

The Business Journalist

Volume 29

Society of American Business Editors and Writers

December 1990

Gentry to step down as executive director Will stay in business journalism

By David Jensen

The Society of American Business Editors and Writers has begun a search to replace James K. Gentry, who has announced plans to resign as executive director of the organization in May of 1991.

SABEW is discussing his replacement for 1991-1992 with the University of Missouri. Beyond that period, the board of governors of SABEW is examining the possibility of basing the organization elsewhere.

Gentry has been executive director of SABEW since 1984. He said he was resigning because he felt it was time to move on to something else.

"I want to spend more time teaching, writing and doing research, and less time in administration," Gentry said. He plans to remain active in SABEW.

He also will continue to direct Mis-

souri's Business Journalism and Davenport Fellowship programs.

During the nearly seven years Gentry has been executive director, SABEW has grown from 124 members to more than 1,000. Gentry also serves as managing editor of The Business Journalist, once a sporadic publication that now publishes bimonthly.

Sue Thomson, president of SABEW, said, "Jimmy Gentry has been a good friend — to SABEW and to all who have worked with him.

"His tenure as executive director has been one of enormous growth, and now, it seems, he has outgrown us. This is a bittersweet time of letting go, for him and for SABEW. We thank him and wish him well."

Gentry and Thomson made their comments following November's midyear board meeting in St. Louis.

(See M.U., Page 12)



James K. Gentry

Photo by Lauren Lantos

Search begins

A search committee has been named to find a new SABEW executive director.

The committee is seeking a mid-career journalist hoping to pursue a doctorate or master's degree at the University of Missouri-Columbia, SABEW's national office.

The committee also will consider applications from journalists willing to relocate.

Besides solid journalism skills, applicants should have strong organizational and management potential.

The job, requiring about 20 hours of work a week, provides a salary and fee waivers for degree candidates.

If the applicant wants to pursue a degree, he or she must be admitted to the University of Missouri.

To apply, send detailed resume, work samples and references to Randall D. Smith, assistant managing editor of business, Kansas City Star, 1729 Grand, Kansas City, Mo., 64108. Application deadline is Feb. 15, 1991.

After Apcar firing, editors examine codes of ethics

By Timothy J. Mullaney

The firing of a St. Petersburg Times business reporter and the forced resigna-

server have begun to reappraise vague codes of ethics that editors and reporters at those papers said have been outdated by events in St. Petersburg.

But other editors from Sacramento to St. Petersburg say they are content to have only broad codes of ethics, claiming that it's impossible to bar every specific

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By Timothy J. Mullaney

The firing of a St. Petersburg Times business reporter and the forced resignation of its business editor in early October has spurred business desks nationwide to soul-searching about what restrictions — if any — newspapers should put on business journalists' outside investments.

"This is a time we should do a lot of reflection, a lot of talking to each other," said Phil Gaitens, business editor of the St. Louis Post-Dispatch.

Papers as far apart geographically as the Seattle Times and the Charlotte Ob-

server have begun to reappraise vague codes of ethics that editors and reporters at those papers said have been outdated by events in St. Petersburg.

Times banking reporter Jim Greiff was fired after selling short shares of a California banking company and business editor Len Apcar was forced to resign over his holdings in a mutual fund that owned shares of an Ohio banking firm. Times management had no rules specifically barring either investment, but managing editor Mike Foley said the two should have known the investments compromised them.

But other editors from Sacramento to St. Petersburg say they are content to have only broad codes of ethics, claiming that it's impossible to bar every specific possible ethical conflict in advance.

At the heart of the debate that has perked up in business section staff meetings since the St. Petersburg flap is the tension between journalists' dual roles as private citizens and self-appointed stewards of the public trust. Some editors say they aren't comfortable demanding that their staffs sacrifice their freedom to invest. Others see restrictions as the price of admission to a journalism career.

"I don't know where the line is," said Chet Wade, business editor of the Pittsburgh Post-Gazette. "You're going to have to have some rational rules or tell them, 'you're a business reporter, so don't deal in money.' I don't know where I'll come down, but I'll probably give these people some leeway. You can't hold people financial hostage."

