

THE BUSINESS JOURNALIST

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President's Letter

New Race Starts For Governors



BY BARNEY CALAME

Wall Street Journal

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The new board election process is underway, but it's not too late to join the party.

SABEW's effort creating greater opportunity for members to get more deeply involved in the organization has been launched. All members have been invited to nominate themselves or someone else to be a candidate for the board of governors. SABEW's Nominating Committee was due to propose a slate of candidates no later than Dec. 15.

**ELECTION:
HOW PROCESS
WILL WORK.
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But this isn't a slate limited to just six folks for the six vacant seats on the board. The new election guidelines encourage the committee to prepare a slate with at least three more candidates than there are open seats.

Moreover, it's not too late for others to put themselves or someone they ad-
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Are personal finance journalists needlessly alarming retirement savers with...

Wrong SIGNAL?

BY THOMAS KUPPER,
The San Diego Union-Tribune
thom.kupper@uniontrib.com
From Tampa, Fla.

Ralph Warner has read article after article about how the Baby Boomers are shockingly unprepared for retirement, but he's not convinced.

One article he read theorized that the retirees of the next few years will need 10 percent more spending money in retirement than they do while they're working, an idea he finds ridiculous. Other articles suggest that Boomers aren't saving enough to meet their basic retirement needs, let alone to continue the lifestyle they lead today.

"Most of this picture is brought to us by people who have never retired," Warner told the audience at SABEW's recent personal finance conference, "and most of it is brought to us by people who have a vested interest in our saving lots of money."

Warner, founder of the legal information Web site Nolo.com, was one of several speakers to question a basic premise of personal finance reporting: that Americans are botching their retirement planning and need help badly.



Dallas Salisbury

For one thing, it won't take much for the Baby Boomers to live better in retirement than current retirees do, Dallas Salisbury, chairman of the Employee Benefit Research Institute, told SABEW members. Most retirees have never left the workplace with ample savings. Indeed, Salisbury said the median savings for current retirees is only about \$10,000, with many retirees depending on Social Security alone to cover most of their expenses.

In contrast, many of the Baby Boomers have taken advantage of relatively new savings vehicles such as individual retirement accounts and 401-K accounts. If even half the Boomers end up with any source of income in retirement beyond Social Security and pension, Salisbury argued, that would make them

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**PEOPLE: LET THE
INTERNET GET YOU
BETTER ANECDOTES.
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SABEW Notebook

N.Y. Show Fires Up

BY THE TBJ STAFF

If you talk to your readers, viewers and/or friends, you might think that frenetic, superficial commentary about pointless stock market gyrations now defines business journalism.

It ain't so.

To prove it, SABEW will travel next April to the den of the beast, Wall Street, for its 38th annual convention. From April 29 to May 1, business journalists will celebrate our craft and explore ways to energize the beats — new and old — at our convention headquarters, the Marriott World Trade Center near the hub of New York's financial district.

A committee chaired by SABEW vice president Bill Barnhart of the Chicago Tribune is developing a program designed to improve business coverage from Main Street to Wall Street. Speakers will represent the new administration in Washington. Others will provide how-to insights into covering business stories now pushing their way onto your pages:

- new strategies for economic development in rural and urban areas
- utility deregulation and energy prices
- workplace issues and the jobs outlook
- executive compensation tricks and treats
- consumer profiling by marketers
- the business of philanthropy
- and the growing impact of immigrant businesses and consumers throughout America.

Along the way, we will probe the inner workings of Wall Street, which for better or worse, captures the attention of millions of individual investors. We'll also take a close look at the high-intensity market pundits of cable TV and Web sites whom Washington Post media critic Howard Kurtz has labeled, "the fortune tellers."

Watch www.sabew.org for program updates. Contact the SABEW headquarters or Barnhart (312-222-3599 or webarnhart@aol.com) with questions or comments about the convention.

Under new SABEW by-laws, our obligation to hold our conventions in odd-numbered years in New York or Washington, D.C., has been repealed. The 2001 meeting may be the last SABEW convention in New York for many years. So make your plans now. ■

UPCOMING SHOWS

Our education of members doesn't stop in the Big Apple. Here's the planned lineup of other SABEW events:

- 5th **TECH CONFERENCE** in Raleigh, N.C. on June 14-16, 2001, at Embassy Suites Raleigh-Durham (\$109/night). Registration: \$100.
- 7th **PERSONAL FINANCE** in Orange County, Calif., in late summer/early fall 2001.
- Inaugural **BUSINESS WRITING AND REPORTING CONFERENCE** in Chicago, late summer/early fall 2001.
- 2nd **SMALL BUSINESS CONFERENCE**, in Florida in February 2002.

Check www.sabew.org for program details and conference costs.

SABEW Notebook

DETAILS COMING!

Look for TBJ's 2001 special issue on the contest and annual convention coming to your mailbox next month.

That issue will have contest entry forms and rules plus details of a new category — spot enterprise — that we're introducing this year. In that issue we'll also reveal the third mandatory date.

Also, pay close attention: We're tinkering with the circulation-based categories to even out the number of newspapers in each.

Get Going On The Contest

BY RANDY PICTH

Associated Press, randy_picht@ap.org

If you're hearing the carols in the mall and getting the e-mails from E-Toys with friendly gift suggestions, you know it can mean only one thing ... it's time to start thinking about the SABEW Best in Business contest.

This is your not-so-subtle reminder that the contest is just around the corner! (Deadline is Feb. 10!) Have you started making your list of entries yet?

