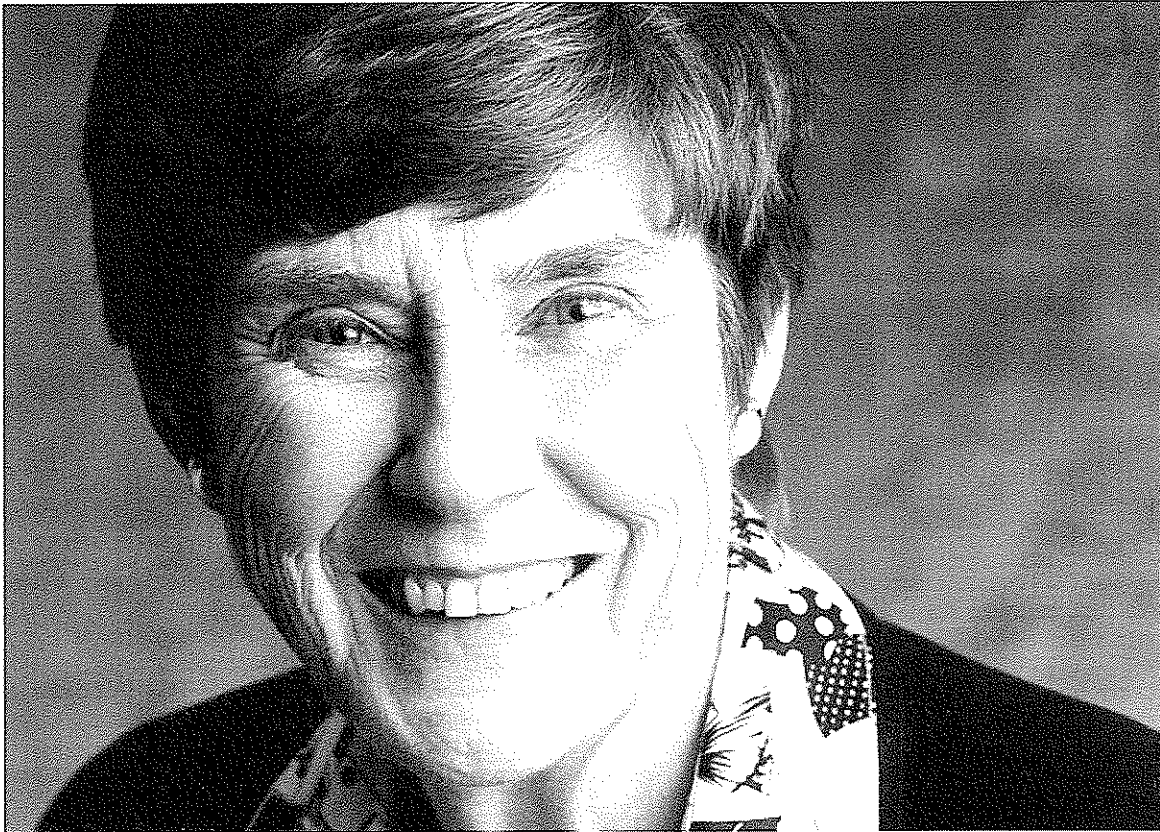


APRIL / MAY 2006
SOCIETY OF AMERICAN BUSINESS EDITORS AND WRITERS
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TBJ THE BUSINESS JOURNALIST

COVER STORY >> CAROL JUNGE LOOMIS



FORTUNE

“She’s unreasonable. But she’s the best.”

*Fortune magazine’s longest-serving employee is this year’s
SABEW Distinguished Achievement Award winner.*

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ETHICS IN ACTION

Is plagiarism
the real problem?

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Tech advances
provide opportunities

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Newsday announces
widespread changes.

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Precision is her trademark

By Allan Sloan

It's 2:30 on a Saturday morning in the Time & Life Building in New York's Rockefeller Center, and Fortune magazine is closing its Feb. 20 issue. As executive editor Bob Safian gets ready to stagger home, he sees one last editorial colleague still there, haggling with the copy desk. It's editor-at-large Carol Junge Loomis.

Despite having worked at Fortune 11 years longer than Safian, 41, has been alive, Loomis has outlasted him.

"Carol and I were dueling, so to speak, all week about who was getting in earlier and leaving later," Safian says. "She won." Or lost, depending on your point of view.

The fact that Loomis, 76, is hanging around hours after midnight picking grammatical nits tells you a lot about why Fortune magazine's longest-serving employee is the recipient of this year's SABEW Distinguished Achievement Award. She will be honored on Sunday, April 30, at the 43rd annual conference in Minneapolis.

Loomis, you see, is a perfectionist who still feels the need to prove herself even though she's been at Fortune for 52 years and is revered throughout the building and among business journalists everywhere. "It's definitely fear," she says, when asked what motivates her to keep working so hard. "Big mistakes scare me to death."

