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THE BUSINESS JOURNALIST

COVER STORY >> HISPANIC NEWSPAPERS

Habla español

Publishers Edward Schumacher, left, and Gilbert Bailón, right, are part of a growing movement to address an 'underserved' market as Spanish-language newspapers pop up around the country.

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COVER STORY >> HISPANIC NEWSPAPERS

Speaking the language

Some of the biggest media corporations in the United States are getting on board with Spanish-speaking newspapers

BY ANGEL GONZALEZ

DALLAS — Two million Mexican immigrants gave Edward Schumacher the opportunity to become his own boss.

Schumacher, a former New York Times foreign correspondent and managing editor at The Wall Street Journal Americas, quit his job last year to start a chain of Spanish-language daily newspapers in south Texas.

The company he founded, Meximerica, launched a Spanish-language tabloid titled "Rumbo" in San Antonio, Houston, and the Rio Grande Valley, beginning in July. An Austin edition is expected to launch in November.

"I began studying this market nearly four years ago," said Schumacher. "It was quite clear you had a growing Hispanic market."

Schumacher found a partner, Jonathan Thompson, a former executive at Tribune and Knight-Ridder, and most importantly, money. Madrid-based Recoletos, a subsidiary of Pearsons Group — the publisher of the Financial Times — invested \$16.5 million into the project. The plan is to break even by 2007 — and sell at least 125,000

papers a day in the four markets by then. Rumbo sells for 25 cents.

Spanish-language press in the United States is being transformed by new dailies such as Meximerica funded by mainstream media corporations. They are joining a few dailies which have been serving established Hispanic communities for a long time: La Opinión in Los Angeles was founded in 1926; El Diario-La Prensa in New York was founded in 1913.

The new entrants include Tribune's Diario Hoy in New York, Los Angeles and Chicago, and Belo's Al Día and Knight-Ridder's La Estrella in the Dallas-Fort Worth area. Other newspapers — such as the Austin American-Statesman and the Washington Post — are investing in Spanish-language weeklies.

The publishers are counting on Hispanics, the fastest-growing market segment in the U.S. with an estimated purchasing power of \$600 billion, to deliver

Al Día (Dallas)
Publisher: Belo
Circulation: 40,000

Diario La Estrella
Publisher: Knight-Ridder
Circulation: 25,000

Diario Hoy New York
Publisher: Tribune Co.
Circulation: between 40,000 and 50,000
Tribune withdrew the figures of the Chicago and Los Angeles papers due to their circulation problems.

CONTINUED FROM PAGE 2

previously untapped readers to advertisers and to increase circulation while the readership of many English-language dailies is shrinking.

"Local mainstream media are finally catching up with the rest of America," said Félix Gutiérrez, a professor of Latino media at the University of Southern California. "You can reach more people if you reach out to them in the language or content they prefer."

It's not only the language. Most of the new dailies emphasize community and international news that many Latinos don't find in the English-language media.

According to a Pew Hispanic Center study released in April, 44 percent of Hispanics thought the mainstream media wasn't doing a good enough job at covering their issues.

"As long as the English-language media don't pay attention to the social, civic and economic development of the Latino community, there will be a need for Spanish-language newspapers," said researcher Federico Subervi, the coordinator of a National Association of Hispanic Journalists' study on the state of Spanish-language media in the United States.

Mainstream newspapers also can rely on their Spanish-language divisions to improve coverage of their communities. The Dallas Morning News, for example, often prints stories generated at Al Día, which launched in September 2003 with a distribution of 40,000.

"We complement each other," said Gilbert Bailón, publisher of Al Día. "We have found there's a lot of content the Dallas Morning News lacks. News, celebrities and even some local community events they may not have recognized as important. It also brings us a lot of efficiencies."

The new content helps to increase the mainstream's understanding of Hispanics, said Bailón. "There are others who care about the Latino community."

Newspapers like Al Día and Fort Worth Star-Telegram's La Estrella, a weekly that went daily in September 2003, started in areas where Hispanics were previously underserved. But in

1998, Diario Hoy saw opportunity in New York, a market where Spanish-language papers had prospered for the better part of a century.

"(Spanish) daily newspapers were not providing the information that new immigrants needed," said Ralph Morales, Hoy's vice president of Marketing and Community Relations.

"The newspapers here had grown serving the Puerto Rican community. But around the Puerto Ricans there were new communities of Central and South Americans. ... We decided to communicate with them, by providing them with news of their home countries."

The success of Hoy in New York prompted Tribune to launch newspapers in Chicago and Los Angeles in 2003 and 2004, respectively.

But, sudden growth has come with its share of challenges.

In late October, Hoy laid off 20 percent of its staff. The announcement came a month and a half after Tribune reviewed down the newspaper's circulation figures — from over 90,000 to between 40,000 and 50,000 in New York.

And, some worry that media corporations see their Spanish-language divisions more as a way to make a quick buck than to establish

long-term relationships with the community.

"Is it primarily a commercial commitment or an editorial commitment? They can't just put on a happy face and say they're proud to be Latino. ... They have to have high-quality coverage in Spanish," said Gutiérrez.

But quality content needs people — and there's a shortage of qualified bilingual reporters.

"The most difficult thing is hiring," said Schumacher. "To be able to write in Spanish you have to have grown up being educated in Spanish. We've combed the country. ... You find people who came here to study, and you have to recruit overseas. ... But when you bring people from overseas, there's a whole learning curve."

And a talent pipeline isn't in place yet. Although Florida International University and University of Texas in El Paso have Spanish-language journalism programs, "there's not enough personnel nor established programs to supply enough workers for written journalism, radio and TV in Spanish," said Subervi.

The major obstacle, though, lies in assimilation. Will the blooming and increasingly professionalized Spanish-language press go the way of the Yiddish and German papers that flourished in America at the beginning of the century?

"The history of any language media in this country is the history of the first generation,"

said Gutiérrez. "But that has not been the case of Latinos ever. There's a degree of assimilation, but we never totally reject what our family, our parents and our culture represent."

But even if subsequent generations assimilate, for Schumacher, that first generation represents a large pool of faithful readers. "Someday it will shrink, but not in our lifetime."

Angel Gonzalez is a reporter at Al Día in Dallas.

Rumbo
Publisher: Meximerica
Circulation:
San Antonio — 20,000;
Houston — 33,000;
Rio Grande Valley
20,000

La Opinión, Los Angeles
Circulation: 126,628

El Nuevo Herald (Miami)
Publisher: Knight Ridder
Circulation: 88,291
daily; 95,575 Sunday



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>> CHAIR'S CORNER

Economic transparency – Russian style

MOSCOW
IN THE GLOOMY interior of the broadcast studio at the journalism school of Moscow State University, three American journalists hurl questions about the economic honesty of the new Russia.

The journalists, from American Banker magazine, The Deal magazine and The Washington Times were part of a sojourn sponsored by the Russian news agency, RIA Novosti. Over three days, they met with Russian banking officials, business leaders, news agencies and, on this day, professors at Russia's largest journalism school.

In my role as visiting faculty at Moscow State, I was asked to join the group, whose stated mission was to explore the media's role in economic transparency.