To help you get a jump on things, we're ready to reveal the second of three mandatory dates for the best section or weekly publication part of the contest:

- The second date for daily newspapers is Sunday, July 23. For weeklies, that translates top issues from the week of July 23-29.
- In you missed it, the first randomly chosen date for daily newspapers was Friday, Feb. 11. For weeklies, the first mandatory issues come from Feb. 6-12. ■



Belo Gift Pushes Chair Towards Goal

BY HENRY DUBROFF

Pacific Coast Business Times, hadubroff@aol.com

A \$25,000 gift from The Belo Foundation adds another top name in journalism to those who have made major grants to the SABEW Endowed Missouri Chair in Business and Financial Journalism.

The foundation is tied to Dallas-based Belo, the parent of the Dallas Morning News, The Providence Journal, WFAA-TV and a number of other media operations. The gift moves SABEW's endowment campaign close to the goal of \$1.1 million in contributions.

The gift comes at a critical moment, with SABEW preparing to wrap up the endowment campaign. Leading the Belo effort was Morning News columnist Cheryl Hall. Support from within Belo for the gift came from Foundation President Judith Garrett Segura, Morning News President and Publisher Burt Osborne.

"The generous Belo contribution came in the vital closing days of the drive to reach \$1.1 million and makes the SABEW chair a reality," said President Barney Calame, deputy managing editor of The Wall Street Journal.

"It's especially nice because editors such as Cheryl at Belo's Dallas Morning News have made huge contributions to our organization over the years. I know Cheryl, a former president and recipient of SABEW's distinguished achievement award, played a key role in explaining to Belo the value of the chair and helping make the donation a reality." ■

BIG NAMES, BIG BUCKS

Belo Foundation joins other major contributors to the SABEW chair including the Kansas City Star, Cap Cities/ABC, Dow Jones Foundation, Bloomberg News, The Reuter Foundation, Chicago Tribune Foundation, American City Business Journals and TJFR. In order to preserve the ethical integrity of the organization and the chair effort, the endowment was funded only by SABEW members and past members, media organizations and qualified, independent foundations.

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SABEW Purpose

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

SABEW

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Business Editors and Writers, Inc.



Biz Buzz

BY DICK PAPIERNIK
Nation's Restaurant News
rpapiern@nrn.com

At 25, Bagehot Cites 'Best'

Seattle Times biz columnist Steve Dunphy has been recognized at a special awards ceremony at the Columbia University Graduate School of Journalism in New York, commemorating the 25th anniversary of the Knight-Bagehot Fellowship program in economics and business journalism.

Dunphy, a member of the initial class of Bagehot Fellows and former SABEW governor, got a "Best of Bagehot" award for his column. Dunphy, often out front of the competition especially on Pacific Rim developments, was cited for the quality, diversity and prolific production of his coverage. Business Week editor Steve Shepard did the keynote.

Helping to put together the anniversary program, were Chris Welles of Business Week and Myron Kandel of CNN.

Terri Thompson, director of the Knight fellowship, in October put together a timely Business & The Press Symposium on the new Securities and Exchange Commission disclosure rules. SABEW member Thompson brought in U.S. Judge Stanley Sporkin, a former enforcement chief at the SEC, for the keynote address.

PHILLY FOIBLES

There will be cutbacks in Philadelphia at Knight Ridder's properties, The Philadelphia Inquirer and The Philadelphia Daily News.

Reports indicate that the squeeze, brought about by rising newsprint costs and falling advertising, aims to take about 3 percent out of the staff, most likely with buyouts offered to near 100 people. Five years ago, a 7 percent reduction, including buyouts, shaved about 200 out of the Philly papers.

Talk about cutbacks is not stopping The Inquirer biz ed Mary Flannery from beefing up her staff and looking for new coverage areas.

She hired Akweli Parker, former business and technology reporter at the Virginian-Pilot in Norfolk, to cover the tech-telecom-utilities beat succeeding Wendy Tanaka who started up a new beat on e-commerce.

"Wendy will help define the e-commerce beat," Flannery said. "It will be more than just the Route 202 bio-tech corridor, broader than just tech and I expect it also will ... take a good look at where venture capital is going.

"We can call it e-commerce or e-business but it will be broader than that and it may mean we have to come up with a new name for it."

Inky staffer Miriam Hill, now covering investing, may be putting more time into a more focused look on venture capital financing.



Steve Dunphy

Biz Buzz

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Marcia Gelbart joins as transportation and tourism reporter. She previously was at the Palm Beach Post, most recently covering the Florida legislature.

Also, Linda Loyd moved from local courts coverage at the Inky to business general assignment. Flannery says: "Linda has come out of courts coverage with great contacts and she used them to put together a powerful story on the issues involved in a proposed privatization at Philadelphia International Airport."

GIVE MY REGARDS ...

We can't overlook a Broadway production — one not just attended but actually staged with the help of several SABEW members.

CNN's Myron Kandel handled program preparation for the New York Financial Writers Association production of its annual Financial Follies bash on stage at the Marquis Marriott at 46th & Broadway. SABEW member Susan Lisovich of CNN had a starring role by singing in several big production numbers.

Even yours truly made his Broadway debut — appearing as song-and-dance man Salmon P. Chase, namesake of the bank, in a parody on the Chase-Morgan merger.

Proceeds from the Follies goes to sponsorship of scholarships and professional journalism educational programs.

HE'S BAAACK!

Kandel danced back into his old job doing commentary at the end of CNN's nightly "Moneyline" broadcast.