Her SABEW honor will be Loomis' fourth lifetime award. The others come from the Loeb Foundation (1993), the Women's Economic Round Table (2000) and from Time Inc. (the first-ever Henry R. Luce Award, 2001).

Then there's the money. In a sign of how much it values Loomis, Time donated \$50,000 in her honor to the Missouri School of Journalism two years ago. Austerity be damned.

Many people, including me, consider Loomis the best business journalist in the country. Her fans include her long-time friend and subject, legendary investor Warren Buffett. "She's the best business writer in the world, bar none. She's so good she's lapped the field," he says.

Loomis is Buffett's editor as well as his friend. Since 1977, she's been editing his famous



JOHN ABBOTT

Carol Junge Loomis has been at Fortune magazine for 52 years. She will receive this year's SABEW Distinguished Achievement Award.

annual letter to Berkshire Hathaway's shareholders. So what's Loomis like as an editor? Buffett thinks for a few seconds. "She's unreasonable," he says. "But she's the best." This despite the fact that the first time she mentioned him in print, she called him "Buffet."

Loomis has bagged more big corporate game than anyone. Last year, for instance, her scathing cover story about Carly Fiorina's tenure as Hewlett-Packard's chief executive was followed by Fiorina's ouster a few days later.

Loomis isn't afraid to challenge her own management, either. At a January Fortune staff meeting called to announce that nine editorial jobs were being cut, Loomis asked why writers were losing jobs without there being any sign of cost-cutting at corporate headquarters. As often happens, there was no good answer to her good

question.

But if you drop by Loomis' office, you don't see heads mounted on the wall; you see no sign that a superstar is in residence. Her office looks as if a wastepaper dealer had dumped a truck load of annual reports, SEC filings, news releases and just plain junk. "It's embarrassing," she says, ushering a visitor out of her office and into a conference room.

In contrast to her office, Loomis' copy is incredibly neat. And precisely detailed. If you read her February cover story on why she thinks General Motors is headed for bankruptcy court, you can't help but be impressed by the way she marshals numbers to make her point. You hope she's wrong, but you're afraid she's not.

CONTINUED ON PAGE 5

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SEC Chairman Cox to address conferees; United Healthcare CEO added to program

By Dave Kansas
Conference committee chair

Securities and Exchange Commission Chairman Christopher Cox has accepted SABEW's invitation to attend our 43rd annual conference in the Twin Cities to talk about his agency's attempt to subpoena business journalists and freedom of the press.

Sworn in last August as the 28th chairman of the SEC, Cox quickly responded to widespread criticism after his agency subpoenaed Herb Greenberg of MarketWatch.com and Dow Jones Newswires columnist Carol S. Remond, seeking a wide array of information from their reporting work. After news of the subpoenas broke, the SEC backed down and said it would formulate new policies on the subpoenaing of journalists.

The intersection of the business media, hedge funds, regulators and companies remains fraught with complications. The issue will get a thorough airing at the conference April 30-May 2.

Myron Kandel, the retired CNN financial editor, will moderate the 4th annual Gary Klott Ethics Symposium, focusing on hedge funds, short sellers, regulators and the ethical challenges for journalists and editors. Dave Kansas, Money & Investing Editor of The Wall Street Journal, Jane Kirtley, Silha Professor for Media Ethics and Law at the University of Minnesota, and Ed Wasserman, Knight Professor of Journalism Ethics at Washington and Lee University, will participate in the April 30 session.

Also that day, Greenberg, Joseph Nocera,

Conference information

Check program updates and register online at www.sabew.org. Register by March 31 to take advantage of the regular registration fee, \$450. Registration goes up to \$500 on April 1.



the New York Times columnist, and Dan Colarusso, business editor of the New York Post, will discuss the subpoenas and the tactics companies use to intimidate investigative reporters. Dave Beal, columnist for the St. Paul Pioneer Press, will moderate the panel.

The SABEW annual conference will also play host to a number of key corporate leaders.

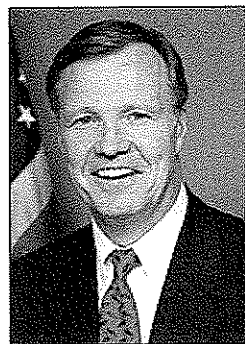
- Dr. William McGuire, chairman and CEO of United Healthcare, the largest healthcare group in the nation, will address the convention on Monday morning May 1.

- Warren Staley, chief executive of Cargill, the nation's largest private company, will make an address at lunch on Monday May 1.

- Jack Brennan, chief executive of Vanguard Group, one of the nation's largest fund management companies, will address the conference Tuesday morning May 2.

