

OCTOBER / NOVEMBER 2005
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COVER STORY >> BEHIND THE BEAT



DANGER OVERHEAD

The Detroit News

How did they do that?

ALASKA ATTORNEY GENERAL UNDER FIRE

Anchorage Daily News



We get the story behind three projects that won Best in Business honors last year.

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China bureaus often the first to go, but some say that could be a mistake

By Emily Steel

Some media outlets are eager to record China's evolution. Magazines — such as BusinessWeek, Fortune and Newsweek — have devoted cover stories and special issues to the "New China."

But some U.S. business media organizations have reduced or limited operations in the region, leaving some to wondering who is telling the story of business in China and how will the world understand the context of the drastic changes.

"The bigger danger is that Americans simply don't understand what's happening in China, as it converts itself from a Maoistic state to a quasi-capitalistic state," said William Holstein, editor-in-chief of Chief Executive Magazine and president of the Overseas Press Club Foundation. "U.S. society is blind to the power of what's happening in China."

Supporting a journalist in Asia can cost about \$500,000 a year; the elimination of international operations is a logical budget cut when domestic audiences don't have an appetite for foreign affairs.

In addition, Asia's two competing weekly publications reduced operations in the region.

Dow Jones & Co. shifted its weekly publication of the Far East Economic Review to a monthly last December. The publication "no longer carries news, so we don't really 'cover' these in a comprehensive way," said Review editor Hugo Restall in an e-mail. "We carry opinion and analysis articles by outside contributors, somewhat like Foreign Affairs. But we do have some skeptical articles about the conventional wisdom on China."

Following the Sept. 11 attacks, Time Warner discontinued AsiaWeek, eliminating 80 jobs and the Review's biggest competitor.

BusinessWeek, Forbes and Fortune each circulate Asian editions but with a limited or reduced staff in the region.

"(China) is the most amazing economic development story in human history," Kirkland said. "I don't think any country has grown as rapidly and successfully, and I am not sure we have done a good enough job capturing that frame and then analyzing it. I just think we don't have enough boots on the ground."

RIK KIRKLAND,

a former managing editor at Fortune

"The news magazines just don't have the power that they once had," said Peter Eisner, deputy foreign editor at the Washington Post. "Life has changed for them. It is tougher for them than what it used to be."

BusinessWeek, which shut its Tokyo bureau, supports six full-time journalists in Asia, with one in Beijing and three operating out of Hong Kong, said Pete Engardio, senior international news editor.

The publication devotes space frequently to Chinese business and economic issues, and more stories from BusinessWeek's Asian edition are published in the U.S. edition. Last December, the magazine published a special report on the shift in economic power occurring at the hands of "The China Price."

Fortune, which does not operate an elaborate bureau system, covers the region with one Japanese-speaking journalist based out of Hong Kong, said Rik Kirkland, a former managing editor.

"(China) is the most amazing economic

development story in human history," Kirkland said. "I don't think any country has grown as rapidly and successfully, and I am not sure we have done a good enough job capturing that frame and then analyzing it. I just think we don't have enough boots on the ground."

Because of budgetary cutbacks, editors look for big hits, such as Fortune's October 2004 special issue, "Inside the New China." Topics included stories about the auto industry, the growing rural-urban divide and the nation's generation of only children as well as commentaries analyzing China's prospect as a future world power.

The result amounted to some interesting coverage, critics said, although some stories already had been told by other publications. Sending writers from the United States, who had no familiarity with the language or the culture, was a "terrible mistake," Holstein said.

"The result was a huge number of words but no real insight into what is happening in China," he said.

The situation isn't ideal, magazine editors said, but it is the best use of the resources they have. Advertisers are not backing Chinese or Asian editions, both Engardio and Kirkland said, and without money, they have a hard time providing coverage.

Newspapers have expressed a commitment to the region and haven't cut their resources in China. The Wall Street Journal operates 15 bureaus in Asia with a staff of more than 70. The bureaus work in conjunction with the Dow Jones Newswires bureaus, 22 of which are based in Asia. Dow Jones also supports The Asian Wall Street Journal. Established in 1976, the paper was the first regional business newspaper in Asia and now boasts a circulation of 80,883.

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Henry Dubroff

Henry Dubroff is a past president of SABEW and serves on the SABEW board of governors.

>> GUEST COLUMN

Counterpoint

Asking for a national shield law could be asking for trouble

THE NATION IS at war and a Republican president has a contentious relationship with the media. Amid a crackdown on crime, reporters are subpoenaed to testify before grand juries. A New York Times reporter refuses and goes to jail.

News organizations ask a branch of the federal government to intervene.

I am not writing about 2005. I am referring to the early 1970s, a time with many eerie similarities to the present day. During the Nixon Administration reporters for The New York Times, The Louisville Courier-Journal and a TV station in New England were ordered to break their confidential promises and testify before grand juries.

After legal skirmishes in three states over the question of grand jury subpoenas, media companies went before the U.S. Supreme Court in a consolidated case called *Branzburg v. Hayes*. The petitioners were expecting to get their reporters off the hook from grand jury testimony, but the results were a shock.

In a 5-4 decision handed down in 1972, the Supreme Court ordered the news organizations to comply with the subpoenas. Writing for the majority, Justice Byron White argued that "the great weight of authority is that newsmen are not exempt from the normal duty of appearing before a grand jury."

Without the *Branzburg* precedent, issues we face today in the Valerie Plame leak investigation would disappear. Judith Miller would be back at her desk at The

New York Times, and prosecutor Patrick Fitzgerald would be desperately seeking sources (other than reporters) to build his case against those who leaked Plame's name. Alas, this summer the Supreme Court declined to

The other side

Read the argument for a federal shield law at www.sabew.org, August 2005 issue of TBJ — Chair's corner: "Federal shield law necessary in wake of Cooper, Miller case"

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The Knight-Bagehot Fellowship

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

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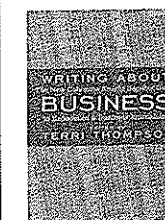
Deadline for the 2006-2007 academic year is March 1, 2006.

