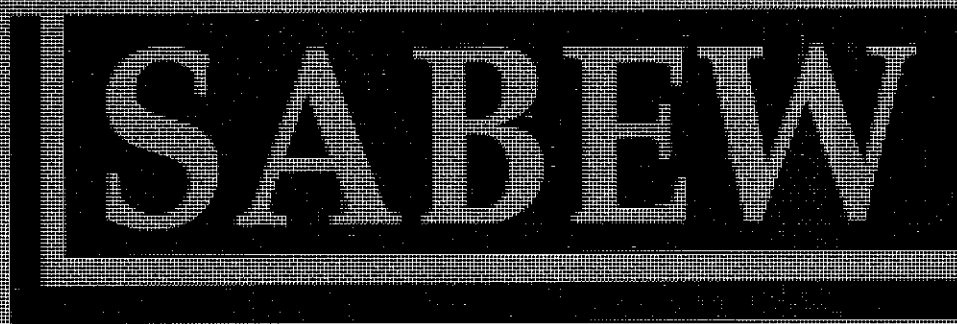




Society of American Business Editors and Writers Inc.

2000-2001

MEMBERSHIP DIRECTORY

2000-2001 SABEW Membership Directory Introduction

Welcome to the redesigned Membership Directory of the Society of American Business Editors and Writers.

We have simplified the layout of the directory by making each entry list as much relevant information about a member as possible. The Alphabetical Listing – now renamed SABEW Members – shows member listings by state and city. The Member Listings are separated into sections as follows: Associate Members, E-Members, Institutional E-Members, Individual Members, Institutional Members and Student Members. All members are also indexed in the back of this directory by individual name and institutional name.

Another added feature is the update form. Now, when you leave your place of employment, whether as an institutional member or an individual, you can just send us this update form and we will make sure your membership follows you.

Of course, the standard features are present, such as the SABEW Code of Ethics and its Constitution.

The directory is copyright to SABEW and should not be reproduced without its written permission. Also, the directory is for members only, so please do not share your copy of the directory with nonmembers.

I hope this new directory is useful for you to stay in contact with other SABEW members, especially those right in your area.

Cheers,



Carolyn Guniss
Executive Director

*Society of American
Business Editors and Writers, Inc.*

Membership Directory 2000-2001

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Society of American Business Editors and Writers, Inc. 2000-2001

OFFICERS

PRESIDENT

Byron (Barney) Calame, *The Wall Street Journal*

VICE PRESIDENT

William (Bill) Barnhart, *Chicago Tribune*

TREASURER

Charles (Chuck) Jaffe, *The Boston Globe*

SECRETARY

Kathy M. Kristof, *Los Angeles Times/LA Times Syndicate*

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Frank Brill, *The Journal News*
Cheryl Hall, *The Dallas Morning News*
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Sandra Gonzalez, *Bloomberg News*
Jonathan Lansner, *The Orange County Register*
James Mallory, *Atlanta Journal-Constitution*
Sougata Mukherjee, *The Business Journal (NC)*
Floyd Norris, *The New York Times*
Richard Papiernik, *Nation's Restaurant News*
Randy Picht, *The Associated Press*
Brahm Resnick, *Arizona Republic*
Richard Satran, *Reuters America Inc.*
Craig Schwed, *Gannett News Service*
Rex Seline, *Fort Worth Star-Telegram*
Marcia Stepanek, *BusinessWeek Magazine*
Alecia Swasy, *St. Petersburg Times*

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Susan Well, *Atlanta Journal-Constitution*
Henry Dubroff, *Pacific Coast Business Times*

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Past and present

Presidents are associated with the publication they worked for during the time of service.

1964, 1965 J.A. Livingston,* *Philadelphia Bulletin*

1966 Ben Schiffman,* *Kansas City Star*

1967 Robert E. Nichols,* *Los Angeles Times*

1968 Ross M. Dick, *Milwaukee Journal*

1969 William A. Doyle,* *New York Daily News*

1970 John D. Henry,* *Washington Star*

1971 Al Altwegg, *Dallas Morning News*

1972 David Smith, *Ward's Auto World*

1973, 1974 Hobart Rowen,* *Washington Post*

1975 Dick Griffin, *Chicago Daily News*

1976 Myron Kandel, *New York Post*

1977 Larry Birger,* *Miami News*

1978 Robert Corya, *Indianapolis News*

1979 Ray Kenney,* *Milwaukee Sentinel*

1980 Margaret Daly, *Better Homes and Gardens*

1981 Jerry Heaster, *Kansas City Star*

1982 John Rumsey, *Rochester Times-Union*

1983 David L. Beal, *St-Paul Pioneer Press Dispatch*

1984 James J. Mitchell, *San Jose Mercury News*

1985 Mike Millican, *Associated Press, New York*

1986 Fred Monk, *The State, Columbia, SC*

1987 Cheryl Hall, *Dallas Morning News*

1988 Philip Moeller, *Baltimore Sun*

1989 Larry Werner, *Star Tribune, Minneapolis*

1990 Sue Thomson, *St. Louis Post-Dispatch*

1991 Sandra J. Duerr, *Louisville Courier-Journal*

1992 Randall D. Smith, *Kansas City Star*

1993 James M. Kennedy, *Associated Press, New York*

1994 Gary Klott, *National Newspaper Syndicate*

1995 Jodi Schneider, *Washington Post*

1996 Myron Kandel, *Cable News Network*

1997 Henry Dubroff, *Denver Business Journal*

1998 Susan Wells, *Atlanta Journal-Constitution*

1999 Charley Blaine, *Better Homes and Gardens
Family Money*

2000 Barney Calame, *The Wall Street Journal*

*deceased

Code of Ethics

Statement of Purpose : *It is not enough that we be incorruptible and act with honest motives. We must conduct all aspects of our lives in a manner that averts even the appearance of conflict of interest or misuse of the power of the press.*

A business, financial and economics writer should:

1. Recognize the trust, confidence and responsibility placed in him or her by the publication's readers and do nothing to abuse this obligation. To this end, a clear-cut delineation between advertising and editorial matters should be maintained at all times.
2. Avoid any practice which might compromise or appear to compromise his objectivity or fairness. He or she should not let any personal investments influence what he or she writes. On some occasions, it may be desirable for him or her to disclose his or her investment positions to a superior.
3. Avoid active trading and other short-term profit-seeking opportunities. Active participation in the markets which such activities require is not compatible with the role of the business and financial journalist as disinterested trustee of the public interest.
4. Not take advantage in his or her personal investing of any inside information and be sure any relevant information he or she may have is widely disseminated before he buys or sells.
5. Make every effort to insure the confidentiality of information held for publication to keep such information from finding its way to those who might use it for gain before it becomes available to the public.
6. Accept no gift, special treatment or any other thing of more than token value given in the course of his professional activities. In addition, he or she will accept no out-of-town travel paid for by anyone other than his or her employer for the ostensible purpose of covering or backgrounding news. Free-lance writing opportunities and honoraria for speeches should be examined carefully to assure that they are not in fact disguised gratuities. Food and refreshments of ordinary value may be accepted where necessary during the normal course of business.
7. Encourage the observance of these minimum standards by all business writers.

Addendum to Code of Ethics

Guidelines To Ensure Editorial Integrity Of Business News Coverage:

1. A clear-cut delineation between advertising and editorial matters should be maintained at all times.
2. Material produced by an editorial staff or news service should be used only in sections controlled by editorial departments.
3. Sections controlled by advertising departments should be distinctly different from news sections in typeface, layout and design.
4. Promising a story in exchange for advertising is unethical.

5. Publishers, broadcasters and top newsroom editors should establish policies and guidelines to protect the integrity of business news coverage.

Cautions On Use Of Non-Journalists With Conflicts Of Interest In The Subject Matter:

Using articles or columns written by non-journalists is potentially deceptive and poses inherent conflicts of interest that editors should guard against. This does not apply to clearly labeled op-ed or viewpoint sections or "Letters to the Editor."

Constitution and Bylaws

For

**Society of American Business
Editors and Writers, Inc.**

Approved May 2, 2000

We, the members of the Society of American Business Editors and Writers, Inc., have joined together in the common pursuit of the highest standards of economic journalism, through our individual and collective efforts.

The Society recognizes that economic freedom is inextricably linked to political freedom and that an informed public can ensure freedom is sustained. It is the Society's mission as an independent, not-for-profit corporation to promote comprehensive reporting of economic events without fear or favoritism and to upgrade skills and knowledge through continuous educational efforts.

Article I

Section 1.

The name of the corporation is the Society of American Business Editors and Writers, Inc. The Society is incorporated in Illinois and shall maintain a registered office and a registered agent whose business office is identical with such registered office. The Society may have additional offices, including its administrative headquarters, within or without the state. The corporation's fiscal year begins on January 1 and ends December 31.

Section 2.

The purpose of the Society is to serve as an educational organization and specifically to encourage and facilitate continuing education in reporting, writing, editing and producing economic and financial news. This mission is accomplished, among other ways, through an annual convention of its members; specialized meetings as determined by the board of governors; regular publication of the Society's newsletter, *The Business Journalist*, a President's Letter and a membership directory; achievement awards; and periodic mailings by the administrative office. The Society also shall encourage members to communicate with each other and help create a network of member interaction.

Section 3.

The purpose of the Society is to improve the competence and independence of American journalism, particularly as it applies to the people's right to know about economic events and issues. The Society shall publish

and promote a code of ethics for business journalism by which members are expected to guide their actions.

Section 4.

The Society shall not allow its name to be used for tacit or implicit endorsement of another group, unless approved by the board of governors.

Article II

Section 1.

The affairs of the Society shall be managed by or under the direction of the board of governors. Powers not specifically reserved to the membership shall be the responsibility of the board of governors. The board of governors shall consist of 21 members, of which 18 shall be governors and three shall be officers.

Section 2.

Six governors shall be elected at large annually by the membership during its annual convention to serve three-year terms.

Section 3.

Officers shall be: president, vice president and secretary-treasurer. The board of governors shall have the power to appoint additional officers, as it deems necessary. All officers are deemed to be voting members of the board.

The secretary-treasurer shall be elected to a one-year term by the board of governors at its mid-year meeting, to take office at the next annual membership meeting. After serving a one-year term in that office, the secretary-treasurer shall automatically become vice president; after serving a one-year term in that office, the vice president shall automatically become president for a one-year term.