Among other notable speakers at the conference:

- Gary Stern, president of the Federal Reserve Bank of Minneapolis, and longest serving Fed governor, will address economic



Securities and Exchange Commission Chairman Christopher Cox

issues.

- James McGregor, author of "One Billion Customers," and a noted China expert, will discuss coverage of China.

- Richard Zannino, newly named chief executive of Dow Jones, publisher of The Wall Street Journal, will talk about the future of newspapers.

- Michael T. Osterholm, the nation's leading epidemiologist and a professor at the University of Minnesota, will discuss avian flu in a panel focused on how to cover the economic impact of the virus.

The conference will also provide important panels on key challenges facing newspapers. Among them:

- Dealing with the resource crunch.
- How best to handle real-time publishing.
- Covering real estate and the bubble debate.
- The best ways to cover rising executive pay.

This year, SABEW also will host a special one-day workshop run by Reuters News. The workshop will take place Saturday April 29 at the Hyatt Hotel in downtown Minneapolis.

For hotel reservations, call the Hyatt at 800-233-1234 and ask for the SABEW rate of \$109 a night, available if you call before March 28.

meeting in 10 minutes. Good luck."

Then, this one-day training is designed for you whether a current or an aspiring managers.

Reuters America is offering its own internal training program to SABEW members on Saturday, April 29, the day before the annual conference begins in the Twin Cities at the Hyatt Regency Hotel in Minneapolis.

Beginning at 9 a.m., the workshop will offer practical tips on:

- Knowing and motivating your staff.

- Management styles and adapting to situations.

- Administration vs. news, and time management.

- Effective coaching and communicating.

- Developing good teams.

- Practical management problem-solving.

- The \$50 registration fee includes lunch.

The class is limited to 20. To register, email greg.mccune@reuters.com or call me at 312-408-8701.

Loomis: Retirement not in cards for now

CONTINUED FROM PAGE 2

Her precision extends to grammar. She's upset by the fact that Fortune's cover featuring her GM story has a tiny grammatical mistake that the editors wouldn't correct. With little provocation, she launches into a bewildering — but precise — explanation of the difference between "take" and "bring," and follows it up with an e-mail.

Last year, Fortune granted Loomis the ultimate honor: space in its 75th anniversary issue (Sept. 19, 2005) for a 10,000-word essay about her life and times as a journalist. It's recommended reading for anyone who wants to see how far business journalism and equal rights for women have come since 1954.

But ask Loomis for her favorite stories, and she doesn't talk about her autobiography or Fiorina or her takedowns of the likes of American Express and the old ITT.

Instead, she cites "Confessions of a Female Commodity Trader," (May 2, 1994) in which she conflates a disastrous loss in commodities trading she incurred early in her career with Hillary Clinton's miraculous commodities-trading profits; and "Everything in History was Against Them," (Apr. 13, 1998), a touching cover story about five Holocaust survivors who came to the U.S. as poor men and made fortunes. The first story makes you laugh out loud. The second brings tears to your eyes.

Even though Loomis gets five months off a year, she's still working her behind off. Her husband, John, a partner in the First Manhattan money management firm, is still working, too. "He says he's got no one to retire with," Loomis says.

Is Loomis ever going to hang up her word processor? "I'm not wild about the idea that I'll be working at 80," she says. But she doesn't say she won't be. And who knows? By then, she may have capped a fifth lifetime achievement award.

Hall of Fame

Past Distinguished Achievement Award winners:

2005 — Stephen B. Shepard, BusinessWeek

2004 — Linda O'Bryon, Nightly Business Report

2003 — Jimmy Gentry, University of Kansas, and Randy Smith, Kansas City Star

2002 — Barney Calame, Wall Street Journal

2001 — Allan Sloan, Newsweek

2000 — Ernest Holsendolph, Atlanta Journal Constitution

1999 — John Cuniff and Chet Currier, The Associated Press

1998 — Marshal Loeb, Money and Fortune magazines

1997 — Chris Welles, BusinessWeek

1996 — Cheryl Hall, Dallas Morning News

1995 — Larry Birger, Miami Herald

1994 — Myron Kandel, CNN

1993 — Hobart Rowen, The Washington Post

CAROL JUNGE LOOMIS

Missouri girl: Raised in Cole Camp, pop. 1,000.

Education: Drury College, 1947-49; University of Missouri, 1949-51, bachelor of journalism degree.

Marital status: Married John Loomis, March, 1960

Children: Barbara Loomis, director of sales planning at Court TV; Mark Loomis, coordinating producer of golf at ABC; 4 grandchildren.

Pivotal journalistic event: Meeting Warren Buffett, 1966.

Amusing non-journalistic event: Dating baseball legend Ty Cobb, 1957.

Hobbies: Bridge and golf.

Favorite TV show: Great Expectations, on PBS.