FOR APPLICATIONS, CONTACT:

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Phone: 212-854-6840 Fax: 212-854-3900
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>> FROM THE DIRECTOR

Meet the new staffers

SABEW HAS WELCOMED three new employees and two students to the administrative staff, which operates out of the Missouri School of Journalism in Columbia, Mo. They are:

**IRENA MARINOVA,
WEBMASTER**

She updates information on SABEW's Web site and has the daunting tasks of the behind-the-scene programming to accommodate conference and workshop registrations and the Best in Business contest.

**JENIFER PURVIS-DIERKS,
MEMBERSHIP COORDINATOR**

She deals with all membership

questions and maintains the database.

**LANET WISNER,
MARKETING COORDINATOR**

She works on the development aspects of SABEW, including contacting potential donors and maintaining public relations. This is a new position at SABEW.

**LAURA ROGAS
AND QUINLIN O'DONNELL,
WORK-STUDY STUDENTS**

Rogas and O'Donnell are helping with various clerical tasks.

They join financial analyst Vicki Edwards, who handles all financial aspects of the organization, and myself. As executive director, I

direct all aspects of the 4,000-plus membership organization.

In conjunction with the Board of Governors and the Missouri School of Journalism, Marty Steffens, SABEW Chair in Business and Financial Journalism, is available to help newsrooms with training.

With this group of individuals proudly holding down the fort, SABEW continues to have a solid base of operation. The SABEW administrative staff encourages members to contact them if they should have any questions, and looks forward to seeing everyone at this year's Fall Writers' Workshop in St. Louis.

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The Excellence in Health Care Journalism Awards recognize the best health reporting in print, broadcast and online media. In its second year, the AHCJ contest boasts eight categories. Entries can include a wide range of coverage including public health, consumer health, medical research, the business of health care and health ethics.

First-place winners earn \$500, complimentary lodging and registration for the AHCJ Conference — Health Journalism 2006 — scheduled for March 16-19 in Houston.

For more information on entry guidelines, please go to AHCJ's Web site at www.healthjournalism.org. You may also contact contest co-chairs Charles Ornstein at charles.ornstein@latimes.com or 213-237-7969, or Julie Appleby at jappleby@usatoday.com or 703-854-5647.



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- General-Interest Magazines/News (news, investigative, policy)
- General-Interest Magazines/Feature (consumer-writing/explanatory)
- Trade Publications /Online Journals/ Newsletters
- TV/Radio (Top 20 markets, network, syndicated)
- TV/Radio (Below Top 20)

The Excellence in Health Care Journalism Awards were created by journalists for journalists and are not influenced or funded by commercial or special-interest groups.



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>> PRESIDENT'S LETTER

Who is a journalist?

IT'S A QUESTION bedeviling our entire industry. Thanks to the Internet, a growing horde easily disseminates information to the masses — much like time-honored media outlets.

To be fair, a hunk of online content from non-traditional news outlets qualifies as journalism. Yet, plenty of online stuff is simply a poor hash of loose facts and wild opinion.

Sadly, these new information peddlers muddy the public's perception of journalists.

It's an added burden for our craft that has enough challenges of our own making — such as the long-standing, relentless pressure from media outlets' ad departments that can cloud the distinction between serious news copy and cash-generating promotional blurbs.

But news consumers now face added confusion: The rapidly blurring lines between traditional journalism and new information sources.

It was a hot topic at this summer's gathering of the Council of National Journalism Organizations, an umbrella group for journalism trade groups. I attended this meeting on behalf of SABEW.

Upstart informational peddlers can be an infuriating quandary for journalism groups who try to keep their membership roles stocked with the working press — and free of PR people, policy advocates and other non-journalists.

But it's a tricky chore to define who's a journalist qualified to join a trade organization.

Some groups use the honor system. If you say you're a journalist — you're a journalist. At least, in their membership logs.

Other groups — including SABEW — require members to state that a significant portion of their income comes from traditional journalism work. But with a fog surrounding what's exactly journalism, reviewing membership applications can become a thorny issue.

This is nothing new for SABEW. Long before the Internet introduced us to "blogger" and "RSS feed," SABEW's membership rules were tested by people peddling stock tips and market analysis.

Routinely, we've declined membership to these authors and editors.

Certainly, publications such as financial newsletters are sources of valuable information that is coveted by many audiences. But too often, these publications have serious conflicts of interest — the authors tend to own what they write about.

A great line by veteran business journalist Mike Kandel, a former two-time SABEW president, creates a simple litmus test for me when I ponder our membership rules:

"Would you want them as SABEW president?"

That thought strikes home many

evenings when I watch a high-energy disseminator of financial news: quasi-retired money manager and TV persona Jim Cramer.

This guy was a founder of The Streetstreet.com, a pioneer in Internet niche news with its coverage of nuances of the investing world. He was also a columnist at SmartMoney magazine.

His flamboyant personality now has morphed into a TV star. The current adaptation of his character is a screaming stock tout on CNBC's "Mad Money."

I'm thankful the network is returning to its core business-information forte. Cramer's slot was previously held by comedian Dennis Miller, part of CNBC's attempt to move away from financial news.

But instead of Miller's odd punditry, the public now gets an even odder picture of what it probably sees as financial news. There's Cramer interviewing CEOs amid bells, whistles and bull grunts going off.

I'm not some fuddy-duddy who thinks that business news can only be served in a gray-suit, staid style a la the Wall Street Journal or Louis Rukeyser.

But as I giggle at Cramer's high-voltage TV antics, I also worry that a growing slice of our audiences may care less about what is thoughtful journalism — and only care if it's entertaining.

a reporter to cover politics and business in Beijing and a regional business reporter to cover Chinese and Asian developments.

"Business coverage out of China is pretty good because it has become a subject of nearly obsessive attention by the international media," said Bradsher. "Those members of the American public who want to learn about the massive changes certainly can."

Emily Steel is a business journalism student at the University of North Carolina. She interned in 2004 at the Shanghai Daily.

China: New York Times has increased coverage

CONTINUED FROM PAGE 2

Several media executives said the Journal's coverage of international affairs has increased in quality, largely because of the number of reporters based in China with a background in business reporting, the Chinese language and culture.