"If we're going to maintain our franchise, we have to command the respect and the trust of the public," countered David Jensen, business editor of the Sacramento Bee. "It does limit our ability to (See TIMES, Page 11)

Barlett, Steele: Investigative, business reporting wizards

By Steve Weinberg

When Donald Barlett and James Steele won their second Pulitzer Prize last year, their names were virtually unknown outside the Philadelphia Inquirer newsroom — even though they are almost certainly the best team in the history of investigative reporting. Woodward and Bernstein included.

Both Pulitzers honored what were essentially business stories, not articles that toppled a president.

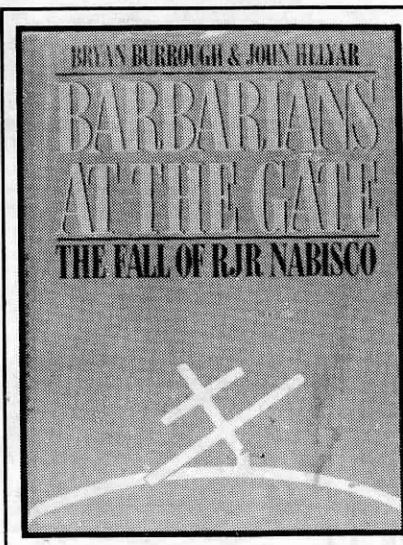
In an age of investigative journalist as

hero and celebrity, Barlett and Steele have a decidedly unglamorous image, perhaps the inevitable fate of reporters who look into the genesis of tax loopholes, not White House wrongdoing.

They lack charisma, and they know it. "As two of the more boring people in journalism, little has been written about us," Barlett says. Unlike Woodward and Bernstein, Barlett and Steele have never been portrayed by famous movie actors.

At first glance, the series recognized by the Pulitzer board last year certainly

(See BARLETT AND STEELE, Page 4)



Behind the Barbarians

Bryan Burrough and John Helyar became media stars with their blockbusting "Barbarians at the Gate." Andrew Gluck profiles the best-selling authors on Page 3.

Learning about Lindner

Carl Lindner, the elusive Cincinnati financier, doesn't give many interviews. Patricia Gallagher tells how she got one. See the story on Page 10.

Atlanta on the move

Despite tight economic times, the Atlanta Journal and Constitution business staff continues to grow. Susan C. Thomson explains on Page 2.

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Subscription to The Business Journalist is included in the annual \$40 membership dues. Membership is restricted to persons engaged as their principal occupation in reporting, writing or editing business or financial or economic news for newspapers, magazines, newsletters, press or syndicate services, radio or television, or teachers of journalism or business subjects at recognized colleges or universities.

SABEW Officers

President — Susan C. Thomson, Columnist, St. Louis Post-Dispatch

Vice president — Sandra J. Duerr, Business Editor, Louisville Courier-Journal

Secretary/Treasurer — Dave Jensen, Executive Business Editor, Sacramento Bee.

Editor, The Business Journalist — Philip Moeller, Business Editor, Baltimore Sun

SABEW Governors

Bill Barnhart, Associate Financial Editor, Chicago Tribune

Margaret Daly, Money and Features Editor, Better Homes and Gardens magazine

Stephen Dunphy, Business Editor, Seattle Times

William M. Flynn, Financial Editor, Buffalo News

Cheryl Hall, Business Editor, Dallas Morning News

Atlanta adds to business staff, names special section editors

By Susan C. Thomson

Bucking the trend, the business news staff of the Atlanta Journal and Constitution continues to expand.

Former banking reporter **James Mallory** has been named editor of *Wheels*, a weekly auto section. **Arthur Brice**, who had been a metro bureau editor, is editing *Homefinder*, a weekly residential real estate section in tabloid format. Both sections are new and under the aegis of business news.

In other editing changes in the department:

Tom Eblen and **Michele Thompson** have been named assistant business editors. Eblen had covered airlines as a business reporter. Thompson had been a general business desk editor since joining the paper from the Milwaukee Journal last year.

Karl Ritzler left the Columbia, Ohio, Dispatch, to become the department's layout editor.

Nancy Nethery moved from business copy editor to business wire editor.

Keith Herndon was promoted from deputy business editor to administrative editor for the newspapers. His former slot remains unfilled.

New to the department's reporting staff are:

Helpline editor **Gene Tharpe** and his assistant, **Ellen Butler**. Both followed Helpline in its move to business news from features.

Deborah Royston, *Homefinder* writer, from a Constitution bureau.