Surprising characteristic: Grammar crank

Everything you'll ever need to know about managing journalists but no one bothered to tell you

By Greg McCune
SABEW governor

Does this conversation sound familiar?

"Congratulations! You are the new business editor in charge of a staff of 20. Welcome on board!

And, by the way:

You must cut 10 percent of your department budget within two

months. We need your recommendations by next Friday.

Performance appraisals for everyone in your department are due in two weeks. HR will email you a memo on that.

Your predecessor has already left the paper, so there won't be an official handoff. The files he left are over there.

And, don't be late for the Page 1

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To register, visit: www.BusinessJournalism.org

Early leader to be recognized for contributions to SABEW

By Chuck Jaffe
Past SABEW President

Jerry Heaster, former business columnist for the Kansas City Star, has been named recipient of SABEW's President's Award for his longstanding commitment to excellence in business journalism and his contributions to the organization.

Heaster, who retired in January after 27 years as a columnist and editor at the Star, is a former SABEW president and board member. He served as the group's leader in 1980, at a time when the organization and modern business journalism were struggling.

"When I became president, they gave me a roster of about 150 members, and told me to find out who was still active and actually wanted to be involved," recalls Heaster, who found that just one-third of the people on the list were dues-paying business journalists. "Once we knew who the real members were, we could do programs for them and pursue others who were really interested in participating. ... We also had some tax issues that we took care of, and once we got through that the group was really able to grow and develop more easily."

Today, SABEW has more than

3,500 members, a number Heaster never could have forecast from his board days in the early 1980s.

Then again, Heaster could not have forecast most of his career in business journalism. Back in the United States after a stint in Japan, Heaster was assigned to the business desk while working at the old Journal Herald in Dayton, and started writing a column while learning on the job.

"One reason I was attracted to SABEW was that business journalists had no place to learn the craft," says Heaster, who spent nine years in Dayton before moving to the Star in 1978. "Business was a backwater in those days. If you were

the kind of person who wanted to do your job well, you had almost no place to turn for help. SABEW really changed that, and meeting with and learning from others was always what I thought was best about the organization."

He wrote more than 5,000 columns over the past 27 years, consistently espousing his fundamental faith in the power of market forces and personal initiative to better the world. Recently, the column had appeared infrequently

because Heaster suffered a broken hip and then underwent treatments for non-Hodgkins lymphoma. He did not write a farewell column but the Star's AME for Business Chris Lester says, "Jerry has treasured every minute of his work. He considers himself extraordinarily lucky to have had the opportunity to be part of [readers'] lives. And he would have gladly continued if only he could."



Jerry Heaster

Heaster is just the fourth recipient of the award, which SABEW's Board of Governors grants occasionally to recognize significant contributions to the organization and business journalism.

"SABEW owes him -- and our other early leaders -- a great debt for their vision to see the need of educating workers of our craft," says SABEW President Jonathan Lansner of The Orange County Register. "And I cannot fathom the hard work it must have been to be SABEW president in an era without our modern communication conveniences."

Heaster noted that he was particularly honored by the award because he always tended to write for a local audience, which meant

he wasn't making waves in the nation's business and media centers. "I have just loved doing this job, and working with the people in this business," Heaster says. "I never did this for recognition, but SABEW's decision to take time out to honor me is unexpected and wonderful. I'm humbled by this."

"Jerry did what all of us in journalism are supposed to do," Newsweek's Wall Street ed Allan Sloan tells the Star. "He served his readers for more than 30 years. He knew them and they knew him. People like him are the reason that newspapers exist."

The three previous recipients of the service award were: Gene Mills, one of the group's founders in the early 1960s; Doris Barnhart, who worked for SABEW in the early years when the organization's membership records were kept on 3x5 index cards; and Chicago Tribune financial columnist and former SABEW president Bill Barnhart (no relation to Doris), who served as editor of The Business Journalist for most of a 15-year stretch on the board of governors.

Chuck Jaffe is a senior columnist at MarketWatch.com. James Madore contributed to this article.



Edward Wasserman

John S. and James L. Knight Foundation professor of journalism ethics at Washington and Lee University

>> ETHICS IN ACTION

Respecting precedence

THE SERIES OF newsroom spasms over journalistic plagiarism seems so obviously related to core ethical principles of honesty and truth-telling that we don't pause to consider what exactly is at stake. What is intellectual theft for journalists? What is originality?

Here I'm going to offer a contrarian view. I will suggest that the usual notion of originality is pretty dubious when applied to journalism, that the public actually benefits from wholesale borrowings, and that instead of punishing trivial infractions we should refocus on the most damaging thefts and insist that journalists give credit when it matters most — by acknowledging work that provokes and materially nourishes their own.

