

**Facts**

**About**

**SABEW**

**in 2005**

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**S♦A♦B♦E♦W**

**Annual Business Meeting Report**

**Monday May 1, 2006**

**4:00-4:45 Greenway BC/Hi**

**Hyatt Regency Minneapolis**

**Minneapolis, Minnesota**

## 2005 SABEW Financial Report

Revenue/Expense by Class					
REVENUE		EXPENSES		NET REVENUE	
Program Management	\$82,828	Program Management	\$116,289	Program Management	-\$33,461
Conference	\$205,206	Conference	\$101,235	Conference	\$103,971
Best in Business Contest	\$38,294	Best in Business Contest	\$45,368	Best in Business Contest	-\$7,074
Fall Workshop	\$29,084	Writer's Workshop	\$40,529	Writer's Workshop	-\$11,445
Communications	\$26,743	Communications	\$39,109	Communications	-\$12,366
Development	\$14,637	Development	\$9,499	Development	\$5,138
<b>TOTAL REVENUE</b>	<b>\$396,792</b>	<b>TOTAL EXPENSES</b>	<b>\$352,029</b>	<b>NET REVENUE</b>	<b>\$44,763</b>

## Best in Business BIB Breakdown: 2005-2006

	Breaking News	Enterprise	Project	Column	Section	Student*
Small	26	55	33	18	19	
Medium	16	57	21	25	23	
Large	22	41	33	27	22	
Giant	15	36	26	27	15	
Weekly	15	90	26	14	30	
Real Time	11	18	19	27		
Student*						22
<b>Subtotals</b>	<b>105</b>	<b>297</b>	<b>158</b>	<b>138</b>	<b>109</b>	<b>22</b>
					<b>Grand Total</b>	<b>829</b>

\*2005 was the first year for the column category

## Institutions

Small	54
Medium	35
Large	24
Giant	18
Weekly	38
Real Time	15
Academic	4
Other	2
<b>TOTAL</b>	<b>190</b>

\*Does not include pending institutional members

SABEW Revenue, Expenses & Net Revenue 2001-2005					
	2001	2002	2003	2004	2005
Revenue	\$423,917	\$304,817	\$296,824	\$374,309	\$396,792
Expenses	\$377,733	\$354,575	\$246,253	\$307,618	\$352,029
Net Revenue	\$ 46,184	-\$ 49,758	\$ 50,571	\$ 66,691	\$ 44,763

## Future Conferences

**Annual Fall Reporting Workshops**  
 Oct. 29-31, 2006- New York City  
 Workshops will be held at Bloomberg,  
 Hotel block available at New York Marriott East Side Hotel

**SABEW 2007 Annual Conference**  
 May 20-22, 2007- Anaheim, CA  
 Disneyland Hotel

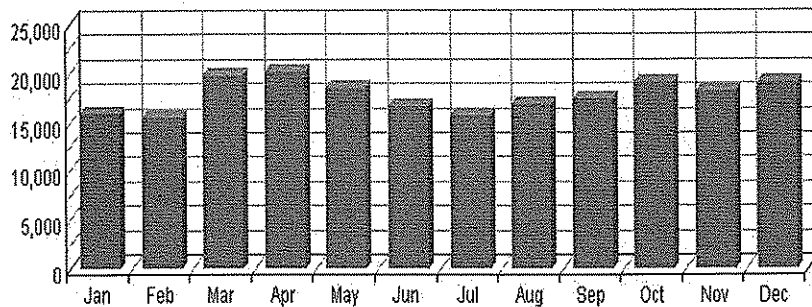
## TBJ Circulation Facts

Circulation by Category	Number
Hard Copy Member Circulation	1,571
Hard Copy Subscription Circulation	13
<b>Total Hard Copy Circulation</b>	<b>1,584</b>
Electronic Circulation (sent to all members with email addresses)	3,374

## Web Trends Annual Report Statistics

General Statistics for www.SABEW.org - Web Trends Annual Report, 2004

The Visits graph displays the overall number of visits to the Web site. The General Statistics table provides an overview of the activity for the Web site during the specified time frame.