He describes his absence as a "hiatus" but his commentary role was cut from the show more than a year ago when a CNN executive decided Moneyline could do without it.

A mainstay since he launched CNN's first foray into business news 20 years ago, Kandel continued his several other daily broad-



Myron Kandel

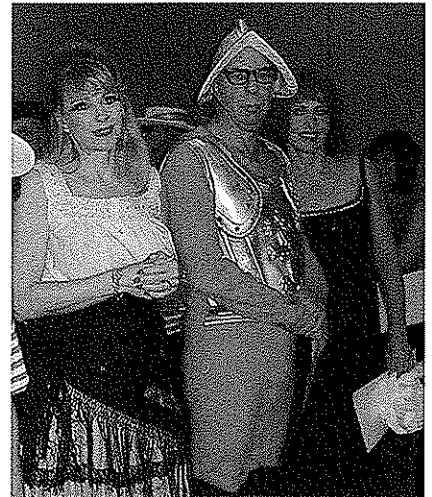
casts at the network as Moneyline came under increasing competitive fire by other financial TV programming.

According to station executives, Kandel will now provide a perspective "behind the numbers" on weekday nights at Moneyline.

When we asked about his return, Kandel quickly reminded us, "I'll be there every night except for Monday. That's when I'm teaching a journalism class at Columbia's graduate school."

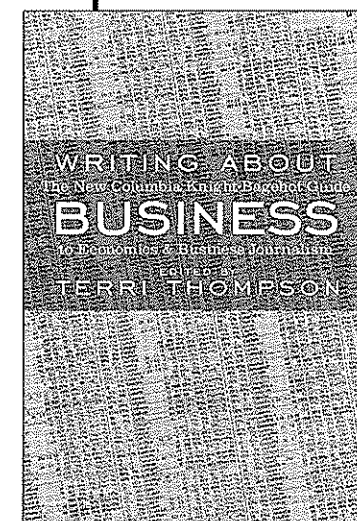
In another change at CNN, Andrew Server, an editor at Fortune magazine who provided a financial news report at CNNfn, is joining ABC News where he will report on business for the network and its ABCNews.com site.

The unofficial buzz around CNN is that scores of cutbacks may be in the offing as preparations are being made for the AOL-Time Warner merger. As of yet, there's no official comment.



Leonard Sloane, retired from the New York Times, readies turn to act with the New York Financial Writers' 2000 Follies on Nov. 17. He's flanked off-stage by Shelley Faldetta of BNP Paribas (left) and Susan Lisovich of CNNfn.

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Biz Buzz

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ALSO IN THE EAST

New York Daily News biz ed Scott Wenger has a search on for a deputy to replace Judy Schoolman, who will go back to full-time writing for the section after a successor is found. Other recent changes at The News: Eric Herman to real estate business writer from personal finance writer; and the hiring of Paul Colford, formerly with Newsday, to cover media business.

At the Providence Journal-Bulletin, biz ed John Kostrzewa is seeking to fill three vacancies after departures of Brian Jones, who covered workplace issues; Bill Donovan, on the economic development beat; and Russell Garland, a financial writer.

The Daily Herald, in suburban Chicago, has moved veteran city desk reporter Sarah Mawhorr to business news coverage.

WESTWARD HO!

Jon Talton, after several years as biz ed and a columnist at the Charlotte Observer, moves to Phoenix, joining the Arizona Republic as a columnist writing three-times-a-week on the "New Economy."

Republic biz ed Brahm Resnik also has promoted Dawn Gilbertson and Nena Baker to assistant biz ed slots.

Resnik said, "Dawn, a former Bagehot fellow, has covered virtually every major business story in the Valley in her dozen years here. Nena has covered the business of sports at the Republic."

In other shifts, Shaun McKinnon moved from West Valley coverage of growth and water issues, to the economic development beat. Bob Golfen moved from the national desk to small business and GA. Craig Harris has left metro courts coverage to initiate an investigative beat in business.

In Denver, biz ed Rob Reuteman says he has come up with six replacement hires in recent months at the Rocky Mountain News.

Jeanie Stokes, formerly Bloomberg News' Denver bureau reporter, was hired as a financial writer, replacing Guy Kelly who took a job with American Century mutual funds.

Kris Hudson, formerly high-tech reporter at the Boulder Daily Camera, joined the News as a high tech writer, replacing Lisa Greim Everitt, who took a communications job with Requisite Technology.



Jon Talton

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Biz Buzz

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CUTS HIT JOURNAL, THESTREET.COM

The Wall Street Journal on Nov. 15 closed its six regional editions -- Texas, Florida, California, the Pacific Northwest, the Southeast and New England. The end of a seven-year experiment of adding local business news to the Journal once a week cost 34 positions in the newsroom.

Also, New York-based TheStreet.com Inc. is cutting its work force by 20 percent, hitting about 40 U.S. employees. Also, its U.K. Web operations are being shut down and a joint venture with the N.Y. Times is being closed.

Gil Rudawsky, formerly assistant city editor at Boulder, has started as ski industry/tourism reporter.

Michael Perrault, formerly of Standard & Poor's in Denver, joins the News as health care reporter, replacing Michele Conklin, who took a job as marketing officer for Centura Health Systems.

Rachel Brand, formerly of Reuters Chicago bureau, is covering the retail/marketing beat, replacing Dina Berta, now heading the Denver bureau for Nation's Restaurant News.