The questions flew. How had the Yukos oil scandal affected the relationships among business, the media and government? How open were corporate records? How deep was corruption by the mafia into businesses? How safe was it to be a business journalist in Russia given the assassination-style murder of Forbes journalist Paul Klebnikov last July?

The school's veteran dean, Yassen Zassoursky, and other professors fielded the questions. They admitted that business coverage was still clouded by politics and the bribery of journalists by companies. But progress can be seen in the growing numbers of business publications, including Vedomosti, a daily Russian language publication that was founded five years ago in a partnership between Russian-based Independent Media, The Financial Times and The Wall Street Journal.

Zassoursky blunted the question of whether business journalists were tar-

geted, citing the widely held Russian belief that the American journalist's death was triggered by his investigation into the financing of the Chechen terror operation.

But he admitted journalists are under siege here, alluding to the poisoning last month of three Russian journalists, rendering them too ill to cover the Beslan crisis. He also paused to talk about the murders in 2002 and 2003 of editors in Tolyatti, an auto manufacturing town south of Moscow. The newspaper had published several investigations into mafia connections to government and business.

The mention of the Tolyatti murders brings a chill on this warm, late summer day. I remember back to 2002, when I was visiting Samara, a town near Tolyatti, for a training seminar in newspaper management for independent newspapers. I was asked to meet with two editors from the Tolyattinskoye Obozreniye. The paper's chief editor, Valery Ivanov, had just been gunned down in front of his home.

I remember the newly named editor, Alexei Sidorov, asking me how they should proceed. They were obviously scared. I struggled to find my voice. I told them it would be understandable if they avoided such investigations for a while, but I urged them to never stop reporting the truth. They didn't and Sidorov was stabbed to death by two men on Oct. 9, 2003. Suspects in his murder were recently released because the judge ruled that evidence against them was obtained illegally. No arrests were ever made in Ivanov's death. Sidorov had told me that he felt the police didn't even bother to investigate it.

Later at lunch at the posh National Hotel with a view of the Kremlin, the

American visitors asked me if journalists were really finding out about the workings of business, given the daunting climate for reporters? To answer that, I drew upon my many conversations with American journalists and businesspeople here.

For most Moscow-based journalists, the idea of personal harm was not a daily fear. And many used the lack of financial records as a lever to get more out of reporting gained from relationships. Without a dominating PR system, and with no SEC regulation to hide behind, business leaders are often more forthcoming to journalists. Many businesspeople mistrust the press, but those who need and crave foreign investment see the wisdom in talking to journalists and appearing transparent. That's why major business papers like Kommersant and Vedomosti sometimes sponsor social get-togethers such as bowling night for journalists and business people.

The danger grows when writing about the mix of government and politics, or business and corruption. This is a country in transition, and the lurch toward transparency is only part of the evolving story. On one hand, Russia's formal entrance into the World Trade Organization demands that an independent and unfettered media serve as a business watchdog. Those freedoms are in peril, and President Vladimir Putin's draconic reforms in the wake of terrorism hobble the cause of a free-trade democracy.

A sad state of affairs for such a promising country.

Marty Steffens is SABEW Chair of Business and Financial reporting for the University of Missouri. She is teaching business journalism at Moscow State University this fall semester. You can email her at steffensm@missouri.edu.

From Russia with ... corruption?

The World Economic Forum reported that, of the 104 countries in its annual survey, Russia ranked fifth in the amount that corruption costs the business sector and 70th in business competitiveness.

— Global Competitiveness Report 2004-2005

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>> PRESIDENT'S LETTER

Influence that continues to shape career

Keeping the reader in mind, means thinking of my Dad

IF YOU'RE LOOKING for profound wisdom about the craft of business journalism, you'll find it in abundance throughout the rest of this issue of The Business Journalist. I'd like a moment of personal privilege.

I want to write about my Dad. He's the one who told us — my brother, sister and me — to study journalism in high school. He wanted us to learn more about writing. He also thought it might help us better understand current events.

Of course, Dad did not expect any of us to become journalists. He thought we had better sense; that we'd find something that paid better.

Steve did. He went to law school and is now vice chairman of a big business.

So did Nancy. She studied economics at Princeton. Now she works for a major professional association.

I didn't.

When I went to college, Dad urged me to take a few business classes. It would be good for me, he said. He wanted me to try a double major in business and journalism. I was very good with numbers, but I had no interest in accounting. I wanted to spread news.

Can you hear him laughing now?

...

Dad told great stories. Most of them were true.

He was a creative genius — he held or contributed to 17 patents — but he was not a 9-to-5 kind of guy. He was primarily in sales, but he didn't adapt well to an office setting, so he wasn't what we would traditionally call a business success.

Still, he liked business and he'd talk about it.

I remember riding in the car with him when I was young. We passed an old grain elevator in Omaha that alternately flashed the slogans "Mother's Best Flour" and "The Best Flour." He told me ConAgra owned it. It was having troubles, he said, but he thought it was a good company. He told me the stock was trading for \$3 a share, but its "book value" was in the teens. Then he tried to explain what "book value"

meant.

Dad said that if he had any money, he'd buy 100 shares. He then tried to explain what a share of stock was. Unfortunately, we didn't have any money. If we had, that \$300 investment would have helped finance my college education a decade later. ConAgra was, indeed, a very good investment.

Mom was great, too. She was my workplace role model. But that's another column.

So why am I writing about Dad? Two reasons.

One is very personal. Dad died 20 years ago, on Nov. 18, 1984. It seems like yesterday.

The other reason might have some resonance for you. I'll explain.

When I moved to The Miami Herald to be executive business editor, I determined it was time to update the venerable Business Monday publication. Larry Birger had launched it, setting the pattern for dozens of other newspapers.

It was a huge success. But by the time I landed in South Florida in 1990, the section was a decade old. Larry had moved on to Runways. (He later returned to Miami.) Business Monday was overdue for freshening.

We gathered the staff to brainstorm. What should the modern business tabloid deliver? What do business readers want?

That's where Dad came in. I started to think about what might have caught his eye.

He loved to stay current with the local news. He wanted the inside skinny. He wanted to know who had opened businesses. Who was succeeding? Who was failing? Why? How were they making their money? How were they spending it?

He read the paper religiously. He'd go to the libraries on the weekends and bring home book after book on how to succeed in business by really trying.

He loved to read about new gadgets, new ideas, new opportunities.

In short, he was a typical, avid busi-



Al Seline

ness reader. The challenge was to find a way to help that reader. That's what steered me as I worked with the bright Business team I inherited.

Five years later, I moved to Fort Worth. We had a Monday section about a decade old. You guessed it. We redesigned it with the typical Business reader in mind.

Of course, we had new tools and new ways of reaching the reader. So the renewed section, Tarrant Business, wasn't the same as Miami's Business Monday.

But the redesign in Fort Worth began with the same notion of serving the reader. Or, more precisely, serving a reader — Dad.

My point to this tribute two decades after my Dad died, is this: Decide who your readers are, and serve them with a passion.

Of course, my Dad — or yours — might not be an appropriate target in your market. For that matter, readers and their interests change. Miami has updated Business Monday several times since I was there, and we've redesigned Tarrant Business at least once.