General Statistics		
Hits	Entire Site (Successful)	2,611,403
	Average per Day	7,154
	Home Page	55,047
Page Views	Page Views	441,800
	Average per Day	1,210
Visits	Visits	212,417
	Average per Day	581
	Average Visit Length	00:08:27
	Median Visit Length	00:01:35
Visitors	Unique Visitors	60,166
	Visitors Who Visited Once	47,725
	Visitors Who Visited More Than Once	12,441

## 2005 SABEW Membership Report

The following totals reflect only current and pending members.

Fee estimates are based on the following:

Individual Journalist/Associate \$50  
 Individual Student \$20  
 Individual within an Institution \$12 or \$15 after base fee depending on size of institution (an average of \$13.50 is used in this report)

The 2979 members who are "Individuals within an Institution" are divided among 190 current institutional members.

Membership Category	No. Traditional	No. Electronic	Estimated Fees
Individual Journalist	245	8	\$ 12,650.00
Individual Student	13	61	\$ 1,480.00
Individual Associate	7	0	\$ 350.00
Individual Honorary	51	5	\$ 0.00
Individual within Institution	1155	1588	\$ 37,030.50
Pending Individual	87	3	\$ 4,500.00
Pending Institutional	9	106	\$ 1,552.50
Pending Student	8	15	\$ 460.00
Subscription Only	9	4	\$ 845.00
<b>Totals</b>	<b>1584</b>	<b>1790</b>	<b>\$ 58,868.00</b>

## A Letter from the President



Dear SABEW member:

As president of the Society of American Business Editors and Writers, I'm pleased to announce the Fund for the Future campaign.

This fundraising effort has a simple goal: Give SABEW an even stronger financial base so it can better serve its members by improving business journalism.

SABEW already supports its 3,500 members in numerous ways – from information in The Business Journalist newsletter and on our Web site (which will be redesigned and strengthened in coming months) to hands-on teaching, discussions and networking contacts at our conferences and workshops. And let's not forget our Best in Business contest.

Personally, I still recall my amazement at the depth of educational opportunities I found at my first SABEW event: the annual conference in Seattle in 1994. To hear key decision-makers speak – from both our profession and from industry – made a lasting impression. And the chance to mingle with peers, as well as journalism giants, was invaluable.

But our meetings aside, I know SABEW can do more for our profession. SABEW's Fund for the Future will move us in that direction.

Be assured that SABEW is on solid financial footing, with significant reserves in the bank. The Fund for the Future will support our next generation of educational efforts.

A primary goal is more training opportunities, using innovative approaches that fit into ever-tighter newsroom budgets. SABEW hopes to explore new training methods – from online or telephone seminars to becoming a Web-based aggregator of pioneering business journalism reporting and editing tools.

This is not easy. It's not inexpensive.

That's a key reason for your support.

Another goal of The Fund is getting as many members as possible to contribute. This money helps twice. When we seek financial support from foundations and philanthropists, these organizations often check on how broadly a group's membership stands behind a campaign.

So, even the smallest gifts will be most welcome, though I don't want to discourage your generosity.

The Fund for the Future is your best opportunity to support directly the profession you've chosen; to help create new opportunities for yourself and your colleagues; and to ensure our craft's future.

If you are willing to join me in boosting SABEW's cause, you can contribute by mail by sending a check to:

SABEW  
Missouri School of Journalism  
385 McReynolds  
Columbia, MO 65211-1200

Make the check out to SABEW with a notation designating it to Fund for the Future.

Or you can donate by credit card, by calling SABEW's office at (573) 882-7862. SABEW is a 501c3 organization so this donation should be tax-deductible.

Before you donate, please ask your employer's human relations department if your company offers matching funds for employee's charitable donations.

