



BEST IN BUSINESS 2004

**at The Modern
Fort Worth, Texas**

Sunday, May 2, 2004

Reception: 6:15 p.m.

Awards Ceremony: 7:15 p.m.

SABEW

Best in Business Contest Committee

Greg McCune,
Midwest Bureau Chief
Reuters America, Inc.
contest co-chair

Chuck Jaffe,
Senior Columnist
CBSMarketWatch.com
contest co-chair

2004 Judging Panel Coordinators

Breaking News:
George Gombossy
Business Editor,
Hartford Courant

Spot Enterprise Panel 1
(Small, Large, Real-Time)
David Callaway
Executive Editor
CBS MarketWatch

Spot Enterprise Panel 2
(Medium, Giant, & Weekly)
Darrell Christian
Director of Sports Data
The Associated Press

Projects Panel 1
(Small, Large, & Real-Time)
Greg McCune
Midwest Bureau Chief
Reuters America Inc.

Projects Panel 2
(Medium, Giant, & Weekly)
Gail DeGeorge
Business Editor
Sun-Sentinel

Section Giant:
Josh Mills
Director, Master's Program
in Business Journalism
Baruch College/CUNY

Section Large:
Mary Flannery
Senior Editor for
Newsroom Initiative
Philadelphia Inquirer

Section Medium:
Jill Jorden-Spitz
Business Editor
Arizona Daily Star

Section Small:
Craig Schwed
Managing Editor/Business/
Multimedia and Sports
Gannett News Service

Section Weekly:
Cathie Anderson
Business Editor
Sacramento Bee

Welcome to the Awards Ceremony for our tenth annual Best in Business contest. It was a banner year for the contest with a record 735 entries, a 22 percent increase from the previous year.

Again in 2003 business stories were front page news and our awards reflect this -- from the struggling economy and disappearing jobs, to the resignation of New York Stock Exchange Chairman Dick Grasso over his huge pay, the near-bankruptcy of the world's largest carrier American Airlines, and the shakeup at commercial airplane maker Boeing.

But BIB awards also went to some reporting that pushed the frontiers of traditional business journalism such as an expose about an endorsement contract with basketball phenom LeBron James, and a series of stories on the failure of a Habitat for Humanity building project.

All this illustrates the guiding philosophy of BIB contest founders a decade ago that the awards should spotlight more than one example of outstanding work whenever possible, rather than a single winner. For this reason we do not rank our awards in each category, and we offer judges the opportunity to give a certificate of merit if one aspect of an entry was particularly noteworthy.

I must offer a special thanks for the success of the contest to our 30 judges, who met around the country during March in ten separate panels to determine the awards recipients. They pored over stories and business sections for hours and agonized over stacks of choices.

Each of the ten panels had a SABEW contest committee member as coordinator (listed to the left) who recruited our judges and organized their meetings. I thank them for their efforts.

And a big thanks to SABEW staff at the University of Missouri in Columbia, who were virtually buried under a mountain of paper after the entry deadline, and spent weeks painstakingly processing entries and attending to myriad details of the contest.

Finally, I want to congratulate all our award recipients this year. You should be justly proud of your achievement and I hope you leave this ceremony with a renewed enthusiasm for business journalism.

Best Regards,
Greg McCune
Contest Committee Co-Chair

Awards Ceremony Program:

I. Welcome

Remarks: Greg McCune, SABEW Best in Business contest co-chair
Presenters: Greg McCune, Gail DeGeorge

II. News Contest

- Breaking News
- Spot Enterprise
- Projects

III. Newspapers - Overall Excellence

Awards reception sponsored by Reuters.



Greg McCune, contest co-chair

News Contest Breaking News Winners

GIANT NEWSPAPER CATEGORY

The Boston Globe

"John Hancock Sold \$10.9b", the *Globe* Business Staff

Judges' Comments: Although the story is a common one -- giant corporation sold to outsiders -- it can be a tough story to tell well. In this case, the *Boston Globe* faced the additional task of covering the sale of a local icon. John Hancock Financial Services, with its tower dominating the city skyline and its sponsorship of the Boston Marathon, is a significant part of the fabric of the city. The *Boston Globe* did a superb job of covering a complex story that was at once national and intensely local in scope.

The Wall Street Journal

"The Day That Grasso Quit", Kate Kelly, Susanne Craig, Ianthe Jeanne Dugan, Theo Francis;

"Grasso Quits NYSE Amid Pay Furor", Kate Kelly, Susanne Craig, Ianthe Jeanne Dugan;

"Tight-Knit Culture Will Help Shape Big Board's Future", Ianthe Jeanne Dugan;

"Weakened NYSE Must Face Challenges", Susanne Craig and Kate Kelly;

"How Much Severance Pay is Enough?", Theo Francis;

"Grasso, Who Wanted to be a Cop, in the End Showed That He Knew When it Was Time to Surrender", Kate Kelly and Susanne Craig

Judges' Comments: This coverage of Dick Grasso's forced resignation as chairman of the New York Stock Exchange is remarkable. It is comprehensive, well sourced and insightful. The many facets of the story, from the national to the personal, are explored with extraordinary depth and knowledge and grace. The reader is treated not only to exemplary coverage of the breaking news but also to illuminating sidebars, including one documenting the clubby traditions of the exchange. The writing is simply superb.

The Dallas Morning News

"AMR'S Carty Resigns", The *Dallas Morning News* Team, Edward Dufner;

"Airlines Overhaul Almost Certain", Katie Fairbank;

"Can a Longtime Retailer and Young Executive Save the Day?", Terry Maxon and Dianne Solis;

"Carty Seemed Unlikely to Fail", John Kirkpatrick;

"Ready to Move On", Ieva M. Augstums and Victor Godinez;

"Last Labor Holdouts are Repeating History", Suzanne Marta;

"Boren Proven to be a Force for Change", Arnold Hamilton

Judges' Comments: Donald Carty's resignation as CEO of American Airlines was not an easy tale to tell. The fact of his resignation obviously was important, but the full impact of his resignation was impossible to know. His resignation did not mean that the company would avoid bankruptcy. It did not mean that the labor turmoil would end. The resignation story was part of a much bigger, much more complex story that was still unfolding. The *Dallas Morning News* did a masterful job of reporting all of the stories, and telling them all with great clarity, perspective and style.

LARGE NEWSPAPER CATEGORY

Fort Worth Star-Telegram

"American Dodges Bankruptcy Filing", Trebor Banstetter and Business Staff;

"This Thing Was a Nail-biter", Trebor Banstetter;

"Tension, Frustration, Relief", Maria M. Perotin and Andrea Ahles;

"Airline Faces Tough Climb to Sound Financial Footing", Heather Landy;

"Other Airline Workers Anxiously Awaited Results", Bob Cox;

"Trust Guards AMR Execs' Pensions", Trebor Banstetter;

"Carty's Courage Under Fire has Kept American Aloft", Mitchell Schnurman;

"Stock's Value Hinged on Votes", Jim Fuquay

Judges' Comments: The April 17 coverage on American Airlines' narrow escape from bankruptcy is the best overall package in a month-long marathon of reportage on the teetering airline. The *Star-Telegram's* stories captured the emotional impact and frenetic pace of events as company executives, union leaders and workers maneuvered and calculated in a game with the highest stakes for all. At the same time, the paper provided cool-headed analysis of the challenges American was still facing. The coverage also disclosed a fund that the airline had created to shield retirement money for top executives -- a revelation that would blow up the agreement everyone had just worked so hard to achieve.