If I were starting the exercise again tomorrow, my target might be my wife, a former corporate type. She now manages the kids (and me) full time. But she is an avid viewer of CNBC's "Power Lunch" and CNN. She reads Mitch Schnurman's columns Sundays and Wednesdays in the Star-Telegram, and she catches the Kathy Kristof column on Sunday. She snags the New York Times Business section before I can get it. If I bring home The Wall Street Journal, she'll spend more time with it than I did.

My advice is simple. Have a specific reader — or readers — in mind when you're writing or editing. Realize that they not only need us, they want us.

Two more things:

Give your parents a hug if you still can. Tell them a friend asked you to do it for him.

Give your kids a hug, too, and teach them about book value. You never know when they might need it.

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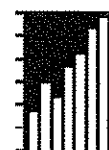
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The Denver Post

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— Kathy Uek
MetroWest Daily News,
Framingham, Mass.



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BECKY BISBEE

Deborah Turcotte, left, Gail DeGeorge and Tami Luhby at the workshops in Atlanta.

DeGeorge joins officer ladder To lead SABEW in 2007

BY KATHY KRISTOF

Gail DeGeorge, business editor of the South Florida Sun-Sentinel, was selected by the SABEW board of governors to become its next secretary/treasurer. Her new duties will commence in May at the annual conference in Seattle.

DeGeorge, wind-swept from covering Florida's record-breaking hurricane season, now steps into a new type of tempest — the ladder to become SABEW president. After serving as secretary/treasurer, DeGeorge is expected to move up the SABEW executive committee ranks to become vice president in 2006 and president in 2007.

DeGeorge was elected to

Want to run for the SABEW board?

There will be six three-year terms and the final year of Gail DeGeorge's term coming up for election. Contact Nominating Committee Chair Kathy Kristof at kathy.kristof@latimes.com to apply. Deadline is Dec. 15.

the board in 2003. She helped organize the SABEW regional conference in Ft. Lauderdale in 1998, has served on conference panels, is a member of the executive committee, and serves as the co-chair of the SABEW contest committee.

She joined the Sun-

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"Gail is a wonderful choice for secretary/treasurer. She's smart, experienced, energetic and a tireless worker."

SABEW president Rex Seline

>> ATLANTA WORKSHOPS

Organizing for The Big Story

By BONNIE PFISTER

ATLANTA — Diana B. Henriques, financial writer for The New York Times, advised the writers at SABEW's workshop that a minute of planning can save an hour of implementation when it comes to both reporting and writing big projects. And writing as early as possible — call it outlining, if you want — helps point out what reporting you still need to do.

She acknowledged that most daily journalists don't have eight months to pursue and write a story — the length of time it took her to complete the two-part series in July on financial service companies selling dubious insurance and investments to young servicemen and women on military bases.

But around the daily workload a journalist can research an idea to see if there's enough evidence to pitch a big story to an editor, and then ask for a few weeks to get it done.

Henriques recommended one to three weeks of preliminary reporting to determine a project's scale and time needed. Early on she develops her thesis and what she calls "the cosmic so-what" — the why-you-should-care nutgraph — as a way to sell the story to editors and keep herself focused. If the reporting moves the so-what in an unexpected direction, writers and editors should re-assess before plunging ahead.

A good story, and the cosmic so-what, has timeliness, universality, significance

Diana
Henriques

and exclusivity — that element of sharing a secret, telling readers something they didn't already know. In the case of her series, Henriques described it as: "Companies are ripping off young military kids ... while the Pentagon turns a blind eye and civilian regulators don't do anything. Oh, and Congress is helping."

While reporting, Henriques said she organizes material by topic, and keeps track of both what she's learned and a "to-do" list of what she still needs to find out. She types up the "money quotes" she knows she'll want to use, as well as the four or five "burden of proof" pieces of evidence that persuaded her, "Yeah, I got it right."

Finally, it is time to "put your fanny in the chair and write."

"We all love having written, but we all hate having to write," she said, to grunts of apparent self-recognition around the room.

When done writing, go back and reduce the length. The original version of her Oct. 2 follow-up on the investments-to-servicemen story, for example, clocked in at 3,500 words, Henriques recalled. At editors' insistence, she pared it to 2,200 words and finally, to the 2,000 that ran.

"Did I love it as much? No. But the story that ran was just fine," she said. "We ask a great deal of our readers when we come in at 11,000 words, 8,000 words, 7,000 words."

Bonnie Pfister covers the economy and international trade for the San Antonio Express-News.

Crafting a story

Henriques said she often relies on the traditional Times structure, described as follows:

1. Lede: the telling anecdote and key analysis. The anecdote must convey the project's conclusions.
2. Nutgraph: the "cosmic so-what."
3. Supporting themes.
4. Response: point/counterpoint. (In a long story, an "executive summary" of the story can go here.)
5. Emotional elements.
6. What's next? This should provide some tantalizing foreshadowing that pushes the reader forward despite an ocean of gray text ahead.

Follow with individual chapters that include the "softer elements" that prove the analysis. They begin with:

1. Mini-lede.
 2. Topic sentence: What will I learn from this chapter?
 3. Supporting information.
 4. Kicker/teaser that propels the reader on to the next chapter.
- Early on, the supporting information should include historical background, Henriques said. Here good organization can save valuable space. She advised against "the old 'weave the background in' trick. You end up repeating your background. Just say it in one and half paragraphs. Get it over with by the second chapter."

"A good story, and the cosmic so-what, has timeliness, universality, significance and exclusivity — that element of sharing a secret, telling readers something they didn't already know."

>> ATLANTA WORKSHOPS



This banner greets visitors to the Orlando Sentinel's Web site component of Dan Tracy's award-winning series.

Anatomy of a project

Spadework pays off during 18-month investigation

By MIKE LEE

ATLANTA — For Orlando Sentinel senior reporter Dan Tracy, the big idea came from editor Tim Franklin, now the editor of the Baltimore Sun. Franklin wondered out loud about the quality of thousands of new homes being slammed up across the region.

Intrigued, but unsure about how to get at the topic in a meaningful way, Tracy started driving around Orlando's new subdivisions in search of clues. It took him two months of interviews with experts and homeowners before he settled on an approach that eventually would lead to his award-winning series "Building Homes: Building Problems" in late 2003.

The series exposed how Florida builders were exploiting the hot housing market with shoddy workmanship — a charge that Tracy knew would draw fire from powerful building industry interests. Tracy retraced his 18-month journey at SABEW's fall workshop in Atlanta.

Tracy's first big problem was money. It was going to cost \$40,000 to do statistically valid walk-through inspections of new homes and a random survey of homeowners. He needed at least 400 homes to make the story stick. Sentinel managers took the idea of sharing the story and its costs to cooperating TV station WESH-NewsChannel 2, which agreed to pay half if it could run the series during fall sweeps.

Guided by a veteran home inspector who was paid \$2,500 for consulting, Tracy convinced 15 industrial-engineering students from the University of Central Florida to help him. Students were trained to spot problems by professors and the home inspector. The university was paid \$30,000.

Tracy developed a 13-page housing check-

list to create a database for later use on the Sentinel's Web site.

With the project's foundation in place, Tracy merged a database of new homes in the six-county region with the Sentinel's subscriber database and started making calls in search of homeowners willing to let the student teams inspect their homes.

