

BEST IN BUSINESS 2000



ANNUAL CONFERENCE
ATLANTA, GEORGIA
APRIL 30 - MAY 2

Sunday, April 30, 2000

Sheraton Colony Square Hotel

Awards Ceremony: Habersham Room, 6-7:00 pm

Reception: Crown Room, 7-8:30 pm

BEST IN BUSINESS 2000

AWARDS CEREMONY Habersham Room, 6 p.m.

I Welcome

Randy Picht, SABEW contest chairman

II Spot News

*presented by Rex Seline, senior editor for business,
Fort Worth Star-Telegram*

III Business Section Awards

presented by Randy Picht

AWARDS RECEPTION .. Crown Room (top of the hotel), 7 p.m.

Sponsored by the Atlanta Journal-Constitution

Remarks: Ron Martin, editor, Atlanta Journal-Constitution

HOSPITALITY SUITE Room 2604, 9 p.m. to midnight

Sponsored by dbusiness.com

Welcome

to the Society of American Business Editors and Writers sixth annual Best in Business awards ceremony, where we honor the best overall publications and deadline reporting in business journalism for 1999. Congratulations to all the winners!

This year's contest was significant because it marked the first year that we accepted entries from business journalism Web sites. Seven different sites, from Bankrate.com to CNNfn.com, submitted entries in the renamed "real-time" spot news category, which also includes wire services. Overall, 19 of the 29 real-time entries came from online newsrooms.

We're looking to continue expanding our contest and expect to add some additional categories this year. Watch for developments in The Business Journalist or at www.sabew.org. And if you have any suggestions for new categories or any other changes to our contest, please feel free to call or e-mail me (rpicht@ap.org, 212-621-1685). We'll be brainstorming and making plans over the next few months.

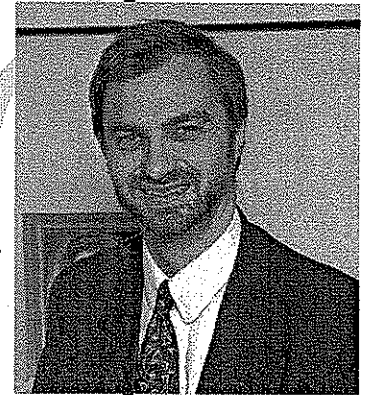
This year, we received 246 entries overall. Ninety-six publications entered the best-publication portion of the contest and we received 150 stories or packages in the spot news portion. The number of entries was up slightly from last year.

Sixteen publications, both daily and weekly, were recognized for overall excellence including three papers in the GIANT category — Los Angeles Times, The Boston Globe and the Dallas Morning News — which all won for the second year in a row. Also, eight publications received certificates of merit for overall excellence.

For deadline reporting, 14 news organizations were given Best in Business awards. Six were recognized with certificate of merits. The category recognizes news organizations that produced superior work under tight deadlines.

It was another great contest! I'm looking forward to next year.

Randy Picht, SABEW Contest Chair



BEST IN BUSINESS CONTEST COMMITTEE:

Randy Picht, chairman
Frank Brill
Steve Dunphy
Pete Hillan
Kathy Kristof
Jon Lansner
Rex Seline
Alecia Swasy

1999-2000 JUDGING PANEL COORDINATORS:

Spot News — Rex Seline
Giant — Frank Brill
Large — Alecia Swasy
Medium — Scott Gillespie
Small — Brahm Resnik
Weeklies — Robert Scott

Here's a look at the winners from SABEW's sixth annual Best in Business contest and what the judges had to say about the victorious work. (Honorees are listed in alphabetical order within each award grouping.)

