

OCTOBER / NOVEMBER 2006
SOCIETY OF AMERICAN BUSINESS EDITORS AND WRITERS
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TBJ

THE BUSINESS JOURNALIST

COVER STORY

Falling behind

The pressures of new technology and a never-ending news cycle are forcing us to re-think our ethical guidelines. A look at what SABEW is planning to do.

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ETHICS IN ACTION

Thinking about contest sponsors.

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Bloomberg, AP bureau moves.

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Ed

Wasserman

John S. and James L. Knight Foundation professor of journalism ethics at Washington and Lee University in Virginia.

>> **ETHICS IN ACTION**

Prizes and their perils

I USED TO RUN the Daily Business Reviews, a chain of three scrappy newspapers in South Florida owned by American Lawyer Media. The company's founder and leader, Steven Brill, had a strict policy regarding journalism awards: We were forbidden to enter any contests sponsored by entities that fell within our coverage ambit. Consequently, we went after only those prizes awarded by other journalists.

The newsroom hated the policy. Although we did fine with regional and national press awards, the prohibition denied our staff the low-hanging fruit of commendations from bar groups, realty associations, chambers of commerce, pirates of finance and the like. Worse, our reporters were on the sidelines as our competitors were honored for work we considered inferior.

But Brill had a point. If your job is to hold these institutions or industries accountable and subject them to tough scrutiny, how can you turn yourself into a supplicant once a year, asking their blessing for coverage that, if it was any good, would never be the kind of exposure they'd want?

Now, some people would argue that regardless of sponsorship, most contests are judged by independent outsiders — chiefly journalists — at arm's length from the organization that caters the banquet, pays out the prizes and trumpets the result.

I'm not sure that matters. For starters, no group of humans is that independent; the judges know whom they're working for. Plus, any organization that rewards harmful coverage is flirting with self-destruction, and as an ethicist, I think we should avoid complicity in suicide.

Moreover, as a practical matter, the stories that coach people on sell-

ing their own homes, encourage CEOs to audit legal bills, instruct investors on figuring out how much their stockbrokers are costing, are unlikely to even be entered for awards from those respective trade groups.

So the independence argument is, I think, spurious.

It's reasonable to assume that any journalism contest a trade group sponsors is intended to advance its goals. How else, internally, would you justify the contest to the group's own board? No, you'd argue that it will "deepen public understanding and appreciation" of the independent contractors, zoning lawyers or whatever group is behind the award. The contest would be integral to a wider outreach.

But so what? If good journalism is recognized and worthy reporters burnish their resumes, where's the harm?

First, the contests are meant to blow back onto newsroom priorities. Even if the judges have some independence once the entries are in hand, the contest is still an orchestrated effort to influence coverage by attracting newsroom resources onto matters of interest to the sponsors.

Do such competitions actually induce reporters to do stories that might be strong contenders? I don't know, and I don't need to know. We routinely prohibit potential conflicts of interest without waiting for hard evidence of corruption. If we forbid a reporter to accept a meal from the subject of a story, how can we allow — let alone encourage — that reporter to pursue public honors or cash prizes conferred on behalf of the same subject?

Second, the process constitutes a private transaction, held out of public view, in which rewards are quietly sought from entities whose special

interests are different from those of the general public that journalists are honor-bound to serve.

Suppose you're a reader embroiled in some nasty denial-of-coverage fight with an insurer, with your own financial ruin in the balance, and the reporter covering your case wins a cash prize from some insurance group? How fair would you figure the reporter could be?

Finally, consider the dual sense of the word "submission." By entering the contest, you're not just "submitting" your work; you're "submitting to" the judgment of the entity whose largesse you're seeking, conceding its authority over you in hopes of a payout. Does that feel right?

Of course not. But does that include nonprofits that reward coverage of their causes, say alleviating poverty or protecting wildlife? If you support the objectives that the contest seeks to advance, why not enter?

Although it may be more palatable to be honored for covering hunger than bond funds, journalists still relinquish a powerful measure of independence by seeking the sanction of such groups, which reward quality journalism only to the degree that it advances their policy objectives.

And entering their contests raises huge doubts about the journalists' ability to cover the organizations themselves, be they the ACLU, Greenpeace or the Nature Conservancy — all of them political players in their own right.

So it's hard to escape the conclusion that journalism awards should indeed be the exclusive business of journalists. Let trade associations and pressure groups find other ways to bring their influence to bear. As they will.

Venture financing on the upswing even if details are hard to come by

By Stephanie L. Newton

Public interest in venture capital dealings has increased in recent years as these funds become a bigger and bigger player in local and regional economies. As a result, media outlets have fought for more access to information from venture capital funds, and they have used public records laws to obtain access through state agencies.