Tracy said scheduling inspections was perhaps the most challenging aspect of the reporting. It was difficult to coordinate times that homeowners and students were available and to cluster inspections by region to cut down on driving time. "We were really hurting at the beginning," said Tracy.

Students carried digital cameras to document every problem. (They eventually filed 10,000 photos to support their reports.)

As the inspections moved along, Tracy targeted a dozen new home buyers to follow construction from start to finish. It allowed him to understand where builders skimmed, for instance, by not letting the foundation slab cure for the required time or putting only one coat of stucco on the exterior.

The fieldwork took six months, but Tracy and his editors did a gut check after 50 homes to get a sense of what they would find. It was clear: Builders were cutting corners in ways big and small.

The completed survey showed 80 percent of the 406 homes surveyed "were full of problems."

To fill out the story, he traveled to Mexico in search of the families whose men were doing the grunt work on Florida's homes, often with little or no training. He also pinned down regional building officials for failing to enforce the state's building code.

Well before publication, builders had an idea of what was going on. Tracy went so far as to offer the building industry association a chance to see 40 percent of the database two months before the stories ran.

Industry officials took the information but

Dan
Tracy

Online

"Building Homes: Building Problems" can be found at www.orlandosentinel.com.

the builders who ranked the worst in the survey declined to talk, despite repeated requests for interviews. Tracy was left with industry spokesmen saying the problems largely were due to homeowner neglect.

After the series ran, the Sentinel lost about \$1 million in advertising revenue when builders decided not to distribute their annual home show flyers in the newspaper.

Tracy's work, however, touched a nerve in Central Florida. He was swamped with calls for days. The project's database posted on the Web site remains popular almost a year later. The public can search the database by builder, type of problem and other factors. Street addresses aren't listed to protect the privacy of the homeowners.

What he didn't get was much change in the way the home business is done. No significant state legislation passed — one related bill was introduced but it died — nor has there been a retreat by builders. Tracy attributes the nonchalance to the hot home market and construction companies who can afford to tell customers: Take it or leave it.

But that's not the end of the story. Tracy now is documenting widespread reports of severe leaking in new homes following Florida's series of hurricanes — just the kind of troubles his series predicted.

"We are finding that a combination of watered-down paint, thin and cracking stucco and poor block work allowed rain to actually seep through the walls — not just windows, doors and roofs — of homes, causing extensive damage," he said.

Mike Lee is a reporter at The Sacramento Bee.

>> ATLANTA WORKSHOPS

The Internet as a reporting tool

BY IRA CHINYOY

Philip Merrill College of
Journalism, University of Maryland

Note: This is an abridged version
of a workshop presentation given
in Atlanta.

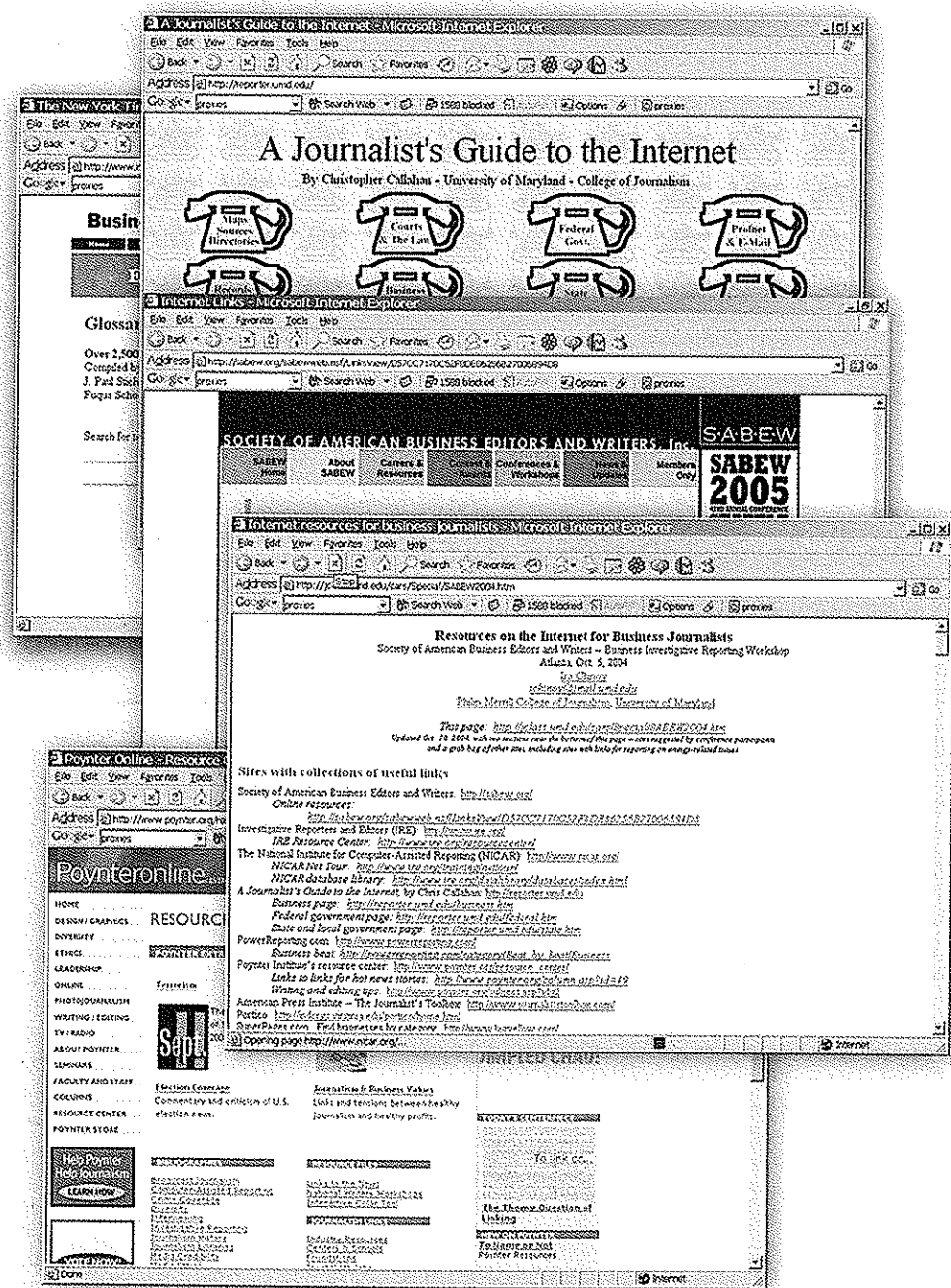
ATLANTA — Two things are certain when thinking about the Internet as a tool for business journalists. One is that it is indispensable. The other is that it is challenging. There is no single magical principle or method of discovery that will lead you every time to the most relevant material precisely when you need it. That would be like batting 1.000.

But I would like to offer up 10 ideas to keep in mind when you approach the Internet as a source of information.

1. Don't wait until you need it. Spend a little time each week exploring Web sites. Google and Yahoo are good places to start, but there is more out there.