Best Spot News

GIANT PAPERS

WINNERS:

- ★ *The Boston Globe*, "Fleet to acquire BankBoston," Jennifer Babson, Steve Bailey, Kim Blanton, Lynnley Browning, Charles Jaffe, Chris Reidy, Ron Rosenberg, Charles Stein, Steve Syre: Enormously impressive package contained balanced reporting and solid, authoritative writing, taking into account Boston's place in banking history, regulatory issues, profiles of the key players and impact on consumers.
- ★ *The Star Tribune*, "Honeywell sold to N.J. firm," Gregory A. Patterson, Neal St. Anthony, Glenn Howatt, Terry Collis, Susan E. Peterson, John J. Oslund: This impressive package on the sale of Honeywell to Allied Signal integrated the international corporate and financial ramifications with a concentrated emphasis on local concerns.

CERTIFICATES OF MERIT:

- ★ *Detroit Free Press*, "Detroit Wins High-Tech Prize," Tamara Audi, Mike Brennan, Daniel G. Fricker, John Gallagher, Boaz Herzog, Bill McGraw

LARGE PAPERS

WINNERS:

- ★ *The Kansas City Star*, "Merger About Growth:" Coverage of the MCI/Sprint merger that was not always reassuring demonstrated a commitment to serving the public interest with evenhanded, balanced reporting.
- ★ *The Sacramento Bee*, "Packard Bell NEC bailing out," Paul Schnitt, Clint Sweet and Dale Kasler: Following a troubled company and local government's attempts to assist it. Readers were assured that another business had already entered into talks for the site and that a strong local labor market was likely to provide laid-off workers with alternatives.
- ★ *San Jose Mercury News*, "HP breaks up:" Alongside knowledgeable reporting, the paper deployed excellent spot photography and some very strong graphics to provide a penetrating look inside the company and an examination of its challenges.

CERTIFICATES OF MERIT:

- ★ *San Antonio Express-News*, "Clear Dominance," Sanford Nowlin
- ★ *Tampa Tribune*, "Florida Progress sale near," Cherie Jacobs Lane

MID-SIZED PAPERS

WINNERS:

- ★ *Des Moines Register*, "AccessAir shuts down, files for bankruptcy," William Ryberg, Kathy Bergstrom, Lee Rood, John McCormick, Jane Norman, Thomas Beaumont and Jeff Eckhoff: Astute spot coverage of the shutdown of a local airline that showed that the journalists had followed the story, understood its history and ramifications and could tell all this powerfully in the next day's paper.
- ★ *The News Journal* (Wilmington, Del.), "AstraZeneca picks Delaware": Impressive package telling not only of the jobs this new corporate headquarters would create but of how much taxpayers would lay out to lure it. ▶



MID-SIZED PAPERS (CONTINUED)

CERTIFICATES OF MERIT:

- ★ *Virginian-Pilot*, "A deal? Yes. An end? Maybe," Christopher Dinsmore, Karen Weintraub

SMALL PAPERS

WINNERS:

- ★ *Durham Herald-Sun*, "Liggett signals end of era," Jeff Zimmer and Paul Bonner: Very sophisticated news package on news that Liggett Group, the city's last remaining link to the tobacco industry, was relocating.
- ★ *Durham Herald-Sun*, "RDU lands low-cost, no-frills Southwest," Lisa F. Smith and Rocky Rosen: Not only a scoop on the arrival of Southwest Airlines at Raleigh-Durham Airport but a detailed analysis of the likely impact that Southwest would have on the locally owned Midway Airlines. ▶
- ★ *Santa Rosa Press Democrat*, "OCLI's stock soars on buyout," Ted Appel, Bob Norberg, Bleys W. Rose and Carol Benfell: Powerful writing, clear graphics and some dramatic photos on a business story with impact on investors and workers that was also a major civic story because OCLI was a major benefactor in the community.