The president shall be the principal executive officer of the Society and shall perform the functions customarily associated with such a position, including presiding at all meetings of the Society's membership and board of governors. Subject to the direction and control of the board of governors, the president shall be in charge of the business and affairs of the Society and shall see that the resolutions and directives of the membership and board of governors are carried into effect except in those

instances when that responsibility is assigned to some other person by the board of governors. On behalf of the Society, the president may execute, either individually or with another officer authorized by the board of governors, any contracts or other instruments that the board of governors has authorized to be executed. The president may designate committees of the board of governors to assist the work of the board.

The vice president shall perform the duties of the president if the president is unable or unwilling to fulfill his or her duties; when so doing, the vice president shall have all the powers of and be subject to all the restrictions upon the president. The vice president shall serve as program and arrangements director for the following year's annual convention and shall succeed to the presidency at the end of that meeting. Such succession shall take place unless a two-thirds vote of board members present and voting decides otherwise.

The secretary-treasurer shall help prepare and monitor the Society's budget and oversee revenues and expenditures throughout each year, maintain the financial records of the Society or oversee their maintenance by the administrative office. The secretary-treasurer shall oversee and help direct all fund-raising efforts.

Additionally, the secretary-treasurer shall record minutes of membership meetings and meetings of the board of governors; oversee the administration of necessary Society correspondence; see that all notices are duly given as required by law or these bylaws; be the custodian of the Society's records; and oversee the maintenance of the Society's membership list. The secretary-treasurer also shall oversee the Society's membership solicitation efforts.

Section 4.

The nominating committee shall be composed of the three immediate past-presidents of the Society, the vice president and one member of the board of governors appointed by the president for a one-year term. The chair of the committee will be the immediate past president.

Section 5.

Newly elected governors and officers shall take office at the last session of the annual convention at which they are elected. When a vacancy among the officers or governors occurs, the president shall have the ability to fill the unexpired position until the next annual convention.

Section 6.

The president may call a meeting of the board of governors on his or her own initiative and must call a meeting when so requested by a majority of the board of governors. A majority of the board of governors shall consti-

tute a quorum for the transaction of business at any meeting of the board of governors. If less than a majority of the governors are present at said meeting, a majority of those governors present may adjourn the meeting to, another time without further notice.

Section 7.

The act of a majority of the governors present at a meeting at which a quorum is present shall be the act of the board of governors, unless the act of a greater number is required by statute, these bylaws, or the Society's articles of incorporation. No member of the board of governors may act by proxy on any matter.

Section 8.

Board meetings may be conducted by conference telephone call, provided that a quorum participates in the call. The authority of the board of governors may be exercised without a meeting if a consent in writing, setting forth the action taken, is signed by all the governors entitled to vote.

Section 9.

There shall be an executive committee of the Society, which shall consist of the three officers of the organization and two other governors, nominated by the president for a one-year term and approved by the board. The executive committee may exercise the powers of the board of governors when the board is not in session.

A majority of the members of the executive committee shall constitute a quorum for the transaction of business. Meetings of the executive committee may be called by the president or by any three members of the committee. The act of a majority of the executive committee members shall be the act of the executive committee. No member of the executive committee may act by proxy on any matter. The executive committee may meet by conference telephone call and take action by written consent, just as in the case of the board of governors. Within 5 calendar days of taking an action, the executive committee must report to the board in writing the action and the reasons for it.

Notwithstanding any other provisions of the constitution and bylaws, the executive committee shall not have the power to:

- adopt a plan for the final distribution of the assets of the corporation or for dissolution;
- approve any act that, according to statutory law, must be approved by the members;
- elect, appoint or remove any officer or governor or member of any board committee;

- adopt, amend or repeal the constitution and bylaws or articles of incorporation;
- adopt a plan of merger or adopt a plan of consolidation with another corporation or authorize the sale, lease or exchange or mortgage of all or substantially all of the property or assets of the corporation;
- amend, alter, repeal or take action inconsistent with any resolution or action of the board of governors when the resolution or action of the board of governors provides by its terms that it shall not be amended, altered or repealed by action of a committee.

Article III

Section 1.

Membership in the Society shall be restricted to persons engaged as their principal occupation in reporting, writing or editing business, financial or economic news for newspapers, magazines, newsletters, journals, books, press or syndicated services, radio or television, online publications, or other media approved by the board and to teachers and students of business journalism or business media subjects at recognized colleges or universities or other organizations approved by the Society's board of governors.

Section 2.

Members shall be accepted through application to the Society's administrative office and approval by a majority of the board of governors. The board shall consider memberships at least twice a year in the spring and fall.

Section 3.

Those members who no longer meet membership requirements may be designated as associate members with no voting privileges, unless the board of governors determines that their association detracts from the standards and goals of the Society. An associate member may continue in that status and participate in the activities of the Society by paying an annual associate member's fee. Only former voting members may be associate members.

Section 4.

A person who retires from his or her news organization and who does not enter a profession or activity that causes disqualification for membership in the Society shall remain eligible to be a voting member of the Society.

Section 5.

The board of governors shall have the power to drop a member who, in the opinion of two-thirds of the board, is not qualified for membership or who has caused

embarrassment to the Society. Said member shall have the right to seek a review of the board's action at the next annual convention. The member may be reinstated by the approval of two-thirds of the voting members at the annual membership meeting.

Article IV

Section 1.

The Society shall locate its administrative headquarters at a site determined by the board of governors and approved by a majority of those attending an annual membership meeting.

Section 2.

The executive director shall be appointed by the board of governors to oversee the administrative operations of the Society as specified in a contract and shall be paid according to the contract. Additional administrative personnel may be appointed and compensated by approval of the board. Those staff members shall report to the executive director who will have responsibility for hiring, firing, compensation, evaluation and administrative duties related to staff, with oversight from the executive committee of the board.

The Society believes that the effectiveness of any organization is largely dependent upon its people. In meeting the organization's staffing needs, the Society seeks to fill all positions with qualified candidates. In accordance with state and federal law, all potential candidates for positions will receive equal consideration without regard to race, disability, religion, color, national origin, gender, age, ancestry, citizenship, veteran's status, sexual orientation or other non-job related factors in hiring, promoting, demoting, training, benefits, layoffs, terminations, recommendations, rates of pay or other forms of compensation.

Section 3.

The board of governors may authorize the executive director or any other agent in addition to officers so authorized to sign checks, drafts or other orders for the payment of money issued in the name of the Society. All funds of the Society shall be deposited from time to time to the credit of the Society in such banks, trust companies or other depositories as the board of governors may select.

Article V

Section 1.

Actions taken by the members at the annual membership meeting shall be by majority vote of the voting members in good standing, registered for the conven-

Constitution and Bylaws

tion, at the meeting at which a quorum is present. A quorum shall be 25 members present in person. Each institutional member shall have one vote.

Section 2.

Bylaws may be amended only by a two-thirds vote of members in good standing, present in person, at the annual membership meeting.

Section 3.

The annual convention location shall be decided by a majority of the membership at the annual membership meeting at least two years prior to the proposed annual convention. The board of governors may establish or sanction seminars, regional meetings or other events.

Section 4.

The Society's annual convention and other educational or informational meetings shall be open to all who meet the registration requirements as established by the board of governors. Participation at the membership meeting during the Society's annual convention shall be open only to voting members. All meetings are open for news coverage at no cost to the media, except for food expenses when the program director believes it is necessary.

Article VI

Section 1.

Membership dues shall be determined by majority vote of the board of governors. Members delinquent in dues shall not be eligible to vote. If a person remains delinquent after six months, the member will be notified by the Society. If after 60 days, dues are still unpaid, he or she must reapply for membership.

Section 2.

Other fees or charges necessary to carry out the business of the Society may be established by the board of governors.

Article VII

Section 1.

Any proposal to dissolve the Society must be approved first by a vote of three-quarters of the board of governors and then by a vote of two-thirds of the members in good standing.

Such a proposal must be disseminated to the entire membership at least 90 days before the board of governors vote upon it and at least a 30-day notice must be given to the members between the time that the board votes to dissolve the Society and the full membership votes on the matter.

Such a proposal must include a full explanation for advancing it; a plan for proxy voting by the membership; a plan for winding up the financial affairs of the Society and disposition of any assets; and a plan for discharging any other obligations of the Society and its officers.

SABEW Endowed Chair

in Business and Financial Journalism at The Missouri School of Journalism

Please consider a gift to the SABEW Chair in Business and Financial Journalism. SABEW is working closely with the Missouri School of Journalism to create an endowed chair in business journalism at the world's first school of journalism.

The person selected to serve as the SABEW chair in Business and Financial Journalism at the Missouri School of Journalism will have a combination of excellent industry credentials as well as the requisite background to serve as a teacher.

The SABEW Chair will:

- ❖ Teach business journalism courses
- ❖ Recruit minority journalists into business and economic reporting
- ❖ Provide mid-career training programs for business journalists
- ❖ Attend annual meetings and specialized workshops
- ❖ Engage in national and international leadership activities in business journalism
- ❖ Lead development of a master's degree emphasis in business and economic journalism that combines journalism courses with course offerings in the MU College of Business.

We have raised more than \$1 million and are encouraging all members and friends of SABEW to participate. Please make checks payable to the University of Missouri. Contributions of any amount, can be directed to:

Catey Terry, Director of Development
University of Missouri School of Journalism
76D Gannett Hall
Columbia MO 65211-1200

If you work for a news organization with a matching gift program, you can double your investment. We also have received some very creative donations to the campaign. Many SABEW members have made speeches or presentations to organizations. They then turned around and donated their honoraria to the endowed chair campaign. This can be done directly or indirectly. Again, please direct all questions to Catey Terry, 573-882-4822 or email to terryc@missouri.edu.

How the chair will help you and your news organization

Better trained graduates

The SABEW Chair in Business and Financial Journalism will serve as a teacher and adviser for our students who choose to study business journalism. Students will combine classes in business and economic reporting and editing at the Missouri School of Journalism with courses in accounting, economics, finance and marketing at MU College of Business.

A chance for refreshment

The Chair will direct mid-career training programs for professionals already in the field of business reporting. The Chair, working with SABEW, will coordinate a variety of innovative short courses in accounting, economics, finance and marketing. These programs will be both for newcomers to the business journalism specialty and also for business journalists who have become proficient in their craft but who seek to refine their skills.

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Registration Fee: TBA

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Room rate: TBA

Registration Fee: TBA

* 2003 Annual Convention

Boston, Massachusetts

Room rate: TBA

Registration Fee: TBA

Other Conferences:

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September 2001

Raleigh, North Carolina

Room rate: TBA

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* 2001 Personal Finance Conference

October, 2001

Southern California, CA

Room rate: TBA

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This is a tentative line-up and subject to change.