In Orange County, Calif., The Register has hired two new team leaders for biz, Tom Gordon, formerly biz ed at the Fresno Bee, and Andrew Galvin, an editor for Bloomberg News. Gordon succeeds Jerry Hirsch who ran the daily business news operation. Hirsch moved to the Los Angeles Times. Galvin oversees technology coverage, succeeding Cathy Snapp, now at the San Jose Mercury News. Gordon and Galvin report to Kate Butler, The Register's senior biz team leader.

WORTH CORRECTING

An item in the October/November edition on John Fulton's move to Morgan Stanley incorrectly listed him as equities research director — which would have given him a whopping big raise.

He tells us he's just one editor in the MS equity research department and therefore far from the "7-or-8 figure" compensation range accorded to directors at the investment bank. ■

Darrell Proctor, an assistant city editor, took Dana Coffield's place as assistant biz ed. Coffield joined Ziff-Davis Interactive Week's Denver bureau as technology editor.

Heather Draper, formerly of Dow Jones News Service in Singapore, is airlines/aerospace reporter, replacing Dick Williamson, who joined Interactive Week's Denver bureau as a reporter.

The Knight-Bagehot Fellowship

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

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

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

The ten Fellows selected for the 2001-2002 academic year, which begins mid-August 2001, will receive free tuition and a living-expense stipend of \$35,000. Qualified Knight-Bagehot Fellows may be eligible for a Master of Science in Journalism upon completion of this rigorous program.

Deadline for the 2001-2002 academic year is March 1, 2001.

FOR APPLICATIONS, CONTACT:

Ms. Terri Thompson, Director, Knight-Bagehot Fellowship

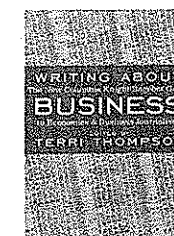
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the most prosperous generation of retirees in history.

"They have the opportunity to have far greater financial assets than the bulk of today's retirees," he said.

There are skeptics as to whether changes in benefit plans are really good news for workers. Gary Schatsky, president of the National Association of

Personal Financial Advisers, said one reason for companies to shift away from pension plans is that 401-K plans require them to contribute less.

"While you could put a positive spin on it,"

Schatsky said to the SABEW personal finance group, "a lot of my clients are finding at the end of the day they have less money."

But Salisbury argued that most retirees wouldn't have gotten much of a payoff from traditional pension plans to begin with. That's because traditional pension plans required you to stay with one company for many years to get a full benefit, while newer plans at least give workers a chance to roll over 401-K savings into another savings vehicle if they change jobs.

"Very few workers stay long enough to get the gold watch," Salisbury said.

In theory, the growing availability of financial news and information should also help people make smart decisions about financial planning. Salisbury said there is evidence that people are in fact thinking more about retirement issues.

In the past eight years, he said, surveys showed that the percentage of workers who have considered their retirement needs has increased from about a third to a little more than half. A majority say that when they started thinking more about retirement, it prompted them to start saving more or to invest differently.

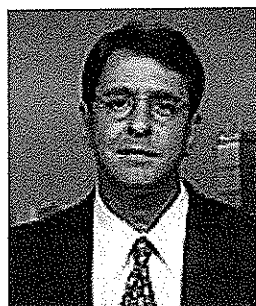
Still, more financial information isn't necessarily a good thing, if it leads people to make bad decisions. For one thing, Schatsky said extensive coverage of the bull market of the past few years may be giving many people unrealistic expectations.

"I'm seeing a lot of people that are taking levels of risk that could be tremendously hazardous to their families' health," he said.

Nolo's Warner argued that much reporting on retirement planning relies on a skewed view of retirement. He sees articles that seem to suggest the typical person will need enough money to move to a luxury community in Florida or California, buy themselves a Lexus or a Mercedes and jet off for frequent vacations in Europe or the Caribbean.

Most people don't live like that during their working years, and they don't expect to live that way after they retire either. Just as important to a satisfying retirement, Warner said, are things like maintaining good health, building strong family relationships, making new friends and having activities to keep yourself from getting bored.

"The financial piece is one of five, not one of one," he said. ■



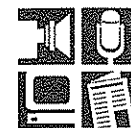
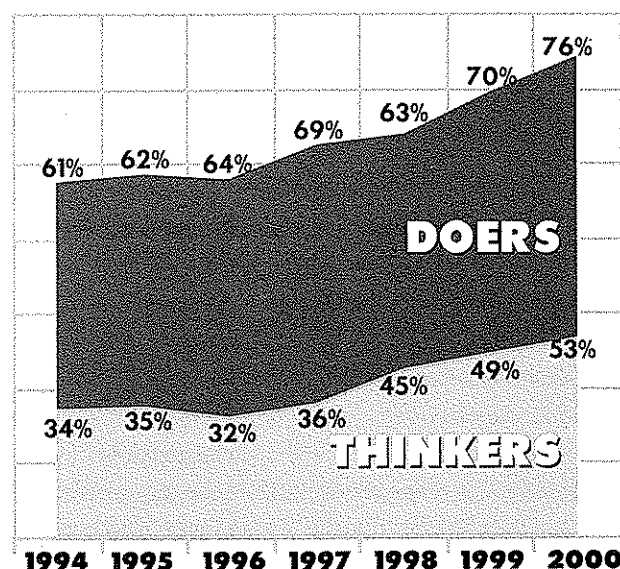
Gary Schatsky

THE SAVINGS GAME

Americans seem to be getting the message that retirement savings is important, according to annual polls by Employee Benefit Research Institute and American Savings Education Council.