Henry Unger, personal finance writer, from the Los Angeles Examiner by way of the Orange County Register.

Bill Husted, covering technology, from the Arkansas Democrat by way of the advertising industry.

Jim King, on the banking beat. He had been in a Constitution bureau and before that at the Macon, Ga., Telegraph.

Gertha Coffee, hired from the Pittsburgh Press to be a general assignment business reporter.

Sonia Murray, also a general assignment

Business newspeople

Business newspeople is a regular feature of TBJ. If you have items of interest, call Susan C. Thomson at 314-622-7026.

ing two new local columnists. **Maria Saporta** will give up a business reporting position to be one of them. **Ernest Holsendolph** will return to the business news department from a stint as city editor to be the other. Both will write three times a week.

Charles Crumpley, senior general assignment business writer for the Kansas City Star, is in Japan studying the relationship between Japanese and American banking on a six-month Fulbright Fellowship.

Recent additions and changes in business news at the Times Union in Albany, N.Y., include a move from the city desk for **Dean Betz** to a writing/editing slot in business. Betz will concentrate on copy editing and layout for the Sunday section as well as general business writing.

Former TU business staffers **Tom Precious** went to the Times Union capital bureau; **Cliff Lee**, to public affairs at New York Telephone Co., and **Mark Suchecki** to the Times Union city desk staff.

The paper has recently hired as business writers:

Alan D. Abbey from the Morristown, N.J., Daily Record, where he was a reporter on the projects team. His major (See ST. PAUL, Page 12)

TBJ adds four pages

By James K. Gentry

The Business Journalist continues to evolve in its appearance. This is our first 12-page issue. It also is the first we've designed and put out on computer.

Thanks to the sale of three pages of ads in this issue, we went to 12 pages to permit the inclusion of our usual amount of editorial copy. The ads are an impressive

tion in reporting, writing or editing business or financial or economic news for newspapers, magazines, newsletters, press or syndicate services, radio or television, or teachers of journalism or business subjects at recognized colleges or universities.

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Cheryl Hall, Business Editor, Dallas Morning News

Myron Kandel, Financial Editor, Cable News Network

Jim Kennedy, Business Editor, Associated Press

Gary Klott, Business Reporter, New York Times

Jim Mitchell, Business Editor, San Jose Mercury News

Richard L. Papiernik, Executive Business Editor, Albany (N.Y.) Times Union

Peter Sinton, Executive Business Editor, San Francisco Chronicle

Randy Smith, Assistant Managing Editor/Business, Kansas City Times

SABEW Administrative Staff School of Journalism University of Missouri-Columbia

James K. Gentry, Executive Director; Doris Barnhart, Administrative Assistant.

SABEW Purpose

Members of the Society have joined together in the common pursuit of the highest standards of economic journalism, through both individual and collective efforts. Recognizing that economic freedom is inextricably linked to political freedom and that an informed citizenry can ensure that these freedoms are sustained, it is the Society's mission as an independent, not-for-profit organization to encourage comprehensive reportage of economic events without fear or favor and in a manner in keeping with the proud heritage of American journalism.

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to administrative editor for the newspapers. His former slot remains unfilled.

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Deborah Royston, Homefinder writer, from a Constitution bureau.

Henry Unger, personal finance writer, from the Los Angeles Examiner by way of the Orange County Register.

Bill Husted, covering technology, from the Arkansas Democrat by way of the advertising industry.

Jim King, on the banking beat. He had been in a Constitution bureau and before that at the Macon, Ga., Telegraph.

Gertha Coffee, hired from the Pittsburgh Press to be a general assignment business reporter.

Sonia Murray, also a general assignment business reporter now. She left a cityside reporting position.

Scott Thurston, former assistant city editor and reporter. He has taken over Eblen's airline beat.

In February, the newspapers will be losing **Nick Poulos** to retirement. As business editor, Poulos spearheaded the Constitution's earlier growth in business news. As a business columnist, he has set the section's tone.

Come January the newspapers will be add-

former TC business editor to the Times Union capital bureau; Cliff Lee, to public affairs at New York Telephone Co., and **Mark Suchecki** to the Times Union city desk staff.

The paper has recently hired as business writers:

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To improve our ad sales effort, we have hired Steve Council as ad manager. Steve is an outstanding senior in the School of Journalism's advertising sequence. We'll be designing more specifically targeted ad sales efforts.