Visit SABEW's Internet site <http://www.sabew.org> for all program details

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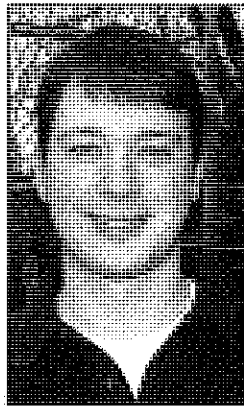
A decade of excellence

Willingness to be different common among winners

by Joelle Ruben

Since it began in 1995, SABEW's Best in Business contest has recognized hundreds of journalists for their contributions to business reporting. Originally designed to honor the best business news sections in the country, the program has expanded to include categories in breaking news, projects and spot enterprise.

Although the list of recipients reveals there is no set formula for quality journalism, one characteristic continually reveals itself in award-winning coverage: a willingness to be different.



"I think it is important that everybody has their voice reflected in the paper."

Winner
Tony Mecia

For *Charlotte Observer* reporter Tony Mecia, being different meant incorporating young sources into business stories. Mecia received an award in the 2002 mid-size spot enterprise category for a piece that looked at North Carolina's crumbling textile industry through the eyes of three college students seeking manufacturing careers.

Mecia said his decision to interview students at North Carolina State University enabled him to convey the changes of an

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age-old industry from a human perspective, a tactic that could be applied to other beats.

"I think it's important that everybody has their voice reflected in the paper, including college students, teen-agers looking for summer jobs, maybe even people younger than that," Mecia said. "This is particularly true in business coverage, where a lot of the sources we talk to tend to be more experienced."



Winner Mark Meltzer

"We don't rely on press releases or sit at our desks waiting for people to call."

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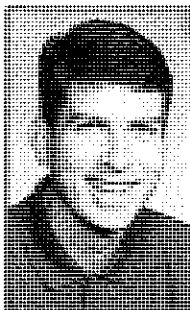
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"A lot of daily papers ... don't check government sources like the insurance department or political campaigns."



Chris Roush

But to Mark Meltzer, executive editor of the *Atlanta Business Chronicle*, a publication's ability to distinguish itself lies in the aggressiveness of its reporting.

"We're totally focused on breaking news. Our people get very deep into documents and very close to our sources," Meltzer said of the *Chronicle*. "We don't rely on press releases or sit at our desks waiting for people to call us." The *Atlanta Business Chronicle*, which is owned by American City Business Journals, won a Best in Business award for overall excellence in 2003 for the weekly newspapers category.

University of North Carolina assistant professor Chris Roush, one of three judges for that category, praised the *Chronicle* as one of the few publications that understands the connection between business and government. "A lot of daily papers seem to forget this and don't check government sources like the insurance department or political campaigns," he said.

Roush also commended the *Chronicle* for its 2002 coverage of the Northern Arc, a proposed highway that would have crossed the northern outer suburbs of Atlanta. The proposal was pulled by then-Governor Roy Barnes after *Chronicle* reporter Sarah Rubenstein revealed that relatives of several public officials owned land near the proposed area.

For *Rocky Mountain News* reporter John Accola, being willing to take a different approach meant working with a reporter he had never met.

Accola and Peggy Lowe received accolades in the spot enterprise category for giant newspapers in 2001, after covering the joint suicide of two brothers indicted for felony theft and conspiracy.

Accola said the story benefited from the varied talents of two reporters.

"Peggy really knows how to bang out copy, while I'm less sure of myself, less or-

ganized," Accola said. "I'll go 24/7 with a project like this, breathe and sleep it, but I'm much less enthusiastic or as efficient when it comes down to putting it on my computer screen."

But for Christian Wihtol, business editor of *The Register-Guard*, sometimes the most different approach is providing consistently local coverage. *The Register-Guard*, based in Eugene, Ore., is one of few newspapers that produces primarily local business stories, he said.

"It's good to cover corporate scandals ... if you are in markets where those have happened or in a city where the mutual fund industry is big or there are lots of corporate headquarters for companies," Wihtol said.

"In a small secondary market such as Eugene, we're covering local business news, which is basically business expansions and contractions."

The Register-Guard won a Best in Business Award in 1995, the first year of the contest, in the small-sized newspapers category. Although today's stories focus more on company closings than expansions, Wihtol said the business desk has remained consistent in both its coverage and its quality. The newspaper received the same Best in Business award for overall excellence in 1997 and has since been recognized in other categories.

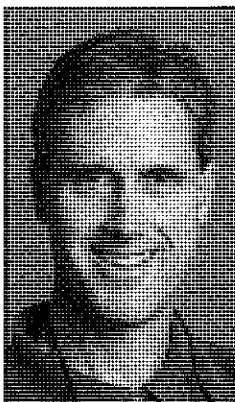
Still, Wihtol said he is surprised every time he hears his paper has won a SABEW award. "You never know when you submit for a contest," he said. "You have no idea who you're competing against and what the judges are looking for."

Perhaps in this year's contest, the judges once again are looking for something different.

Joelle Ruben is a journalism major at the University of North Carolina. ♦

"We're covering local business ... expansions and contractions."

Winner
Christian Wihtol



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Best in Business contest deadline approaches

by Greg McCune
Reuters America
Contest Committee Co-Chair

Attention editors and reporters! The deadline for entries to SABEW's 10th annual Best in Business contest is approaching rapidly. BIB is celebrating a decade of honoring excellence in business journalism this year. A record 604 entries were received last year and we hope the 10th anniversary contest will encourage even more in 2004.

All work entered in BIB must have been published during calendar year 2003 and all entries must be postmarked no later than Friday, Feb. 13, 2004.

Here is a short guide to entering the contest. For more details see www.sabew.org (click on *Contest and Awards* and click on *2004 Best in Business Contest*) or contact Contest Committee Co-Chair Greg McCune at greg.mccune@reuters.com or 312-408-8701.

Section or News?

There are two major parts to the BIB contest — the **Section** competition to select outstanding daily newspaper business sections and weekly business newspapers, and the **News** contest to select the best individual stories or packages of stories published by the business news media.

Choosing a category

The most important step is choosing the appropriate category for your entry.

Section

The **Section** competition for daily newspapers is divided into four categories based on size of circulation, plus a fifth category for all weekly newspapers:

Small: up to 125,000
Medium: 125,001 to 250,000
Large: 250,001 to 375,000
Giant: 375,001 and above
Weekly: all in one category

News

The **News** competition is divided into three main categories:

Breaking News: Exceptional coverage of breaking news, preferably an unexpected event that required writing on a tight deadline. Up to seven stories may be entered but all published on the same day. Multiple by-lines are allowed. This is an opportunity for editors and reporters to show how you mo-

bilized resources to provide superior coverage of an important breaking story during 2003.

Spot Enterprise: Only one story per entry. This category is for a scoop, a particularly probing analysis or a revealing interview. As the name implies, entries should show exceptional enterprise.

Projects: This category was a big hit in its debut last year with 151 entries. The projects category is your opportunity to enter a package or series of stories that explored a subject in depth. Stories entered in this category do *not* have to be time sensitive. Up to five stories may be included and they may be published over several days.

Entries in the three **News** contest categories are divided into sub-categories that are based on the same circulation figures as those for the **Section** daily newspaper contest. There also is a sub-category of the **News** contest for weekly newspapers, and one for real-time news providers such as wire services and online news media.

Once you have chosen the appropriate category of the **News** contest — Breaking News, Spot Enterprise or Projects — the next step is to choose the correct sub-category based on newspaper size (circulation figures are the same as listed above in the **Section** contest), weekly or real-time. Following are the sub-categories:

Small
Medium
Large
Giant
Weekly
Real-time

Preparing your entry — remember the number four

There are a few important things to keep in mind in preparing your entry. Remember the number *four*. BIB contest submissions must include *four* copies of each entry, and must include *four* completed copies of the entry form.

Section contest entries should include *four* copies, preferably originals, of each newspaper section or weekly newspaper.

News contest entries should include four copies of each story. One should be an original and three can be photocopies on standard 8 1/2 x 11-inch paper.

Before you mail the entry, separate it into *four* packets. Put a copy of the entry form on the top of each packet followed by one copy of each story you are entering in the **News** contest, or one copy of each newspaper section or weekly edition if you are entering the **Section** contest. **Please mail all packets in one package. Just staple or clip each packet separately.** This provides SABEW with one full copy of your entry for administrative purposes and three copies for the judging panel.

Remember, *four* copies of each story or section and *four* copies of the completed entry form divided into *four* packets.

Section contest entrants, please see the gray box on page 5, or www.sabew.org for more important dates and rules.

BIB
contest deadline:
February 13, 2004

cont. from page 4

Contest entry fees

The fee for each **News** contest entry is \$35.

The fee for each **Section** contest entry is based on newspaper circulation as follows:

Small: \$105
Medium: \$140
Large: \$175
Giant: \$210
Weekly: \$140

BIB contest entrants must be members of SABEW. At least one member of a newspaper business staff must be a SABEW member to enter the **Section** contest. At least one author of a story submitted as part of each **News** contest entry must be a member.

You can join SABEW as part of a contest submission and get a \$5 break on the normal \$50 annual dues. A non-member should pay \$80 to enter the **News** contest (\$35 entry fee plus \$45 annual dues). If your media organization is an institutional member of SABEW check with the SABEW office at 573-882-7862 to find out who is listed as a member.

Each entry must have payment enclosed. If you are sending one check for multiple entries, please attach a sheet listing the name of each entry covered by the check and the amount of the fee for each entry so that contest administrators can determine how you reached the total amount of the check. Entries must be postmarked by Feb. 13, 2004, and mailed to SABEW at the University of Missouri. The address is: SABEW Best in Business, c/o Kathy Thornburg, 1400 Rock Quarry Rd., Entrance #6, Columbia, MO 65211-3280.

Entry forms are published in this newsletter or you can print out the entry forms from www.sabew.org (click on *Contest and Awards* and click on *2004 Best in Business Contest*).

Helpful hints:

♦ Check the Web site for past winners in each category to see what the judges liked.

♦ You may submit a cover letter describing any special circumstances of your entry, but please no lengthy sales pitches. And you may submit limited background with your entry provided it is clearly marked as background information. *Four* copies of each should be included, one in each packet.

♦ If you worry about whether your entry arrived safely, first call Fedex or UPS tracking to confirm that it arrived. If you are still uncertain, call the SABEW office.