DOERS: People polled who say they are saving for retirement.

THINKERS: People polled who've tried to calculate how much money needed to save for retirement.



'Net Results

Web Can Improve Anecdotes

Internet makes "Average Folk" quotes easier to get

BY THE TBJ STAFF

EDITOR'S NOTE: 'Net Results is The Business Journalist's snapshot into hot spots for business reporting on the Internet. This time we ponder using the Web to get better voices of typical folks into our stories.

GOING ONLINE CAN MEAN RIGHT PERSONAL TOUCH

Whether the boss says so, or you think a tale needs an average person's voice, the Internet can help. At the recent SABEW personal finance show, Paul Lim of U.S. News & World Report; Linda Stern, best known for her Reuters columns, and Steve Dinnen of the Des Moines Register shared some online tips:

401KAFE

If you're looking for people for that retirement savings tale, Lim suggests www.401kafe.com to find examples of 401(k) and/or Individual Retirement Account investors.



E-MAILS

When Lim worked for the Los Angeles Times, a big people-finding benefit was posting e-mail addresses after all stories. "Folks would e-mail us with relevant or off-the-topic questions," he says. "But that was good, because they could end up being the 'regular person' in your next story."

BIZSTARZ.COM

A public relations firm cooked up bizstarz.com with stable of small business owners who want their names in print. Stern thinks it may be useful if you do need to find lots of small business owners.



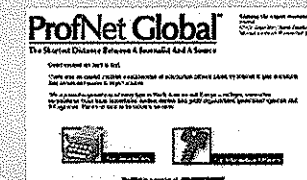
EPINIONS.COM

This is a free-for-all website in which consumers post their opinions of all sorts of products. Stern says its very useful for finding people who had bad experiences as well as good ones.



MORNINGSTAR

Lim highly recommends www.morningstar.com because most people who post messages on its "conversation" board (topics range from retirement investing to online investing) include e-mail addresses, which makes it easy to contact them. That doesn't happen on other popular message boards.



PROFNET

Search at Profnet.com for experts from business or academia, Stern says. Often those experts can lead you to individual clients, friends or colleagues who would work in your story.

SEARCH ENGINES

Dinnen admits he's a Luddite who uses the phone book instead of the Internet to find people. "The only time I go to the Internet is when I need an expert or some other news items on a topic," he says. His search engine of choice: www.google.com.



YEARBOOK.COM

Though its experts and sources pay to be listed, Stern notes it can lead to real people connections. Stern used it to find a woman who claimed to predict lottery-winning numbers — a source who led to some real winners. ■

The Post Unveils Night Owl

*Competition, time zones
and late news creates need
for evening news editor
in Washington.*



Business 24/7

BY BILL BARNHART

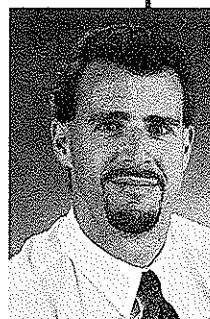
Financial Markets Columnist, *Chicago Tribune*
webarnhart@aol.com

Business may be 24/7 but most newspaper business desks are not.

Too many senior editors and publishers continue to believe that business news is a 9-to-5 beat.

The result: chronically overworked staffers and missed opportunities to compete for the eyeballs of active investors and other business readers.

This fall, the Washington Post — namely, Jill Dutt, assistant managing editor for business news, and Larry Roberts, business editor — created a new business editing position starting at 5 p.m. each day. Bernie Kohn, business editor of the Tampa Tribune, got the job.



Bernie Kohn

For many years Kohn has heard his superiors urge early deadlines for business sections “to get it out of the way of the real news.”

“We know we’re the real story, but it’s hard to convince somebody that it’s not the school board meeting,” Kohn said.

The Post routinely accommodates late-breaking stories in metro, national and sports sections and even features sections for social news, said Dutt. It was time for the business section formally to join the evening rationing of pages available for reopening for news and updates, she said.

Many factors have combined to justify, indeed to compel redeployment of editing staffers on business desks. The Post’s effort to reach the high-tech community burgeoning in its metro area requires timely coverage of late-breaking news from the West Coast and even from Japan.

Competition from the Wall Street Journal and the New York Times requires the

ability to react to breaking news from those outlets.

The movement toward evening trading sessions in the stock market, while still in its infancy, has shifted many news announcements later in the day from profit warnings to merger news.

The new “fair disclosure” regulation from the Securities and Exchange Commission prompts many companies to schedule news events for the next morning — a welcome development for business journalists but one that requires a late-night traffic manager on the business desk to deploy troops. One of Kohn’s responsibilities will be to get The Post a head start on the next day’s schedule.

Overarching these trends is the painful realization that at many business news desks the day shift was simply staying later to get the job done. “Look and see how many business editors are still at their desks at 8:30 p.m.,” Kohn said.

No one objects to occasional late hours chasing a big story, Dutt said, but 12-hour days should not be the norm.

With the new evening business editor slot, “what we’re going to get is a really good editor with really good news judgment to make the decisions who hasn’t already been here 10 hours,” Dutt said.

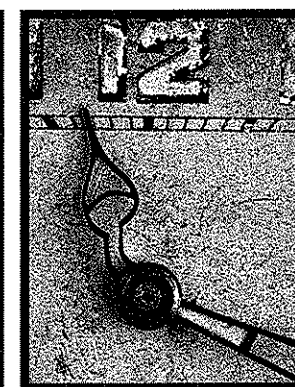
Some news operations will increase budgets to accommodate an evening business editing function, recognizing the net increase in business section news that certainly will expand in the years ahead. Others will shift resources from existing day-side staff.