The Seattle Times

"Boeing Shake-up", David Bowermaster, Tom Boyer, Dominic Gates, Stephen H Dunphy, Shirleen Holt, Luke Timmerman, Drew DeSilver, Kyung Song;

"Condit Out, Stonecipher Takes Over", David Bowermaster;

"Board Loses Last Strong Northwest Tie", Drew DeSilver;

"Condit Affable and Well-Liked at Work and In Community", Kyung Sung and Shirleen Holt;

"Stonecipher Will Try 'Soft Touch' This Time", Luke Timmerman;

"Boeing's Bad Move", Stephen H. Dunphy;

"Under Condit, Defense Took Charge", Dominic Gates;

"Condit's Reign Failed to Add Sizzle to Company's Shares", Drew DeSilver

Judges' Comments: This entry showcases The *Seattle Times's* intimate knowledge and deep understanding of Boeing. In marking the transfer of power from Phil Condit to Harry Stonecipher, The Times provides superb analysis of the forces that have brought Boeing to this point and those that are likely to shape its future. The *Times* reporters and editors do this with precise and clear writing that is easily absorbed despite the complexity of the topic. And the whole package is well organized, meticulously edited and nicely displayed.

San Jose Mercury News

"Tech Banker Faces Charges", Debra Lohse, Chris O'Brien, Jack Davis, Scott Herhold, Mary Anne Ostrom;

"Bay Area Executives Won Access to Officers", Deborah Lohse;

"Attorney: He's Being Used as a Scapegoat", Chris O'Brien;

"IPO List Helped Execs' Trusts", Scott Herhold;

"CEO Watched Money Double", Mary Anne Ostrom;

"Execs Rewarded Dozens of IPOs", Mary Anne Ostrom;

"CEO Among Favorites", Mary Anne Ostrom

Judges' Comments: It is sometimes said that you make your own luck. The *San Jose Mercury News* certainly did that with its coverage of charges that investment banker Frank Quattrone had improperly enticed clients with shares in lucrative IPOs and assured them of favorable ratings from supposedly independent analysts. A day before the NASD lodged these charges, the *Mercury News* obtained a list of so-called "Friends of Frank" who were the beneficiaries of his "spinning." A day later, this spade work put the paper in perfect position to lay out in stunning detail these blatant and astonishing excesses of the boom years.

MEDIUM NEWSPAPER CATEGORY

The Charlotte Observer

"Pillowtex Folds: 7,650 Go Jobless", Tony Mecia, Adam Bell;

"Company Gives Up on Rebuilding, Returns to Bankruptcy Court", Tony Mecia and Adam Bell;

"Factory Workers, Short on Training, Education, Face Harsh Job Market", Adam Bell;

"Mass Relief Efforts Begin", Adam Bell, Ronnie Glassberg, and Gail Smith-Arrants;

"Worker: Family is Important in Tough Times", Adam Bell;

"Bankruptcy Court Likely to Auction Off Cannon, Fieldcrest", Tony Mecia

Judges' Comments: Powerful coverage of a cataclysmic event for a region, suffused with a sense of the impact on the thousands of people who would be losing their jobs. The lead story put things in historical perspective but moved swiftly to the human issues. The entire package was complemented by great photos, not of executives and politicians, but of Pillowtex workers. The sidebars were thorough and well-written.

Seattle Post Intelligencer

"We Are Ready", James Wallace and Business Staff;

"Decision by Boeing Board was Unanimous, says Stonecipher", James Wallace and Paul Nyhan

Judges' Comments: A superb package of stories capturing a rare moment of euphoria for a troubled business and its workers. Excellent photos complemented stories that provided important perspective, effectively describing how important Boeing's decision was for the region, and how it came about.

Contra Costa Times

"Oracle Bids for Peoplesoft", Jessica Guynn, Ellen Lee, David Whelan, George Avalos;

"Firms Have History of Bad Blood", Jessica Guynn;

"PeopleSoft Now in Play as the Gloves Come Off", David Whelan;

"Hi-Tech Hub in Jeopardy", George Avalos

Judges' Comments: In an intelligent and comprehensive package, Ellen Lee's lead article set the tone. A masterpiece of clarity, it spelled out in layman's terms exactly what was going on in Oracle's bid for PeopleSoft and what it might mean for both companies and the industry. The sidebars were all substantial, adding insight.

SMALL NEWSPAPER CATEGORY

The Herald

"Everett Wins", Bryan Corliss, The Herald Staff;

"'Savor This Moment,' Mulally Tells Workers", Bryan Corliss;

"State's \$3.2 Billion in Incentives Sway Boeing", Bryan Corliss;

"Waterfront Changes in Store", Mike Benbow;

"New Jet, New Philosophy", Bryan Corliss;

"Look Ahead Excites Officials", Victor Balta;

"Singers Rejoice at 7E7", Jennifer Warnick

Judges' Comments: This is a complete and well-executed package that would have reflected well on a much larger newspaper. The coverage captured the emotional and economic impact of this news of critical import to the *Herald's* readers. Solid explainers helped the reader understand what makes Boeing's new jet a big technological advance and why the company chose to build it in Everett. The stories were well-written and well presented.

The Burlington Free Press

"IBM Cuts 500 Essex Jobs", Leslie Wright, Aki Soga, Matt Crawford, Nancy Remse;

"A Sudden Shift From Well-Paid to Unemployed", Matt Crawford;

"Engineers, Technicians lose jobs; production unaffected", Leslie Wright;

"Aging Essex Plant Looks for Place in Semiconductor Market", Aki Soga;

"Technician Learns the Worst", Nancy Remse;
"From Pins and Needles to Sigh of Relief", Nancy Remse

Judges' Comments: This package distinguished itself from others that dealt with big layoffs in small towns by its thorough inspection of the business and technological forces driving the downsizing. The *Free Press's* portrayal of the impact on individual lives and the community was also well organized and executed with good writing and complementary photographs.

WEEKLY NEWSPAPER CATEGORY

Boston Business Journal

"Fleet Aftermath", Edward Mason, *Boston Business Journal* Team;

"FleetBoston Sale: BBJ Readers Mull Aftermath";

"Business Community Abuzz About Fleet Acquisition";

"Fleeting Thoughts on Merger's Winners", George B. Donnelly

Judges' Comments: This was a thorough, well-conceived package on a hugely important event. The lead story effectively raised the kinds of questions people in the business community would be expected to ask. The quotes from various business leaders were useful and illuminating, and the column by George B. Donnelly provided valuable perspective.