Good Luck! ♦

Important dates for Section Contest entries

Each daily newspaper entering the **Section** contest must submit its publication for three **mandatory** dates in 2003 selected by the contest committee at random:

Daily: Wednesday, Feb. 26
Tuesday, May 20
Sunday, Oct. 26

If your paper does not publish on Sunday, submit Saturday, Oct. 25, or Monday, Oct. 27, instead.

In addition to the three mandatory dates, each daily newspaper must choose three other dates during 2003 to submit, called the **Editor's Choice Dates**. They can be any dates during calendar year 2003 with the proviso that one must be a Monday or a Thursday, one must be a Friday or Saturday and one must be another Sunday publication (if your paper does not publish on Sunday, submit Saturday or Monday). This ensures that judges see a representative sample of your newspaper.

Each weekly newspaper entering the **Section** contest must submit its edition published on or between the following **mandatory** dates:

Sunday, Feb. 23 and Saturday, March 1
Sunday, May 18 and Saturday, May 24
Sunday, Oct. 26 and Saturday, Nov. 1

Weekly newspaper entries must include two other **Editor's Choice Dates**, and these can be any two other weeks during calendar year 2003.

Four copies of the daily and weekly newspaper, preferably originals, should be submitted for each date. Four copies of the completed entry form should be submitted with the entry. Divide the entry into four packets with an entry form on top of each packet followed by one section copy, or weekly edition copy, for each date you are submitting.

Here is what a sample daily newspaper **Section** entry should include:

Four copies of Wednesday, Feb. 26
Four copies of Tuesday, May 20
Four copies of Sunday, Oct. 26
Four copies of any Monday or Thursday of your choosing
Four copies of any Friday or Saturday of your choosing
Four copies of another Sunday
Four copies of any special section (optional)
Four copies of the completed entry form

Total number of copies of your newspaper should be 24 (28 if including a special section), plus four copies of the completed entry form. Divide these into four packets with the entry form on top and one copy of each date. The packets should be mailed in the same package. Staple or clip each packet separately.

A sample weekly newspaper **Section** entry should include:
Four copies of Sunday, Feb. 23 to Saturday, March 1 week
Four copies of May 18 to 24 week
Four copies of Oct. 26 to Nov. 1 week
Four copies of any other week of your choosing
Four copies of a second week of your choosing
Four copies of a special section (optional)

Total number of copies of your newspaper should be 20 (24 if including a special section), plus four copies of the completed entry form. Divide these into four packets with the entry form on top and one copy of each date. The packets should be mailed in the same package. Staple or clip each packet separately.

If you have questions, see www.sabew.org (click on *Contest and Awards*, then click on *2004 Best in Business Contest*) or contact Contest Co-chair Greg McCune at greg.mccune@reuters.com or 312-408-8701, or the SABEW office at 573-882-7862. ♦

Section Contest Entry Form

POSTMARK DEADLINE: FEBRUARY 13, 2004

For more information on entry guidelines, contact Greg McCune, contest co-chair, at Greg.McCune@reuters.com or 312-408-8701; Chuck Jaffe, contest co-chair, at cjaffe@cbsmarketwatch.com or 781-383-6688; or Carrie Paden, SABEW executive director, at padenc@missouri.edu or 573-882-7862.

GENERAL ENTRY INFORMATION:

Name of newspaper _____
 Average daily/weekly circulation (including Sundays) _____
 Entry Contact person _____
 Mailing address _____
 Phone number _____ Fax number _____
 E-mail _____
 Name of SABEW member _____ Current for 2004? ☐ Y ☐ N

DAILY NEWSPAPER ENTRY:

Mandatory Dates: ☐ Wed., 2/26/03 ☐ Tues., 5/20/03 ☐ Sun., 10/26/03

If your paper does not publish on Sunday, submit Sat., 10/25 or Mon., 10/27 instead.

Editor's Choice Dates: one each (1st 3 are mandatory), list dates below

(1) Mon. or Thurs. section _____ (2) Fri. or Sat. section _____

(3) Additional Sun. section _____ (4) Special section (optional) _____

BUSINESS WEEKLY NEWSPAPER ENTRY:

Mandatory Dates:

☐ Sun., 2/23/03 - Sat., 3/1/03 ☐ Sun., 5/18/03 - Sat. 5/24/03 ☐ Sun., 10/26/03 - Sat., 11/1/03

Editor's Choice Dates: one each (1st 2 are mandatory), list dates below

Two additional weeks' publication from 2003 (1) _____ (2) _____

(3) Special section (optional) _____

ENTRY CATEGORY/FEE:

Daily newspaper with circulation category (check one):

☐ Small - \$105 (Circ. < 125K) ☐ Medium - \$140 (Circ. 125-250K) ☐ Large - \$175 (Circ. 250-375K) ☐ Giant - \$210 (Circ. > 375K)

Or Weekly?

☐ All Business Weeklies: \$140

PAYMENT OPTIONS:

Tally Section:

Entry fee _____
 Membership fee _____
 (If applicable; see chart at right.)

Total Due _____

To pay by check:

Make checks payable to the Society of American Business Editors and Writers, Inc. and mail to:

SABEW Best in Business Contest
 The Missouri School of Journalism
 c/o Kathy Thornburg, Entrance #6
 1400 Rock Quarry Rd.,
 Columbia, MO 65211-3280

To pay by credit card:

Card type: ☐ MC ☐ Visa ☐ AmEx

Name on card _____

Card number _____

Expiration date ____/____

Signature _____

SABEW Federal ID #: 36-3297751

Please attach one copy of this form to each of the four copies of your entry.

News Contest Entry Form

POSTMARK DEADLINE: FEBRUARY 13, 2004

For more information on entry guidelines, contact Greg McCune, contest co-chair, at Greg.McCune@reuters.com or 312-408-8701; Chuck Jaffe, contest co-chair, at cjaffe@cbsmarketwatch.com or 781-383-6688; or Carrie Paden, SABEW executive director, at padenc@missouri.edu or 573-882-7862.

GENERAL ENTRY INFORMATION:

Title of entry _____
 News media name _____
 Average daily/weekly circulation (including Sundays) _____
 Entrant(s)' full name(s) and position(s) - list all _____

Entry Contact person _____

Mailing address _____

Phone number _____ Fax number _____

E-mail _____

Name of SABEW member _____ Current for 2004? ☐ Y ☐ N

ENTRY CATEGORY/FEE:

Contest Type:

☐ Spot Enterprise (1 story)

☐ Breaking News (up to 7 stories)

☐ Project (up to 5 stories)

If entering all three contests, copy this form and check the appropriate box on each copy.

Circulation category:

☐ Small - \$35 (Circ. < 125K)

☐ Medium - \$35 (Circ. 125-250K)

☐ Large - \$35 (Circ. 250-375K)

☐ Giant - \$35 (Circ. > 375K)

☐ Business Weeklies - \$35 (all compete in one group)

☐ Real-Time - \$35 (all compete in one group)

PAYMENT OPTIONS:

Tally Section:

Entry fee _____
 Membership fee _____
 (If applicable; see chart at right.)

Total Due _____

To pay by check:

Make checks payable to the Society of American Business Editors and Writers, Inc. and mail to:

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 1400 Rock Quarry Rd.,
 Columbia, MO 65211-3280

To pay by credit card:

Card type: ☐ MC ☐ Visa ☐ AmEx

Name on card _____

Card number _____

Expiration date ____/____

Signature _____

SABEW Federal ID #: 36-3297751

Please attach one copy of this form to each of the four copies of your entry.

News Contest Checklist:

☐ Have you selected the contest type you are entering?

☐ Have you selected your entry category?

☐ Have you given us complete information to reach the contact person about this entry?

☐ Have you included four copies, one of which is an original, of each article you are entering? (For Spot Enterprise, four copies of the one article; for Breaking News, four copies of up to seven articles; and for Project, four copies of up to 5 articles.)

☐ Have you divided the above in four identical packets, with a copy of the entry form attached to each packet?

☐ Have you included the correct fee for your newspaper circulation category times the number of entries?

☐ Are you including any background information? You may submit a cover letter and a few background articles. These must be clearly marked 'background', and the articles you want judged must be clearly marked 'entry'. Four copies of each background article or letter you are sending should be included, one in each packet.

☐ Have you included any applicable membership dues? At least one member of the business paper staff must be a current SABEW member.

☐ IMPORTANT: Have you assembled your entire entry - all submissions, forms and fees - for mailing in ONE package? (If necessary, you may mail your check separately from your entry.)

☐ When paying for multiple entries with one check, have you remembered to attach a list of all the entries/dues covered by the check?

☐ Still have questions? More contest information is available on our Web site, www.sabew.org.

e-Membership Rates:

# of members	annual dues
1-5	\$95
6-10	\$150
11-15	\$205
16-20	\$260
21-25	\$315
26 or more	\$315 + \$12 per add'l staffer

The above rates are for e-membership (TBJ sent by email only). For traditional membership, add \$20.

Individual Membership Rate: \$50 (traditional or e-membership)

*Discount for individual membership: subtract \$5 if joining at time of contest.

S.A.B.E.W Individual Membership Application

This information will be published in the online directory as well as SABEW's records. If you have been a member, use the Individual Information Update and Annual Membership Renewal.

Member Information (PLEASE PRINT) Date: []

☐ Mr. ☐ Ms. ☐ Dr. First Name		Middle	Last Name
Work (Preferred address ☐)		Home (Preferred address ☐)	
Company/School		Note: by providing home information, you give SABEW permission to release this information, including publication in the member directory.	
Parent Company (if applicable)			
Title	Beat		
Address		Address	
City State Zip+4		City State Zip+4	
Country (if not United States)		Country (if not United States)	
Phone	ext	Phone	
Fax	Cell	Fax	Cell
E-mail		E-mail	
URL		☐ Resumé Bank participation (complete back of this form)	
Sex (optional)	☐ Male ☐ Female	Ethnicity (optional)	☐ White ☐ Asian ☐ Black ☐ Native American ☐ Hispanic ☐ Other (specify)

Professional Affiliation

Newspaper	☐ Daily ☐ Weekly	Circulation:	☐ Wire Service # of Subscribers:
			☐ Online # of Web site visitors/month:
☐ Magazine/Newsletter	Avg. circulation:	☐ Freelance—print	☐ Freelance—online
☐ Television	Market size:	☐ Freelance—broadcast	☐ Freelance—other
☐ Radio	Market size:	☐ Educator	☐ Other (specify)

Membership Type & Payment

eMembership	Type	Annual Dues	Traditional Membership	Type	Annual Dues
membership materials, including The Business Journalist by e-mail only	Individual	\$50	membership materials, including The Business Journalist by both postal mail and e-mail	Individual	\$50
	Associate	\$50		Associate	\$50
	Student	\$20		Student	\$20

Membership rates are effective October 1, 2003.