In either case, shift work and more flexible page redesigns in each day’s publication should be coming to smart business sections everywhere. ■

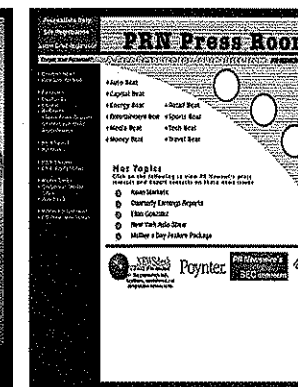
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Business 24/7 covers how various technologies are changing our jobs. If you have ideas for this column, contact Barnhart, financial markets columnist for the Chicago Tribune, at 312-222-3599

President's Letter*continued from page 1*

mire on the ballot for the voting during the annual convention in New York City next spring. If you didn't wind up on the Nominating Committee slate and are still interested, you are welcome to seek a listing on the ballot as a non-slate candidate.

To do so, just inform Charley Blaine, chairman of the Nominating Committee, by Jan. 5 that you want to be on the ballot — or that you have the approval of some other member to put their name on the ballot. (Blaine's e-mail is cblaine@microsoft.com) And Jan. 5 is the final deadline for getting on the ballot.

There won't be any nominations at the annual membership meeting — ballots distributed at registration can be placed in a ballot box during the convention. Jan. 5 will also be the deadline for each candidate — slate and non-slate — to submit a picture and a 200-word biography for use in *The Business Journalist* and on the

www.sabew.org Web site. All candidates on the ballot will get equal prominence in TBJ and on the Web site in the months leading up to the convention.

So what's involved in serving a three-year term on the SABEW Board?

Every board member is expected, as a minimum, to attend the annual convention and three meetings a year: sessions immediately before and after the spring convention, plus a gathering in the fall. Most of the 18 board members serve on at least one committee, and pitch in via phone, email, and fax on various projects during the year.

This brings us to incumbents and their importance to SABEW and the process.

The current board members whose terms expire next spring typically have already expressed their interest with a substantial commitment of time and effort — and will be known quantities to the Nominating Committee.

Indeed, incumbency will be noted on the ballot. So nothing in the new election process is meant to suggest that incumbents aren't welcome to seek to stay on the board. There is no limit on the number of terms a governor can serve.

But even if the Nominating Committee were to include all the incumbents on the slate, the goal is to have at least some non-incumbents on the slate to make it a real contest and to allow non-slatted folks to put themselves forward without undue awkwardness.

Over time, this new process should give voting members the best opportunity to tap the most competent and most motivated people for service on the board. ■

SABEW President Barney Calame is a deputy managing editor at *The Wall Street Journal* and can be reached at barney.calame@news.wsj.com

Schedule Set For New SABEW Vote

BY CHARLEY BLAINE,
MSN MoneyCentral,
cblaine@microsoft.com

We're embarking on a new era at next spring's annual convention in New York when we start to elect board members to staggered three-year terms.

SABEW sent an e-mail to all members asking them to consider running for the board and applying for the board slate. The slate must be named by Dec. 15.

With new bylaws, SABEW has staggered its board by straws at the mid-year board meeting. (See page 2 for who's a governor and his or her term.) Six seats are up in 2001.

The nominating process will be managed by the Nominating Committee: Charley Blaine, chairman. (cblaine@microsoft.com or 425-705-0688); Susan Wells, past president 1998-99 (swells@ajc.com or 404-526-5322); Henry Dubroff, past president, 1997-98 (hadubroff@aol.com or 805-560-6950); Frank Brill, governor. (allbiz@aol.com or 914-694-5021) and Bill Barnhart, vice president (webarnhart@aol.com or 312-222-3599).

If you don't make the slate, chosen by Dec. 15, here are dates to note to get elected:

- ✓ **Jan. 5:** Deadline to nominate yourself or another member to be a candidate for the board. After Jan. 5, no further nominations will be accepted for the ballot used in the voting at the convention. The ballot will have space for write-in votes. By Jan. 5, you must send Blaine a head and shoulders picture and 200-word bio. (Yes, we will edit.) This deadline ensures that your materials will be in two issues of TBJ and on www.sabew.org. (Blaine's address is c/o MSN MoneyCentral, 5600 148th Avenue NE, RedW B3309, Redmond, Washington, 98052. Fax: 425-936-7329.)
- ✓ **March 1:** If you miss the Jan. 5 deadline for submitting materials, get them to Blaine by March 1 to make one issue of TBJ and get on Web site.

- ✓ **March 15:** A packet containing one page of information about each of the board candidates will be provided to everyone registering for the convention along with a ballot. Information for this sheet — picture, bio or other materials — must be provided to the SABEW office in digital form no later than March 15. Each candidate's materials and picture must fit on a single 8 1/2 by 11 sheet. (For details on transmitting digital images, contact SABEW's Carolyn Guniss at 573-882-7862 or gunissc@missouri.edu.)
- ✓ **How the election runs:** Cast your ballot at the convention by 2 p.m. on May 1; the event opens April 29. SABEW votes by member. Individual members get one vote. Institutional members get one vote and should decide in advance how to cast that vote. ■

On Deadline? We Cover the Future

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We invest in the future. Sweeping changes currently underway throughout the world, including the growth of Asia, the New Economy, the Internet and the shift to wireless, offer a bright and dramatic future.