Eight years ago, only one correspondent filed stories from mainland China for The

New York Times, Keith Bradsher, the paper's Hong Kong bureau chief, wrote in an e-mail. While the newspaper also employed a reporter in Hong Kong at the time, obtaining journalism visas to the mainland was difficult.

The Times now employs two political reporters and a business reporter in Beijing, a political and a business reporter in Shanghai and Bradsher in Hong Kong. The International Herald Tribune, the international newspaper that pools resources with The Times, has hired

Shield: Opening a Pandora's Box?

CONTINUED FROM PAGE 3

take up Miller's claim that she did not have to reveal her sources. Brandburg remains the controlling opinion. Miller sat in jail for 85 days for contempt of court before agreeing to testify before a federal grand jury.

Some of the nation's leading defenders of the First Amendment have proposed a new federal shield law to make an end-run around Branzburg. Supporters include journalism organizations as well as First Amendment attorney Floyd Abrams, who lectured in my media-law class in 1982 at Columbia University's Graduate School of Journalism. It was in that classroom that I first learned about the Branzburg ruling.

Shield law advocates deserve credit for valiantly attempting to resolve the issues raised in Branzburg. However, I am concerned that turning to Congress now will be detrimental to the long-term health of the First Amendment. Here's why:

- Inviting Congress to create a shield law will allow the legislative branch to define and constantly redefine who is and who is not a journalist. One saving grace of Branzburg is that Justice White did not distinguish between "the lonely pamphleteer" (aka blogger) and reporters working for large news organizations. One of the more incendiary implications of a shield law might be Congress setting the ground rules for determining who can be a SABEW member.

- Creating a federal shield law could establish national standards more restrictive than state and local shield laws in effect. This would reduce reporters' rights, something that many in government would view as a positive development.

- Writing a federal shield law will necessitate creating exceptions for national security where reporters could be compelled to break their confidential pledges to sources. The executive branch might well use this exception to curb unwanted leaks and gain control over "unruly" reporters. Under Branzburg, cases come before the judicial branch, and Branzburg holds that subpoenas cannot have a retaliatory intent. Branzburg specifically does not compel reporters to testify. Today, reporters can be charged with contempt of court but not, let's say, with obstruction of justice.

Final thoughts.

Immediately prior to the Branzburg ruling, courts were divided on the question of whether a grand jury can subpoena a member of the press. A Federal Court of Appeals had ruled in favor of The New York Times and reporter Earl Caldwell, who had gotten deep inside the Black Panthers organization, received a subpoena and gone to jail rather than testify. Local courts in Kentucky and Massachusetts had upheld the respective subpoenas of reporters Branzburg, who was writing about marijuana use, and Pappas, who had covered race riots in New Bedford, Mass., for a Rhode Island TV station.

Three decades ago, it was news organizations, not prosecutors, who went to the Supreme Court looking for relief. As a result, the First Amendment took a beating. My grave fear is that in looking for similar relief from Congress in 2005, the nation's large media companies are opening another Pandora's Box.

It may take decades to move the high court away from the more onerous aspects of Branzburg. But the long, hard slog through the courts seems to me to be the right path. It is far less risky than letting Congress set the rules on key First Amendment issues.

Henry Dubroff is a past president of SABEW and serves on the SABEW board of governors.

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-Andrea Tortora, Cincinnati Business Courier

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COVER STORY >> BEHIND THE BEAT

By Mary Jane Pardue

How did they do that?

We e-mailed three of the recipients of this year's Best in Business awards in the project category to get the story behind their award-winning stories. The goal was to give you valuable advice from other SABEW members who have "been there." We asked questions about how they came up with solid project ideas, how they got top editors on board and how they found the time to get it done. Here are their edited answers.



Bill Vlasic

"DANGER OVERHEAD"

From Bill Vlasic of the Detroit News, who with Jeff Plungis, won in the large newspaper category for "Danger Overhead."

How did you come up with the topic?

"Danger Overhead" started with a tip from a Ford source that the company was worried about roof-crush in rollover lawsuits involving Ford pickups. We began with a search of legal documents, which led us to attorneys, victims and leads in the automotive-safety community.

How did you get top editors on board?

I planned the series with Mark Truby, our business editor, well before taking it to top management. By the time we presented it in early 2004, I had done enough reporting to know we had an important story.

Were there any problems getting documents and sorting them?

No. Once we found the legal cases, we went directly to the attorneys and courts for the public documents. Also, there was a huge amount of documentation on roof-strength laws in the Federal Register and Congressional Record.

Did you have difficulty getting sources to talk?

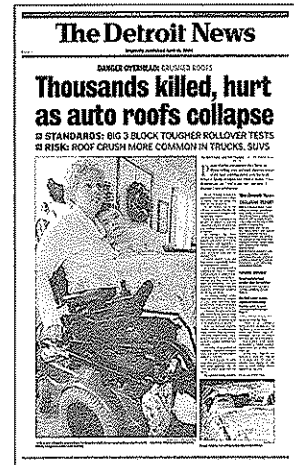
Only General Motors would provide a safety executive to speak on the record — DaimlerChrysler, Ford and Toyota declined. But the companies' positions were spelled out in numerous documents. Victims of roof-crush rollovers and their families were all willing to meet with us.

Did you have trouble finding time to get the project done?

I worked on this full-time for about three months. Our Washington auto writer Jeff Plungis was on it for about two. That was all arranged and agreed to early on.

Do you have any advice you can offer other business editors/writers on doing award-winning projects?

Original, detailed reporting is the most important part of the process for me. That comes down to interviews and research. I also work off extensive chronologies to understand the story and how to tell it.



Suppose you got a tip that a major U.S. automaker was worried about the structural safety of the roofs on one of its top-selling models? Or you learned the state's attorney general had a conflict of interest involving a trade deal. Or you knew the arrival of the nation's No. 1 retailer would have a huge impact on your community.

You know you have to do the difficult and time-consuming story. You also know there could be big rewards.



Bill White

"ALASKA ATTORNEY GENERAL UNDER FIRE"

From Bill White of the Anchorage Daily News, who won in the small newspaper category for "Alaska Attorney General Under Fire."

How did you come up with the topic?