Matt Marshall, a venture capital reporter for the San Jose Mercury News, spearheaded a lawsuit in 2003 in Alameda County, Calif., seeking data from the University of California system on its funds. He said the lawsuit was spearheaded by a change in available information.

"Everyone was disclosing their results happily," he said. "Up until 2001, there wasn't a single year on record with a loss in venture capital as an industry. All we were trying to do was restore that level of openness. We're trying to hold the fort there and keep the same amount of information."

In July 2003, Judge James Richman ordered the University of California system to release its venture capital records. In asking the judge to reconsider his ruling, system officials pointed out that before the ruling, Sequoia Capital followed up with the University of Michigan's disclosure by kicking the school system out of a new Sequoia fund. In other words, the venture capital firm didn't want public entities investing in its fund if the fund's performance would then be disclosed.

The venture capital beat is a niche reporting sector on the business desk born in the 1990s during the dot-com bubble and technology boom. These reporters have discovered up-and-coming companies, monitored start-ups and entrepreneurs, critiqued new technologies, surveyed companies of interest and captured the technology fervor in Silicon Valley, the Research Triangle Park and other hotbeds of development.

And while the bursting of the tech bubble led to a re-evaluation of such coverage, venture capital investing is once again beginning to play a big part in the economy. Venture capital firms invested \$5.6 billion in the first three months of 2006, a 12 percent increase from the same time period a year ago, according to the National Venture Capital Association.

"It's been interesting to watch those cycles," said John Cook, a venture capital reporter for the Seattle Post-Intelligencer. "Things are really heating up again."

*"I think
journalists are
going to have
to push harder
on universities
to find out
how they are
using their
money."*

SCOTT ANDERSON

Technology and
business reporter
for the Ann Arbor
News

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FREE Single-Day Business Journalism Workshops

From the Donald W. Reynolds National
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"The Craft of Business Writing"

CEO and Company Profiles, Narrative Writing

Milwaukee Journal Sentinel

October 11

"Covering Private Companies and Non-Profits"

Regulatory Filings, Financial Disclosure

Columbia University Graduate School of Journalism

October 6

University of California, Berkeley

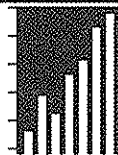
Graduate School of Journalism

October 20

For more information and to register, visit
www.BusinessJournalism.org
or contact Andrew Leckey, Director of the
Reynolds Center, at **480-727-9186**.

Four thousand journalists from 1,200 newsrooms have participated in workshops and online seminars of the Reynolds Center since its launch in 2003 at the American Press Institute.

Now located at Walter Cronkite School of Journalism and Mass Communication at Arizona State University, the Center will be adding internships, research and awards to its existing programs.



Donald W. Reynolds

**National Center
for Business Journalism**

Donald W. Reynolds National Center for Business Journalism
Walter Cronkite School of Journalism and Mass Communication
PO Box 874702
Arizona State University
Tempe, Ariz. 85287-4702

The Center is funded by a grant from the Las Vegas, Nevada-based Donald W. Reynolds Foundation.

**To register, visit:
www.BusinessJournalism.org**

Venture: Reporting requires degree of persistence

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Marshall said the questions he raises center on whether investments are politically influenced.

"You can keep an eye on the funds that keep raising or keep losing money and ask why," he said. "These guys have run into trouble. You keep an eye on what's happening with public money."

And, venture capital reporting requires a degree of persistence.

"You have to be aggressive enough to get in there and discover something new," Cook said. "One of the challenges with privately held companies is that they don't have to tell you anything."

Building rapport and trust with university administrators is essential before getting administrators to talk and disclose financial information about investments, said Scott Anderson, a technology and business reporter for the Ann Arbor News who covers 12 venture capital firms in his readership area.

"They've gone into a quieter mood in terms of the companies they back," he said. "I think they are much more apt to disclose their successes than admit their bombs."

The level of openness univer-

What happened to VentureBeat?

Matt Marshall left the San Jose Mercury News on Sept. 1 to run VentureBeat.com full time.

As reported on Talking Biz, Marshall wrote in an email: "VentureBeat will focus initially on Silicon Valley, and gradually, when possible, expand to cover innovation hubs around the globe.

"VentureBeat's mission is to provide news and information about private companies and the venture capital that fuels them. People are at the heart of this project. VentureBeat will be a resource for entrepreneurs and other interested professionals facing some of the biggest decisions of their careers."

In his first post on the site, Marshall stated, "My Mercury News colleague Michael Bazeley and I launched SiliconBeat.com almost two years ago, in an effort to respond to the new reality of online media. The blog began as an experiment, taking up an hour or so of my day. Soon, it became much more: Baze and I found ourselves spending several hours daily on a blog that was supposed to be outside of our day jobs at the Merc. Baze, showing more sanity, pulled back from SiliconBeat and has taken a job managing the Mercury News' Web site. For me, SiliconBeat continued as a labor of love, a way to filter the goings-on of this fascinating place we call Silicon Valley. Yet I was doing too much. So I approached the Mercury News, and told them I wanted to go out on my own.