We invite reporters to speak with our investment managers and market specialists. With offices in **London, Hong Kong, South Africa and Pasadena, California**, you can count on reaching a knowledgeable resource at just about anytime. And be sure to visit our website to see *full* portfolio holdings updated monthly.

Call us to get connected

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If entrepreneurship is your beat, visit the Kauffman Center Entrepreneurship Media Resource. It's a world of resources about entrepreneurship at your fingertips.

Developed with the Society of America Business Editors and Writers, this site was designed to help reporters covering entrepreneurship issues. Start here for resources and research about entrepreneurship and other business-related topics.

The Entrepreneurship Media Resource site offers:

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

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Director's Thoughts

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

Growth Key to Dues Hike

*Institutions to pay more
in '01 without
conversion to
eMemberships.*

You said you wanted training to help you cover your beats better, and you also asked us for grass-roots training in business journalism.

And in October 2001, we plan to deliver.

Come and learn about the fundamentals of the business news beat at SABEW's first Business Writing and Reporting Conference. I promise you, it won't be the last.

The journalism community has been scrambling to keep up with our audiences' rapidly budding interest in business and financial news. And SABEW has played a part in developing business reporters, directly in line with our mission.

SABEW will still offer its two popular specialty conferences — Technology and Personal Finance — in 2001. And in early 2002, SABEW plans to hold its second small business reporting conference.

With new programming, though, come new expenses. For instance, last year SABEW hired its first full-time employee. This year it hired its second. We did this in efforts to try to serve you better. Expect in the next year, for example, an improved SABEW Web site to provide better membership services.

To offset some new expenses, the board of governors voted to slightly increase institutional membership dues, effective dues year 2001. Individual, associate and student membership dues remain unchanged.

We know it's an awkward time to find out about an increase, when most of your budgeting for 2001 is done. To reduce the sticker shock, institutions that switch at least 90 percent of staff to eMembership won't get the increase for the 2001 dues year.

eMembership, launched this past July, eliminates the printing and mailing a paper version of The Business Journalist, SABEW's bimonthly newsletter, to members.

With eMembership, The Business Journalist arrives via e-mail, with added features such as hotlinks to Web sites listed in stories. In addition to getting the TBJ in a timely and useful manner, eMembers get weekly updates on new job openings and other SABEW notices — all at the click of a mouse.

To switch to eMembership, supervisors should drop SABEW a line saying that they want the staff switch with a list of appropriate e-mail addresses. (Individuals can do it the same way!) If you have questions about the changes in membership dues or how to convert to eMembership, please call me at 573-882-8985 or e-mail to gunissc@missouri.edu.

Membership dues are billed in December, March, June and September. It's no small thing to SABEW, whose operating budget for fiscal year 2000 is around \$280,000. Membership revenues account for roughly 16 percent of that total. ■

2001 INSTITUTIONAL FEES

Membership for institutions that do not convert to eMembership in 2001:

Staff	Old fee	New fee
1-5	\$75	\$85
6-10	\$125	\$135
11-15	\$175	\$185
16-20	\$225	\$235
21-25	\$250	\$260
26+	\$10*	\$12*

*per member

MEMBERS AT A GLANCE

Total membership	3,305
Individual members	333
Institutions	185*
Institutional members	2,827
Student members	10
Individual E-members	52
Honorary members	59
Associate members	24

*Only five have converted staffs to eMembers

"What are the two most important things you look for in hiring a business reporter?"

Check out the Talkbiz bulletin board on SABEW's www.sabew.org website to see how top business editors answer that question.



JOB LISTINGS The following is a synopsis of help-wanted job postings on the Society of American Business Editors and Writers Web site at www.sabew.org. Check the Web site for more details and other job opportunities that may have been posted since our press time.

ANG NEWSPAPERS in northern California seeks regional business reporter. Contact Drew Voros, business editor, ANG Newspapers, 4770 Willow Road, Pleasanton, CA 94588 or fax 925-416-4850 or e-mail dvoros@angnewspapers.com.

ATLANTA JOURNAL-CONSTITUTION seeks Growth/Environment/Transportation Editor. Contact Bill Steiden, deputy metro editor, Journal-Constitution, 72 Marietta St. N.W., Atlanta, GA 30033 (bsteiden@ajc.com.)

BRADENTON HERALD in Florida seeks business editor and reporter to cover tourism, real estate and new business. Contact: Theresa Roberts, Bradenton Herald, P.O. Box 921, Bradenton, FL 34206 or tbroberts@bradentonherald.com.

CAHNERS BUSINESS seeks managing editor for Drug Discovery & Development and Web editor responsible for sites of Drug Discovery and R&D magazine. Reply to: Charlene Hoyer, Cahners Business, 2000 Clearwater Drive, Oak Brook, IL 60523 or fax 630-574-6545 or hroakbrook@cahners.com.

COLORADO SPRINGS GAZETTE seeks a business writer. Contact: Joan Zales, Business Editor, The Gazette, P.O. Box 1779, Colorado Springs, Colo. 80901 or zales@gazette.com.

CONNECTICUT POST seeks assistant business editor to design full-color section front. E-mail Business editor Tom Caruso at thomas.caruso@thomnews.com or call 203-330-6351.

CRAIN'S NEW YORK BUSINESS seeks deputy managing editor. Contact editor Greg David at g david@crain.com.

DAILY PRESS in Virginia seeks shipyard reporter. Contact Sheila Solomon, Staff Development/Reader Editor or Paige Oliver Taylor, Business Editor, Daily Press, 7505 Warwick Blvd., Newport News, VA 23607 or srsolomon@dailypress.com or ptaylor@dailypress.com.