2. Don't isolate yourself. Get help and share ideas. Identify people inside and outside your news organization to whom you can turn. These might be people in your news library, or fellow reporters and editors. You could also institute a way of sharing information with colleagues with periodic brown-bag lunches or creating an intranet site where you can post descriptions of valuable sites and strategies.

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>> ATLANTA WORKSHOPS

Internet: Fee-based services can be a big help

CONTINUED FROM PAGE 10

3. Find out whether you have access to fee-based sites. Some terrific resources on the Internet cost money. LexisNexis is one example, with its billions of archived documents from thousands of commercial and government publications. You cannot use it without a subscription, so find out whether your news organization already pays for access. Find out whether fee-based databases are accessible at local libraries and whether the public is allowed access — or whether you can arrange special research access — to online resources at colleges and universities in your area.

4. Ask yourself: "Who would have reason to collect the type of information I am seeking?" Police investigators aren't the only experts on arson. The insurance industry has a lot at stake when it comes to arson and have a wealth of expertise, as well. Are you trying to get background material? The people who do "skip tracing" for a living — tracking down people who have skipped out on a debt or jumped bail — also need to find out as much as they can about individuals, and there are Web sites that cater to them. "Head hunters" — the people who do executive recruiting — and the corporate offices that find and vet candidates for executive positions also have Web sites they use, and you may learn something from these sites.

5. Look for ways to go beyond anecdotes and report on systemic issues. An incident may be just that — a single outlier or anomaly — or it may indicate a systemic flaw, as in the operations of an agency that regulates certain business or pro-

Online

Ira Chinoy's list of useful Web sites can be found at
<http://jclass.umd.edu/cars/SABEW2004.htm>

**Ira
Chinoy**

fessional practices. An increasing number of government entities have Web sites that provide overviews of what they do, such as annual reports or descriptions of their mission. In addition, there are Web sites at the national, state and local levels that provide searchable versions of the laws and regulations that establish what government agencies are supposed to be doing — and what the entities they regulate are supposed to be doing. And agencies that regulate business often

have entities watching over them, such as inspectors general or the Government Accountability Office, the investigatory arm of Congress.

6. Look for ways of making comparisons. In addition to comparing what you are finding to how things are supposed to work, there are Web sites with searchable databases and statistical summaries that can provide benchmarks for comparisons. One prime example is the U.S. Census Web site, where you can compare demographic and business trends in your community or state to what is going on in other places and to national trends and averages.

7. Make verification a reflexive activity. This means two things. One is seeking out confirmation of what you are finding on any one Web site. The other is to think of the Web as a tool for verifying — or checking the truthfulness — of what you are discovering. I urge my students to keep

three things in mind when approaching news sources, and the same principles apply when thinking about information on the Internet: What does the source know? How does the source know it? And can you get a look at the data the source is using as the basis for claims or analyses? One bonus of the effort to verify is that you will have a richer base of material, and you are more likely to stumble across fresh leads and potential stories to pursue.

8. Expect the unexpected. While you need to have a healthy skepticism about what you find on the Web, especially if it seems odd, do not automatically dismiss these quirky items as unlikely to be true and therefore not worth pursuing.

9. Keep the Web in context: It is just one of many tools you should consider using in your reporting. Internet research is not a substitute for talking to people and venturing outside the office. Integrate the Web with the rest of your reporting — as a means of finding leads for people to interview or places to go, for example.

10. The Web itself is also a story. It may even turn out to be the biggest business story or the cultural story of our era. The significance of the Internet may develop in unexpected and even paradoxical directions. There is no way to know this now, of course. So keep an open mind as you traverse the Web. Even if a new activity on the Internet looks fringe or a new tool looks clunky, innovations that later become commonplace often seem this way at first. So keep your eyes open for ways in which the Web is acting as an agent both of continuity or change, not just in business practices, but in the structure of our very relationship with information. You might come up with some great stories.

"In addition to comparing what you are finding to how things are supposed to work, there are Web sites with searchable databases and statistical summaries that can provide benchmarks for comparisons."

>> ATLANTA WORKSHOPS

Snooping through SEC documents

BY MIKE IVEY

ATLANTA — Those dry SEC filings — available on the huge “EDGAR” database of the U.S. Securities and Exchange Commission — can provide some juicy scoops if you know where to look.

David Milstead, finance editor of the Rocky Mountain News, offered these tips for getting more from SEC filings during the writers’ workshop.

All public companies must file the 10-Q (quarterly) and 10-K (annual) earning reports regularly with the SEC. These documents must contain bottom-line information, such as how much money the company made or lost.

But 10-Qs and Ks also have good stuff like:

- The purchase price of small deals “not disclosed” when the press release went out.

- Previously unannounced job cuts now being disclosed because

severance charges are impacting earnings.

- Health of the company pension plan.

- Salary information on new executives.

The other major filing is the PRE14A or DEF14A, or “proxy statement.”

The proxy, which is filed in advance of a company’s annual shareholders meeting, contains the always popular “Executive Compensation” section.

But proxies also offer insider info like:



David Milstead

- Stock ownership of outside directors.
- Pension payouts.
- Severance agreements with top executives.
- Information about the company’s auditor.

The other filings worth following are S-1, S-3 or S-4. These are registration statements for sales of securities, as when a company decides to go public with an IPO.

Milstead said the best way to track SEC filings is through a service such as Edgarpro, which allows users to follow selected

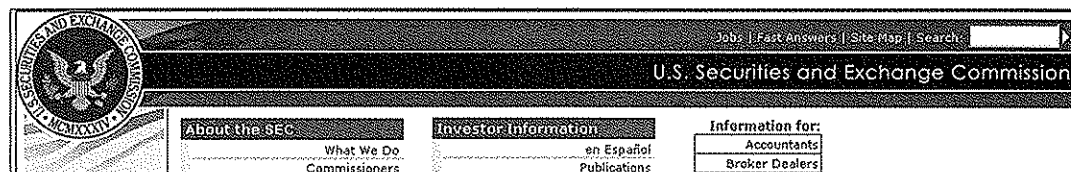
updates electronically.

“I have them send me anything with the word ‘Colorado’ in it, so I get way too much stuff, but that way I never miss anything,” he said.

The service isn’t free. It costs around \$40 a month for single access and more for additional users.

One quick and free option is to sign up in the “investor services” section on the Web sites of the public companies in your area.

Mike Ivey is a business reporter with *The Capital Times* in Madison, Wis.



The Securities and Exchange Commission can be a great first place to look for scoops.

‘More than Just Profiles: Covering minority business and entrepreneurs’

BY VALERIE BENTON

ATLANTA — Covering minority business requires intimacy with your subjects, said one of the panelists who participated in the “More than Just Profiles” session about covering minority business owners at the writers’ workshops.

Matthew S. Scott, personal finance director with Black Enterprise Magazine, explained that because minority businesses are generally not publicly traded, business writers must know their subjects personally or know someone who knows them before making those personal connections.

“It’s really the same as covering any other small company,” Scott said. He said the stories may not be Page 1, but they do make good local stories. The rewards for the business writer getting to know minority business owners include: building relationships, making new contacts and helping circulation.



Andre Jackson



Matthew S. Scott

Joining Scott on the panel was Andre Jackson, who has overseen business news coverage at the St. Louis Post-Dispatch since Spring 2001.