Individual: For persons engaged, as their principal occupation, in reporting, writing or editing business, financial or economic news for magazines, newsletters, press or syndicated services, radio/television, online publications or other approved media, and teachers of journalism/business media subjects at recognized colleges/universities/ approved educational organizations.

Associate: For former Individual members who no longer meet individual membership criteria.

Student: For students of journalism/business media subjects at recognized colleges/universities/approved educational organizations. Copy of student ID required. Provide graduation date or proof of enrollment.

Institutional: Applies to designated employees at member institutions (see Institutional Membership Application). If you move to an employer without SABEW membership or want voting privileges, choose Individual membership above.

Dues (not tax deductible)	\$	☐ Check (payable to Society of American Business Editors and Writers, Inc.)
Tax-deductible donation toward an endowed chair to teach business journalism	\$	☐ Credit Card
		☐ Visa ☐ Mastercard ☐ American Express
		Name on card
		Card number
		Expiration date
Total	\$	I authorize SABEW to charge the Total to my credit card. Signature

Send to SABEW, University of Missouri-Columbia, School of Journalism, 134A Neff Annex, Columbia MO 65211-1200; 573-882-7862; fax 573-884-1372; sabew@missouri.edu; www.sabew.org.

A SPECIAL INSERT TO THE BUSINESS JOURNALIST



Top 10 reasons to attend

News Our speakers may actually commit news. The lineup already includes a unique panel of airline CEO's, and we're expecting more luminaries to commit soon.

Value I. We've trimmed the conference, saving you one night in the hotel. That also means you can be back in the office bright and early Wednesday, if that makes you -- or your budgeteers -- happy.

Ideas. Plenty to choose from.

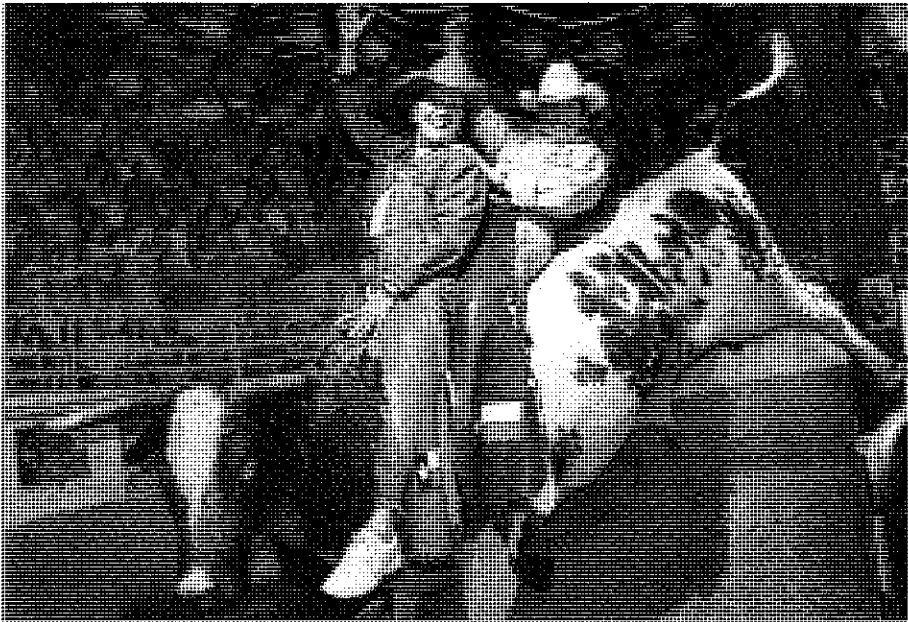
Dave Kansas sings. The man who put the "sing" in Money & Investing, fresh off his acclaimed weddings and bar mitzvahs tour of Jersey, returns for the Best in Business awards ceremony. Those of you who saw him in Boston know this is a show not to be missed.

Value II. Less expensive rooms. The hotel is at least \$40 a night cheaper than it was in Phoenix, Boston or New York. (But we're in Texas, so the rooms are actually bigger.)

Training. You'll be exposed to some of the best minds in business and in business journalism. Some of it has to sink in.

Better business journalism I. Many of you will collect Best in Business awards. The rest will get a chance to check out what caught the judges' eyes.

Cowboys & Culture. C'mon, cowboys and cowgirls, you know you want to check out Billy Bob's, the world's largest honky-tonk. Ride the bull, dance the



STAR-TELEGRAM/TOM PENNINGTON

Pose on a stuffed bull for a souvenir photograph while visiting Billy Bob's Texas.

dance. Then mosey on over to the renowned Kimbell Art Museum, the Amon Carter Museum, the Modern Art Museum of Fort Worth, the National Cowgirl Museum and Hall of Fame, or the Museum of Science and History. Set aside an extra day, and you can check out the shopping down the road in Dallas, or visit the remarkable Sixth-Floor Museum overlooking Dealey Plaza.

Value III and better business journalism II.

Think of this as a great mall where you can do all of your advice shopping in one stop. The keynote speakers and panels are the mall anchors. The various sessions are the boutique stores. Feel free to stock up on expertise in key topics, and you can browse the offerings that will help you master the craft. And, to belabor this analogy a little more, you can stop and shop at those little carousels in the mall, too.

We're sure that Sloan, Norris, Kristof and Calame, among many others, will be open for business.

Bonding. Meet and greet. Know the competition. Swap recruiting tips. Commiserate. It's never a bad idea to get to know the folks you'll be calling for help, advice or the names of job candidates. And this year, for the first time, we've specifically set aside Tuesday afternoon for the various groups and regional clusters to meet, if they'd like. You can make your own arrangements and set your agendas. Not only is this a valuable opportunity to share concerns and considerations among colleagues, it's another good reason for the corporate budgeteers to approve the trip.

INSIDE:

- Visitor's guides to Dallas and Fort Worth.
- How to register.



Cowboys and Culture

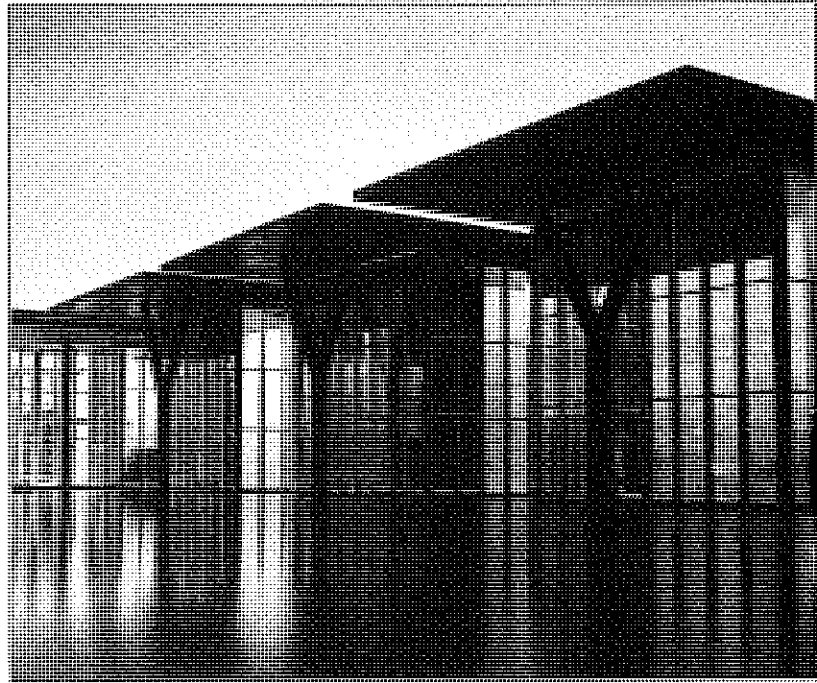
By HEATHER LANDY
FORT WORTH STAR-TELEGRAM

Known as the place "where the West begins," Fort Worth offers an eclectic mix. The city's diversity is easy to explore. Take in an art exhibit, a Tex-Mex feast and a cattle drive, all in the same weekend.

With its new **Modern Art Museum** and **National Cowgirl Hall of Fame**, the city's Cultural District has emerged as a center for the arts in North Texas. You'll find European art at the **Kimbell** and **Remingtons** at the **Amon Carter**. While

downtown, visit the shops and restaurants in **Sundance Square**, or step into the Wild West at the **Fort Worth Stockyards National Historic District**. Head to **Stockyards Station** for guided walking tours (Mon.-Sat. at 10 a.m., 12 p.m., 2 p.m. and 4 p.m., and Sun. at 12 p.m., 2 p.m. and 4 p.m.), longhorn cattle drives (11:30 a.m. and 4 p.m. daily, weather permitting) and a showcase of Western theme shops. At night, check out **Billy Bob's Texas** at 2520 Rodeo Plaza for bull riding, country music and all things honky tonk. If your musical tastes are more refined, the **Bass Performance Hall** downtown offers an impressive lineup of performers.

And there's more. Explore the Lone Star State's animal world at the **Fort Worth Zoo's Texas Wild!** exhibit, or ride the state's tallest roller coaster at **Six Flags over Texas** in Arlington. Love baseball? Head to the **Ballpark in Arlington** where the Rangers host Boston on May 1-2, and Tampa Bay on May 3-4. Consult www.texas.rangers.mlb.com for ticket information.



The Modern Art Museum of Fort Worth.

STAR-TELEGRAM/RODGER MALLISON

Cultural District

(2 miles west of downtown Fort Worth)

■ **Modern Art Museum of Fort Worth**, 3200 Damell Street
www.themodern.org 817-738-9215 3200

Designed by Japanese architect Tadao Ando, this stunning building, which opened in 2002, houses works by Francis Bacon and Philip Guston, among others. Hours: Fri. 10-8, Sat. 10-5, Sun. 11-5, closed Mon. Admission: \$6 adults, \$4 students and seniors.

■ **Amon Carter Museum**, 3501 Camp Bowie Blvd. www.cartermuseum.org. 817-738-1933.

This museum, designed by Philip Johnson, houses the Western Art collection of legendary *Star-Telegram* founder Amon G. Carter Sr., along with works by great American painters and photographers. Hours: Fri., Sat. 10-5, Sun. 12-5, closed Mon. Free.

■ **Kimbell Art Museum**, 3333 Camp Bowie Blvd. www.kimbellart.org. 817-332-8451.