First, "originality" in journalism. We think we know what it means to recognize originality in fiction or poetry. Whether it's the "unique expression" eligible for copyright protection, or a plotline or character that seems novel, work is original when it seems genuinely the creation of its author. True, we know that even the giants of imaginative endeavor are themselves heavily influenced by contemporaries and predecessors. They incorporate, repudiate, manipulate. But if the resulting work is manifestly other than the sum of those influences we consider it original.

But journalism? Journalism isn't an imaginative rendering. It doesn't make up people and places. It's not supposed to be creative; it's supposed to be derivative. We don't direct reporters to take fresh and inspired liberties with original source materials, but to be utterly faithful to them. That's called accuracy.

So when we unthinkingly import a notion of originality from the salon to the city room and apply it to quotes or facts, we're on shaky ground. There is indeed a problem of intellectual theft among journalists, but I don't think "plagiarism" is a useful way to approach it.

To my second point: The desirability of widespread borrowing. I think we'd agree that the unparalleled abundance of information readily available online has

About the writer

Edward Wasserman is the John S. and James L. Knight Foundation professor of journalism ethics at Washington and Lee University in Lexington, Va. Dr. Wasserman's career in journalism began in 1972, and included stints as executive business editor of the Miami Herald and the Casper (Wyo.) Star-Tribune, editor in chief of American Lawyer Media's Daily Business Review chain, and editorial director of Primedia's Media Central division of b-to-b magazines and newsletters. Since 2001 he has written a biweekly media column that is distributed nationally through the Knight-Ridder Tribune wire.

raised the standard of veracity and thoroughness that reporting is held to. So much is at hand, so much can be checked, so much background and context can easily be offered, that failing to do so to a degree that would have been impractical 20 years ago now constitutes professional malpractice. So we demand that journalists forage widely and feed voraciously.

As readers, that's a vast benefit. But as writers? It's a nightmare. You pull down passages, quote fragments, speculations, with the intention of building richer and better reportage. And at the same time you realize that failing to apply some cosmetic resurfacing to those borrowings can expose you to accusations of plagiarism. The sin isn't the appropriation; that's expected. The sin is failing to paraphrase — in other words, failing to conceal the appropriation artfully enough.

I'm not saying this isn't worth bothering about. But it doesn't constitute the sort of moral turpitude you'd expect based on the clamor it has occasioned.

So what kind of intellectual theft does matter in journalism? That's an easy question to answer for the many journalists who work for the multitude of newsletters, trade publications, specialty Web sites or any of the smaller business and financial weeklies that

graze near the bottom of the informational food chain.

They know well the intellectual theft that's most galling. It's when their work is routinely, systematically, plundered by market-dominant newspapers and magazines — usually without attribution.

We're not talking about a quote here or a fact there. These are whole stories unearthed by smaller news operations and re-reported by much larger ones, which typically say nothing about where they got their stories.

Does this really matter, or is this nothing more than bruised vanity gussied up into an ethical breach?

I think it matters a lot. As a reader, I want to know how important stories come to light. (That's one downside to confidential sources, incidentally. Anonymity conceals story origins.)

When my metro daily, by failing to own up to its source, pretends that it unearthed that big story, it is duping its readers into an outsized faith in the comprehensiveness of its coverage. It thereby denies its smaller rival — dismissed as a "tip sheet" — the audience it deserves. The public ends up with a thinner variety of options.

Plus, failing to give credit insulates journalists from competition they ought to be exposed to. The reporter who is obligated to acknowledge where the story came from will work harder to avoid getting beaten in the first place. And, once beaten, if the reporter has to own up, he or she won't be able to simply duplicate the story, but will have to advance it. That's good for all of us.

My point is that the flap over plagiarism diverts attention from the larger sin, which is failing to recognize precedence. This is a tougher problem than punishing reporters for not paraphrasing work that they've lifted from elsewhere, because it's really an institutional sin, not an individual one. Addressing it would require media brass to adopt attribution policies that might chip away at the reputations of their own operations.

And when it comes to media ethics, it's always easier to convict reporters of shoplifting than to indict their bosses for larceny.

Contest attracts record number of entries

This year's Best in Business contest has shaped up to be the biggest and best ever.

A total of 164 publications sent in a total of 850 entries, a 32 percent increase over last year. Much of the growth — 147 entries — came from SABEW's new column category. All the other contest categories — student, section and news — also showed an increase in entries over last year.

Entries are in judges' hands

now. Results will start rolling in by the end of March, and winners will be announced as soon as possible.

Awards will be handed out during our annual conference, on Sunday, April 30 at the Science Museum of Minnesota.

We hope to see you all at the ceremony.

Check www.sabew.org for the winners in this year's Best in Business contest.