Scott and Jackson made the following points.

- Use news judgment in determining if the story is about business or about minority business.

- Minority business owners may not want to cooperate with a story that singles them out as a minority business because they fear discrimination. Some owners don’t want to be branded a minority business, but a business that provides good, clean, quality service.

- Look at demographics in the area to decide whether to focus on being a minority as an issue. Pay attention to shifts in demographics and what they mean for future businesses, healthcare and other areas of the community.

- Minorities are trend-oriented. Look at the economic impact of those trends.

- Focus the story on the overall benefit to the community.

Scott said that with stories about minorities, particularly black-owned businesses, “It’s not about the black part — it’s about the enterprise part.”

Valerie Benton is a staff writer at *The Albany (Ga.) Herald*.

>> ATLANTA WORKSHOPS

The Art of Agate

Ask yourself what you want your business section to be

BY GEORGE HOHMANN

ATLANTA — Brad Skillman of The Associated Press provided the guiding principle for the Agate Boot Camp participants during SABEW’s Atlanta workshops when he said: “Think about what you want your Business section to be. Look at the whole section. It’s your readers you need to please.”

A majority of the dozen participants who spent a full day analyzing financial pages said they either recently cut back their agate package or face future cuts. All agreed that once the space is gone, it is never coming back. So there was a lot of motivation to improve stock and mutual fund listings instead of just slashing agate.

Some ideas emerged:

- Combine the NYSE, AMEX and NASDAQ stock exchanges in



BECKY BISBEE

Bonnie Eksten, business editor of the Star-News in Wilmington, N.C., listens to agate experts Jon Lansner from the Orange County Register and Craig Farewell from The Associated Press.

one list to save space.

- Use market capitalization to sort stocks or amount of assets for mutual funds instead of most-

actives to include issues held by most readers.

- Substitute dividend in place of daily volume or 52-week high and low price. AP also produces a daily list of stocks that have declared dividends.

- Customize lists by industry sector — banks, retailers, utilities — to highlight important local companies.

- Trim mutual fund listings to the largest 2,000 to 3,000 mutual funds. “If you just quote the top 25, those are huge funds,” said Jon Lansner of The Orange County Register. Better yet, find out what funds local employers offer in their 401(k) plans and run a specialized chart. “No matter where you are, 401(k)s are in your demographic,” said Craig Farewell of the AP.

- Rotate information that

appears each day. Make sure you explain to the readers what appears and when. “We do a terrible job of communicating to people what we’re doing in the paper,” Lansner said.

- Keep information about interest rates and certificates of deposit for readers who invest in fixed income products.

- Offer your readers something new, something they would value when you are taking something out of your package.

The Agate Boot Camp bottom line: Study your financial package carefully and mold it to meet your readers’ needs.

George Hohmann is the business editor at the *Charleston (W.Va.) Daily Mail*.

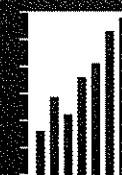
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- Charlie Crumpley, *The Times-Picayune*, New Orleans: “Week in the Life of a Business Editor”
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>> ATLANTA WORKSHOPS

Where investigations can go wrong

15 tips for managing the investigation for the best results

BY SHAWN MCINTOSH

ATLANTA — However your newsroom handles investigative stories, you've probably had a few failures. You know the ones: the three-part series that didn't have any news; the hard-charging investigative piece that didn't prove its point; the long-but-important story that got no results. Chances are, those investigations could have been better with some important nurturing up front and the ruthless pruning along the way.



Shawn McIntosh

theory? And what records do I need to disprove it? Seek both.

5. Acquire data and records early. Do your FOIAs and data requests as soon as you have a premise and know the data you need. Don't invest a lot of time in the investigation before you test the premise, or you

will fall in love with the idea, rather than the proof.

6. Plan the analysis: Once you've got evidence your premise will hold up, figure out the scope of your analysis. Do you have to prove the state endangers every child, or only most of them? Or is endangering even one child too many? Is absolute proof worth the extra work required or is showing significant questions enough?

7. Choose the right team: Match talents, temperament. Involve more than one reporter. Bring in copy desk, design and graphics early. Get the best investigative copy editor you can.

8. Report for the best storytelling: A narrative requires different reporting than an exposé. Think ahead to the writing.

9. Know when to stick with the plan and when to alter: If your premise is significantly discredited, be ready to kill the investigation or scale back dramatically. If you aren't willing to kill a story that becomes unfocused or unwieldy, don't even start.

1. Shape the idea: Every investigation starts with an idea. Make sure you've got a good one. Investigations fail when the idea is unfocused or constantly adapted to reporting. Investigations should have a clear premise, stated in a sentence. Avoid "topic" projects (status of children; poultry pollution) and go for vivid ideas that have a good chance of righting a wrong (the state is endangering children; poultry pollution in Barr County is making families sick).

2. Focus, focus, focus: Keep honing until you have sharp focus. Brainstorm for hours, do preliminary reporting and brainstorm again. Keep at it until you have something that will piss off readers and compel governments to take action.

3. Use the scientific method: Having a hypothesis or premise isn't bias, because you are going to test it as many ways as you can, and abandon the premise if it doesn't hold up under rigorous testing.

4. Figure out the proof (and the disproof): Ask yourself: What information will prove my premise? And what information will disprove it? What records do I need to test my

10. Make sure top bosses know what you are baking: Your executive editor won't be happy with a three-layer cake with fabulous icing and wonderful decorations if she's only hungry enough for a cupcake. Whet her appetite by keeping her informed along the way.

11. Write, write, write: Write as you go, especially in long-term investigations. Writing will show you where the holes are, what reporting is to be done and when reporting can stop.

12. Build a backout schedule: Set deadlines for when stories, photos, graphics are due to the line editor, to the copy desk. Include deadlines for giving the stories to your managing editor and editor.

13. No surprises: Make sure story subjects are not surprised. If they know what is coming, you are much more likely to get textured, full answers that allow their position to be represented fairly. Avoid "black and white" characters and embrace the gray. The world is not black and white.

14. Fact-check relentlessly: Build in a standard of fact-checking that far exceeds the usual editing process. Engage an investigative copy editor if possible.

15. Edit ruthlessly: You reported deeply to build expertise and authority. Use it to tell the stories as simply and economically as possible. Length does not equal authority.

Shawn McIntosh is deputy managing editor of The Atlanta Journal-Constitution.

"Keep honing until you have sharp focus. Brainstorm for hours, do preliminary reporting and brainstorm again. Keep at it until you have something that will piss off readers and compel governments to take action."

Best in Business contest changes announced

BY GREG MCCUNE
Contest Committee Co-Chair

SABEW is introducing a few changes in this year's competition, the 11th annual Best in Business contest. The changes are designed to make it easier for you to choose the appropriate entry categories and easier for our staff and judges to process them.

The most important improvements are to the News contest, where our contest committee has drafted more specific criteria for entrants to use in determining the best place for your entry, and for judges to use in evaluating entries.

Here are the new criteria:

Breaking News Category: A package of up to seven stories planned, reported and written in a single day under deadline pressure. The judges will give greater weight to the quality of the main story of the package. The best sidebars, graphics and pictures cannot compensate for a main story that is weak.