You, too, can help with ad sales. If you know companies or organizations that would like to put a message before our readers, tell us about them. We'll (See TBJ, page 8)

FUNNY MONEY



Times names state editor to business post

(Continued from Page 1)

do things other people can do."

At the center of the tempest, the St. Petersburg Times itself, Foley said he has no intention of changing or elaborating on his paper's conflict of interest policy, which specifies only that employees who aren't sure whether their investments pose a conflict of interest should check with their supervisors.

"If there's a potential for conflict, ask," Foley said. "Let's talk about it. It's as simple as I can get."

In the meantime, the Times has tapped 43-year old Times state editor Robert Hooker to replace Apcar. Hooker is a 19-year veteran of the paper who has served as its Tampa city editor, special projects editor, and political editor. A graduate of Davidson College and Vanderbilt University, where he received a master's degree in history, Hooker does not have any business reporting or editing experience.

"Obviously, I've got a lot to learn over the next few months," Hooker said. "I've always read our business page, but it's not been a section I've ever scrutinized."

For the record, he says his primary investments are his house, some certificates of deposit, his 401-K retirement plan and participation in Times profit-sharing arrangements. He said he didn't divest himself of any investments when he took the job, and doesn't own any mutual funds or stock in Florida companies.

Since the ousters of Greiff and Apcar, Foley said he has received between 10 and 20 inquiries from staffers about whether their own financial activities violated the paper's conflict of interest policy, "along with many, many comments that if you paid me more I would worry about it," he joked.

He said he has not required any of the staffers to divest themselves of investments in the wake of the inquiries.

Apcar said he is still looking for a new job but is encouraged by his prospects. He said in mid-November that he is talking to several media organizations.

scandal. Times management complained that media accounts that blamed the departures on investment holdings didn't tell the whole story, but has declined to say what else caused the ousters.

Greiff was reportedly dismissed because he had sold short shares of Wells Fargo & Co., a California-based bank holding company that has no operations in Florida. Apcar was asked to resign because a mutual fund he had invested in held shares of Banc One Corp., a Colum-

also bar or discourage investment in local companies other than the newspaper itself. And some papers are leaning toward a formal disclosure of each business journalist's investments.

"Most of the lack of clarity (in Times ethics policy) and the controversy, those words have been used by outsiders," Hooker said. "To me, it has been very clear. If anyone has a question, let's talk."

A former Times reporter, however, couldn't remember ever hearing the Times'

Hooker lines up with those who favor a strong emphasis on ethics but few written rules, while Apcar favors explicit policies like the five-page code that reporters and editors follow at the Wall Street Journal, his former employer.

bus, Ohio-based bank holding company that had been tangentially mentioned in some stories that Apcar had edited. Apcar told the Washington Post his Banc One stake was worth \$42.

Hooker and Apcar neatly symbolize the split in business editors' thinking nationwide about whether events at The Times demonstrate the need for stricter, clearer ethics policies for journalists whose work can affect the workings of the marketplace and send stocks either higher or lower.

Hooker lines up with those who favor a strong emphasis on ethics but few written rules, while Apcar favors explicit policies like the five-page code that reporters and editors follow at The Wall Street Journal, Apcar's former employer. The Journal asks journalists to sign its ethics code periodically, a move designed to keep awareness of ethical standards high.

Indeed, many of the discussions among business journalists since the St. Petersburg ousters revolve around rules similar to the Journal's. The Journal requires most stock holdings to be held at least six

ethics policy explained. And former Times executive business editor Dale Buss, now business editor of the Milwaukee Journal, said he probably only reviewed the policy with the Times business staff about twice during his 18 months at the Florida paper. He confirmed that Times business reporters weren't asked to sign or otherwise formally acknowledge the policy during his tenure.

Views like Apcar's are leading to efforts at some papers to come up with more detailed codes of ethics for business journalists. Three papers that are moving in that direction are the Charlotte Observer, the Seattle Times, and the Sun in Baltimore.

Cheryl Carpenter, executive business editor at the Observer, said new rules will require that the paper's business staff disclose their investments every Jan. 1, in an effort to help editors stay abreast of any potential conflicts of interest. Carpenter said the paper's 10 business reporters and five business editors will only have to disclose what investments they own, not how much they are worth.