REAL-TIME CATEGORY

Bloomberg News

"Sandy Weill Steps Down", George Stein, Stephen Cohen, Jed Horowitz, Liz Willen, Josh P. Hamilton, Adrian Cox, Michael Nol;

"Executive Who Built Citigroup Quits Post", George Stein;

"Weill Plans to Step Down as Citigroup CEO", George Stein;

"Weill Steps Down as Citigroup Chief"; "Dimite el Presidente de Citigroup"; "Citigroup-Chef Weill Machte Zulezt nur Negativ-Schlagzeilen"; "Renuncia Sanford Weill a la Presidencia Ejecutiva de Citigroup"; "Dejara Weill de Dirigir a Citigroup"

Judges' Comments: When Sanford Weill resigned as CEO of Citigroup Inc., the story was a business one and a personal one as well. Weill's rise from a \$35-a-week runner to CEO of the largest financial company in the world was a modern-day Horatio Alger tale. To tell the story of his resignation well, his personal story and that of his successor, Charles Prince, also had to be told well. Starting with its first, brief deadline story filed one minute after Weill's announcement, and continuing throughout the day, Bloomberg News covered the business and the human aspects of the story with equal skill.

Reuters America

"Mad Cow", Randy Fabi, Julie Vorman;

"Mad Cow Disease Found in Washington state-source", Reuters Staff;

"Economists See Limited Impact From US Mad Cow Case", Sarah Edmonds;

"U.S. Mad Cow Case May Hit Food Firms, Cattle Trade", Bob Burgdorfer;

"USDA to Recall Beef Linked to Mad Cow Case", Reuters Staff;

"Mad Cow Diseases Still Baffle Scientists", Maggie Fox;

"US Mad Cow Case Turns Attention to 'Downer' Cattle", Jim Christie;

"UPDATE 6-First Case of Mad Cow Disease in U.S.", Randy Fabi and Richard Cowan

Judges' Comments: The timing could not have been much worse. The first case of mad cow disease in the U.S. was confirmed on the evening of Dec. 23, when U.S. markets were closed and sources were difficult to reach. Nevertheless, in less than six hours, Reuters America produced a comprehensive package of stories that put the news in national and global economic perspective. From its first story, which broke the news, through its developing coverage by staff members across the nation and in Canada, Reuters told the story quickly, clearly and well.

Dow Jones Newswires

"Canary Capital Settlement", Staff of Dow Jones News Wires;

"Update (3): Spitzer Probing Mutual Fund Late Trading", Yuka Hayashi;

"Update (2): AG Spitzer Probing Mutual Fund Late Trading", Yuka Hayashi;

"Update: Spitzer Probing Mutual Fund Late Trading", Yuka Hayashi;

"Spitzer Returns to Once-Arcane Martin Act in Fund Probe", Phyllis Plitch;

"Bank of America at Center of Latest Mutual Fund Probe", Raymond Hennessey;

"Prominent Stern Family Drawn Into Spitzer Fund Probe", Carol S. Remond;

"Spitzer Puts Hedge-Fund Industry Back in Hot Seat", Allison Bisbey Colter;

"Spitzer's Probe Sheds New Light on Market-Timing in Funds", Yuka Hayashi

Judges' Comments: Dow Jones Newswires provided outstanding first-day coverage of one of the most important stories in the 2003 mutual fund scandal. The breadth and depth of coverage made this a remarkable tour de force. The stories provided a comprehensive view of the issues and the people, adding valuable perspective to a story with far-reaching implications.

News Contest Spot Enterprise Winners

GIANT NEWSPAPER CATEGORY

The Wall Street Journal

"Grasso is NYSE's \$10 Million Man", Charles Gasparino, Kate Kelly and Susanne Craig

Judges' Comments: The *Wall Street Journal's* clear expertise and strong sources led to one of the biggest financial stories of 2003. This entry, detailing New York Stock Exchange chairman Dick Grasso's enormous compensation package, illustrated enterprise with impact that is a model for responsible journalism.

The Star-Ledger

"How Fake Lipitor Was Sold", Susan Todd

Judges' Comments: With vivid and authoritative detail, the *Star-Ledger* provided a provocative inside look at a timely issue -- the manufacture and sale of a counterfeit prescription drug. The reporting ranged far beyond the *Star-Ledger's* readership area to Costa Rica and Florida, among other places, without losing focus on its goal of bringing home a story important to its readers and in fact all consumers. It showed outstanding enterprise.

The Arizona Republic

"Overhead Runs High at Coyotes Charities", Craig Harris

Judges' Comments: The *Arizona Republic's* article on skimpy, and in some instances questionable, spending by the charity arm of a local hockey team showed what good, stubborn reporting on sports business can yield. Even though disclosure was required by law, reporter Craig Harris had to push hard to get the charity to release tax documents detailing its activities. His story put those numbers neatly in the perspective of what other local sports-related charities were doing. That damning context helped made this story one readers couldn't ignore.

LARGE NEWSPAPER CATEGORY

The Oregonian

"Winning LeBron James", Boaz Herzog, Jason Quick

Judges' Comments: From its opening jailhouse interview, Boaz Herzog and Jason Quick blend exclusive

reporting with deft writing to take us behind the scenes of the most talked about sports endorsement contract ever. This story was impressive not only for the depth of its reporting and the verve of the writing, but also because it was put together under intense competitive pressure and a tight deadline.

The San Diego Union Tribune

"An Internet Prescription for Disaster?", David Hasemyer, Leslie Berestein

Judges' Comments: Leslie Berestein and David Hasemyer did an outstanding job of reporting on a story that other media have wrestled with but none so thoroughly. The reporters created a vivid tableau of the regulatory vacuum that surrounds Internet-based prescription sales -- and the human toll.

MEDIUM NEWSPAPER CATEGORY

Morning Call

"Many Have No Cable TV Choice", Sam Kennedy, Mike Hirsch, business editor

Judges' Comments: The Morning Call's strong reporting gave us yet another reason to dislike the cable company. While the newspaper's territory appeared on paper to enjoy competition for cable service, the story explained the workings of a decades-old practice that locked each neighborhood into an exclusive contract with just one company. Thanks to the report, residents who long had lived with a lack of choice now could understand how it was that housing developers were deciding who brought the TV signal into their homes and perhaps now push for change. This is enterprise that truly hits home.

The State

"Regulators Knew of Problems of Carolina Investors in '99", R. Kevin Dietrich, Chris Roberts

Judges' Comments: In a story that breaks news while pushing for policy change to protect consumers, The State does a thorough job of pinpointing how South Carolina investors could have saved millions of dollars had state regulators not kept secret the troubles at a local securities firm. Using key sources and details from documents never before released, the report explains how the public was mistreated and makes a case for needed amends. It's insightful journalism with undeniable impact.

Akron Beacon Journal

"NRC Worker Now at Utility", Jim Mackinnon

Judges' Comments: Excellent source work can lead to resonating journalism, and the Akron Beacon Journal demonstrated this with its ironic and disturbing report on a government inspector who failed to notice a dangerous leak at a nuclear plant and then is hired by the plant's operators. Using strong detail and balanced sourcing, the article raised obvious conflict-of-interest concerns and suggested the need for a greater investigation of the plant's operations. It was reporting with a powerful enterprise bent.