DALLAS BUSINESS JOURNAL seeks managing editor. Contact Glenn Hunter, Editor, at ghunter@bizjournals.com or fax to 214-361-4045.

DOW JONES seeks a reporter to cover telecommunications bandwidth trading. Contact debra.califf@dowjones.com and reference JOB CODE = SABEW/89015.

FLORIDA TIMES-UNION seeks reporter to cover transportation; another to cover retailing. Contact: Dale Hokrein, business editor, The Times-Union, One Riverside Avenue, Jacksonville, FL 32202 or dhokrein@jacksonville.com.

HONOLULU ADVERTISER is seeking business reporters. Contact: Judi Erickson, Business Editor, Honolulu Advertiser, 605 Kapiolani Blvd., Honolulu HI 96813 or jerickson@honoluluadvertiser.com.

JOURNAL NEWS in Westchester County has openings for senior writer and two page designer/copy editors. Contact: Frank Brill, deputy managing editor/business, Journal News, 1 Gannett Drive, White Plains, NY 10604.

LAS VEGAS PRESS is looking for a managing editor. Contact Publisher Rod Smith, smith@lasvegas.net or fax 702-252-4580.

LAS VEGAS SUN seeks business writer. Contact Business Editor Steve Green at sgreen@lasvegassun.com or c/o Sun, 800 S. Valley View, Las Vegas NV 89107.

LOCAL BUSINESS.COM seeks an reporter to cover high tech in San Diego and freelancers to cover high tech in Orange County. Contact: richace@home.com; in Los Angeles, needs a full-time reporter. Contact: mfisher@localbusiness.com; also needs freelancers to cover Bay Area high-tech. Contact: ndavis@localbusiness.com.

MSN MONEYCENTRAL seeks people to edit and produce daily articles. Send resume to richjen@microsoft.com.

PACIFIC BUSINESS NEWS seeks reporters in Hawaii. Contact editor Gina Mangieri. (gmangieri@bizjournals.com) or at Pacific Business News Building, 1833 Kalakaua Ave., Honolulu, HI 96815.

POST-BULLETIN in Rochester, Minn., is seeking a reporter for health beat. Contact Lynne Miller, Post-Bulletin, P.O. Box 6118, Rochester, MN 55903-6118 or call City Editor Dick Crawford at (507) 285-7713 or dcrawford@postbulletin.com.

PRESS-ENTERPRISE in Riverside, Calif., seeks design/copy editor for daily section. Contact Richard Fisher, Assistant Managing Editor, Press-Enterprise, 3512 14th St., Riverside, CA 92501.

REUTERS has nine reporting openings for following beats: mutual

funds; consumer electronics; software; e-commerce; biotech; ned-tech; IPOs; the New York Stock Exchange; and e-finance. All New York-based jobs except med-tech (New York or Chicago). Contact jane.light@reuters.com.

SANTA BARBARA NEWS-PRESS seeks business reporter. Contact Dave Bemis, business editor, News-Press, P.O. Box 1359, Santa Barbara, CA 93102 or dbemis@newspress.com.

STAR-LEDGER in New Jersey seeks business copy editor. Contact Dave Allen, Business Editor, Star-Ledger, Star-Ledger Plaza, Newark, NJ 01102-1200 or dallen@starledger.com.

TAMPA TRIBUNE seeks senior editor/business. Contact assistant managing editor Patti Breckenridge at pbreckenridge@tampatrib.com. The Trib also is seeking a reporter to cover technology businesses and retail. Contact Steve Kaylor, The Tribune, 200 S. Parker St., Tampa, FL 33606.

THE OLYMPIAN has opening for business reporter. Contact Jerry

Wakefield, Managing Editor, The Olympian, Box 1219, 111 Bethel Street NE, Olympia, Washington 98507 or 360-754-5440 or jwakefield@olympia.gannett.com.

UPSIDE FINANCIAL NETWORK is looking for a few good producers and writers based in New York. Contact J.T. Farley, Managing Editor, at jfarley@upside.com.

UPSIDETODAY.COM seeks entry-level reporter to work with our markets team in New York. Contact kwilliams@upside.com.

VIRGINIAN-PILOT is looking for two reporters for retail and manufacturing/energy beats. Contact Carl Fincke, Business Editor, Virginian-Pilot, 150 W. Brambleton Ave., Norfolk, VA, 23510 or cfincke@pilotonline.com.

WIRED MAGAZINE is looking for freelance writers. Contact tedg@wired.com.

WISCONSIN STATE JOURNAL seeks a reporter. Contact Jennifer Sereno, 1901 Fish Hatchery Road, Madison, WI 53708. Fax: 608-252-6082. E-mail: jobs@madison.com.

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INSIDE TBJ

Ready for N.Y.?



The '01 annual convention in New York will be a dynamic event with a new election process (PAGE 1 & 13) for SABEW leaders and an exciting program in the works (PAGE 2)

convention held from october 22-25, 2001

Wrong Signals In Retirement Stories? PAGE 1

Washington Post Hires Night Owl PAGE 10

SABEW Dues Rising Slightly for 2001 PAGE 14

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SABEW Chair Update PAGE 3

Biz Buzz: People News PAGE 4

'Net Results: People Finding PAGE 9

Job Opportunities PAGE 15

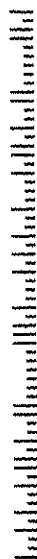
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