Other rules will bar reporters from

broad, non-speculative ethics policies are best. "Uncertainty is one of the biggest problems," she said. She added that she was "baffled" by the St. Petersburg departures, and said there was little support at the Observer for banning mutual fund investments. "There's less you can influence about it," she said.

Seattle Times reporter Richard Buck said Seattle Times reporters raised the issue of an ethics code in a staff meeting shortly after Greiff and Apcar left the St. Petersburg Times.

Seattle Times management hasn't pledged to accept the recommendations that a group of business journalists are working on, Buck said, but he thinks his paper's policy needs updating.

The Seattle paper's current policy bars some stock holdings, but doesn't address futures, options, mutual funds or other investments. "It seems to be written as if the only thing you could invest in was stock, and the only thing you can do with it is buy it."

Buck said possible new rules could include a minimum time that Seattle Times business journalists hold on to their stock holdings, a ban on reporters holding stock in companies they cover, and a ban on short sales. But he doesn't immediately support a ban on all business reporters and editors holding stocks of Seattle companies such as aerospace giant Boeing Corp. or retailer Nordstrom Inc.

But other business journalists argue that no set of rules can anticipate every possible conflict of interest, and that specific rules would seem to authorize everything they don't prohibit. That could tie editors' hands in dealing with clear but unanticipated ethical problems.

"There's a pitfall in written policies because you can't write a rule for every situation," said David Jensen, executive business editor of the Sacramento Bee. "You have to rely on good judgment and common sense."

Jensen said the potential for conflicts extends to anything the paper covers,

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He said he has not required any of the staffers to divest themselves of investments in the wake of the inquiries.

Apcar said he is still looking for a new job but is encouraged by his prospects. He said in mid-November that he is talking to several media organizations.

"Several folks are talking to me about a variety of things," he said, shortly before cutting short an interview to catch a plane to a job interview. "I've been heartened to find there are jobs out there. This wasn't the most delightful experience of my life, but it was an opportunity for me to really survey the business."

Apcar and Greiff left the paper in what was described as a conflict of interest

the split in business editors' thinking nationwide about whether events at The Times demonstrate the need for stricter, clearer ethics policies for journalists whose work can affect the workings of the marketplace and send stocks either higher or lower.

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Indeed, many of the discussions among business journalists since the St. Petersburg ousters revolve around rules similar to the Journal's. The Journal requires most stock holdings to be held at least six months to discourage speculation, bars trading in speculative instruments such as futures and options, bars reporters from investing in industries they cover, and makes explicit that trading on prior knowledge of forthcoming stories is forbidden, even to staffers not involved in preparing the stories.

Many regional papers that have specific ethics rules, or are considering them,

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Other rules will bar reporters from owning stocks of companies in industries they cover, or owning stocks in companies based in the Carolinas.

The Observer's new code does not specifically bar speculative investments such as shorting stocks or investing in futures and options.

"One person's speculation is another's long-term investment," Carpenter said.

Carpenter disputed the argument that

holdings, a ban on reporters holding stock in companies they cover, and a ban on short sales. But he doesn't immediately support a ban on all business reporters and editors holding stocks of Seattle companies such as aerospace giant Boeing Corp. or retailer Nordstrom Inc.

But other business journalists argue that no set of rules can anticipate every possible conflict of interest, and that specific rules would seem to authorize everything they don't prohibit. That could tie editors' hands in dealing with clear but unanticipated ethical problems.

"There's a pitfall in written policies because you can't write a rule for every situation," said David Jensen, executive business editor of the Sacramento Bee. "You have to rely on good judgment and common sense."

Jensen said the potential for conflicts extends to anything the paper covers, and isn't limited to just stocks or only to business reporters and editors. "What about the county government reporter who covers land? What about the scene reporter whose wife owns a dinner theater?"

Timothy J. Mullaney is a business writer at the Sun in Baltimore.

Job listings

"Job listings" is a service of The Business Journalist. To list a job, free of charge, fax a three- to five-paragraph announcement to 314-882-7862.

Las Vegas Sun

The Las Vegas Sun is seeking applications from business writers. Candidates should have a broad knowledge of national events and how they may interact with Las Vegas and Nevada issues.

Main emphasis is on well-developed local news stories. Candidates should be able to meet daily deadlines on these stories, while developing longer pieces.