SMALL NEWSPAPER CATEGORY

The Register-Guard

"Company Made Millions in Profits From Land Deals", Christian Wihtol

Judges' Comments: Christian Wihtol did an outstanding job of putting together the outrageous tale of how Sony was able to exact a sweetheart land deal out of government officials in Springfield, Oregon, in exchange for a promise of 300 manufacturing jobs. Within a decade, however, Sony had closed down its plant and sold off the property at enormous profits. The kicker: Sony was only able to do that only after the local government ponied up \$5 million worth of infrastructure improvements to make the land valuable.

WEEKLY NEWSPAPER CATEGORY

Crain's Chicago Business

"Paper's Money, Lord Black's Loot", Jeremy Mullman

Judges' Comments: Crain's Chicago Business turned a series of complicated transactions and questionable governance practices into a lucid, detailed account of how CEO Conrad Black pocketed millions from his newspaper company Hollinger Int. No doubt Black wasn't happy with what followed: outraged shareholders, lawsuits and a real challenge to his authority. But the story represented enterprise journalism at its best -- that is, when details are used to make the big picture clear.

Modern Healthcare

"It's More Than Just Tenet", Mary Chris Jaklevic

Judges' Comments: One of the common results of good enterprise reporting is context. Modern Healthcare followed up a breaking story on the over-reliance of "outlier" payments by the nation's second-largest hospital chain by examining the practice elsewhere. What it learned was that Tenet Healthcare Corp. was hardly alone. The work provided fresh insights and alarms for dozens of other hospital systems.

Charlotte Business Journal

"Strategy Out of Gas", David Mildenberg, Robert Morris

Judges' Comments: The Charlotte Business Journal's inside view of the company culture that led, in part, to financial turmoil and the abrupt departure of Duke Energy's CEO is a classic example of combining a paper trail, excellent sources and an eye for detail to form a well-told corporate profile. Without the Journal's work, it is unlikely the employees, consumers or the community would have understood how the utility unraveled.

REAL-TIME CATEGORY

Bloomberg

"Reed, fluent on Ile de Re, Ponders Reforms for NYSE", Florence Labedays, Rob Urban;

"Reed Ready to Act Fast on NYSE", Florence Labedays;

"Called From Retirement to a Troubled NYSE", Florence Labedays.

Judges' Comments: Florence Labedays showed great enterprise and tenacity in tracking down John Reed in the South of France within days of his appointment to head up the New York Stock Exchange after it dumped Richard Grasso. She not only got her man -- who insisted that the interview be conducted in French -- she was able to weave the exchange's controversy into an atmospheric portrait of the retired banker.

News Contest Project Winners

GIANT NEWSPAPER CATEGORY

The Washington Post

"Russian Hackers", Ariana Eunjung Cha, Dan Beyers;

"Internet Dreams Turn to Crime", Ariana Eunjung Cha;

"A Tempting Offer for Russian Pair", Ariana Eunjung Cha;

"Despite U.S. Efforts, Web Crimes Thrive", Ariana Eunjung Cha

Judges' Comments: This series of stories by Ariana Eunjung Cha exposing the inner workings of an international cyberspace extortion scheme went to extraordinary lengths and achieved extraordinary results. Building on a local story about an Internet service firm invaded by Russian hackers, the reporter traveled to

Russia and drew close to a notorious band of skilled programmers illegally capitalizing on the vulnerability of on-line service companies. This phenomenal reporting job leaped language and cultural barriers to lay bare the motivations of the cyber criminals, who live in a desperate society shadowed by organized crime. As the humorous and appalling episodes unfold on two continents, climaxing with an incredible federal sting operation, the reader was left with a deep sense of the predicament facing the borderless world of Internet commerce as well as the unnerving predilections of crooks attempting to thrive in it. Best of all, the stories were expertly written with subtle observations of human reactions.

The Wall Street Journal

"The Hidden Injustices of Hospital Bills", Lucette Lagnado;
 "Twenty Years and Still Paying", Lucette Lagnado;
 "A Young Woman, an Appendectomy, and a \$19,000 Debt", Lucette Lagnado;
 "Twenty Years and He Isn't Paying Any More", Lucette Lagnado;
 "Hospitals Urged to End Harsh Tactics for Billing Uninsured", Lucette Lagnado;
 "Hospitals Try Extreme Measures to Collect Their Overdue Debts", Lucette Lagnado;
 "How a Local Agency Challenged Hospitals' Collections Tactics", Lucette Lagnado;
 "Hospitals Will Give Price Breaks to Uninsured, if Medicare Agrees", Lucette Lagnado

Judges' Comments: Lucette Lagnado's stunning series of investigative reports revealed a perverse reality of the U.S. health-care system: hospitals routinely bill the uninsured more for care, then collect high-interest debts by seizing bank accounts, garnishing wages, placing liens on houses and in some cases having the debtor arrested. Lagnado took us straight into the homes of people afflicted by these coarse methods and conveyed the human story against a backdrop of impersonal bureaucratic machinery and regulatory morass. Superbly written with a commanding knowledge of a complex subject and an unrelenting reporting style, the stories had an impact that reporters dream of. The hospital industry reacted by admitting to unfair billing and collection practices, a state cut interest rates on unpaid medical bills and a hospital forgave the onerous debt burdening a sickly gentleman who served as the lead of her series. This project was a winner in every sense.

Certificate of Merit, Giant Newspaper Category

The Associated Press

"Illegal Workers", Adam Geller and William Kole;
 "Wal-Mart No Stranger to Illegal Contract Work", Adam Geller;
 "Outside the Law in the Contract Cleaning Trade", Adam Geller;
 "Poor from Eastern Europe Find Illegal Jobs – and Exploitation – in America", William J. Kole

Judges' Comments: Coordinating its resources across an atlas of countries, this AP team took us well beyond the daily coverage of last year's crackdown on illegal immigrant workers at Wal-Mart stores to expose the enticements that motivate people in East Europe and elsewhere to seek menial jobs in America, sometimes under illusory assumptions. The employers got their share of exposure, too, in this neatly composed and highly informative collection of stories.

LARGE NEWSPAPER CATEGORY

Orlando Sentinel

"Building homes: Building Problems", Dan Tracy, Bob Shaw (editor);
 "Region's New Homes Riddled With Flaws", Dan Tracy;
 "Jobs Lack Benefits, Overtime Pay, but Illegals Can't Gripe", Dan Tracy;
 "Top Builders Downplay Homes' Flaws" Dan Tracy;
 "Code, Inspections Let Flaws Through", Dan Tracy;
 "Builder's Clout Keeps Regulations Weak", Dan Tracy

Judges' Comments: Training students to check for flaws in new-home construction during a building boom -- and publishing the results -- is nothing short of a great idea. This report did it all. It served consumers, shook up an industry, took on big advertisers and called legislators to action to protect homeowners' interests in what is one of the most important purchases they ever make.

Detroit Free Press

"The Ford Crown Victoria-A Free Press Investigation", Jennifer Dixon, Jeff Taylor;
 "Ford Insists Cars Safe, but Cops Keep Dying", Jennifer Dixon;
 "Officers Pick Crown Vic, Saying it's Rugged, Quick", Jennifer Dixon;
 "Reported Deaths Don't Add Up", Jennifer Dixon and Megan Christensen;
 "Rebuffed by Ford, Cops Look for Car Fixes Alone", Jennifer Dixon;
 "Death Leaves a Void in NASCAR Family", Jennifer Dixon

Judges' Comments: This report took on Ford Motor Co. and the Feds, showing through an accumulation of anecdotes how both turned a blind eye to the startling number of fiery deaths in the popular police cruiser. This is exactly what a Motor City paper ought to be doing.