"To my delight, the Mercury News has become my first customer. It will syndicate the content I produce here."



Matt Marshall

sities convey about their investments will have to be demanded at a higher level, Anderson added.

"I think it's going to have to be tested in the courts," Anderson said. "I think journalists are going to have to push harder on universities to find out how they are using their money."

The University of Michigan system promotes the disclosure of homegrown technology advancements. "Universities get revenue from royalties based on university technology. They license a lot out to future partners, existing partners or professors who want to make a business out of the new technology."

Those royalties can reach 15 percent.

Even with Stanford University, the Massachusetts Institute of Technology and the University of California at Berkeley in the disclosure mix, Anderson said the list is far shorter than what it should be. And all comes back to the struggle of getting universities to open up financially.

Universities like Stanford, Yale and MIT are based in regions that are entrepreneurial to begin with, Marshall said. And

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SABEW

SOCIETY
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AND WRITERS
ANNOUNCES

**BEST IN
BUSINESS
2007
CONTEST**

SABEW's 13th annual Best in Business Contest to recognize work published in 2006 is coming soon.

Start gathering your articles now! Do you have an outstanding section, breaking news story or column? Get them together today.

This year's registration will be streamlined with both online registration and submission available.

Deadline for online registration and submission is Feb. 1, 2007. Rules and registration information will be available in The Business Journal's Jan. 2007 edition. Stay up to date on the most current SABEW news by visiting www.sabew.org.

Mid-career training opportunities

By TBJ staff

Training programs for business journalists run the gamut from full academic years, to short-term programs lasting a few weeks, to online courses. While some are strictly focused on business journalism, other programs specialize in areas such as health-care coverage that include business-related reporting topics.

Fellowships to attend programs during the school year tend to provide a stipend while short-term programs tend to charge registration fees.

The mother of all Web sites for information about training programs is www.journalismtraining.org. The site was developed by the Society of Professional Journalists for the Council of National Journalism Organizations, which has more than two dozen member organizations. It is funded by a grant from the John S. and James L. Knight Foundation.

On the site you can search by type of training, specific provider, state, month and topic. A search under the topic Business yielded 41 training opportunities sponsored by such organizations as the Reynolds National Center for Business Training, Investigative Reporters and Editors, Knight Center for Specialized Journalism at Maryland, National Gay & Lesbian Journalism Association and Historical Black Press Foundation.

If you're looking for a change of pace or an opportunity to tur-

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Venture: Relationships

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when forces are joined – Stanford has now joined Yale to make venture capital investments – personal bonds are forged.

“What happens then, is that these relationships are built,” Marshall said. “If Alabama, for example, comes along and wants to get in, they won't be able to.”

Students are also involved more and more in deciding how universities invest money, Anderson said. Michigan has a program that allows certain classes to invest a maximum of \$50,000 in a startup company of the students' choice, he said. One class invested recently in a lasik technology company. It went public and returned about \$1 million to the university, he said.

Stephanie Newton is a business journalism student at UNC-Chapel Hill.

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 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 2007–2008 academic year will receive free tuition and a living-expense stipend of \$50,000. Qualified Knight-Bagehot fellows may be eligible for a Master of Science in Journalism upon completion of this rigorous program.

The deadline for the 2007–2008 academic year is March 1, 2007.

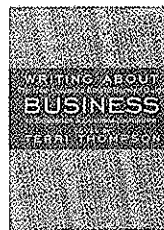
FOR APPLICATIONS, CONTACT:

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.

Training: Opportunities

CONTINUED FROM PAGE 7

bocharge your skills, here is a list of some of the most prominent programs for mid-level journalists.

ACADEMIC YEAR

KAISER MEDIA FELLOWS IN HEALTH

Number accept: Varies

Requirements: Must be U.S. citizen or work for an accredited U.S. media organization; typically fellows have at least five years' journalism experience.