At the end of September, a New York short trader called me to say that Alaska Attorney General Gregg Renkes had a conflict in a trade deal that Alaska did with Taiwan that encouraged development of a large, but low-grade coal deposit in the state. A Colorado company called KFx said it had the technology that could provide the coal upgrading. But KFx had never used its technology commercially. The short trader said Renkes was a consultant to KFx before becoming attorney general and that he likely was a shareholder. The short trader made a lot of other comments about the legitimacy of KFx.

I checked out the short trader's tip. I found the consulting link between Renkes and KFx and that Renkes still owned KFx stock as of Dec. 31, 2003. I assigned the story to one of our reporters, Paula Dobbyn, and charged her with filling in some holes.

Our initial story, on Oct. 1, reported that

How did they do that? Continued

KFx technology was at the center of the trade deal and that Renkes did have a financial connection to the company. But Renkes said this financial link was superficial and that he had little to nothing to do with the trade deal. Our subsequent stories were basic journalism: Check out his story. We found that Renkes lied about the extent of his financial link and his role in the trade deal.

How did you get top editors on board?

I have a good relationship with my bosses, and they recognized a potentially great story when they saw one. Most of our stories ran on A-1.

Were there any problems getting documents and sorting them?

Tremendous difficulties. We asked to go to state offices to look through files. The state initially said OK. But when we showed up, they had changed their minds and said we needed to submit an Open Records Act request. We made that request, and the state invoked time extensions so that it took something like six weeks before we received the documents. These documents showed Renkes' fingerprints all over the Taiwan trade deal, which he tried to manipulate to benefit KFx. By contrast, Renkes' investment holdings were readily available through the state investment fund for which he is a director. They recorded all of his stock trades and holdings from the time he took office. These trades were extensive. We used Excel to first list them all, then sort in a variety of ways to understand his investing better.

Did you have difficulty getting sources to talk?

State officials clammed up quickly. Some would talk off the record after hours, but we have a policy of not using anonymous sources. They did help guide on what to ask and where to look.

Did you have trouble finding time to get the project done?

I assigned Dobbyn to the story almost full time for four months. It meant we didn't do other stories, of course. But that was OK as long as the story kept getting more interesting.

Do you have any advice you can offer other business editors/writers on doing award-winning projects?

The secret of our stories was to "check it out." That can take time and ingenuity.

With such stories, it pays to try to think of all the places public documents might lay. We used documents from a half-dozen or more state agencies, the SEC, Colorado agencies and Australian regulators. It can be surprising how much information about obscure businesses lies in the public domain. Also, we got e-mail exchanges among state officials and between state officials and others, including the Taiwanese. These were most helpful in figuring out the chronology of events and the extent of Renkes' conflict of interest. So much "conversation" occurs via e-mail these days that we need to seek it out. We had to request a lot of it from backup tapes that state IT workers kept because some officials had deleted their e-mails.

"WAL-MART IS COMING: SHOULD YOU BE HAPPY?"

From Dan Monk of the Cincinnati Business Courier, who won in the business weekly category for "Wal-Mart Is Coming: Should You Be Happy?"

How did you come up with the topic?

Three of us came up with the idea: Lisa Biank Fasig covers retail; Rob Daumeyer is editor; I cover real estate and local politics. We came up with the topic after seeing the dailies do zoning stories on new Wal-Mart Supercenters. At the time we started this there had been minor skirmishes in three or four jurisdictions, with people complaining about traffic issues mainly. We started talking to a lawyer who was involved. Before long it became clear that Wal-Mart's impact would be huge here. Almost all of the area's major companies were either Wal-Mart vendors or direct competitors.

How did you get top editors on board?

Well, Rob thought it was his idea. Kidding aside, he was involved in the brainstorming. We often talk about stories that run in our paper and competing publications to see if there are bigger stories that could emerge.

Were there any problems getting documents and sorting them?

We had no real trouble finding material, since the LA Times, Business Week and Fast Company had all scrutinized Wal-Mart to some degree. By talking to the experts they quoted, we gained access to volumes of written materials, Wal-Mart studies pro and con. We obtained union-sponsored attack pieces vilifying Wal-Mart as an exploitive employer and chamber of commerce studies that talked about the benefits of Wal-Mart's "buying power." We also found lots of information in SEC filings, where companies often disclose information on their biggest customers. From the start, we were interested in quantifying the impact, not characterizing Wal-Mart as being a friend or foe. The hard part was figuring out how to boil these studies down into digestible stories.

Did you have difficulty getting sources to talk?

We did have trouble getting vendors to discuss what it's like to deal with Wal-Mart.

Did you have trouble finding time to get the project done?

We divided up duties, inviting other staff members to take on pieces of the story. It took several weeks, but I tried to manage my time by working on Wal-Mart only a day or two per week.

Do you have any advice you can offer other business editors/writers on doing award-winning projects?

Try to come up with ideas that nobody else is likely to do. That gives you time to let the project gestate. It gives you time to learn the topic well enough that you can identify workable stories. From that point, it's basic blocking and tackling, gathering the data, interviewing the sources.

Behind the Beat: To contribute

Behind the Beat profiles people in business news departments across the nation. If you have ideas or people you would like to read about, please e-mail Mary Jane Pardue at mjp131f@smsu.edu.



Mary Jane Pardue is an assistant professor of journalism at Missouri State University.



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>> CHAIR'S CORNER

The lingering, cruel kiss of Katrina

KATRINA'S VICIOUS SLAP across the face of the Gulf Coast will sting for years.

For those of us on the Business desk miles away, Katrina hurts less, but still resonates in higher consumer prices for oil and food, outreach efforts by local companies and businesses, and the swelling of population and workers by displaced victims.

For many, it sparked a time to be introspective. "Could it happen here" stories started popping up across the nation, like the St. Louis Business Journal's "Are We Ready" piece on whether the Midwest is ready for a massive Magnitude 8 quake along the New Madrid fault line. Until Katrina, a serious of quakes along the New Madrid fault line in 1811-1812, was the largest-scale natural disaster in the U.S. The quake killed thousands in the sparsely populated area, and the horrific shaking rang church bells as far away as Boston.

Katrina looks to be a disaster into the \$100-billion-range, not counting the loss of lives.