Best In Business by the numbers

By category ...			By year	
Entries	2006	2005	1999	230
Section	110	109	2000	246
Student	22	14	2001	492
News	718*	522	2002	568
(*147 were column entries)			2003	604
			2004	735
			2005	645
			2006	850



Jon Lansner

Business columnist,
Orange County Register
lansner@cox.net

>> PRESIDENT'S LETTER

With a toe in the water, prez encourages SABEW to follow

AS I WRITE this president's letter – ah, the final one of my year's term – I enter the world of blogging.

Hey, don't chuckle. I know there are more than 20 million of them out in cyberspace. But we journalists have frequently been a tad slow to pick up on modern technologies.

My newspaper, The Orange County Register, has been encouraging newsroom folks to experiment with this online publishing tool. So I've decided to blog on my town's most-discussed topic – housing.

I could easily fill this space with my observations about what I've learned in two weeks into this new authoring genre. But that's not the point.

My fledgling blog personally reinforces the fact that the Web is a critical place for any information source to master, including groups like SABEW.

I'm not one of those sky-is-falling because of the Web types. Printed information has many useful and profitable years left.

Nor has SABEW ignored online communications.

It's just that it's time for SABEW – and other journalism groups, as well – to push online information and services to another level.

SABEW's making some baby steps:

I hope you tried our new online registration for SABEW's Best in Business contest. It should have smoothed your entry process and cut our contest expenses.

My Housing Blog

Thesis? Anything remotely tied to local real estate.

Postings? 1 or 2 each business day.

Edited? Yes. Lightly. (I want a back-stop!)

Extra pay? Hah!

URL? blogs.ocregister.com/lansner

University of North Carolina professor Chris Roush is already offering his insights into business journalism in a partnership with SABEW through his "TalkingBizNews" blog at weblogs.jomc.unc.edu/talking-biznews/

SABEW has applied for a grant that would allow us to start podcasting interviews with top business journalists on how they're handling hot stories. (Podcasting? That's online broadcasts, for you non-techies.)

SABEW is working on another grant that would enable us to use online technology to help review and update our ethics guidelines through broad community involvement.

These notions just scratch the surface.

We know newsroom budgets are tight and unfortunately what's viewed as "frills" – money for training – is often high on the budget cut list.

But even if our respective CEOs felt flush with cash – and training dollars were plentiful – SABEW should be embracing new technologies.

Think of this: In our industry's best years – when travel bucks were ample – SABEW only could reach a modest slice of a broad craft with our main educational tool: our conferences and workshops.

Investing in new technology would let SABEW create training tools to reach more of our members as well as educate other journalists and students in classrooms.

Other SABEW online content could educate the public about business journalism's work and its role as protector of the little guy. This is so pertinent as we sadly watched the Securities and Exchange Commission bungle its attempts to investigate a dubious company – by subpoena of the journalists who have aggressively covered the story.

So as I leave your service as president, I put forward a wish: That future SABEW leaders will push the technology envelope.

It's risky, because there's no guarantee of an audience. Additionally, it could cannibalize visits to a key source of SABEW's funds – our conferences and workshops.

It's also expensive. A dirty secret I've learned is that creating online content can be pricier than printed goods! And, again, there's no guarantee of online revenues.

But I think it's a gamble worth taking.

Because we can use all the extra training we can get.

And because we business journalists have a great story to tell!



James T. Madore

Newsday Media
Business Writer

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>> BIZ BUZZ

New biz AME just one of many changes at Newsday

NEWSDAY PROMOTES biz ed Benjamin Weller to AME for Business, succeeding Rick Green who leaves for Bloomberg News.

Weller, 52, transferred to Business last year after a decade in Local News where his accomplishments included directing TWA Flight 800 crash coverage, which won a 1997 Pulitzer Prize. He joined the newspaper in 1995 from the Albany Times Union, where he also was an AME.

Weller will report to associate ed Richard Galant, who continues to write a column for the Monday section.

"Ben has distinguished himself as business editor," says top ed John Mancini in a staff memo.

Mancini also recognized Green, who was promoted to AME a year



Benjamin Weller



Valerie Kellogg

ago, telling staffers that he had created the Act Two retirement section during a second tour of duty at Newsday. Green worked at the paper for 10 years starting in 1985 and then spent seven years at Smart Money and BusinessWeek magazines before returning in 2002. At Bloomberg, he will be an ed-at-large.

"It was a difficult decision, but it's

important to note that this is the result of my individual circumstances, and not some kind of commentary on Newsday, which I still love dearly and in which I still have great faith," says Green in a staff email. His father also worked at the paper.

As part of a larger reorganization in the wake of buyouts, 10 people joined Business and five others have new beats. Judy Cartwright, the former top ed in Health and Science, is the new Sunday ed. Noel Rubinton moves from editing Viewpoints in Op-Ed to Act Two. He also will supervise reporter Ellen Yan, who most recently covered NYC schools. Valerie Kellogg will continue to oversee the Home section, which moves from Features to Business, and will take on the Real Estate section.