Application deadline: March

Stipend: \$50,000 for a nine-month fellowship

For more information:

www.kff.org/mediafellows/index.cfm

JOHN S. KNIGHT FELLOWSHIPS AT STANFORD UNIVERSITY

Number accepted: 12

Requirements: Minimum seven years' full-time journalism experience

Application deadline: Postmarked by Feb. 1

Stipend: \$55,000

For more information:

<http://knight.stanford.edu/application/index.html>

KNIGHT-BAGEHOT FELLOWSHIP AT COLUMBIA UNIVERSITY

Number accepted: 10

Requirements: Minimum four years' full-time journalism experience

Application deadline: Must reach Columbia by March 1

Stipend: \$45,000

For more information: www.jrn.columbia.edu/knight-bagehot

KNIGHT-WALLACE FELLOWS AT UNIVERSITY OF MICHIGAN

Number accepted: 12

Requirements: Minimum five years' full-time journalism experience

Application deadline: Postmarked by Feb. 1

Stipend: \$55,000

For more information:

www.mjfellows.org

NIEMAN FELLOWSHIPS AT HARVARD UNIVERSITY

Number accepted: 12

Requirements: Minimum five years of full-time journalism experience

Application deadline: Postmarked by Jan. 31

Stipend: \$55,000

For more information: www.nieman.harvard.edu/about/how/criteria.html

REUTERS BUSINESS JOURNALISM GRADUATE FELLOWSHIP AT THE UNIVERSITY OF MARYLAND

Requirements: Master's students who are members of a minority journalism association

Stipend: \$14,000; fellows also work in the Reuters Washington bureau in the fall season and Capital News Service Washington bureau in the spring.

For more information: www.journalism.umd.edu/financial/reuters.html

SHORT-TERM OR ONLINE

ROBERT C. MAYNARD INSTITUTE FOR JOURNALISM EDUCATION

Since 1977, the Maynard Institute in Oakland, Calif., has been offering professional development programs to prepare managers for careers in both business- and news-sides of the journalism industry. This year, the institute offered three programs:

- **Editing Program,** a six-week session at the Reynolds School of Journalism University of Nevada, Reno, for copy editors; eight participants; \$6,000 fee includes lodging, meals and access to all campus stu-

dent facilities. March application deadline.

- **Maynard Management,** a four-week program at Kellogg School of Management, Medill School of Journalism, Northwestern University, Evanston, Ill.; \$12,000 fee covers tuition, lodging, breakfasts and lunches on campus.

- **Media Academy,** two nine-day sessions at Harvard University or Northwestern, prepares journalists for their first management position; 24 participants; \$2,500 fee covers tuition and includes lodging, breakfast and lunch on campus. Next session is at Harvard University, Jan. 7-13 and March 25-31. October application deadline.

For information:

www.maynardije.org/programs

POYNTER INSTITUTE

The Poynter Institute, based in St. Petersburg, Fla., sponsors a variety of programs throughout the year that target specific areas of the news business, such as storytelling, copy editing, visuals, online reporting and management. All seminars are limited to 16 participants. The 2007 schedule is posted at www.poynter.org

DONALD W. REYNOLDS NATIONAL CENTER FOR BUSINESS JOURNALISM

The Donald W. Reynolds Foundation based in Las Vegas, Nev., created the Reynolds Center in 2003. The center moved from the American Press Institute in Reston, Va., to The Walter Cronkite School of Journalism and Mass Communication at Arizona State University in July. The center offers a wide variety of free training programs at newspapers across the country as well as online at www.businessjournalism.org

WHARTON SEMINARS FOR BUSINESS JOURNALISTS

The four-day program this year is Oct. 22-25, with final payment of \$1,995 due by Oct. 1. The program features faculty from the Wharton School at the University of Pennsylvania. For information, go to www.wharton.upenn.edu/journalists

www.journalismtraining.org



**Dave
Kansas**

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>> PRESIDENT'S LETTER

Put on your thinking cap and give your readers richer content

ONE OF THE challenges facing business editors today is the disappearance of the stock tables and other financial data. This elimination irks some readers, especially those not actively using the Internet, and takes pages away from the Business section.

In addition, the reduction – or elimination – of stats and tables has prompted some concern among business editors and writers that Business sections themselves could come under threat.

Several editors and reporters at the SABEW annual conference in

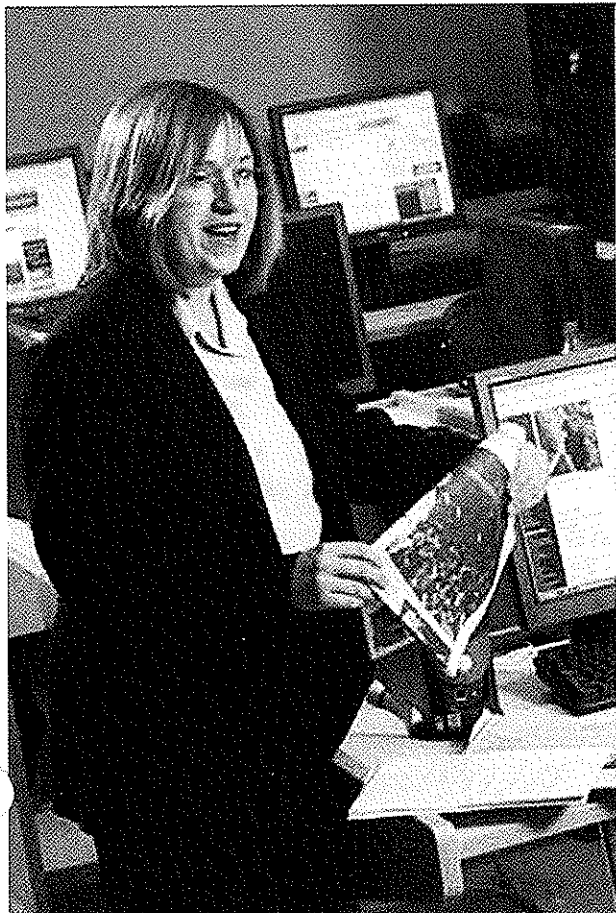
the Twin Cities this year expressed this concern during an agate discussion led by former SABEW President Jon Lansner of The Orange County Register.