See masterpieces by Picasso, Rembrandt and Matisse. The renowned

building was designed by Louis Kahn. Hours: Fri. 12-8, Sat. 10-5, Sun. 12-5, closed Mon. Exhibits costs \$6 for adults and \$4 for students and seniors. Admission to the permanent collection is free.

■ **Museum of Science and History**, 1501 Montgomery St.
www.fwmuseum.org. 817-255-9300

Dinosaur displays and child-friendly exhibits are the main draws of this museum, along with an Omni Theater and the Noble Planetarium. Check listings for show times. Hours: Fri., Sat. 9-8, Sun. 11:30-5:30, Mon. 9-5:30.

■ **National Cowgirl Hall of Fame**, 1720 Gendy St.
www.cowgirl.net. 817-336-4475.

This artfully designed museum is devoted to female pioneers and champion cowgirls. Hours: Wed.-Sat. 10-5, Sun. 12-5, closed Mon. Admission: \$6 adults, \$5 seniors, \$4 kids.

Eating and drinking

You'll find a wide variety of restaurants and bars in downtown Fort Worth, many within walking distance of your hotel. There's Tex-Mex at **Mi Cocina** at 509 Main St. and fine steaks at **Del Frisco**, 812 Main St. Just north of downtown, **Joe T. Garcia's** at 2201 N. Commerce is famous for its fiesta gardens and margaritas. **Angelo's**, 2533 White Settlement Road and **Railhead Smokehouse**, 2900 Montgomery St. are popular favorites for authentic Texas barbecue. **Zolon** at 335 W. 3rd St. and **Angeluna** at 215 E. 4th St. offer modern bistro-style meals while **Reata** at 310 Houston St. offers upscale Cowboy cuisine. Watering holes include **8.0** at 111 E. 3rd St., with outdoor tables and live music, and the **Flying Saucer** at 111 E. 4th St., which sports an extensive beer selection.



Texas Chic

By SUZANNE MARTA
THE DALLAS MORNING NEWS

Dallas has long outgrown its 1980s soap opera reputation as the home of the Ewings, and grown up into a center for upscale shopping, culinary delights and the arts.

The city's newest arts venue is the **Nasher Sculpture Center**, 2001 Flora Street, which features one of the world's best-known private collections of contemporary and modern art.

Other highly regarded venues located downtown in the Dallas Arts District include the **Dallas**

Museum of Art, the **Morton H. Meyerson Symphony Center**.

Admission to the Nasher, which includes an audio guide, is \$10 for adults, \$7 for seniors and \$5 for students. The center is open Tuesday-Sunday, from 11 a.m. to 6 p.m., but stays open until 9 p.m. on Thursdays.

For information call 214-242-5100 or go to www.nashersculpturecenter.org.

The Nasher center also features **Mansion Café**, with a menu developed by Chef Dean Fearing of the elegant Mansion on Turtle Creek. The Café includes favorites from the original Mansion, which ranks four stars in the Mobil Travel Guide, including chicken tortilla soup. And the restaurant offers delightful views of the gardens.

Walk through history

No tour of Dallas would be complete without a visit to **Dealey Plaza**, where John F. Kennedy was assassinated just over 40 years ago.

For an in-depth presentation, check out the excellent **Sixth Floor Museum**, 411 Elm St. Admission is \$10 for adults, \$9 for seniors or students. Kids under 6 are free. It's another \$3 for the worthwhile audio tour.

You'll see pictures of the Kennedys and hear news accounts from the day Kennedy



Rush Hour, a cast bronze by George Segal in the garden at the Nasher Sculpture Center in downtown Dallas.

STAR-TELEGRAM/RODGER MALLISON

was shot. The exhibit is housed on the 6th floor, and allows you to look out the windows to see where the ill-fated motorcade passed.

The museum is open every day except Christmas from 9 a.m. to 6 p.m. For information, go to www.jfk.org, or call 214-747-6660.

For another perspective on what happened, walk over to the **Conspiracy Museum**, 110 S. Market St. Admission is \$9 for adults and \$8 for students, seniors and military personnel. Kids under 11 are free. The museum is open everyday from 10 a.m. to 6 p.m. Call 214-741-3040 for information.

Downtown

It's not midtown Manhattan or Chicago's Loop, but downtown Dallas has its own charm.

Start at the old downtown **Neiman Marcus** store, 1 Marcus Square, or walk over to one of the newcomers, such as **Mike and Larry's Stuff**, 2614 Elm St., for quirky gifts and cards. Off Main Street and the Stone Street Garden, you'll find a handful of eateries, including Mediterranean tapas at **Cafe Izmir**. And you can eat pizza on red velvet couches at the new downtown location of **Campisi's**.

If it's nightlife you're looking for, Main

Street is also home to some of the city's newest nightclubs. Check out the scene at **Umlaut**, 1602-B Main St. or eat sushi at swanky **Euphoria**, 1400 Main St., which has showers on its lower level.

Ride the rails

You can take the **Trinity Rail Express** from downtown Fort Worth to downtown Dallas for \$4.50 round-trip. Or you can drive to Dallas, park once and hit many hot spots riding Dallas' light rail system. Go to www.dart.org for a complete map, but destinations include the **Dallas Zoo**, **Mockingbird Station** shopping center

and **Gilley's Dallas**.

Gilley's gained fame in the film "Urban Cowboy," which was shot at the original location in Hosuton. The Dallas version, at 1135 S. Lamar St., opened in October 2003 just a half block from the Cedars DART station. It even has the mechanical bull featured in the John Travolta flick on display.

There's a new mechanical bull there too, if you want to try your luck. The restaurant and bar offers live music Wednesday through Sunday and is open from 6 p.m. to 2 a.m.

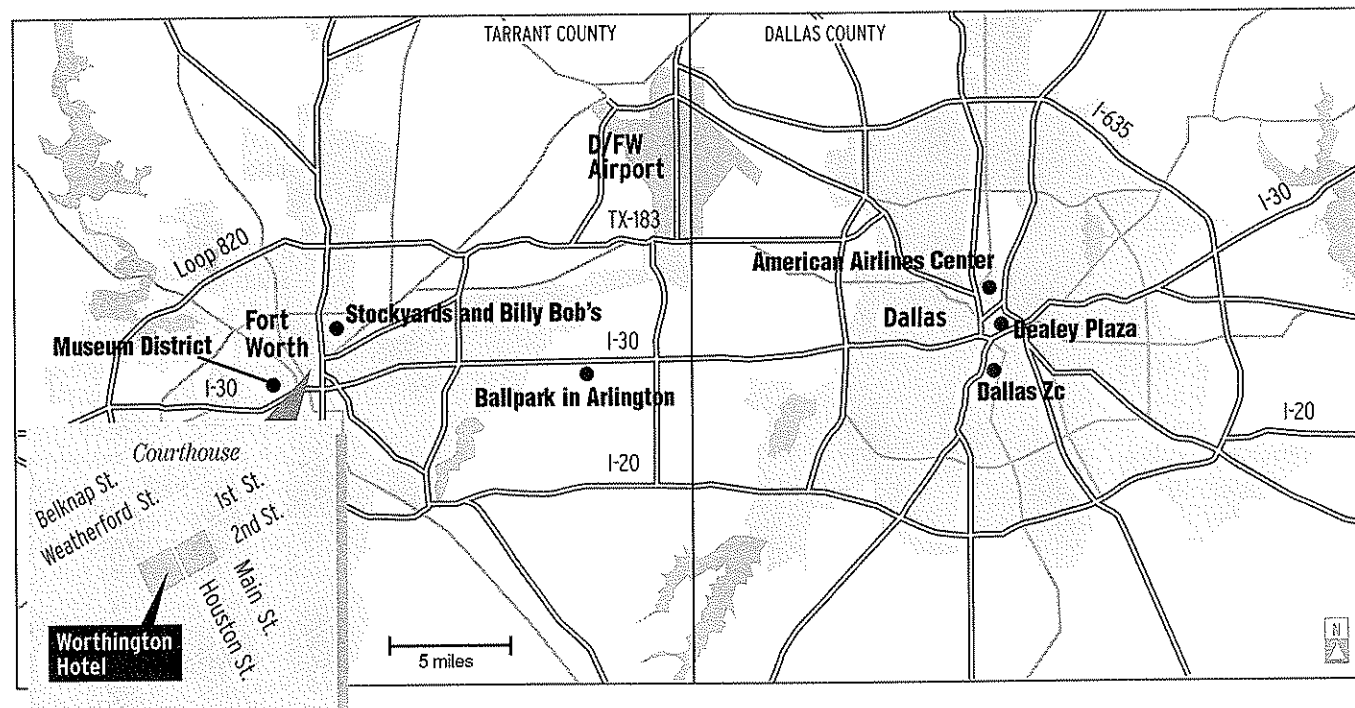
If you're looking for Dallas' beautiful set, go no farther than **West Village**. The urban development at McKinney and Lemmon avenues has several boutiques. **Paris Vendome** is always good for French fare and **Taco Diner** has a fashionable Tex-Mex accent.

You can get there from the Cityplace DART station or by riding the free McKinney Avenue Trolley that runs between West Village and the Dallas Museum of Art.

Shopping

Dallas is a shoppers' paradise. But look to the malls, not downtown, for the main action. Top of the list: **NorthPark Center** or **The Galleria**.

REGISTRATION



Dates

May 2-4, 2004. Sessions will begin Sunday afternoon, and the final official event will be a Tuesday luncheon.

The hotel

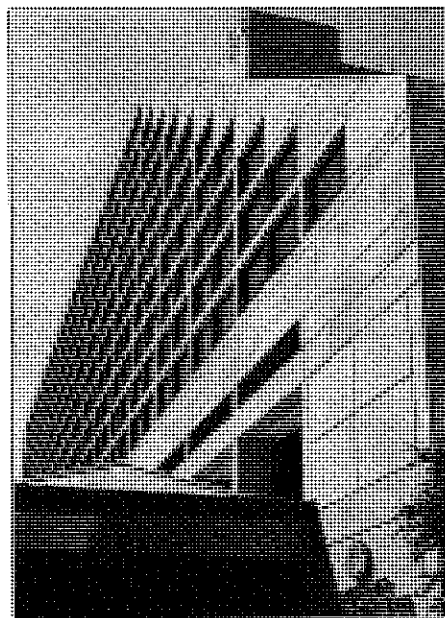
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Tell them you're with SABEW. (This is important for our room block.) Our group rate is \$149 a night, plus taxes and fees.

Getting there

The hotel is 19 miles from Dallas/Fort Worth International Airport. It takes about half an hour to make the trip, depending on traffic.