Orange County Register

"Hospital Report Card", Bernard Wolfson, Chris Knap, William Heisel, Cathy Lawhon, Kate Butler, Mark Katches;
 "Report: Nonprofit Facilities Score Higher", Bernard Wolfson, Chris Knap, William Heisel;
 "Here's How We Did It, and How It Can Help You", Bernard Wolfson;
 "Hospital Nondisclosure a Longstanding Industry Practice", Bernard Wolfson, Chris Knap, Williams Heisel;
 "PacifiCare's Report Card Experience", Bernard Wolfson

Judges' Comments: In the absence of clear operating standards for hospitals and scant accountability to the public, this report provided a reader service well beyond the news of the day. It turned a powerful spotlight on the tremendous disconnect between performance and price to help readers make informed choices about health care.

MEDIUM NEWSPAPER CATEGORY

Akron Beacon Journal

"Legacy of Decline", John Russell, Steve Berta;
 "New Leader Gets No Room for Mistakes", John Russell;
 "Grand Plan Crumbles", John Russell;
 "Aggressive Accounting Helps Executives Get Bonuses", John Russell

Judges' Comments: As John Russell demonstrates in these admirably written and scrupulously fair stories about the former head of Goodyear, failure in business sometimes can be attributed to a long series of small misjudgments rather than to an obvious catastrophic error. The terrific anecdotes just kept coming as Russell dismantled the inner workings of a giant corporation sliding into inefficiency and mediocrity on every level. The sidebar on generous executive compensations compared with cash flow computations added an important dimension. We're guessing that Russell's readers in Goodyear's hometown of Akron were enthralled.

The Commercial Appeal

"Habitat: Borrowed Dreams", Marc Perrusquia, Michael B. Erskine;
 "What Happened to the American Dream for Us?", Marc Perrusquia;
 "You're Not Just Giving a Handout, You're really...Giving a Helping Hand...", Michael Erskine;
 "Those Who Would Prey on Habitat Families Will Prey on Anybody", Marc Perrusquia;
 "I never had a Charge Card in My Life. I Never Wanted One.", Marc Perrusquia

Judges' Comments: *Commercial Appeal* reporters Marc Perrusquia and Michael Erskine pulled out all the stops to document the unparalleled failure of the local Habitat for Humanity program. Good photos, graphics and human profiles were mounted alongside persuasive evidence in a project that examines why so many Habitat homeowners have gone broke, shattering their dreams and disappointing thousands of people in the Memphis area who contributed time and money. While illustrating predatory lending and other nefarious financial trends that afflict homeowners nationwide, the writers also compared the Memphis Habitat program with others around the country, a crucial effort on the part of the reporters that greatly strengthens their message.

The Omaha World-Herald

"On the Job of Last Resort", Jeremy Olson, Mike Reilly, Steve Jordon, Cindy Gonzalez;
"Meat Plant Risks Extend to Nightly Cleanup Work", Jeremy Olsen and Steve Jordon;
"Cleaning Contractors Draw Less Attention from Safety Watchdog", Jeremy Olsen;
"Accident Puts Teen's Life on Hold", Jeremy Olsen and Cindy Gonzalez;
"OSHA Urges Packinghouse Cleaners to Join Its Worker-Safety Program", Jeremy Olsen
Judges' Comments: This classic investigative reporting project examined a virtually unknown but pervasive safety problem in the U.S. meat packing industry that endangers some of society's most vulnerable workers. Extensive interviews and document research by Steve Jordan, Cindy Gonzalez and Jeremy Olson were combined with a keen understanding of the subject to reveal a network of low-profile companies used to outsource bottom-wage cleaning crews, drew substantially from the ranks of illegal immigrants, who were unprepared for the hazardous work environment they were thrust into. The stories and charts also highlighted alarming patterns of accidents that routinely escape OSHA's scrutiny. Add compelling human stories and a credible industry profile, and this series was a clear winner.

SMALL NEWSPAPER CATEGORY

Wichita Eagle

"Shifting Winds: Boeing's Global Push", Molly McMillin, Dion Lefler;
"World Assembly Required?", Molly McMillin;
"Boeing Links Moscow, Wichita Engineers", Molly McMillin;
"\$1,100 a Month Provides Italian a Comfortable Living", Molly McMillin;
"How Can Wichita Compete?", Molly McMillin;
"What's Next for Wichita?", Dion Lefler
Judges' Comments: A responsible and restrained analysis of The Boeing Co.'s use of subcontractors. This report provided context and a sophisticated understanding of Boeing's position without demonizing the company or sinking into globalization hysteria.

Cape Cod Times

"Streets of Serro", Susan Moeller, Alicia Blaisdell-Bannon;
"The Street Belongs to Us", Susan Moeller;
"Dreams Dashed as Visas Denied", Susan Moeller;
"No Visa, but a Success Story", Susan Moeller;
"Two-Way Street", Susan Moeller
Judges' Comments: An unexpected, thorough and refreshing examination of the economic co-dependence of two cities -- Hyannis, Mass., and Serro, Brazil -- that admirably avoided the Yankee-centric traps of hometown papers.

The Register Guard

"Unlucky Breaks", Sherri Buri McDonald, Christian Wihtol;
"Analysts and Politicians Divided Over Waivers", Sherri Buri McDonald;
"Big Employers Have Been Able to Cut Jobs but Keep Tax Breaks", Sherri Buri McDonald;
"Small Businesses the Success Story", Sherri Buri McDonald and Christian Wihtol;
"Businesses Sought Expansion Despite a Lack of Tax Breaks", Sherri Buri McDonald
Judges' Comments: This report on the effectiveness of using tax breaks to create enterprise zones could easily have drifted into a confusing, xenophobic screed about good intentions gone awry throughout the state of Oregon. Rather, the reporters stayed tightly focused on the experience in Lane County and demonstrated initiative, independent thought, and balance as they illuminated the debate over an important issue in the newspaper's home base.

WEEKLY NEWSPAPER CATEGORY

Atlanta Business Chronicle

"Risky Business: Danger in the Aisles", Jim Lovel, David Allison;
"Accidents Claim Lives of Home Depot Shoppers", Jim Lovel;
"How Home Depot Keeps Store Accidents Secret", Jim Lovel;
"Home Depot's OSHA Violations Soared in 2002", Jim Lovel;
"Falling Doors Kill Boy at Home Depot", Jim Lovel
Judges' Comments: This exposé by Jim Lovel about safety hazards inherent in the design and function of Home Depot stores gripped the reader and drew attention to serious accidents and multiple deaths of employees and customers at the home-improvement retail chain. This was a gutsy series that took on a big hometown company.