At The Wall Street Journal we recently went through another round of table reductions. We have more planned for January when the size of our paper shrinks. Shrinking seems a big word in newspapers these days. The New York Times, for instance, also plans to shrink its paper in 2008 and it has already sharply curtailed its data tables. A number of other big papers, like the

Chicago Tribune and Los Angeles Times, have eliminated or sharply reduced their financial data packages.

The basic logic behind shrinkage is tough to argue against. For one, much of the data lost is easily available online for free. Also, by reducing tables and paper sizes, newspaper companies save money and, in theory, don't need to cut as deeply from among journalists. A few pages of newsprint to save a few jobs means a lot to editors these days.

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Master of Arts in Journalism

With Specialties in Business and Science/Health Writing

The program will consist of evening classes taught by faculty that include a Pulitzer Prize winner and industry professionals. In addition to journalism courses in Hofstra's School of Communication, students will also take courses in the Frank G. Zarb School of Business, Hofstra College of Liberal Arts and Sciences, or the School of Education and Allied Human Services. Internships will be available at major New York media outlets.

The program is designed for:

- Working journalists
- Undergraduates majoring in the sciences, engineering, public health or business who want a career in specialized writing/reporting/editing
- High school journalism teachers and advisers
- Adults contemplating a career change

For more information on the program:

Call the Department of Journalism, Media Studies, and Public Relations at (516) 463-4873, or contact Dr. Matt Sobnosky, Graduate Program Director, at (516) 463-7141 or Matthew.J.Sobnosky@hofstra.edu or on the Web at www.hofstra.edu/journalism



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Chris Roush

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>> BIZ BUZZ

New ME of Americas for Bloomberg

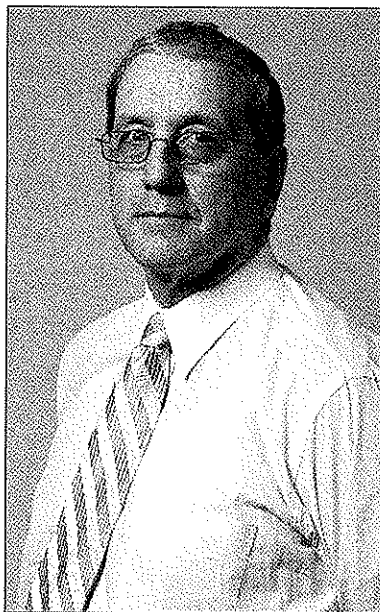
Joe Winski, Bloomberg's Washington bureau chief, becomes new ME of the Americas for Bloomberg News.

Al Hunt, the Washington ME for Bloomberg, wrote in a memo, "I am delighted to tell you that Joe Winski has been named Managing Editor for the Americas. He will live in Washington and spend a couple days here and the rest in New York and elsewhere."

Mark McQuillan replaces Winski as Washington bureau chief.

"These are two of the most talented journalists that I have worked with, here or elsewhere," said Hunt in his memo. "Joe Winski has been the glue that holds this bureau together, the resident expert on the Bloomberg way, a superb editor with terrific judgment. He will be much missed in his current role though having him here and working with us in his new role is a great bonus."

"To replace Joe, Mark was the first, second and third choice. There is no better editor at Bloomberg, he too is versed in this news organization's history and culture and shares



Joe Winski, Bloomberg's Washington bureau chief, becomes new ME of the Americas for Bloomberg News.

Joe's talent to inspire other reporters and editors."

Winski was Bloomberg's Chicago

bureau chief before moving to D.C.

NEW AP FINANCIAL DESK IN DC

Beth Belton, a veteran business journalist, becomes news editor of a new financial desk being created in the **Associated Press'** Washington bureau.

Under Belton's direction, the new desk will provide added breadth and depth to AP's business news coverage. It will focus on corporate and regulatory activity for a premium service, AP Financial News, started in 2004.