STAR-TELEGRAM/RALPH LAUER

The Renaissance Worthington Hotel.

If you're renting a car, get directions toward downtown Fort Worth from the rental car people. You can download specific directions for the hotel from the hotel Web site, www.renaissancehotels/DFWDT/. Bottom line, you'll be heading west out of the airport, toward Fort Worth, on Highway 121.

If you're taking a cab, it should cost you about \$40 to \$45, depending on traffic.

Registration

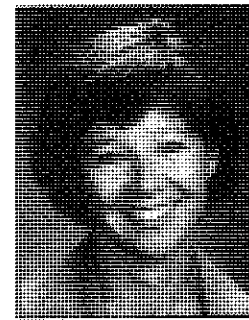
Go to www.sabew.org to find the forms.

Register by **March 1** for the **Early-bird** rate of **\$350**.

Register by **March 30** for the regular rate of **\$400**.

After that, registration will cost **\$450**.

President's Letter



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

Resolutions for the coming new year

Time to recommit to the reasons why we entered journalism

Lofty ideals pull many of us into journalism.

Fresh out of college, we imagine that we can save the world — or at least forward the interests of democracy — by clarifying the murky and uncovering the hidden. 2003 marks my 20th year in this profession. I still believe.

Yet, sometimes the press of news makes this nothing more than a job. We may start the day with all the enthusiasm of recent college graduates, but become so bombarded with phone calls and press releases that we forget why we are here. Given the pace of financial scandals in the past few years, this may be particularly true for business journalists. After all, just how much corruption can a reporter take before feeling as jaded as a Washington bureau chief?

As a new year rolls around, I wanted to take a minute to recommit myself to some of the things that I think are most important in business journalism. I invite you all to think about your goals and commitments to this craft, too.

These are mine:

♦ I resolve to remember that every story is important. The more I know about the subject, the more I'll understand why and the better I'll be able to communicate. Consequently, I must report every story as completely as time allows, and continue to talk to the sources who call after deadline to make sure that I got it right.

♦ I resolve to remember for whom I'm writing. My readers are my parents, my friends, my acquaintances, and several million people I don't know who have many things in common and in opposition to me and mine. The threads that hold them all together are intelligence, enough interest in the news to buy and read a paper, and the ability to make their own decisions given adequate, unbiased information.

♦ I will strive to keep my own views out of my writing.

cont. on page 14

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Cleveland	Nashville, Tenn.	St. Louis
Denver	New York City	
Detroit	Phoenix	

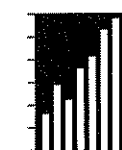
Check Web site for date of location near you.

"Business journalism training for all journalists."

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Announces THE KAISER MEDIA FELLOWSHIPS IN HEALTH FOR 2004

A Fellowship Program for Print or Broadcast Journalists and Editors Interested in Health Policy, Health Financing and Public Health

In 2004, the Kaiser Media Fellowships Program will award up to six fellowships to print, television, and radio journalists interested in health policy, health financing and public health issues. The aim is to provide journalists with a highly flexible range of opportunities to pursue individual projects combined with group briefings and site visits on a wide range of health and social policy issues.

This program will offer an annual stipend of \$55,000 (prorated for length of actual fellowship). Travel for research purposes is also available. Applications need to be submitted by March 12, 2004.

For more information, check our website, www.kff.org; to apply for the 2004 awards, write to:

Penny Duckham
Executive Director of the Kaiser Media
Fellowships Program
Kaiser Family Foundation
2400 Sand Hill Road
Menlo Park, CA 94025
Email: pduckham@kff.org

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Journalists

Joanne Silberner, Health Policy Correspondent,
National Public Radio

The Kaiser Family Foundation is a non-profit independent health care foundation and is not affiliated with Kaiser Permanente or Kaiser Industries.

President's Letter (cont.)

cont. from page 13

♦ I will not be condescending. I will not assume that I know more than my reader, nor that anything is too complicated to explain. If I fail to adequately explain a complicated subject, it's my shortcoming, not the shortcoming of my readers. I will strive to be clear and complete.

♦ I resolve to remember who I am. I am not an expert. I am a parrot. The effectiveness of my writing will only be as good as my sources. No matter how many times I have written about a topic, my sources will always know more than I do. Their information is more timely. Their contacts are more fresh. I will always be grateful to them for taking the time to educate me. I will always attempt to expand the group of sources that I call on to ensure that my stories are both accurate and reflective of many diverse opinions, interpretations and knowledge.

♦ I resolve to remember that while numbers are part of the story — they may provide a motive or evidence driving home the point — the story is about people. Remembering that the story is about a human, with quirks and proclivities and personality, is what makes Allan Sloan one of the most decorated journalists in the U.S., despite the fact that he writes about complicated topics that have him digging into arcane financial documents. It's also what makes my mother, whose interest in finance is somewhere below zero, consume and clip the Wall Street Journal. I will continue to marvel at, and emulate, the best in business journalism because that's what readers deserve.

♦ I resolve to remember what I don't know and strive to learn more every day.

These are my resolutions for 2004. Yours may be better, more thoughtful and more complete. I'd love to hear them. If you're willing to share, please email me at Kathy.Kristof@latimes.com and the next column may well be about you. ♦

40 Top stories

In recognition of SABEW's 40th anniversary, we have asked members to go online to vote for the top business stories of each year. Some of the results listed here may surprise you. The polling continues at www.sabew.org, where more results may be found. Research was provided by Jeff Stephen Oliver, a University of Missouri-Columbia student.

2002: Corporate fraud: Enron, WorldCom, Tyco

2001: Sept. 11 terrorist attacks

2000: Media mergers

1999: Y2K bug

1998: (tie) Russian, Asian financial crises; Justice Department and 20 states file antitrust case against Microsoft

1997: Tobacco settlement valued at \$368.5 billion reached

1996: Telecom Act passes, fuels Internet bubble

1995: AT&T divides into three companies

1994: World Trade Organization formed

1993: GATT agreement reached

Chair's Corner



by Marty Steffens
SABEW Chair in Business and Financial Journalism
steffensm@missouri.edu
573-884-4839

Thinking about upgrading

These Web sites may have just what you need for ideas, sources

As reporters and editors, we're always looking for an edge, a way to present news that's more compelling, more readable, and also, more fun.

Here are a few ideas that may generate stories for you:

♦ The secret's in the source: Make it a goal to develop new sources on your beats. So how do you find new sources? Think one degree of separation, not six degrees. Who is just one person away from the company or business you cover? This could be a customer, a supplier or a trainer within the industry.

How about an author, a college professor or industry trade association. To find an author, try Amazon. To nab a professor, use BizWire's ProfNet search at www.prnnews.com/media.

Want to find a former employee or get a bio on a current executive? Try www.eliyon.com/PublicSite/public/default.asp. Eliyon is a Massachusetts-based information service that has amassed 15.7 million profiles on all levels of business people throughout the United States in its three years of operation. If you click on the Networking icons on the left, you can access a free service that helps

you find the names of former employees of a company, and perhaps where they are now. This could be handy for dealing with non-public companies.

♦ Change your point of view: When beginning to do research on a story, we often use the same research tools, such as Google and Nexis (if you're lucky). Try a different search engine. My new favorite is Vivisimo (www.vivisimo.com), which offers a clustering search engine that can go through federal documents as well as the Web. Or try its content integrator feature, which can an-

cont. on page 16

"What's the lead in New York and in York, Pa.?"

Coming in February

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- Ideas from top business journalists
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Chair's Corner (cont.)

cont. from page 15

swer questions like: "What patents does Microsoft hold?"

For regular Google-type searches, remember also to try www.dogpile.com or the old standby, www.altavista.com. Every search engine has a different outlook; trying a new one may just pay off with a new source or new information.

Also, if you're looking for a video or audio clip, like the script of a particular Super Bowl commercial from 2002, then try www.singingfish.com. They also archive many business stories from National Public Radio.

♦ Read trade journals/local business journals or their Web sites: Every aspect of industry has a periodical devoted to it. Browse www.tradepub.com, which offers free subscriptions to magazines that may cover an industry you cover.

♦ Create a business "map" of your community: To find more sources within your community, create a map of who does business with whom. This can be an activity of your whole staff. To start, list your top five or top 10 employers, depending on the size of your community. Now take some time to list their suppliers and customers. With this, you'll see trends emerge.

Remember, often the top employers are public entities, such as schools, universities or hospitals. If state funds are cut, or Medicare reimbursements are cut, that has a ripple effect on the health of those publicly owned institutions. Many businesses in your town, large and small, rely on government contracts. A business map will enable you to quickly see who will be affected by spending changes.

♦ Look where others aren't: Poach off other newsroom beats. Take science for instance. The www.seagrantnews.org has lots of stories about aquaculture invaders like Asian carp. There was recently a great story about a growth hormone for tilapia, which is a big California export.

If you have a great Web site to try, e-mail me at steffensm@missouri.edu. ♦

40 Trivia time

In recognition of SABEW's 40th anniversary, we have been posting trivia questions about major business events, personalities and our organization online. Test your knowledge now and at www.sabew.org.

Which national sporting event influenced the timing of SABEW's annual conference?

- A. Major league baseball opening day
- B. Kentucky Derby
- C. Augusta National Golf Tournament
- D. College basketball tournament

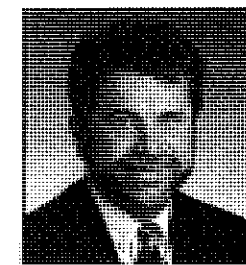
What was the original name of SABEW?

- A. Society of American Business and Economic Writers
- B. Society of American Business Editors and Writers
- C. Society of American Business Enthusiasts and Writers
- D. Society to Appropriate Business Ethics and Wares

Answers: B, A

Biz Buzz

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



New looks for biz sections

There must be an economic recovery: Newspapers are revamping their biz sections.

At *The Charlotte Observer*, a two-decades-old tradition was broken when it scrapped its Business Monday tabloid for a 10-page broad sheet section dubbed "MoneyWise."



Readers of *The Charlotte Observer* have reacted positively to the revamped Monday Business section. (*The Charlotte Observer*)

The new product focuses on personal biz issues: from workplace to spending to technology to personal finance to biz travel to autos. Amy Baldwin, former senior Wall Street reporter at The Associated Press, is the main MoneyWise writer.

"The section has been a real hit with read-

ers," says biz ed Glenn Burkins.

The *Cincinnati Post* and *Kentucky Post* launched the "Ventures" page devoted to small biz.

This feature includes a profile of an area biz; "Brain Brew," a column co-written by long-time *Post* columnist David Wecker and Doug Hall, the founder of a local think tank; and info for biz owners, from networking events to seminars.