For information, contact Art Nadler, business editor, Las Vegas Sun, 121 S. Martin Luther King Blvd., Las Vegas, Nev. 89106. Phone: 702-383-7112.

Jobs wanted

"Jobs wanted" is a service of The Business Journalist. To list yourself, free of charge, call James K. Gentry, 314-882-7862.

To contact journalists seeking positions, call the SABEW administrative offices and we will put job-seekers in touch with you.

Looking for editor post

Seasoned Washington journalist in early 30s with extensive financial reporting background seeks business editor position with midsized daily.

Currently cover federal regulatory agencies including SEC, FDIC, RTC and Federal Reserve for Washington bureau of national newspaper group. Have covered Treasury, Federal Reserve, and congressional banking and finance committees for major wire service.

Also was reporter and assistant business editor for large metropolitan daily.

Have experience in translating national economic policies and business trends to local markets and have written widely about small business, entrepreneurs and personal finance.

Seeking editing position

Widely experienced, well-rounded journalist seeks top magazine or newspaper editing job — or a

niche as a business columnist.

Have covered every aspect of business from Wall Street, economics and corporate management to consumer-oriented topics like energy and inflation. Have worked for major metropolitan daily newspaper, national news magazine and two national business magazines.

In latest job as executive editor of a business magazine, generated story ideas, assigned stories to free-lance writers, worked with young staff members to improve their skills, edited stories into final form and shepherded copy to final stage — writing heads, decks and captions.

Specializes in producing — as a writer and editor — pertinent stories rich in detail, presented in an entertaining fashion and sharpened to a strong point of view.

Seeking reporting post

Seasoned financial writer/reporter/editor with premier national business magazine looking to join medium/large metro daily or magazine, preferably outside New York City.

Specialize in unraveling complex scams and re-

warding but confusing investment strategies. Can craft compelling personal finance and general business/market stories on a timely business. Know the ins and outs of real estate, taxes, insurance, stocks, bonds and other devices that part people from their money.

Experienced in working with world-wide network of correspondents, from conceptualization of stories to editing final page proofs.

Seeking job in D.C. area

Experienced business journalist seeks position as reporter or editor on a Washington, D.C., area publication.

Have six years of metro daily reporting and editing experience including a tour as assignment editor on 280,000-circulation newspaper's business desk.

Have a master's degree from the University of Missouri School of Journalism, including participation in Missouri's Washington Reporting Program.

In addition, have four years experience running own community weekly, including extensive experience on business side of the newspaper industry.

Contact Walt Potter at 703-358-9276.

M.U. wants to keep SABEW, dean says

(Continued from Page 1)

Thomson, Randy Smith of the Kansas City Star and Sandy Duerr of the Louisville Courier-Journal were named to a search committee to find Gentry's successor.

The committee will meet soon with Dean Mills, head of the School of Journalism at Missouri, to discuss the replacement.

Mills told the board meeting that the school is committed to SABEW and there are benefits to both organizations in continuing the relationship.

One possibility is the hiring of a half-time graduate student to serve as executive director.

Prior to the meeting, Gentry presented the governors with a proposal from the school recommending that SABEW pay \$15,000 annually for a half-time executive director. Gentry currently receives \$1,500, which he said means the university provides a sizable subsidy to SABEW.

Some members of the board of governors expressed concern about whether the organization, whose projected income for 1990-91 is \$34,500, could afford the proposal. Mills said the school would work with SABEW to find a financial solution satisfactory to both parties.

A ways and means committee also was named to explore fund-raising possibilities. Currently, funds are raised primarily through dues, exhibitor fees at the convention and most recently by advertising in The Business Journalist.

Members of the new committee are David Jensen of the Sacramento Bee, Steve Dunphy of the Seattle Times and Bill Barnhart of the Chicago Tribune. They will make their recommendations at the May convention.

The board also discussed a concern expressed at the convention in San Francisco about the openness of the process for nominating members to the board of

St. Paul paper promotes business editor

(Continued from Page 2)

Alan D. Abbey from the Morristown, N.J., Daily Record, where he was a reporter on the projects team. His major beats are banking and finance.

James Denn, from the Capital District Business Record, where he was director of editorial research. He covers tourism, new business, insurance and data research.