CERTIFICATES OF MERIT:

- ★ *The Patriot Ledger*, "Shutdown is a jolt to workers," John Estrella, Jessica Heslam, Julie Jette, Gary Susswein

REAL-TIME MEDIA

WINNERS:

- ★ *Bloomberg News*, "Microsoft President Ballmer Says Tech Stocks Overpriced," David Ward: Best of both worlds: the writer broke news, the news moved markets, and then he reported why the news he broke would probably not have long-range implications. A very impressive one-day performance.
- ★ *Bridge News*, "Bank of America earnings boost result of one-time gain," Joe Bel Bruno: In this powerful article, the writer understood what was revealed in a Bank of America filing—that the company had used one-time gains to boost reported earnings and not disclosed that until subsequent filings.

WEEKLIES

WINNERS:

- ★ *Atlanta Business Chronicle*, "Change Afoot at A&P," Carolyn Hubbard. An authoritative scoop that A&P "may be waving the white flag" in its grocery war with Kroger and Publix.
- ★ *Crain's Detroit Business*, "Little Caesar Shuts Stores," Terry Kosdrosky. Dogged reporting produced not only analysts' pessimism about the company's future, but the news that Little Caesar had canceled its national network advertising campaign. ▶
- ★ *Kansas City Business Journal*, "Sale of the Century," Suzanne King, Dan Margolies, Jim Davis and Amy Trollinger. A news-and-feature package on the sale of Sprint that resonated with sharp judgment, balance, a sense of history, acutely developed sidebars and a presentation package that would do any publication proud.



CERTIFICATES OF MERIT:

- ★ *Dallas Business Journal*, "Mattel Plotting Huge Facility," Kerry Curry

Best Sections

GIANT PAPERS

WINNERS:

- ★ **Boston Globe:** Consistently good local coverage of companies, business people and the economy. Writing is vibrant and fun to read. The columnists are strong, especially Steve Bailey. This business section reads as if the writers are familiar with their subjects and enjoy them.
- ★ **Dallas Morning News:** Exceptional in-depth reporting. Compelling use of graphics as demonstrated in America Online feature. Story on tobacco lawsuit a fresh and original angle. Crisp writing and nice layouts. A pleasure to read. ▶
- ★ **Los Angeles Times:** The most complete daily coverage of markets, companies and the economy, reflecting consistent and exceptional news judgment. Special coverage of small business shows wise use of resources. Writing and graphics were exemplary.



LARGE PAPERS

WINNERS:

- ★ **Charlotte Observer:** Strong enterprise reporting, good, clear writing, and wonderful design. Daily section isn't quite as strong as weekend and special sections, but business readers in this community are well served.
- ★ **Fort Lauderdale Sun-Sentinel:** Sometimes seems afraid to be too local, but the section is visually appealing, ambitious, and sophisticated in its coverage, without being stuffy. Explanatory pieces like the phone bill and social security story are a good service.



- ★ **New Orleans Times-Picayune:** Readers of this section would quickly get a feel for their city's business community; the section's strong local focus is sophisticated rather than parochial. Uses graphics well, and balances breaking, informational news with more analytical, behind-the-scenes coverage. ◀

- ★ **San Jose Mercury News:** The section covers high-tech and covers it extremely well, with good use of charts and graphics. Stories are clear, well-written and well-presented.

CERTIFICATES OF MERIT:

- ★ **Miami Herald:** Strong coverage, well-written stories. Coverage is ambitious and aggressive.
- ★ **Milwaukee Journal Sentinel:** Judges appreciated this section's effort to appeal to non-traditional business readers.

MID-SIZED PAPERS

WINNERS:

- ★ **Des Moines Register:** Very much in touch with the local business community. Its coverage of agriculture and farm issues is deep and sophisticated. Good mix of local and national business stories. Markets report is thorough, and targeted to the Iowa audience. Crisp writing and tight editing.
- ★ **St. Paul Pioneer Press:** Shows a real commitment to business coverage. Mix of stories is compelling, and the quality of writing is the best of the newspapers in this category. There's also a good balance between industry coverage and personal finance news. Solid markets report.
- ★ **Virginian-Pilot:** Provided keen sense of place. In addition, does an excellent job of localizing national stories. Good balance in the report between wire stories and locally produced reports. ▶



CERTIFICATES OF MERIT

- ★ **Contra Costa Times:** For daily excellence in packaging and presentation. Supports its stories with excellent graphics and information boxes.

