



*****ALL FOR ADC 270
Christopher S. Roush
Assistant Professor
University of North Carolina at Chapel
1490 OWENSVILLE RD CAMPUS BOX #3365 T4 P5
CHAPEL HILL NC 27599-3365
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