Elizabeth Lesly, who recently received

a master's degree in communications at Northwestern University and had done internships at Forbes magazine's Chicago bureau, Investor's Daily in Washington, D.C., and the Toledo Blade. Real estate, construction and retailing are her major beats.

St. Paul Pioneer Press is without a business editor following the promotion of Executive Business Editor Mike Con-

nelly to metro editor. Connelly was deputy chief of the Chicago bureau of the Wall Street Journal before joining the newspaper as executive business editor in January 1989.

Babette Morgan, formerly a main-news copy-editor for the St. Louis Post-Dispatch, has joined the newspaper's business news staff as a reporter, covering manufacturing.

Individual membership application

Please fill out this form and send it with your check for \$40.00

Name: _____

Affiliation: _____

Title: _____

Job description: _____

Business address: _____

City: _____ State: _____ Zip: _____

Business phone: _____

Home address: _____

City: _____ State: _____ Zip: _____

Home phone: _____

Areas of expertise: _____

Mail application and checks to:

SABEW membership is restricted to persons engaged as their

nors expressed concern about whether the organization, whose projected income for 1990-91 is \$34,500, could afford the proposal. Mills said the school would work with SABEW to find a financial solution satisfactory to both parties.

A ways and means committee also was named to explore fund-raising possibilities. Currently, funds are raised primarily through dues, exhibitor fees at the convention and most recently by advertising in *The Business Journalist*.

Members of the new committee are David Jensen of the *Sacramento Bee*, Steve Dunphy of the *Seattle Times* and Bill Barnhart of the *Chicago Tribune*. They will make their recommendations at the May convention.

The board also discussed a concern expressed at the convention in San Francisco about the openness of the process for nominating members to the board of governors and as officers.

To address those concerns and to select nominees for future openings with an eye to representing all segments of the membership, Thomson named a nominating committee consisting of herself, Dick Papiernik of the *Albany Times Union*, Peter Sinton of the *San Francisco Chronicle* and Jim Mitchell of the *San Jose Mercury News*.

Reuter funds forum

Columbia University's Graduate School of Journalism and Reuter, the international news organization, are creating a program in international business and economic issues, called "The Reuter Forum."

The program will be funded by an initial two-year grant of \$450,000 from the Reuter Fund, which administers charitable activities of Reuter Holdings PLC.

The forum will include guest lectures and debates, led by experts, on major issues in international business, economics and finance. The lectures will be part of an academic course for students of the journalism school and Columbia's graduate schools of business, law, international and public affairs, and others.

The program will begin in spring 1991.

Business address: _____

City: _____ State: _____ Zip: _____

Business phone: _____

Home address: _____

City: _____ State: _____ Zip: _____

Home phone: _____

Areas of expertise: _____

Mail application and checks to:

James K. Gentry
Executive Director, SABEW
School of Journalism
University of Missouri
Box 838
Columbia, Mo. 65205

Who can join

SABEW membership is restricted to persons engaged as their principle occupation in reporting, writing or editing business or financial or economic news for newspapers, magazines, newsletters, press or syndicate services, radio or television, or teachers of journalism or business subjects at recognized colleges or universities or other organizations deemed appropriate by the Board of Governors.

Institutional memberships

SABEW now offers institutional memberships to all business journalists in a qualified organization. The membership fee is based on the number of business staffers (defined as editors, reporters, copyeditors and columnists) in an organization.

For more information on institutional memberships, call the SABEW administrative offices at 314-882-7862.

The annual fee schedule:

1-5 business staffers:	\$ 75
6-15 business staffers:	\$125
16-25 business staffers:	\$175
26-35 business staffers:	\$225
More than 35 (\$ ea.)	\$ 6

Please send ideas, comments, complaints and kitchen sinks to the appropriate SABEW officer:

Business journalism administrative matters

James K. Gentry
School of Journalism
University of Missouri
Box 838
Columbia, MO 65205

SABEW issues and policy matters

Susan B. Thomson
Business Columnist
St. Louis Post-Dispatch
900 North Tucker Blvd.
St. Louis, MO 63101

Washington annual meeting

Sandra J. Duerr
Business Editor
The Courier-Journal
525 W. Broadway
Louisville, KY 40202

Ideas for The Business Journalist

Phillip Moeller
Business Editor
The Baltimore Sun
501 N. Calvert St.
Baltimore, MD 21278