SMALL PAPERS

WINNERS:

- ★ **The Columbian, (Vancouver, Wash.):** The judges were impressed with the clean, focused approach to the news, which was attractively packaged and made it easy for readers to understand stories. Made good use of its relatively scarce resources.
- ★ **Florida Today (Melbourne, Fla.):** Provided its readers with a sense of place. The real estate page includes a column on Condo Living, an appropriate focus, we thought, in coastal Florida. Clearly, this newspaper knows what makes its community tick, and where its limited resources ought to be focused. ◀



CERTIFICATES OF MERIT:

- ★ **Honolulu Star-Bulletin:** Strong enterprise reporting, What Price Paradise by Rob Perez, a look at price disparity Hawaiians pay for goods.
- ★ **Santa Rosa Press-Democrat:** An eight-story package on how Sonoma County's economic boom is affecting both the prosperous and the less fortunate was the best-executed package in the category.

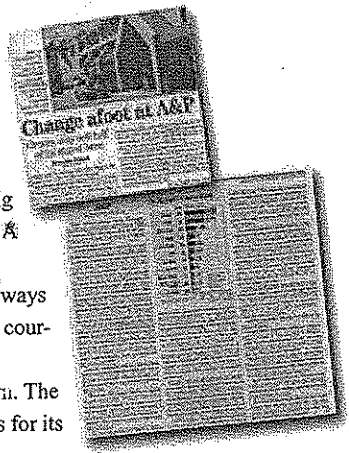
TIONS

Chronicle: A superior publication. Great storytelling, good anecdotal use of graphics. A comprehensive, meaty report each week. ▶

Journal: An innovative, fine read each week. Isn't afraid to tackle big U.S. West coverage, and produced an excellent read in its 911 series. A sport, which must give the dailies some competition.

ess Journal: Well-executed enterprise throughout. The front page is always really sexy. Covers the entertainment industry without pandering. Showed court story on poverty in a very wealthy area.

ess Journal: A good mix of stories, and excellent section breakdown. The Tech and Small Business, are especially compelling. Has surprises for its that seem at all predictable.



MERIT:

ess Journal: A publication that keeps up with breaking news. The sections have meat and show enterprise. Far beyond a trade publication. It's necessary reading, with a format that's entertaining and easy to follow.

ess Journal: Puts everything in perspective and is nicely laid out. It contains edgy stories with good mix

ES: Bob Frick, Associate Editor, Journal of Finance; Prof. Stephen D. Journalism, New York University; Editor-In-Chief, Bloomberg News

ES: R. Dean Mills, Dean, Univ. of Michigan Journalism; John Winn Miller, Editor, Journal of Finance; Mark Howard, Editor, Florida

ES: DONS: Nolan Finley, Deputy Managing Editor, Detroit News; David Haynes, Senior Editor, Milwaukee Journal Sentinel; Peter Sen, Correspondent, Reuters

SMALL SECTIONS: Kate Lee Butler, Senior Business Team Leader, The Orange County Register; Scott Fagerstrom, Business Editor, San Diego Union-Tribune; Mark Hester, Business Editor, The Oregonian.

WEEKLIES: Patrick Chu, Bureau Chief, Bloomberg News; Paul Davidson, USA Today; Pam Feibish, Business Editor, Richmond Times-Dispatch.

SPOT NEWS: Cherrill Crosby, Assistant Managing Editor, Wilmington News-Journal; Jamie Heller, Editor of Strategic Ventures, The Street.com; Diana B. Henriques, Columnist, The New York Times; Peter Mancusi, Business Editor, The Boston Globe; Prof. Josh Mills, Business Journalism, Baruch College