The *Deal* starts *Corporate Dealmaker*, a new pub for senior financial executives. Kenneth Klee, formerly a senior ed for Newsweek International and managing ed of Institutional Investor's international edition, is the new pub's ed.

The *Salt Lake Tribune* has a new Monday Business page designed to preview the upcoming biz week for readers as well as offer news about workplace issues and trends. Personal finance, consumer technology and small-biz news that previously appeared in "Monday Savvy" are now disbursed throughout the week in The Trib's biz section.

And *The Poughkeepsie Journal's* Sunday Business section gets a new look that includes a careers feature with tips for first-time job seekers; a monthly profile of a local young entrepreneur; and an "Ask the expert" column for those interested in small biz topics.

Making Sunday special

Many readers of the Tribune family of newspapers will get "Your Money," a four-page sub-section, starting in January.

Much like the *Wall Street Journal's* Sunday Journal that appears in its 80 partner papers nationwide, Tribune's Your Money will run inside the Sunday business sections of the *Chicago Tribune*, *Orlando Sentinel*, *Daily Press* (Newport News, Va.), *Hartford Courant*, *Stamford Advocate/Greenwich Times*, the (Allentown, Pa.) *Morning Call*

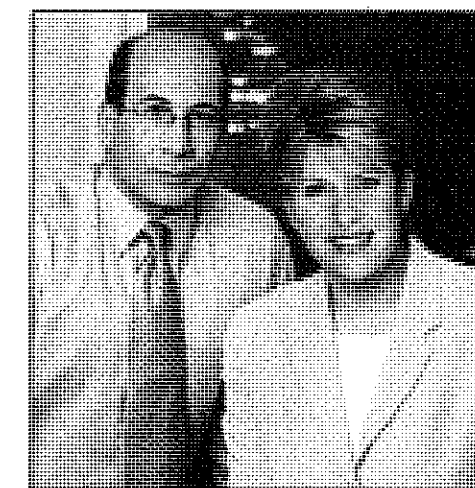
and the *Baltimore Sun*. Elements of the section will be used in the *L.A. Times* and *Newsday*.

Major stories will be written by Your Money staffers as well as biz writers of the other papers. Featured columns will be from Kathy Kristof of the *L.A. Times*, Andrew Leckey of Tribune Media Services, Bill Barnhart of the *Chicago Tribune*, Matt Lubanko of the *Hartford Courant* and Julie Jason of the *Stamford Advocate*.

Brenda Richardson is ed of the new product. She's been with the Tribune for 15 years and most recently was editor of the paper's real estate section. Jeff Boda is Your Money assistant ed, moving from his spot at the Tribune as the daily news ed for biz. Lorene Yue moves from the Tribune's retail beat to become the new Your Money reporter.

TV Talk

CNBC drops its "Business Center" show, co-anchored by Ron Insana and Sue Herera, to clear airtime for comedian Dennis Miller.



"Business Center" anchors Ron Insana moves to new program called "Street Signs" and Sue Herera joins "Power Lunch" on CNBC. (CNBC)

Continued on page 18

cont. from page 17

Insana got a new program at 2 p.m. called "Street Signs" and Herera will join Bill Griffeth on "Power Lunch" at noon. Insana's got another new outlet: a monthly column in *USA Today* that recounts his interviews with CEOs of major corporations.



Jodi Schneider becomes lege wonk at CQ.

Bill Bolster is retiring from NBC. Bolster once was CEO of CNBC and recently helped oversee CNBC International, a joint venture of CNBC and Dow Jones.

Tech Now, the weekly biz and technology news program on NBC11 in San Jose, saw its ratings surge 83 percent in November's sweeps period.

From the East

Mike Flagg joins *The Washington Post* to edit Monday's Washington Business section. Flagg was previously with the *Asian Wall Street Journal*, *Bloomberg News* and at the *Los Angeles Times*. He follows Terry O'Hara, who'll become banking and finance reporter. ... David Lush, chief staff writer at the *Delta Business Journal* in Mississippi, is the new managing ed of the *Delta Democrat Times*.

Melanie Dickinson is new publisher of the *Birmingham Business Journal*, succeeding Sharon Gee, who retired. Dickinson had been advertising director. Gee previously was ed of the *Dallas Business Journal* and managing ed of the *Houston Business Journal*. ... Jaquetta White joins *The Times-Picayune's* Money section after getting her bachelor's degree from Florida A&M. White's covering the port of New Orleans. ... Kurt Blumenau of *The Morning Call* in Allentown started a weekly Retail Watch column covering the Lehigh Valley.

The *Star-Ledger* in New Jersey now has Rachel Christie on its biz copy desk. She came from the paper's news copy desk. ... Jodi Schneider, formerly of *U.S. News & World Report*, joins Congressional Quarterly ... Michael Learnmouth, an Industry Standard alum, joins Reuters. ... Joining Andrew Leckey at the DonRey National Center for Business Journalism at API are project manager Vandana Sinha, formerly with *The Virginian-Pilot*; Web managing editor Kevin Sweeney, most recently with Thomson Financial's BenefitNews.com Web site; and project coordinator Angela Coyle, a non-profit vet from The Shakespeare Theatre.

Out West

Jeff Tucker joins *The Pueblo Chieftain* in Colorado as a biz writer from the *Arizona Daily Sun*. He fills a slot vacated by veteran biz writer Gail Pitts, 75, who retired in August. ... The *Rocky Mountain News* adds Chris Walsh as a reporter covering cable and satellite television. Walsh, previously at the *Colorado Springs Gazette*, replaces Steve Caulk who's doing PR for Echostar. The *Gazette* has hired Paul Beebe, who's been a biz reporter in Idaho, Utah and Pennsylvania. ... Purva Patel leaves the *South Florida Sun-Sentinel* for a biz reporter spot at the *Houston Chronicle*.

At *The Fort Worth Star-Telegram*, Bobby White is the new telecom reporter. He came from *The Daily Record* in Baltimore. Other S-T vets get new roles: Jim Fuquay fills the paper's other tech beat. Andrea Ahles takes the econ development beat. Sean Wood will cover autos and distribution. ... Tim Coffey is new finance ed at *The Daily Transcript* in San Diego. He'd been a reporter for three years with the paper.



Embedded journalist Scott Nelson takes assistant biz ed job in Portland.

Scott Nelson goes from one coast to another, leaving the *Boston Globe* to become assistant biz editor at *The Oregonian* where Mark Hester runs the show. Hester also snags Helen Jung from the AP in Seattle to join his staff.

Fresh stuff

At the *Colorado Springs Gazette*, there's a new column called Springs & Co. on the Sunday biz cover that's a collection of what biz ed Joan Zales calls "all the insider-ish info our staff can gather."

The *Worcester Telegram & Gazette* publishes a series called "Men Not Working" examining why men are dropping out of New England's labor force.

The *Daily Herald* in Arlington Heights, Ill., cut 1,000 mutual fund listings (down to 2,000) to make room for more biz news. Biz ed James Kane reports: "Got a few dozen calls, which we handled by restoring requested funds."

The *Times-Picayune* joins the trend of putting company names in bold type.

Tidbits

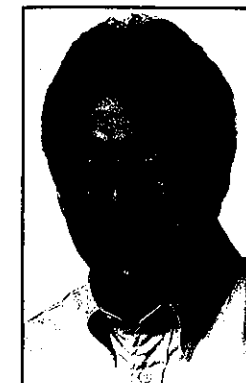
The *Wall Street Journal* is now counting its online subscribers in its circulation tabulations. According to the Audit Bureau of Circulations, the *Journal* remained the nation's No. 2 paper with a 2,091,062 circulation for the six-month period ending in September, a count that includes 290,412 online subscribers. The *Journal* had largest gain among the nation's biggest newspapers with a 16.1 percent annual bump.

The *Charleston Daily Mail* in West Virginia has co-sponsored "Behind the Headlines" workshops aimed at helping small biz owners understand how the media make story decisions and cope with deadlines.

The 2003 Online Journalism Awards winners included Scott McCartney for his "Middle Seat" column on air travel for *The*

Continued on page 19

Continued from page 18



Steve Rosen goes the syndication route with his money and kids column. (Kansas City Star)

Wall Street Journal Online.

Two top biz schools, France's INSEAD and Wharton join forces for a new seminar for biz journalists to be held in Fontainebleau, France, Jan. 5-8, 2004.

Starting in January, Steve Rosen's column about kids and money becomes a syndicated column purchased separately from Knight Ridder. Rosen is a 25-year financial journalist at the *Kansas City Star*.

On the bookshelf

Making sense of all those numbers is at the heart of "Financial Fineprint: Uncovering a Company's True Value" from John Wiley & Sons. First-time author Michelle Leder points out scandals and red flags.



Michelle Leder shows how to spot red flags in new book.

Sadly

Bailey Thomson, associate professor of journalism at the University of Alabama and former biz ed of the *Mobile Register*, died at 54.

HELP WANTED

Check out the latest help-wanted postings online at www.sabew.org for these and other positions.

Business reporter: *Tampa Tribune*, to cover workplace issues and manufacturing, including military contractors, the medical device industry and the historic cigar industry; seven years daily newspaper experience including an emphasis on business reporting required; send resume, references, salary requirements and 10 clips to Beverly Dominick, Recruiting/Training Manager, e-mail to bdominick@tampatrib.com. Deadline: Feb. 28, 2004.

Telecom writer: *The Seattle Times*, to cover wired, wireless, cable and broadband industry that includes some of the biggest players in the business; seven years daily newspaper and business writing experience required; send resume and clips to Mark Watanabe, *The Seattle Times*, P.O. Box 70, Seattle, WA 98111. Deadline: Jan. 5, 2004.

PR writer: Baptist Health System, write,

edit, layout and publish employee newsletter, Web pages weekly, respond to media requests and edit outgoing hospital announcements; must have bachelor's degree, 3-5 years experience health care writing background preferred, must be proficient in using a Mac and a PC; submit your resume and salary requirements through our homepage at <http://www.e-baptisthealth.com>. Deadline: Feb. 21, 2004.

Assistant professor: New York University, full-time, tenure-track position to teach business and economic journalism beginning in September 2004. Deadline: Jan. 15.

Business reporter: Ann Arbor (Mich.) News, full-time, send resume and five best clippings to Mary Morgan, Business Editor, *The Ann Arbor News*, 340 E. Huron St., P.O. Box 1147, Ann Arbor, MI 48106-1147. Deadline: Jan. 2, 2004.

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