CONTINUED ON PAGE 10

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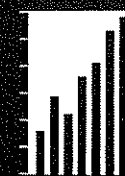
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>> BIZ BUZZ CONTINUED

Joining her will be Home writers Gary Dymski and Carol Polsky.

Columnist **A.J. Carter** adds the duties of a deputy biz ed. His reporters include veteran **Thomas Maier** of the Investigations/Enterprise team, who will continue to do projects.

After covering Local News, reporter **Elizabeth Moore** writes about development, **Robert Kessler** switches his federal courts focus to white-collar crime and regulatory affairs, and **Keiko Morris** follows retailers.

The long-time Business staffers with new beats are **Becky Aikman** on LI marketing, **Susan Harrigan** on banking/finance and **Lauren Weber** on small biz. Economics writer **Randi F. Marshall** adds residential real estate to her portfolio, a beat she covered previously, and **Mark Harrington** now covers utilities as well as wineries and other Hamptons-area businesses.

Separately, national ed **Bob Tiernan** is named ME of **Consumer Reports** magazine. Tiernan, a former tech ed, began working for Newsday while still in college. "Bob led the team that investigated Newsday's circulation scandal, helping to restore the paper's credibility," says Mancini. "His intelligent editing and the steady hand he has applied to delicate material have been a hallmark of his career here."

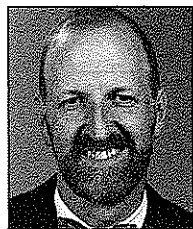
DETROIT DEPARTURE

Mike Sante, longtime biz ed at the **Detroit Free Press**, leaves after more than a dozen years of service. "Initially as auto ed, then as biz ed, Mike has made an impact with his leadership, hard work and commitment to the newspaper. The results have been evident daily to our readers," says DME **Jeff Taylor** in a staff memo. He also says Sante had been considering a career change and postponed his departure to help Business through the paper's ownership change from Knight Ridder to Gannett. During Sante's tenure, the staff garnered many awards, including last year's BIB section award from SABEW.

BOSS WATCH

In California, **Ron Trujillo** is the new top ed at the **Sacramento Business Journal**. He left **The Press-Enterprise** in Riverside after less than a year as biz ed. He also has been a reporter and ed at **The Fresno Bee** and **Visalia Times-Delta**, among others.

George Chamberlin takes the helm of the **San Diego Daily Transcript** and its



Noel Rubinton



Judy Cartwright

Web site, **San Diego Source**. He succeeds **Reo Carr** who left earlier this year to become associate publisher of the rival **San Diego Business Journal**.

Chamberlin has been a columnist and markets writer for the **Transcript**. He also is a columnist for the **North County Times**, biz ed of **KOGO-AM** and a biz reporter for **KNSD-TV**; all in the San Diego area. In addition, he publishes and edits the **Investing for Rookies** newsletter.

After just a year of retirement, former **Charlotte Observer** ME **Frank Barrows** signs on with **Business North Carolina** magazine as executive ed. He had spent 30 years at the **Observer** and most recently was interim executive director of the North Carolina Open Government Coalition.

MOVIN' ON UP

The **Dayton Business Journal** in Ohio promotes ME **Don Baker** to top ed, succeeding **Lisa Morawski**. Baker joined the weekly in 1999 after working for three dailies in the Dayton area. He left briefly for a reporting gig at **The Cincinnati Post** but returned to the **Journal** as associate ed in 2002 and soon became ME. Taking over that job is senior reporter **Caleb Stephens**, who has been with the paper for four years. Previously, he worked as a reporter and assistant ed at the **Kettering-Oakwood Times**.

Mass High Tech names **Doug Banks** its top ed. He had been associate ed of the **Boston Business Journal** since 2001, overseeing special supplements and real estate coverage. He first joined the **Journal** in 1998 but left briefly for a staff-editing job at **Fast Company** magazine.

IN THE NORTHEAST

MarketWatch hires **Angela Moore**, late of **Reuters**, to direct the consumer reporting team. She spent seven years at **Reuters**, most recently as deputy ed of breaking news on the headline desk. **Ruth Mantell** moves to **MarketWatch's** headline desk in San Francisco after writing a popular column on SEC filings and insider trades for **Barron's Online**. Her appointment is the first inter-company transfer since **Dow Jones & Co.** purchased **MarketWatch** in January 2005, says EIC **David Callaway**.

Media writer **Joe Hagan** leaves **The Wall Street Journal** after less than a year to be a contract writer for **New York** magazine, where he also will cover media along with cultural institutions and other biz issues. Prior to joining the **WSJ**, he wrote a television column for the weekly **New York Observer**. ... **Bloomberg** hires **Newsday's** NYC courts reporters, **Patricia Hurtado** and **Karen Freifeld**, after the newspaper scales back its city edition.