Los Angeles Business Journal

"L.A.'s Hidden Economy", Editorial Staff;
"Unreported Wages, Sales Take Toll on Government's Budgets", RiShawn Biddle;
"Artful Dodgers", Lawrence Darmiento, David Greenberg, Michael Thuresson, Danny King;
"Keeping Tabs", Amanda Bronstad;
"Rise in Confiscated Goods Merely Shows Depth of Illegal Trade", Danny King;
"Honor System", Lawrence Darmiento
Judges' Comments: The *Journal's* team of writers -- RiShawn Biddle, Lawrence Darmiento, David Greenberg, Michael Thuresson, Danny King and Amanda Bronstad -- offered an intriguing excursion into the realm of strippers, day laborers, domestics workers and thousands more who thrived in the untaxed, unregulated underground business world of cash-only transactions. Dealing with a perennial topic that's as much a part of the Los Angeles scene as busy highways, the reporters rose above the obligatory treatment to deliver insightful profiles and a balanced evaluation of the impact of the "hidden economy" on the L.A. community.

Certificate of Merit, Weekly Newspaper Category

Washington Business Journal

"All Packed Up -- Now, Where to Go?", Sean Madigan, John Wilen, Susyn Schweers
Judges' Comments: *The Journal* offered a spry and informative approach to the quest for a new office location. Reporters provided the handbook, breaking down in chart form the myriad tax considerations among the Washington area's various states and municipalities. Then they captured real-life stories mapping the decision-making process of a number of small businesses on the move. Here's a team in touch with their readers.

The (Greensboro/Winston-Salem/High Point, N.C.) Business Journal

"Health Care: Where the Jobs Are", Doug Campbell and Justin Catanoso;
"Diagnosis: Help Needed", Doug Campbell;
"Former Sales Exec Now Aspiring Nurse", Doug Campbell;
"State's Education Legacy Haunts Displaced Workers", Justin Catanoso;
"Triad Schools Battle Tight Budgets to Squeeze Through More Students", Doug Campbell;
"Community College Budgets Under Siege", Justin Catanoso
Judges' Comments: This project was a thorough and noteworthy contribution to the public discourse on employment trends in the *Journal's* circulation area. While thousands of factory jobs have been lost, many opportunities awaited in the field of health care. But matching the people, training and skills to the medical job market was proving to be a daunting task. The reporters provided useful analysis, especially of the various programs and challenges related to community colleges.

REAL-TIME CATEGORY

Knight Ridder News Service, Washington Bureau

"Risky Rx", Chris Adams and Alison Young (reporters), Jim Asher (editor);

"Doctors Promote Alternatives", Alison Young and Chris Adams;

"Drugmakers Pushing Risky Off-Label Uses on Physicians", Chris Adams and Alison Young;

"FDA Loses Hold on Marketing by Drugmakers", Chris Adams and Alison Young

Judges' Comments: An impressive and frightening analysis of the practice of off-label prescribing by doctors.

A strong job of putting faces on the data through unambiguous examples, excellent layering of information from big picture to specifics, evocative photography and superb story-telling.

TheStreet.com

"Plenty of Options for eBay", Troy Wolverton, Mike Anderson, John Raess;

"eBay Clings to Its Options Habit", Troy Wolverton;

"How eBay Cashes In on Employee Options", Troy Wolverton;

"Calpers Opposes eBay's Options Plan", Troy Wolverton;

"eBay's Plan Too Big for Some Rulebooks", Troy Wolverton;

"As eBay's Stock Soared, Insiders Sold", Troy Wolverton

Judges' Comments: At a time when the wretched excesses of Enron and WorldCom captured a preponderance of media coverage, Troy Wolverton looked at stock option-grants at one of the few profitable Internet companies - eBay. His reports were both educational and alarming, as they showed how common investors get hurt as the insiders benefit, the supposedly inviolate cash flow statement gets pumped up, and the large institutional shareholders decline to take a public stand.

MSN Money

"Company Focus", Michael Brush, Emory Thomas;

"How Insiders Can Unload Stocks in Secret", Michael Brush;

"You're Fired. Here's Your \$16 Million.", Michael Brush;

"The Crucial Data Wall Street's Slow to Share", Michael Brush;

"Wall Street Plays Dirty Despite Cleanup Effort", Michael Brush;

"Unequal Justice: Can the NYSE Police Itself?", Michael Brush

Judges' Comments: As Wall Street congratulated itself for cleaning up its act, Michael Brush broke from the pack and wrote about obscure insider practices and advantages to expose the system's widespread and persistent inequities. Though his columns were about sophisticated and complicated transactions, his points were as clear as gin - exactly what you need and want from an online service.

Newspapers: Overall Excellence Section Contest Winners

GIANT NEWSPAPER CATEGORY

The New York Post

Judges' Comments: Plucky, quirky coverage. They have chosen an angle on New York business -- the intersection between media, real estate and wealth -- that no one else has. They know their market and have the courage to skip stories that others feel obligated to cover.

The Washington Post

Judges' Comments: Great Washington coverage -- they're always looking for ways to get behind the story to deliver more insight; good at anticipating the news. Comprehensive coverage of national and international policy issues.

The Newark Star-Ledger

Judges' Comments: They cover their local market well, recognizing the importance of the pharmaceutical and telecom industries, in particular. The section is very well laid out -- you always know where you are and what you're reading about. Strong journalism and impressive graphics, even extending to stock tables.

USA Today

Judges' Comments: Tightly edited so that the spot news and features are always written to a high standard and illustrated in a way that draws the reader in. There's an impressive consistency and substance to their coverage. You know you can't go wrong when you pick up the paper.

San Francisco Chronicle

Judges' Comments: Great local coverage, and an especially strong job analyzing the tech industry. Bold use of headlines and photography. Consistently well-edited stories. Clearly a section where smart, good reporters and editors are excited to come to work every day.

Certificate of Merit, Giant Newspaper Category

Cleveland Plain Dealer

Judges' Comments: Chosen for its foresight in recognizing the importance of the emerging Chinese market.

LARGE NEWSPAPER CATEGORY

The Oregonian

Judges' Comments: Some great front-page Business coverage, such as "The Squabble in Toon Town" with its illustration of the battling tycoons and the undressing of businesses avoiding corporate taxes. The general Business section design is very nice. Willing to go very local on a given day, if that was the biggest story. Lots of papers had pieces on competition from China, but the Oregonian's angle was original and analytical -- why Oregon-based companies were missing out on the booming Chinese market.

Rocky Mountain News

Judges' Comments: Business coverage needn't be dull, and this newspaper uses creative quick-hit graphics, such as the Ticker column, to keep its coverage lively. Whether in tab format or broadsheet, this paper was probably one of the most fun to read, as well as informative. Strong local coverage, particularly the Qwest package.

San Jose Mercury News

Judges' Comments: The Quattrone coverage was very strong. It was as big a story on Wall Street as in the paper's back yard and they covered it from every angle. The concise, accurate summary of the charges on Page One was excellent. We liked the comprehensive of "Friends of Frank" who were handed "hot" IPOs. We also thought the outsourcing of jobs to India and the Silicon 150 were well done.

Sacramento Bee

Judges' Comments: Business is more than just corporations, and this newspaper does a wonderful job of recognizing news in personal finance and consumer interest rates. The graphics were striking, in particular with the "Vanishing \$200,000 House" package. The decision to cover the Fed's rate cut as a Page One article with large consumer-rates charts was excellent, and surely was popular with readers. Just as creative was how the paper brought the Consumer Confidence report to life with its use of photos and graphics.