If you have questions, feel free to call me at (949) 713-0111 or Carrie Paden, SABEW's executive director, at (573) 882-7862.

Sincerely,

Jonathan Lansner

Donations to SABEW Funds					
	2002	2003	2004	2005	Total Donations
Future of SABEW			\$4,900	\$3,595	\$8,495
Klott Fund	\$13,833	\$1,100	\$8,950	\$100	\$23,983
Benita Newton Fund				\$6,325	\$6,325
Student BIB Contest *				\$5,000	\$5,000

\* Sandy Gonzalez, Board Member 2002-05, and husband Dave Wilson

Many thanks to the governors and SABEW members who have graciously given to these funds. Your support is critical to the success of our mission.

## 2005-2006 SABEW Board of Governors

### Executive Committee Members

Jon Lansner, President, Term: 2006  
Business Columnist, the *Orange County Register*

Dave Kansas, Vice-President, Term: 2007  
Annual Conference Planning Committee Co-Chair  
Editor, Money & Investing, the *Wall Street Journal*

Gail DeGeorge, Secretary/Treasurer, Term: 2006  
Membership Committee Chair, Pre-Audit Committee Chair  
Business Editor, *South Florida Sun-Sentinel*

Becky Bisbee, Term: 2007  
Editor, *The Business Journalist*  
Business Editor, the *Seattle Times*

Josh Mills, Term: 2006  
Education Committee Co-Chair, Internet Committee Co-Chair  
Director, Master's Program Business Journalism, Baruch College/CUNY

### Board Members

Mark Braykovich, Term: 2006  
Business Editor, *Atlanta Journal-Constitution*

Andre Jackson, Workshop Committee Co-Chair, Term: 2006  
Assistant Managing Editor- Business, *St. Louis Post-Dispatch*

James Madore, Workshop Committee Co-Chair, Term: 2006  
Media Writer, *Newsday*

Greg McCune, Best In Business Contest Committee Co-Chair, Term: 2006  
Training Editor, REUTERS

Rob Reuteman, Internet Committee Co-Chair, Term: 2006  
Business Editor, *Rocky Mountain News*

Bill Choyke, Development Chair, Term: 2007  
Business Editor, the *Virginian-Pilot*

Henry Dubroff, Term: 2007  
Editor and Publisher, *Pacific Coast Business Times*

Diana Henriques, Term: 2007  
Investigative Reporter, the *New York Times*

Bernie Kohn, Annual Conference Planning Committee Co-Chair, Term: 2007  
Assistant Managing Editor- Business, *Baltimore Sun*

Jill Jordan Spitz, Best In Business Contest Committee Co-Chair, Term: 2007  
Assistant Managing Editor- Business, the *Arizona Daily Star*

Cathie Anderson, Term: 2008  
Business Editor, *The Sacramento Bee*

Charles Crumpley, Communications Committee Chair, Term: 2008  
Business Editor, *Los Angeles Business Journal*

George Gombossy, Term: 2008  
Business Editor, the *Hartford Courant*

George Haj, Term: 2008  
Managing Editor, the *Houston Chronicle*

Gail MarksJarvis, Term: 2008  
*Chicago Tribune*

Kevin Noblet, Term: 2008  
Business Editor, the *Associated Press*

### Ex-Officio

Rex Seline, Past President  
Managing Editor- News, *Fort Worth Star-Telegram*

Kathy Kristof, Past President  
Columnist, the *Los Angeles Times*

Charles "Chuck" Jaffe, Past President  
Senior Columnist, CBS Marketwatch.com

### **SABEW Administrative Staff**

Carrie Paden, Executive Director  
Vicki Edwards, Fiscal Analyst  
Jenifer Purvis-Dierks, Membership Coordinator  
Lanet Wisner, Marketing Coordinator  
Irena Marinova, Webmistress

### **SABEW Chair**

Marty Steffens, Education Co-Chair