Belton was online news editor for **BusinessWeek** from 2000 until this year, overseeing a significant expansion of the news magazine's Internet presence. Before that, she was a reporter and editor for the Money section of **USA Today** for 10 years. She also has worked for investment publications and The Washington Times.

Meanwhile, **Stephanie Stoughton**, a biz writer for AP in Richmond, Va., becomes news editor of the AP's Mid-Atlantic bureau.

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Steffens: Signs of independence in Chinese media

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There are signs of independence on other fronts. Reporters from China Business Daily in Beijing – locally referred to as the "Wall Street Journal of China" – say they wouldn't run new product announcements. However, they do run photographs supplied by the company because they feel it would be an insult not to.

Many reporters told me that they feel that they are less constrained in what they write about, and that the government's censors are more hands off on business topics. Most, of course, didn't want their names used, fearing some sort of retribution.

Defamation suits are another constraint.

Foxconn, a company that manufactures Apple iPods in China, is suing two Chinese

journalists for writing about the maltreatment of workers at factories run by a subsidiary in Longhua. The journalists, Wang You and Weng Bao, were initially sued for \$2 million in damages. Their report claimed that factory employees worked forced overtime, often standing for 12 hours a day, and were housed in cramped quarters.

The August lawsuit provoked an outcry from Reporters Without Borders and other organizations. The company is continuing the lawsuit, but has reduced its damage claim to a token 1 yuan, or about 70 cents.

In a statement, Foxconn said: "Of this entire episode, what the company had asked for is simply the right to protect her reputation, to preserve the Chinese dignity. Any claim to us is more for its symbolic meaning than anything. We hereby solemnly announce

that we will donate entire eventual compensation to non-profit organization for good cause."

Another ray of hope is that business journalists who work for the Shanghai Securities, after my presentation on SABEW's ethics code, said they are considering forming a society of Chinese business journalists. I told them to keep me informed, and I'll pass along that good news via this column.

Marty Steffens is the SABEW Chair of Business and Financial Journalism at the University of Missouri School of Journalism. She spent three weeks training business journalists in Macedonia this summer, and also three weeks lecturing in China. You can email her at steffensm@missouri.edu.

>> BIZ BUZZ CONTINUED

NEW EDITOR FOR FINANCIAL WEEK

Glenn Coleman becomes the new editor of **Financial Week**, a new publication from Crain Communications. Coleman returns to Crain from **Popular Science** where he was deputy editor. Previously, he had been assistant managing editor of **Money**. Both magazines are published by Time Inc. Prior to joining **Money** in 1999, Coleman led the launch of **InvestmentNews**, a weekly newspaper for the financial advisory business published by Crain Communications. He joined Crain in 1990 as features editor of Crain's **Chicago Business**, and served as managing editor before joining **InvestmentNews** as editor.

The previous editor — former Bloomberg News editor **Rob Hertzberg** — was fired for failing to produce an initial issue this summer that provided the kind of news content that Crain wanted.



David Keim

CHANGES IN KNOXVILLE

The **Knoxville News Sentinel** has a new biz editor, as its former biz editor moved up in rank in the newsroom. In addition, a biz editor has returned to the company to edit its monthly business paper.

Biz Editor **David Keim** becomes assistant managing editor for local and business news. He will have direct supervision of the metro staff while retaining oversight of the business section and the new Greater Knoxville Business Journal.

Assistant Biz Editor **Bill Brewer** is being promoted to business editor, taking over direction of the business staff.

Former Biz Editor **Amy Nolan** returns to the News Sentinel as editor of the **Greater Knoxville Business Journal** after a stint with the administration of Knoxville Mayor Bill Haslam.

Keim has been with the newspaper 13 years, covering a variety of beats as a

reporter before becoming business editor in 2002. In 2003, he created the annual **Books of Lists**, an authoritative directory ranking Knoxville-area businesses. This year, he was instrumental in launching the **Biz Journal**, a monthly pub.

Brewer has been with the News Sentinel for 16 years, much of it as a business reporter. He became assistant biz editor in 2003.

BOSS WATCH

Amy Wallace, the deputy biz editor of the **Los Angeles Times**, leaves to become a senior writer at **Conde Nast Portfolio**. ... **John P. McDermott** becomes biz editor of **The Charleston Post and Courier** in South Carolina. McDermott plans to elevate the biz section's profile in the region, one that is undergoing swift economic and demographic changes. McDermott started his journalism career in 1991, and for the past 12 years was a senior business reporter with **The P&C**. His most recent areas of coverage were

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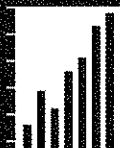
Business Journalism with Character

Magazine Watch: Contributing writer Jennifer Hopfinger reports on the business periodical landscape

Under the Magnifying Glass: Footnoted. org editor Michelle Leder probes company financials

Dick's Picks: Best-written business stories chosen by writing coach Dick Weiss

Roush Rant: A blog on what's bugging Chris Roush about business journalism



Donald W. Reynolds
**National Center
for Business Journalism**

Andrew Leckey, Director
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Donald W. Reynolds Foundation.