The Seattle Times

Judges' Comments: The extract from the Microsoft series highlighting the importance of the Longhorn project was admirable. Boeing coverage was strong. We liked the Front Page treatment of the leaders of the top companies in the state, including the focus on their potential conflicts of interest. In particular, we liked the decision by the paper to bring in an outside stringer to cover the JOA court case. The Business section in general had very broad coverage of local companies.

Certificate of Merit, Large Newspaper Category

South Florida Sun-Sentinel

Judges' Comments: Chosen for special pullout sections. The "YourBusiness" section of Nov. 10 was filled with useful information, attractively presented. The "Starting Your Business" section was full of practical advice, from financing to knowing-your-market, to tips for networking. We imagine readers find these sections quite useful.

Detroit News

Judges' Comments: Chosen for "The Road Ahead," a special section on the future of the automotive industry -- what Boomers, Gen Y want in a vehicle; the ambivalence toward "clean cars" reluctance; the cars of tomorrow; it was a tour de force.

Milwaukee Journal Sentinel

Judges' Comments: Chosen for the extract from the "Made in China" series. Here was a highly ambitious project focusing on the competitive threat to "old manufacturing" in the Midwest from "new manufacturing" in China. The on-the-spot reporting was graphic and informative, supported by strong graphics and photography.

MEDIUM NEWSPAPER CATEGORY

Seattle Post-Intelligencer

Judges' Comments: Clearly the *Post-Intelligencer* stood head and shoulders above the rest of their category. The section fires on all cylinders, with aggressive local coverage, especially of signature companies. Strong local columnists. Smart graphics. Snappy design and clever, engaging headlines. While hardly being parochial, you know you're in Seattle when you read this section, with steady, enterprising coverage of Boeing and Microsoft. The reporters are not afraid to take on Microsoft in its back yard, as seen in their story on the PC tablet, which they deemed a failure. The columnists are interesting and have something to say -- a break from the often boosterish local columns seen in some papers. The judges liked the smart page topper, which often found a to-the-point way of giving the day's economic or consumer news in a quick read. Seattle fell to the smaller end of the size category, and so the strength of their work -- better than at many papers much larger -- particularly impressed us.

The News & Observer

Judges' Comments: The staff at the *News & Observer* covered a hell of a lot of stuff. They're everywhere in their community and the section is packed with a variety of local stories. They were impressive in their daily staff-driven coverage, a consistency seen by very few of their competitors. The section played national stories well along with a strong run of local stories every day. The design is fresh and easy to follow. We liked their consumer-oriented coverage, as seen in a good package on web-based health benefits and useful information in a timely story on how to cope with the dawn of telephone number portability. The staff broke a number-portability story in advance of the change on to Page One. We liked their "Work & Money" Sunday section and their comprehensive annual "Outlook" section.

Hartford Courant

Judges' Comments: The *Hartford Courant* gives its readers a comprehensive local package. The staff smartly covered the hard-hit regional economy. We thought their regional analysis of unemployment with a simple but informative map was excellent. We were impressed that they have two local columnists, again, with something meaty to say. They showed consistently solid stories. We especially liked coverage in the run-up to a crucial union vote weighing jobs cuts against pay cuts for Pratt & Whitney workers. The section was smartly and clearly organized, with local, national and international news easy to find.

Certificate of Merit, Medium Newspaper Category

The Akron Beacon Journal

Judges' Comments: Chosen for a clear-eyed and not particularly favorable -- but definitely fair -- view of problems during the tenure of outgoing chairman Sam Gibara at Goodyear Tire & Rubber Co. That's critical for business sections to provide but never easy. The staff also undertook an ambitious tax guide "When the going gets rough...."

The Fresno Bee

Judges' Comments: *The Fresno Bee* deserves a nod for its thoughtful "Broke... and Broken" special section. The ambitious series of stories did a great job of framing the issues of jobs and poverty in the region, with insightful and probing reporting and writing, excellent photography, good breakouts and graphics.

SMALL NEWSPAPER CATEGORY

The Roanoke Times

Judges' Comments: The *Roanoke Times'* business offerings included interesting and in-depth local and enterprise stories. "The diversity or discrimination?" A-1 package on Oct. 26 was in-depth, and explored a contentious issue in a rigorous fashion. A package on Carilion Biomedical Institute looked beyond the surface at the deal. There was a strong local daily package. They used space well. Good mix of local and national stories; agate was well-handled to give more space to stories.

The Santa Rosa Press Democrat

Judges' Comments: *Santa Rosa Press Democrat* knows its market well with a strong focus on wine industry and technology. The "Dying on the Vines" package about growers ripping out their vines to fight sliding sales, product glut of massive proportions, described the economics of wine country well. Also had a good Q&A on the same day with head of Sonoma County grape growers. Good story focus on Personal Finance on Sunday. Consistently good use of photography and graphics in the section. Good layout. Their annual "Business Outlook" section was exhaustive and strong -- not just a typical retelling of the area's industries.

The Idaho Statesman

Judges' Comments: The *Idaho Statesman's* business section showed a strong local focus, and gave us a strong sense of what the business community is about. They used their space well. They were highly local, but also gave us a good flavor of important national stories. Their package on executive pay was comprehensive and provided plenty of good detail. Very nice graphic, such categories as best return for shareholders was especially relevant. Centerpieces were generally engaging and even fun. Regular stories about the state's economy were smart and had engaging graphics.

The Scranton Times-Tribune

Judges' Comments: *Scranton Times-Tribune* had a good special report on A-1 on Dec. 7 -- "State at Crossroads" -- on state's troubled economy with an apt Business section corollary "State of Emergency?" with a good sidebar on potential solutions. "Bank on Changes" package on banking consolidation and how it

is affecting the region was also very strong. Impressive enterprise on a regular basis. Good personal finance coverage. Strong daily local business report. Good use of graphics. Covered the important national stories. As one judge said: "They did business enterprise better than much larger papers."

The Rockford Register-Star

Judges' Comments: *Rockford Register-Star* was jam-packed with local news very relevant to their business community with a heavy manufacturing, labor union focus. Strong local centerpiece every day. "Retiree benefits killed UAW/Sandstrand" deal on May 26 was a very strong package. Good use of wire and Gannett Wire Service in particular. Copy, such as the "Trade Bill Challenge: Who should Benefit" package on the corporate tax bill, was especially important to manufacturing communities. Airline service piece explored the issues but wasn't celebratory and included a very good map and chartage. Good briefs. "This is a business editor who can go home most days and think she did a good job of covering the community and getting the business stories important to local readers."

Certificate of Merit, Small Newspaper Category

The Arizona Daily Star

Judges' Comments: Chosen for its Sept. 7 series of stories on "Saving The Economy Through Science," a comprehensive, in-depth examination of how the University of Arizona's bioscience program is affecting the local economy and could be more involved in economic development. This was a true enterprise effort.