Add to the losses of this summer's drought, and 2005 will be a very costly year.

From my training sessions at newspapers, I have these observations:

Planning is often outdated. Except for papers in active earthquake zones, like Los Angeles and San Francisco, or papers along the hurricane battered coasts of Florida, North Carolina and parts of Texas, we haven't dusted off our emergency plans in ages. Often lists don't include cell phone numbers, or the names of newer staffers. When talking to some editors, they acknowledged a disaster "book" or plan, but were fuzzy about when anyone last updated the documents. Often Business desks were left out of original planning, except to steal biz

desk staffers to help metro cover the tragedy. Clearly, business editors need to drive a lot of the planning, since business interruption, insurance and property damage are the longest-lasting aspects of any urban disaster.

Journalists still consider themselves the tough guys. A lot of us think covering disaster is just part of the job. But research shows that news people at the scene are affected as much as first responders. Editors need to pay attention to the burnout of staff members who may have lost family members, pets or property. Journalists, like other emergency workers, need to make sure their families are safe before they can focus on their jobs. One great tip from broadcast members attending those workshops was to appoint a newsroom "nurturer" whose job it was to look after the needs of staff covering the disaster. This nurturer ordered in healthy food (pizza and caffeine drinks contribute to stress), kept an eye out for who was looking burned-out, and was the contact for families worried about the staffer out on assignment. That freed the staffer's cell phone from family "are you all right?" calls.

The economic fallout of any disaster lasts longer than the rescues. Some thoughts for stories:

Peer-to-peer help. Many local companies have ties to those in the same industry, or by the same owner. For example, Loew's Hotels created a job board for those in the tourism industry in New Orleans and the Gulf. Knight-Ridder sent workers at its paper in Biloxi, Miss. An historic building preservation firm in St. Louis opened its office to displaced workers from a similar New Orleans firm.

Learn from history. Almost

every disaster has had some precedence. The 1993 Mississippi River flood, which left a swath of destruction along river towns from Grand Forks to Natchez, had similar effects to that of Katrina flood damage. Looking at news coverage from the St. Louis Post-Dispatch and Grand Forks Herald, in particular, can give editors ideas for similar post-flood coverage. The displacement of workers in Biloxi and New Orleans has some precedence in the displacement of workers from Wall Street following Sept. 11 attacks.

Follow the academics. Previous disasters in your town have been studied by some academic. For example, the 1993 flood was studied by researchers at DePauw University in Greencastle, Ind., as well as the University of Akron. The billions in Homeland Security dollars spent since 2001 have funded all types of research into disaster and its affect on the economy, workers and property. Most of this research is housed at the Hazards Center at the University of Colorado at Boulder, www.colorado.edu/hazards.

Turn a new eye to infrastructure. As in the case of Katrina, neglected city infrastructure was a factor in the extent of damage. Many cities face the same problem. Have a business reporter team with a metro reporter to investigate the cost and consequences of repairing roads, levees, bridges, etc., to meet current disaster standards.

Have an idea to cover economic disaster better? Send it to me, and I'll post it on the SABEW site.

Marty Steffens is SABEW Chair of Business and Financial Reporting. Email her at steffensm@missouri.edu



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>> BIZ BUZZ

Virginian-Pilot loses two young biz staffers

TRAGEDY HAS STRUCK The Virginian-Pilot with the untimely deaths of two talented biz reporters in a three-week period.

Michael Davis, 39, who covered manufacturing and workplace issues, died July 5 from abdominal cancer. Colleague **Benita D. Newton**, 25, collapsed at work on July 26 and died a short-time later in the hospital of causes that were unknown at presstime. She had covered small businesses and nonprofit organizations. Together, they were a third of the paper's Business reporting staff, biz ed and SABEW gov **Bill Choyke** tells TBJ.

Davis, who passed away within days of being diagnosed, joined the Pilot in 2000 after stints at three papers in his native Tennessee. "He was a good, solid reporter and a go-to guy," says Choyke, who worked with Davis at **The Tennessean** before following him in Norfolk, Va.

A 1988 graduate of the **University of Tennessee**, Davis moved into business reporting at his second paper, **The Chattanooga Times**. He won many awards, including top honors from the **Virginia Press Association** in 2001 for breaking news about the expansion of a **Ford Motor Co.**



Benita Newton



Michael Davis

assembly plant six-months before the company wanted to talk about it. He is survived by his parents, two brothers and a sister.

Newton had worked at The Pilot for about 14 months,

CONTINUED ON PAGE 12

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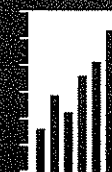
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>> BIZ BUZZ CONTINUED



Joanne Lipman leaves *The Wall Street Journal* for Conde Nast.

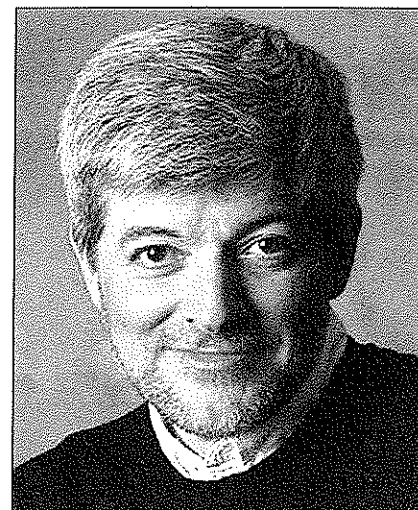
joining after a one-year internship at the *St. Petersburg Times*. She "worked long hours, probably broke a few fair labor practice standards, because she wanted to do so well. And she did it. She did very well," says Choyke.

Newton attended the *University of Alabama*, where she earned her bachelor's and MBA degrees. She also completed internships at *The Tuscaloosa News*, *The Birmingham News* and *Newsweek* magazine. She is survived by her mother, brother and a sister.

Choyke, who has worked on several diversity initiatives, says a memorial fund for Newton has been established to support SABEW's efforts to encourage more African-Americans to enter business journalism. Donations may be made to the *Benita Newton Memorial Fund*, c/o the SABEW, University of Missouri - Columbia, School of Journalism, 385 McReynolds Hall, Columbia, MO 65211-1200. At the time of her death, Newton was teaching a journalism course at *Hampton University*.