>> BIZ BUZZ CONTINUED

real estate, economic development and the maritime industry....**Brian Schwaner**, the AME/business at the **Cincinnati Enquirer**, returns home to Louisiana to become the AP's news editor for the state. Schwaner, 51, led business coverage for the Enquirer since 2003, and during his tenure designed and coordinated a news-room-wide training program. He was deputy biz editor of the **New Orleans Times-Picayune** before that. **Carolyn Pione**, 36, a suburban Columbus native, replaces Schwaner at the Enquirer. Pione joined the Enquirer's staff in March 2004 as an assistant business editor. She was promoted to deputy business editor in March 2005....**Bill Lane**, ME of the **Boston Business Journal** since 2001, leaves the weekly newspaper to join **The Castle Group**, a public relations agency. He is replaced at the Journal by **Eric Convey** of **The Boston Herald**....**Erik Siemers** is the **Albuquerque Tribune's** new biz editor. Siemers joined the paper in July 2004 as a biz reporter, and his experience included assisting in the paper's coverage of the presidential election and Legislature. He moved to the City Hall beat in February 2005, leading the paper's coverage of last fall's mayoral election....**Bonnie Eksten**, biz editor of the **Wilmington (N.C.) Star News**, leaves the paper, and no replacement is named....**Christian Wihtol**, a former SABEW governor, becomes senior editor at **The Register-Guard** in Eugene, Ore. As senior editor, Wihtol oversees all staff newsgathering operations, with the exception of sports. He also oversees daily and long-range planning for Page One. Previously, he was government team editor at the paper for two years, and business editor for 14 years. A longtime member of SABEW, Wihtol served on the SABEW board of governors from 2002 to 2005....**Mary Irby-Jones** is the new business editor of the **Dayton Daily News** in Ohio, directing the newspaper's coverage of business in the Miami Valley. Irby-Jones served most recently as a senior editor for the **Statesman Journal** in Salem, Ore.... The **Rochester Democrat and Chronicle** names **Steve Sink**, a former business editor at **Newsday**, as its new business editor.

He had been an assistant metro editor at the paper. He replaces **Ellen Rosen**, who is now with the **Rochester Business Alliance**.

ON THE EAST COAST

Chris Nagi, managing editor of **TheStreet.com**, joins **Bloomberg News** as a stock markets editor... **Stan Choe** joins the **Associated Press** as a reporter in New York. He was a biz reporter for the **Charlotte Observer**....**Nick Gott** returns to **Marketwatch** in the New York office as banking reporter. He had gone to **TheStreet.com** to initiate coverage of commodities....On the new education team at Bloomberg, new hires include **Emily Sachar**, longtime **Newsday** reporter who spent a year teaching eighth grade math and wrote a book about it, "Shut Up and Let the Lady Teach," as well as **Jim O'Neill**, higher ed reporter with the **Dallas Morning News** and **Philadelphia Inquirer**. Both will cover the business of education.

IN THE SOUTH

The **Arkansas Democrat Gazette** loses two reporters, one to **Dow Jones** and the other to **Bloomberg**. Ironically, both become based in Houston covering energy. **Brian Baskin** reports on energy for **Dow Jones**, and **Edward Klump** reports on power utilities...**Emma Burgin** joins **The High Point Enterprise** in North Carolina as a business reporter.



Mary Irby-Jones

The Enterprise has been without a business editor for the past two years....**Joseph Rauch** leaves the **Jacksonville Business Journal** for a reporting position at the **Atlanta Business Chronicle**, where he will cover non-profits. Both are American City Business Journals' papers....**Charlotte Observer** manufacturing reporter **Gillian Wee** leaves for a job with Bloomberg in New York....**Michael Wagner**, the health/education reporter, leaves the **Triangle Business Journal** for architecture school at N.C. State....**Robin Roger** joins the **Bradenton Herald** as a biz reporter....**Priscilla Frulla** joins the

Biloxi Sun Herald's biz desk in southern Mississippi to write about the real estate and housing markets...**Andrea James** leaves the **Mobile Register** for the **Seattle Post-Intelligencer**. At the **Atlanta Journal-Constitution**, **Coke** reporter **Caroline Wilbert** leaves to be a stay-at-home mom but will do freelance work on the side. Also at the AJC, retail reporter **Renee DeGross** leaves to join local PR firm **Jackson Spalding**.