The Ann Arbor News

Judges' Comments: Chosen for its March 2 Outlook 2003 section, a comprehensive, critical analysis of the region's industries and where they are heading. The lede story, "Cost-Benefit Balance," takes a hard look at how many companies are being taxed out of business. Very nice black-and-white reproduction of the section. Good graphics and lots of value-added. A terrific piece on red tape and what it costs in regulations for small businesses in town. One judge said: "They show that a special section doesn't have to be the 'usual suspects.' This was an in-depth look at a significant problem that this business community faces, down as part of a special section."

The Portland Press

Judges' Comments: Chosen for its July 27 package "Class of '03 finds paper industry jobs scarce," a comprehensive look at one of the state's primary industries and how the pipeline of graduates for it will likely be disappointed, given the sorry state of the job market in this industry. The story was well-written and a good example of local business enterprise reporting, with real relevance to its market.

WEEKLY NEWSPAPER CATEGORY

The Business Journal of Kansas City

Judges' Comments: *Kansas City* had the best reporters, great edge. Breaking news in every edition with smart stories that told readers things they didn't know but needed to know. From SEC and court filings to government documents and corporate board reports, *The Business Journal* backed up its hard-hitting stories with documentation. The paper showed its mettle with stories like the exhaustive look at DST Systems, a tech company with a vast real estate portfolio that has been enhanced with public money. And who could resist reading about the cremation business booming in the wake of a bad economy? A paper that clearly goes after the news, the *Business Journal* has the aggression that other publications are seeking.

Atlanta Business Chronicle

Judges' Comments: Enterprising, authoritative, comprehensive, well-presented. So smartly done that the *Chronicle* should conduct how-to clinics for other journals. Smart use of graphics provided another dimension to the coverage, instead of being visual wallpaper. Good graphics mean that the reporters were digging out facts for artists to use. A news monster that throws its weight around with enterprise reports

on topics like hospital quality and Home Depot's safety record. A publication that should satisfy even the most voracious business news appetite, the *Chronicle* offers readers quarterly stand-alone sections on real estate and hospitality as well as special sections on professions such as law and engineering.

Dallas Business Journal

Judges' Comments: The *DBJ* was deep, had smart enterprise and was chock full of local stories. It had a presentation that was dynamic and carried a hard-news focus. The stories touched on the interests of a wide swath of readers. Strong business stories on economic development, sports, legislative and legal issues were showcased on the front pages. Who knew Dallas Cowboy Emmett Smith was having computer chips implanted in his touchdown footballs, jerseys and other future memorabilia to protect against fraud? But the good reads didn't stop on the front page -- inside were more local stories and interesting standing features.

The Business Journal Serving Greater Milwaukee

Judges' Comments: American City Business Journal sections tend to be formulaic in content and presentation. Milwaukee showed unique energy in its presentation and its ability to organize material for ease of use and utility. Overall, there was a clean, efficient contemporary approach that supports the Journal's credibility and authority. The publication consistently delivered stories that told its corporate readers about issues that would hit their wallets, from utility line improvements to audit fees related to the Sarbanes-Oxley Act. The special section "The Biz," which targeted high school students, was one of the most original ideas to surface in all of the entries -- a nice surprise.

Crain's Chicago Business

Judges' Comments: What put *Crain's Chicago Business* over the top was the energy demonstrated throughout the publication and the creative touches that made inside pages more arresting. Clearly, *Crain's* knows Chicago and knows how to make windy city business a breeze to read. The 2003 in Review Quiz was great, a fun idea that the judges plan to steal.

Certificates of Merit, Weekly Newspaper Category

Crain's Chicago Business

Judges' Comments: Chosen for its special section celebrating 25 years of *Crain's Chicago Business*. They spotlighted 25 Chicago icons, from companies and neighborhoods to people and local landmarks. But the glossy 168-page publication offered more, such as a look at other local institutions turning 25. Want some insight into Chicago? *Crain's* serves it up in this anniversary issue.

Dallas Business Journal

Judges' Comments: Chosen for its "DBJ Outdoors", which takes Dallas executives out from behind their desks and plops them down in places like a Washington state mountaintop and a forest in British Columbia. The special section used the great outdoors as a window into the men and women who are the corporate faces of Dallas companies.

Los Angeles Business Journal

Judges' Comments: Chosen for its special section "Wealthiest Angelenos," a fascinating look at growing up rich in Los Angeles. Stories ranged from how overspending on children is a way of life for some in L.A. to a look at those who choose not to flaunt their riches. And who could pass up reading the listing of L.A.'s 50 richest?

Judges for Best in Business 2004

News Contest - Breaking News

Judged by: Claude Albert, Deputy Managing Editor, *Hartford Courant*; Maureen Croteau, Department Head, University of Connecticut Journalism Department; Jack Kadden, Deputy Education Editor, the *New York Times*.

News Contest - Spot Enterprise - Panel 1 (Small, Large, Real-Time)

Judged by: Josh Quittner, Editor in Chief, *Business 2.0*; Kenneth Howe, Business Editor, *San Francisco Chronicle*; Scott Rosenberg, Managing Editor, *Salon.com*

News Contest - Spot Enterprise - Panel 2 (Medium, Giant, & Weekly)

Judged by: Charlie Butler, Articles Editor, *SmartMoney Magazine*; Kevin Noblet, Deputy Business Editor, the Associated Press; Maddy Ross, Managing Editor, *Pittsburgh Post-Gazette*

News Contest - Projects - Panel 1 (Small, Large, & Real Time)

Judged by: Midwest Bureau Chief, Reuters America Inc.; Jeff Bailey, Editor, *Crain's Chicago Business*; Randy Evans, Business Editor, *Des Moines Register*; Debbie Van Tassel, Business Editor, *Cleveland Plain Dealer*

News Contest - Projects - Panel 2 (Medium, Giant, & Weekly)

Judged by: Robert Barker, Senior Writer, *BusinessWeek*; Angelo Henderson, President, Angelo Ink, LLC; Robert Scott, Baton Rouge Bureau Chief, *New Orleans Times Picayune*

Newspapers - Overall Excellence - Small Section Category

Judged by: Rodney A. Brooks (Chair), Deputy Managing Editor, *USA Today Money Section*; Wendell Cochran, Division Director, Journalism, School of Communication, American University; Jodi Schneider, *Congressional Quarterly*

Newspapers - Overall Excellence - Medium Section Category

Judged by: Brad Bollinger, Executive Business Editor, the *Press Democrat*; Kate Lee Butler, Senior Business Team Leader, the *Orange County Register*; Matt Marshall, Senior Business Writer, *San Jose Mercury News*

Newspapers - Overall Excellence - Large Section Category

Judged by: Rick Everett, Managing Editor, *Newark Star-Ledger*; William Power, the *Wall Street Journal*; Lionel Barber, Managing Editor for the Americas, *Financial Times*

Newspapers - Overall Excellence - Giant Section Category

Judged by: Sarah Bartlett, Bloomberg Professor of Business Journalism, Baruch College/CUNY; Dennis Kneale, Managing Editor, *Forbes Magazine*; David Schlesinger, Global Managing Editor, Reuters

Newspapers - Overall Excellence - Weekly Section Category

Judged by: Dan Barkin, Deputy Managing Editor, the *News & Observer*; Mark Lett, Executive Editor, the *State*; Jeff Zimmer, Business Editor, the *Herald Sun*



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