NEW BIZ MONTHLY PLANNED

After 22 years at *The Wall Street Journal*, DME Joanne Lipman leaves for Conde Nast magazines, where she will launch a new biz monthly to compete against *Fortune*, *Forbes* and *Money*, among others. "She is the perfect person to lead this new magazine," says Conde edit director *Thomas Wallace*. Lipman has been instrumental in the expansion of fea-



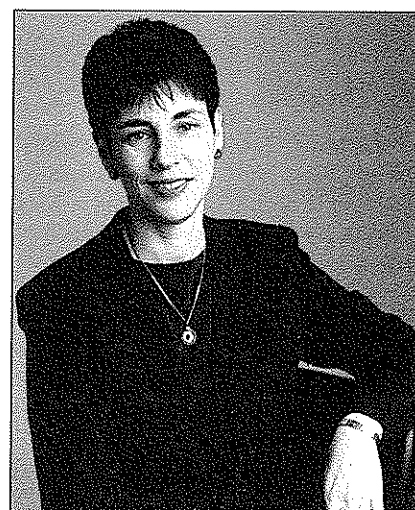
John Byrne goes back to *BusinessWeek* magazine from *Fast Company*.

tures coverage by the *WSJ*, serving as founder of the *Weekend Journal* and *Personal Journal* sections. She also oversaw the paper's redesign in 2002 and most recently helped to develop the new *Weekend Edition*. Lipman joined the paper in 1983 as a reporter in New York City and started the daily column on advertising. She then was promoted to a news ed on the Page One staff and since 2000 has been a DME. AME *Edward Felsenthal*, who worked closely with Lipman on many features projects, will take over supervision of the paper's features sections.

BW SHUFFLE

In a restructuring move, *BusinessWeek* magazine creates three exec ed positions under E-I-C *Steve Adler* and lures back alum *John Byrne* from *Fast Company*, where as E-I-C he recently brokered a deal saving that pub from closure.

Byrne, whose first *BW* tour lasted nearly 18 years, will lead the magazine as exec ed. *Kathy Rebello*, an AME and E-I-C of the Web site, has been promoted to exec ed for online. Another AME, *Joyce Barnathan*, moves up to exec ed for the global franchise. Also receiving promotions are senior ed *Mary Kuntz*, who becomes AME for the Finance, Economics and Personal Business departments; senior ed *Ciro Scotti*, who moves to AME for production; and AME *Frank Comes* adds



Joyce Barnathan, moves up to exec ed for the global franchise at *BusinessWeek*.

oversight of the Science and Technology departments to his portfolio.

MOVIN' ON UP

With *Morningstar* founder *Joe Mansueto's* entry into magazine publishing, Inc. E-I-C *John Koten* becomes CEO of *Mansueto Ventures LLC*, which includes Inc. and *Fast Company*. He continues to head the former's newsroom and takes over the latter's as well. The periodicals were purchased for \$35 million in a fire sale after owner *Gruner + Jahr Publishing* decided to exit the U.S. market. Prior to joining Inc., Koten spent 10 years at *Worth* as E-I-C and 15 years at *The Wall Street Journal* as a reporter and senior ed. Also, *Fast Company* exec ed *Mark Vamos* is named acting ed. Previously, he worked at *BW*, *Newsweek* and *SmartMoney.com*.



Kathy Rebello

BOSS WATCH

Dean Anason returns to Atlanta to become an assistant biz ed at *The Atlanta Journal-Constitution*. He will supervise coverage of Coca-Cola and other big companies. Anason was a reporter for the rival *Atlanta Business Chronicle* before leaving for the *American Banker*, where he most recently served as Washington bureau chief.

At *The Hartford Courant*, biz colum-

>> BIZ BUZZ CONTINUED

nist *Dan Haar* is promoted to assistant biz ed succeeding 15-year veteran *Jim Doody* who moves to the paper's Northeast magazine as part of a redesign team. Haar, who has been with the paper for 24 years, will continue to write one column per week.

The Virginian-Pilot names *Chris Dinsmore* an assistant biz ed succeeding *Dan Duke* who moves to assistant features ed. Dinsmore joined the paper in 1993 as a reporter and has written about multiple subjects, most recently ports and distribution. ... *Crain's New York Business* hires *Rich Barbieri* to be its new ME. He had been the *Associated Press's* news ed for New York City.

After expanding biz coverage at *The Monterey County (Calif.) Herald*, biz ed *Victoria Manley* moves to the *Contra Costa Times* to be deputy biz ed. She will oversee the Sunday and Monday biz sections, along with personal finance stories. She joined the *Herald* in 2000 as a reporter covering housing and development. Once the decision was made to introduce a separate biz section last year, Manley "was instrumental in reestablishing the paper's presence in the business community," says *Herald* exec ed *Carolina Garcia*.

In Milwaukee, *Todd Beamon* joins *The Business Journal* as research ed after 20 years of working at various East Coast papers, including *The New York Times*, *Philadelphia Daily News* and *The Baltimore Sun's* Web site.

Business First of Louisville (Ky.) hires *Andrea Webb*, a recent graduate of *Bellarmine University*, to be Web ed. She follows *Ed Green* who becomes a reporter covering health care and finance — the beats once held by reporter *Jennifer Gordon* who left for the *Dallas Business Journal*, where she now covers health care exclusively. Also joining the Louisville weekly is research director *Chris Lamb*, late of *Business First of Columbus (Ohio)*. She succeeds *Patrick Nevin* who enrolled in the writing program at *Purdue University*.

In southern Illinois, *John Homan* is the new top ed at the *Southern Business Journal*, a subsidiary of *The Southern Illinoian*. In addition to overseeing the weekly, he will write centerpiece stories for the *Illinoian's* Sunday biz section, says publisher *Dennis DeRossett*. Homan has spent the past four years as a county reporter for the paper.

Lisa Tolin is one of five top eds at asap, AP's new service aimed at 18- to 34-

year-old readers. She will oversee biz coverage among other duties. Previously, she spent five years on the national desk as a supervisor.