IN THE MIDWEST

Reporter **Inga Beyer** leaves the **Corridor Business Journal**, which covers business in the Cedar Rapids and Iowa City region, to work for local ad agency **Henry Russell Bruce**....Veteran biz reporter **Jerry Siebenmark** joins the **Wichita Eagle** to cover the banking and financial services industries from the **Wichita Business Journal**....**John Pulliam** becomes biz editor at the **Galesburg Register-Mail** in Illinois. Pulliam replaces **Mike Landis**, who left **The Register-Mail** to take a sports editor position at the **Kewanee Star Courier**....**Jenny Rode** leaves the **Battle Creek Enquirer** to become tech reporter at the **Ann Arbor News** in Michigan....**Than Tibbetts** joins the staff of the **Grand Rapids (Minn.) Herald-Review** as the city government and business reporter... The **Rockford Register Star** in Illinois names **Jack Burke** as its new business editor, replacing **Adam Lowenstein**.

ON THE WEST COAST

Seth Lubove, former Los Angeles bureau chief of **Forbes**, is now L.A. bureau chief of **Bloomberg News** and also works on **Bloomberg Markets** magazine. Also at Bloomberg, **Mike Janofsky**, long-time **New York Times'** Washington bureau reporter, will cover the entertainment industry and Hollywood out of L.A.... **Santa Barbara News-Press** biz editor **Michael Todd** quits, along with five other editors, after disagreements with owner **Wendy McCaw** about editorial content....**Vacaville (Calif.) Reporter** biz writer **Amanda Janis** becomes biz editor at the paper... **MarketWatch** hires **Ben Charny** in San



Seth Lubove

>> BIZ BUZZ CONTINUED

Francisco, joining the tech team in a new position of Internet reporter. He's from **Ziff-Davis Media**, where he wrote stories and blogged for PC Magazine, eWEEK and other Ziff publications and their Web sites. He becomes MW's lead person on Web coverage, with **Bambi Francisco** moving her focus exclusively to her column, her blog and her video interviews.



Bambi Francisco

Marketplace show. **TheStreet.com** hires **Farnoosh Torabi**, formerly a business news producer and reporter for **New York 1 News**, as its first full-time video correspondent.

ON THE AIRWAVES

CNBC hires **Darren Rovell** as sports business reporter. Previously, Rovell served as a sports business writer for **ESPN.com**. . . . Boston-based radio station **WBUR** adds a business reporter to its staff. **Curt Nickisch**, who started in September, has been a news producer for **South Dakota Public Broadcasting** and has contributed pieces to **American Public Media's**

AT THE GLOSSIES

Peter Newcomb, a well-known byline at **Forbes**, leaves that publication for a job at **Vanity Fair**, which is seeking to increase its business coverage. . . . Former **Fortune Small Business** editor-at-large **Josh Hyatt** becomes senior writer at **Money** and is based in Boston. Hyatt spent five years at **Fortune Small Business**, and worked at **Inc.** before that. . . . **Time** reporter **Matt Cooper** leaves the general interest magazine for a job at new business glossy **Conde Nast Portfolio**, while **Fortune** star **Bethany McLean** turns down offers from both **Portfolio** and the **New York Times**. In addition, **New York Observer** media reporter **Gabriel Sherman**, **Details** feature writer **Kevin Gray** and **Wired** writer **Susan Murcko**, who becomes a senior editor, all join **Portfolio**. . . . **Sara Clemence** becomes the new lifestyles editor of **Forbes.com**. She's responsible for the **Forbeslife** channel on the site. . . . **Jon Fortt** leaves the **San Jose Mercury News** and joins **Business 2.0** as a senior editor, based in San Francisco. Fortt will help edit the "What Works" and "What's Next" sections.

AND THE WINNER IS...

The **Atlanta Journal-Constitution**, **Associated Press**, **Toledo Blade**, **Allentown Morning Call**, **The Wall Street Journal** and the **New Castle News Journal** in Delaware are 2006 Loeb Award winners. Other winners include **Carol Loomis** of **Fortune** and **Steven Pearlstein** of the **Washington Post**. **James B. Stewart** is the inaugural winner in the book category for "DisneyWar."

IN PASSING

John Accola, a business investigative reporter at the **Rocky Mountain News**, died June 25 of an apparent heart attack. He was 56. Accola was a winner, with colleague **Peggy Lowe**, of a 2000 Best in Business award in the Spot Enterprise - Giant Newspapers category. He authored or co-authored a number of other stories and series nominated for SABEW awards. **Deb Goeken**, ME of the News, called Accola "an extraordinary reporter. He has a gift for getting people to talk to him, and he has written amazing stories. He has been on the business staff for years, and John very much appreciated the team spirit and closeness of his business colleagues." Accola had just celebrated his 22nd anniversary with the News. In 1996, he won the Morton Margolin Prize for Distinguished Business Reporting, given by the University of Denver College of Business Administration.

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