IN THE SOUTH

The **Virginian-Pilot** fills two reporting vacancies with **Gregory Richards**, late of **The Florida Times-Union**, and **Michelle Shaw** who moves over from Local News. Richards will cover ports, commerce and trade — topics he once wrote about in Florida before taking over the city council beat. He replaces **Chris Dinsmore** who was promoted last year to assistant biz ed. Shaw will cover small biz, nonprofits, consumer issues and university-biz community ties, along with pitching in on health-care coverage.

Reporter **Agustina Guerrero** joins the **Tampa Bay Business Journal** to cover law, marketing, international biz and ports. She previously worked at **Mergermarket** and **Debtwire**, says ME **Jackie McConnell**. ... The **Dallas Business Journal** hires reporter **Dave Moore** to cover government, law and sports biz. He also will specialize in computer-assisted reporting projects. He previously worked at the **Denton Record-Chronicle**.

IN THE MIDWEST

The **Chicago Tribune's** **Carol Kleiman**, who touched readers for decades with columns about the workplace, women and careers, has retired. In her farewell column, she recalled first

>> BIZ BUZZ CONTINUED

being asked to write about "working women" 40 years ago after the paper's features ed noticed career women on his commuter train. The column, believed to be the first of its kind, debuted in 1967 and has changed names several times; most recently being called **WorkLife**. Kleiman also wrote two other columns, **Jobs and Letters**. In each, she says she poured "my commitment to feminism and my passion for equal opportunity and dignity for all workers."

At the **Chicago Sun-Times**, reporter **Cheryl Jackson** moves to Business from Features while biz reporter **Eric Herman** goes to Metro. Similarly, biz page designer/copy ed **Brian Rausch** transfers to the news desk and is replaced by **Chuck Ulie** from Features.

In Indiana, reporter **Jenni Glenn** of **The Journal Gazette** in Fort Wayne starts a monthly column called "From the Field" about farm families and the challenges of modern agriculture.

IN THE WEST

At the **Los Angeles Times**, veteran reporter **Josh Getlin** takes up the publishing beat while continuing to oversee the paper's NYC bureau. And former Times editorial cartoonist **Michael Ramirez** moves across town to **Investor's Business Daily**. "I'm pleased to join IBD because of its prestigious reputation — and the fact it has countered the media consolidation trend and is hiring to enhance journalism quality," he says in a statement.

The **Spokesman-Review** in Spokane, Wash., promotes biz copy ed **Jim Allen** to deputy biz ed and gives reporter **Alison Boggs** a new newsroom-wide beat of covering growth and development. **Melodie**



Carol Kleiman



Camille Wright Miller

Little, a former Local News reporter, joins Business to cover real estate and retail.

MOVING ELSEWHERE

The **Daily Tribune** in Wisconsin Rapids, Wis., taps **Allen Hicks** to be ME. He had been the city ed responsible for all local news including Business. He takes over for **Mark Treinen** who becomes ME at **The Wausau Daily Herald**. ... At **The Roanoke Times** in Virginia, biz writer **Camille Wright Miller** gives up the "Working It Out" column after 10 years to join the paper's management team, says

biz ed **Rob Johnson**.

WHERE'S THE BIZ SECTION?

Florida's **Naples Daily News** has "suspended" its Sunday Finance section. Responding to a reader's question, top ed **Phil Lewis** says: "The past two years we have seen a total lack of advertiser support for the Sunday section and our readership surveys have indicated that the section is lightly read."

In Baltimore, **The Sun's** newsroom has turned over production of the Sunday Real Estate section to the ad department.

Ombudsman **Paul Moore** says the move was "driven by a demand for more advertising revenue and by newsroom budget cuts." Sun reporters will continue to cover real estate issues in the daily and Sunday news pages.

The **Orlando Sentinel** changes the name of its daily Money section to **Central Florida Business** as part of a paper-wide redesign, says AME for Business **Lisa Cianci**. ... The **Des Moines Register** in Iowa merges its Iowa Agriculture and Sunday business sections into one, calling it **Business & Ag**.

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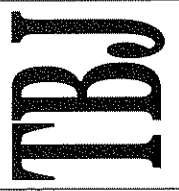
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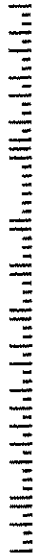
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PHOTO BY TONYA WITTIS

Elvina Nawaguna-Clemente, a student at Arizona State University, enjoys the social setting at the NCAA Hall of Champions at SABEW's Best in Business reception, March 17, 2012, in Indianapolis. Elvina was a winner in the student division of the BIB for her work for ASU's Cronkite News Service.