MOVING AROUND

The NYT taps technology news ed *Richard J. Meislin* to be AME for Internet publishing as part of a larger move to integrate the newsgathering operations of *nytimes.com* with the newsroom. In addition to his duties in Business, Meislin had supervised the news survey operation. Since joining the paper in 1975, he has reported from Albany, Mexico and Central America, headed the first independent graphics desk and served as E-I-C of *nytimes.com*. "Rich will be intimately involved in inventing and cultivating new journalistic forms while at the same time guiding our Web presence according to journalistic values that are not new at all," says DME *Jonathan Landman*, who also spent some years in Business.

ON THE EAST COAST

The *WSJ* hires reporter *Christine Haughey* to write about commercial real estate, a beat she covered on the local level for *Crain's New York Business*. Previously, she worked in *The Washington Post's* NYC bureau as office manager and GA writer. ... At *Forbes.com*, reporters *Sara Clemence* and *Yilsuk Kang* are tackling the real estate and biotechnology/pharmaceuticals beats, respectively.

AP names reporter *Erin McClam* a national writer after his three-year stint reporting from the New York City bureau, which included coverage of the *WorldCom* and *Martha Stewart* trials. He joined the wire service in 1999 in Atlanta.

At *The Hartford Courant*, energy reporter *Stacy Wong* leaves for a public relations job at *Simmons College* in Boston. ... *The Washington Post* moves the "Consummate Consumer" column by writer *Don Oldenburg* to the Sunday biz section.

IN THE SOUTH

At *The Dallas Morning News*, reporter *Elizabeth Souder* joins from *Dow Jones Newswires* to cover energy. She follows reporter *Sudeep Reddy* who takes over the business-and-government beat from *Vikas Bajaj* who left for the NYT. *Brendan Case* returns from the Mexico

bureau, where he was biz correspondent, to take on the business-enterprise beat.

The *Tampa Bay Business Journal* hires reporter *Mitra Malek*, late of the *Sarasota Herald-Tribune*, to cover technology, law, international business and marketing. ... In Mississippi, reporter *Mike Keller* joins *The Sun Herald* in Biloxi to write about the environment, smart growth and other topics.

IN THE MIDWEST

AP promotes *Jim Suhr*, a St. Louis-based biz writer since 2001, as correspondent for southern Illinois. He joined the wire service eight years ago in Detroit after working for papers in Kansas and Missouri. AP also signs *Marcus Kabel*, late of *Reuters* in Austria, to cover *Wal-Mart* and parts of Missouri and Arkansas.

Begun in March, *The Business Weekly* in Fort Wayne, Ind., continues to expand its payroll with the additions of associate ed/reporter *Linda Lipp* and reporter *Derrick Gingery*. They come from the rival *News-Sentinel* and the *Northwest Herald* in suburban Chicago, respectively. ... In Ohio, reporter *Phil Porter* sues *The Columbus Dispatch* for wrongful termination. He had worked there since 1991 and denies charges of lifting material from a competitor, *Business First of Columbus*.

IN THE WEST

At the *Los Angeles Times*, senior economics ed and columnist *James Flanigan* retires after 48 years but plans to continue writing. He began his career abroad in the Paris bureau of the old *New York Herald Tribune* before returning stateside to report for the paper's Business section. He spent 17 years at *Forbes* magazine except for a one-year stint at the LAT. But he returned to that paper for good in 1983 and was promoted to the newly created position of senior economics ed in 1996. His last column for the Sunday biz section was about how the U.S. economy has been bolstered by successive waves of immigrants, including his parents. "They never made much money, but they and their friends sent \$100 home to Ireland every Christmas, to brothers and sisters who had less than those who had come to America, found work and education for their children," Flanigan wrote. "And with the education, their children got better work. As it

CONTINUED ON PAGE 14

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>> BIZ BUZZ CONTINUED

was then, so it is now and will be. As the Irish say, 'God bless the work.'"

AT THE GLOSSIES

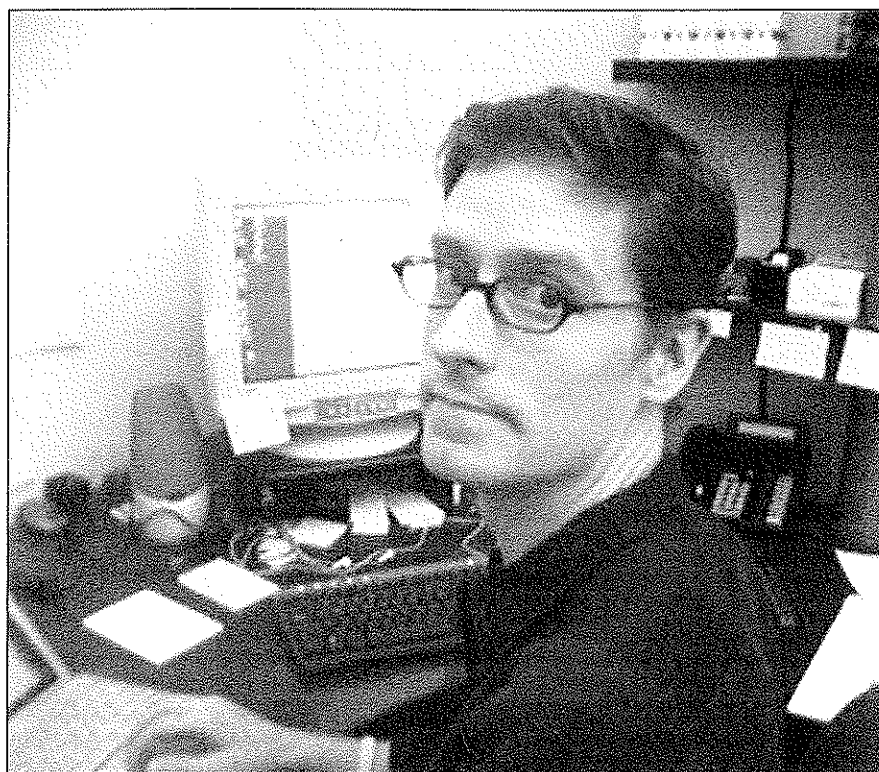
The appointment of a new top ed at **Budget Living** magazine has brought a string of appointments, including exec ed **Scott Cohen**, who was lured from **Giant**, and **ME Sharon Ludtke**, who held the same position at **All You**. She began her career at **BusinessWeek** where she served as senior art director in 1985-87. Also signing on are **Elizabeth Roberts** — a one-time copy ed at **Fortune** — as deputy ed, **Allison Reynolds** as home ed and **Anne Jensen** as copy ed.