The judges also will give greater weight to coverage of unanticipated events than to coverage of events that are expected.

This is because it is much more difficult to do quality work on the fly than with stories in the hopper ready to go at a moment's notice.

Mandatory dates

Save your daily sections from Jan. 14 and July 22; weeklies need to save their editions from those same weeks. A third mandatory date will be announced at the end of the year.

Enterprise Category: A single story that demonstrates exceptional enterprise. It can be a scoop, an interview that sheds unique light on a newsmaker or an issue, a column or news analysis that shows enterprise reporting and/or original thought. An enterprise entry should be planned, original and deeply reported. We dropped the word SPOT from the category name to avoid confusion with Breaking News. This category is NOT for an investigative series (see Projects).

Projects Category: A series of up to five stories, or a story of up to five parts, that is investigative in nature or extensively researched. The stories should be reported over time. The stories should raise fresh issues, provide insight and/or clear explanation. Judges will take into account the impact or reaction to the stories. The impact/reaction may be explained in a one-page cover letter.

Other important changes

In addition to the revised criteria, we have made a few other important changes to the contest.

Entries will no longer be permitted to include supplemental material. The background material has burdened the judges with little benefit. Submit only what is required!

Cover letters will be limited to one page. Our contest is a spin-free zone. No pitches, just the facts!

Entries that do not follow the instructions on our Web site and entry forms will be disqualified. Your entry fee will not be refunded and you will not be notified of disqualification. Too many entries in the past have not followed the rules. We mean it!

Stories written by any staffer of a newspaper and appearing in any section of the newspaper may be entered in any category provided they are on a business subject. We want to honor the best business journalism wherever it appears in the newspaper.

We are adding four new judging panels, bringing the number of judges to 42 this year to handle the substantial growth in the contest. We thank you for your interest in Best in Business. Remember, the deadline is Feb. 1, 2005. Good Luck!

Student category added to Best in Business contest

BY JOSH MILLS
Student Contest Chair

To recognize the good work being done at many colleges interested in business journalism, SABEW is adding a student category to the annual Best in Business contest. SABEW invites students of business journalism to submit their best work.

• Work must be published during calendar 2004 in the United States. Campus publications or Web sites, as well as professional publications, are acceptable. At the time of publication, the author must have been an enrolled

undergraduate or graduate student.

• The entry form will include a section to be filled out by the appropriate editor (or instructor) attesting to the originality of the student's work. The entry form will be published in The Business Journalist and will be available on the SABEW Web site in December.

• Entries must be in English.

• All entries will be placed in one pool.

• The first-place winner will be brought (at SABEW's expense) to the annual conference

to receive an award and will be eligible to attend all sessions and workshops. The first-place winner will also receive a \$350 scholarship.

• The judges will choose a second-place winner, and, if merited, a third-place winner. The second-place winner will receive a \$100 prize. The third-place winner will receive a \$50 prize. (These winners will be recognized at the annual meeting and are welcome at the meeting, but SABEW will not be responsible for their expenses.)

• The deadline for submission

is Feb. 1, 2005.

• Each student is limited to one submission.

• Student SABEW members (either an individual or institutional member) may submit one entry at no charge. Students who are not SABEW members must pay a \$20 fee, which includes a one-year membership. If you don't know if your school is an institutional member, ask the faculty or call Callie Epperson, SABEW membership coordinator 573-882-7862.



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>> BIZ BUZZ

Rukeyser drops TV show

Cancer keeps him from returning to the studios

LOUIS RUKEYSER STEPS down from his long-running television program as he continues to battle cancer.

The veteran broadcaster announces he won't return to "Louis Rukeyser's Wall Street" on CNBC and PBS and that the show will cease production at year's end.

Substitute host **Consuelo Mack**, who has been filling in for Rukeyser for more than a year, will see the show through December.



Louis Rukeyser

"I am still recuperating from serious complications that have taken much longer than seemed reasonable over the past year," says Rukeyser, "and I can no longer predict when I will be ready to rejoin you here."

For more than 30 years, Rukeyser's show became a Friday-night staple for investors, first on PBS and later on CNBC. He joined the latter in 2002 after PBS executives fired him in a dispute over the program's format and how to attract younger viewers.

CNBC chief executive **Pamela Thomas Graham** says of Rukeyser, "He is a true original and we, like his millions of fans, will deeply miss his wit, wisdom and our time together."

Rukeyser, 71, vows retirement isn't in his future. "Even though I'm not currently in a position to return to TV, I haven't retired from financial journalism. I'm especially looking forward to returning to the helm of my newsletters sometime next year."



Kate Butler

Boss Watch

Kate Butler joins **The Associated Press** from **The Orange County Register**, where she has been senior biz team leader since 1998. In her new job as the AP's assistant bureau chief for California and Nevada, Butler is helping to

develop new online and newspaper products as well as marketing efforts to 175 papers.

Prior to joining the Register, Butler was biz ed at **The San Diego Union-Tribune** and senior ed at **Bloomberg News**' London bureau. Butler says her job change was driven by a desire for new challenges and to live full-time in the same city with her husband; the two had been splitting their time between Woodland Hills, Calif., and Orange County for the past half-dozen years.

"I plan to keep my hand in journalism and hope to stay active in SABEW," Butler says.

At the **Rockford (Ill.) Register Star**, **Adam Lowenstein** moves from assistant to biz ed. He succeeds **Cindy Brandt** who becomes editor of the **Herald Times Reporter** in Manitowoc, Wis. . . In Atlanta, reporter **Henry Unger** becomes deputy biz ed at **The Atlanta Journal-Constitution**, replacing **Dorrie Toney** who moves to readership ed. **Kathy Brister**, a former metro ed and biz reporter, is the new biz day ed and supervises a team of GA and enterprise reporters.

Newsday promotes **Cynthia Ohms** from assistant to deputy biz ed overseeing the daily report. She had been responsible for the Money & Careers and Monday Business sections for the past year. She succeeds **Robin Phillips**, who moves to Arizona to be closer to family. Another deputy, **Charles Zehren**, transfers to metro to oversee county government and politics coverage as Long Island political ed. However, he continues to write a weekly column for the biz pages.

The Bond Buyer promotes **Nicholas Chesla** from market ed to managing ed. He joined the daily paper in 2001 as a market reporter. Previously, he worked as a writer and producer for news and documentaries in New York and Australia.

On the East Coast

Newsday hires **Lauren Weber** from **Reuters** to be the

CONTINUED ON PAGE 17

"I am still recuperating from serious complications that have taken much longer than seemed reasonable over the past year, and I can no longer predict when I will be ready to rejoin you here."

Louis Rukeyser

>> BIZ BUZZ CONTINUED

retail reporter while **Elizabeth Sanger** moves to the New York City tourism beat. Reporter **Errol Cockfield Jr.**, who has chronicled redevelopment of the World Trade Center site for the past year, becomes Albany bureau chief. And reporter **Christian Murray** moves to metro taking the affordable housing beat with him.

At **The Herald-Dispatch** in Huntington, W.Va., senior reporter **Jim Ross** is named editorial page ed. He has covered economic development and business for the paper, which serves parts of West Virginia, Ohio and Kentucky.