CIO Decisions hires former **WSJ** reporter **Michael Ybarra** to be senior features writer. He recently authored "Washington Gone Crazy" and also reported for **Upside**. ... At **Washington (D.C.) Technology**, senior ed **Nick Wakeman** is promoted to top ed succeeding **Steve LeSueur**.

Evan Hansen joins **Wired News** as E-I-C after directing coverage of digital media, Internet policy, telecommunications and consumer technology for **CNET News.com**. Also hired by **Wired News** is **Mark McClusky**, late of **Mobile Magazine**, to be the new games ed, and **Kevin Poulsen** from **SecurityFocus.com** to be a senior reporter.

KNIGHT-BAGEHOT FELLOWS

Columbia University Graduate School of Journalism names 10 **Knight-Bagehot Fellows** in economics and business reporting for the current academic year. They include: **Paul Braverman**, who writes about the business aspects of the legal profession for **The American Lawyer**; **David Cho**, a metro reporter at **The Washington Post**; **Gregg Fields**, an economics writer at **The Miami Herald**; **Loren Fox**, author of "Enron: The Rise and Fall" and an assistant ed for a corporate governance newsletter; **Bellamy Pailthorp**, who covers business and labor issues for **KPLU** radio in Seattle; **Chana R. Schoenberger**, a staff writer at **Forbes** magazine, and **Jenny Strasburg**, a biz reporter at the **San Francisco Chronicle**.



Mark McClusky, late of **Mobile Magazine**, was hired to be the new games ed at **Wired News**.

Columbia also launches a second master's degree program for journalism students to concentrate their studies around topics such as economics/finance. **Ernest Sotomayor** is the school's new director of career services. Previously, he spent 16 years at **Newsday**, including several as a deputy biz and tech ed.

Among those named **Knight-Wallace Journalism Fellows** by the **University of Michigan** is **Vindu Goel**, biz ed at the **San Jose Mercury News**.



Don McGillivray

In **Canada**, **Carleton University** plans to give its first \$5,000 scholarship to a second- or third-year journalism student with a minor in business or economics. The scholarship, endowed with an \$180,000 fund, honors the late **Don McGillivray**, former ed of the **Financial Times of Canada** and a biz columnist for the **Southam** chain. He also taught biz journalism at **Carleton** for many years. "My father was a talented and insightful journalist who dedicated much of his career to educating readers on the fundamentals of business and economics," says McGillivray's son, Neil.

As part of efforts to boost the reputation of its **E.W. Scripps School of Journalism**, **Ohio University** officials are considering "the whole concept of business journalism" with talks between the journalism and business schools, says Scripps director **Thomas Hodson**. "We're looking at partnering with the College of Business to offer a specialization in media management for people five to 10 years out in the profession, as a master's or supplement program."

BOARD SERVICE

Richard J. Levine, exec ed of **Dow Jones Newswires**, is the new president of the **Dow Jones Newspaper Fund**. Founded in 1958 by **Wall Street Journal** eds, the fund seeks to improve journalism education and encourage young people to enter the profession. He succeeds **Barney Calame**, a former DME at the **WSJ**, who recently came out of retirement to serve as public editor of **The New York Times**.

KUDOS

Reporters **Carrie Alexander** of the

CONTINUED ON PAGE 15

BACK TO SCHOOL

>> BIZ BUZZ CONTINUED

Orlando Sentinel, **Laura Coleman** of the **California Real Estate Journal** and **Chris Taylor** of **Smart Money** magazine won "best overall entry/collection of work by an individual" in the **National Association of Real Estate Editors'** competition, while the **Chicago Tribune's Mary Umberger** was named best columnist. Other winners included **Jim Weiker** of the **Columbus Dispatch**, **J. Martin McOmber** of **The Seattle Times**, **Sharon Simonson** of the **Silicon Valley/San Jose Business Journal** and **Richard Teitelbaum** of **Bloomberg News**. In the team reporting category, **Tony Dorris**, **Christine Stapleton**, **John Paccenti**, **Larry Keller**, **Pat Beal**, **Deana Poole** and **Tom Dubocq** of **The Palm**

Beach Post won for their examination of shoddy builders and devastating hurricanes.

CMO and Restaurants & Institutions magazines, **Variety.com**, **CMOmagazine.com** and **PC World Online** took overall honors in the annual **American Society of Business Publication Editors'** competition.

PASSINGS

Bruce Dortin, 62, a radio broadcaster who most recently was a biz and GA reporter for **WABE** public radio in Atlanta, has died of natural causes.

John Gibson, a retired AP ed in Chicago who once packaged stories from the financial wires and elsewhere for

smaller papers in Illinois, died of a stroke at age 88.

Robert McDougall, 61, who edited the financial newsletter **Ruff Times**, lost his three-year battle with cancer.

Dorothea Louise Lyle McGrath, 86, died of congestive heart failure after a long career with the **AP** and **The Dallas Morning News**, where she covered labor issues.

Steve Miller, a veteran foreign correspondent and one-time biz news ed at the **AP**, died at age 62 of cancer.

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SABEW wants to follow you to your new job. Please send your new contact information to sabew@missouri.edu.

Biz news blog up and running

By TBJ staff

Talking Biz News is a new blog sponsored jointly by **SABEW** and the **University of North Carolina's School of Journalism**. It is now up and running at <http://weblogs.jomc.unc.edu/talkingbiznews/>

SABEW members are encouraged to sample it and respond to

the initial postings. The blog is a fresh opportunity to discuss, in timely fashion, issues and challenges in business news.

The blog was created and is administered by **Chris Roush** of **UNC**, and a member of **SABEW's** education committee.

He welcomes your comments at croush@email.unc.edu.

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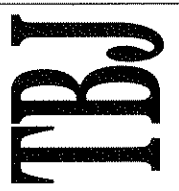
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