In the Midwest

The Chicago Sun-Times hires **Mary Wisniewski** from **Bloomberg News** to be the financial services/telecommunications/energy/air transportation reporter. Previously, she has covered legal affairs for Bloomberg and worked at **The Bond Buyer**, the **Chicago Lawyer** and **City News Bureau**. . . At **The Journal Gazette** in Fort Wayne, Ind., reporter **Jenni Glenn** joins from the **Gloucester (Mass.) Daily Times** to cover agriculture, real estate and utilities.

The Daily Herald, serving the Chicago suburbs, announces three reporting hires and the return of another. **Jill Jedlowski** joins from **The Herald News** in Joliet to cover businesses and development in Naperville. **Emily Krone**, a recent graduate of **Northwestern University's j-school**, will cover businesses in Fox Valley. **Laura Grandt**, a recent graduate of **Northern Illinois University**, is an editorial assistant and covers commercial real estate, replacing **Elisabeth Carrel** who moves to the copy desk. **Anna Marie Kukec** returns to cover technology and GA after stints as an assistant ed and biz reporter/editorial writer/fill-in ed on the Naperville staff. She succeeds **Sarah Mawhorr** who left to spend more time with family.

In the West

At **The Seattle Times**, reporter **Tricia Duryee** moves from the Eastside bureau to cover telecommunications and venture



New Looks: The News & Observer in Raleigh, N.C., has decided to drop its Connect technology section after five years.

capital. **Melissa Allison Wahl**, previously of the **Chicago Tribune**, is the new banking/insurance reporter. . . Also, **The Orange County Register** seeks a replacement for workplace reporter **Catrine Johansson** who left to pursue a book project in her native Sweden.

Emily Kumler, a recent graduate of **Northwestern University's j-school**, joins the **Las Vegas Review-Journal** as a technology/GA reporter. . . **Susie Bodman**, associate ed at the **Vancouver (Washington state) Business Journal**, resigns for an editing job in the publications division of Oregon's judicial department.

At the **San Diego Business Journal**, **Lisa Kovach** moves from researcher to staff writer, covering small business, media, marketing and transportation. **Sharon Gunderson** is promoted from researcher to senior researcher and **Andrew Killion** joins as a researcher after graduating from the **University of San Diego**.

At the Glossies

Money magazine names **Davia Smith**, from **Men's Health**, the new art director succeeding **Syndi Becker**. Freelancer **Diane Harris** joins as assistant managing ed and **Ryan D'Agostino**, late of **Jungle Media**, is a new senior ed. Departures include former executive ed **Denise Martin**, senior eds **Marion Asnes** and **Suzanne Wolley**, and production director **Alegra Lagani**.



Malik Singleton

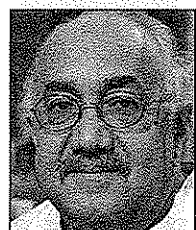
At **Black Enterprise**, **Malik Singleton** joins as biz ed. The magazine also is looking for a tech ed and freelance writers and copy editors, says **ME Kenneth Meeks**.

CONTINUED ON PAGE 18

>> BIZ BUZZ CONTINUED

Robert Powell is the new editor of **Virginia Business** magazine. He had been associate biz ed at the **Richmond Times-Dispatch** and ed of its Metro Business section for 10 years. . . At **Workforce Management** magazine, **John Hollon** joins as editor succeeding **Carroll Lachnit** who becomes executive ed. Hollon has spent the past year or so as E-I-C of the **San Diego Business Journal**, which is looking for a replacement.

Red Herring names **Joel Dreyfuss** as E-I-C of its Web site, newsletters and a revamped magazine to be launched soon. Dreyfuss has spent the past three years at **Bloomberg Markets** magazine as a senior writer covering technology. He also worked as a writer and ed at **Fortune**, **USA Today** and **Black Enterprise**.



Joel Dreyfuss

New Looks

The **News & Observer** in Raleigh, N.C., drops its Connect technology section after five years but promises to move many of the features to other parts of the paper, including Business. Biz ed **Mary Cornatzer** says the demise of Connect was "painful" but allows for more space to be devoted to personal finance, coverage of local businesses and wire reports.

At the **St. Paul (Minn.) Pioneer-Press**, coverage of suburban growth and development in the Business section expands as part of a paper-wide redesign and increased emphasis on eastern portions of the Twin Cities area, says editor **Vicki Gowler**. . . A top-to-bottom redesign of the **Portland Press Herald** in Maine has doubled the number of nugget boxes and graphics found in the Business section, says biz ed **Eric Blom**.

The **Boston Globe** revamps its Sunday Business & Money section to emphasize consumer news and features. Additions include a weekly story on shopping with an expert or celebrity, more news for business travelers, a money makeover with advice from financial

CONTINUED ON PAGE 19

SABEW 2005 42ND ANNUAL CONFERENCE SEATTLE MAY 1-3



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>> BIZ BUZZ CONTINUED

planners and a column on office etiquette penned by guru **Peter Post**. Subtractions include a real estate Q&A column by **Nena Groskind**, an investment column by **Kenneth Hooker** and a mutual funds column by former **Globe** staffer and former SABEW president **Charles Jaffe**.

"You spend the week earning your money," says assistant ME for biz **Caleb Solomon**. "On Sundays, the redesigned Business & Money section will show you how to spend it, invest it and make your money work for you."

Kudos

Dan Christensen, a reporter at the **Miami Daily Business Review**, won the **Eugene S. Pulliam First Amendment Award** from the **Society of Professional Journalists** for stories on secret court cases involving terrorist suspects. . . **Tux Turkel**, a staff writer at Maine's **Portland Press Herald**, took home a first place among large papers in the **New England Associated Press News Executives Association's** annual contest for his examination of the shortage of wood fiber for paper mills despite the state's abundance of trees.

DeGeorge: 'Tireless worker'

CONTINUED FROM PAGE 7

Sentinel as business editor in May 1998. She oversees a staff of reporters and editors responsible for covering the world of business from a South Florida perspective. The **Sun-Sentinel** has been recognized by SABEW as one of the best Business sections in its circulation size in 1998, 1999 and 2000.

Previously, she served as the bureau chief in Miami for **BusinessWeek** magazine, covering Florida, the Caribbean and parts of Latin America. She joined **BusinessWeek** as a correspondent in 1987 in the Miami office, after having worked as a business reporter for the **Miami Herald** and the **Sun-Sentinel**. She is the author of "The Making of a Blockbuster: How H. Wayne Huizenga Built a Sports & Entertainment Empire from Trash, Grit & Videotape," published in 1996.

"Gail is a wonderful choice for secretary/treasurer," says SABEW president **Rex Seline**. "She's smart, experienced, energetic and a tireless worker."

Seline also noted that DeGeorge's new position will leave a slot open on SABEW's board of governors. Each year, roughly one third of the 21-member board is up for election and the organization is always looking for committed financial journalists who would be interested in serving on the board.

Board members are required to attend two governor's meetings each year and serve on a number of board committees that oversee everything from the organization's Web site to SABEW's annual contests.

Members interested in running for open board seats should contact the head of SABEW's nominating committee, **Kathy Kristof**, by email at kathy.kristof@latimes.com.

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