

# THE ALLIANCE

## OF AREA BUSINESS PUBLICATIONS

June 26, 2010

**For Immediate Release**

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### THE ALLIANCE ANNOUNCES 2010 EDITORIAL EXCELLENCE AWARD WINNERS FOR LEADING BUSINESS PUBLICATIONS

**LOS ANGELES**—The Alliance of Area Business Publications presented 107 awards to newspaper and magazine business periodicals June 26, 2010, the climax of its three-day annual Summer Conference in Indianapolis, IN.

There were 555 entries from 47 publications in the competition this year. Despite the economy, entries remained the same as last year. Divisions include Magazines, Newspapers, Open, Online and Best of Show. Gold, silver and bronze awards were presented in most categories.

“So the number of entries is up there, but the number of publications is about the average for the last five years. Last year was a high (with 56 publications entering),” noted contest coordinator Prof. Daryl Moen of the University of Missouri School of Journalism. “None of the categories had significantly different numbers of entries from last year (with 552 entries).”

The annual Editorial Excellence Awards competition recognizes excellence in journalism, photography and design achieved by regional business publications. Judges (profiled in attached list) are comprised of faculty members from the University of Missouri School of Journalism, with qualifications in respective areas.

"The purpose of the Alliance competition is to encourage a high level of journalistic performance and service to communities by recognizing editorial excellence and outstanding visual presentation in regional business publications," said Alliance Executive Director C. James Dowden.

Best Magazine went to **Florida Trend**; Best Newspaper: Small Tabloids went to **BizTimes Milwaukee**, and Best Newspaper: Large Tabloids went to **Los Angeles Business Journal**. Best Cover, Magazine went to **Florida Trend**, and Best Front Page, Newspaper went to **Indianapolis Business Journal**. Most Improved Publication is **BizTimes Milwaukee**. Best Web site went to **Crain's New York Business**. Best Online Scoop went to **Los Angeles Business Journal**. Best Staff-Generated Blog went to **Indianapolis Business Journal**. Best Multimedia Story/Editorial Feature went to **Crain's Chicago Business**. Best Daily E-Mail went to **Indianapolis Business Journal**, and Best Industry Specific E-Newsletter went to **San Diego Daily Transcript**.

“Judges in the online categories said the quality of the work was improving, apparently as the publications get more experienced with the format and the technology,” Prof. Moen said. “In the design categories, the feature designers had the most impressive work, and in the writing categories, the columns and profiles were strong.”

Headquartered in Los Angeles, the Alliance is a nonprofit national organization representing 64 independent magazine and newspaper members in the United States, Canada and Australia. For more information about the Alliance, call 310/364-0193 or visit [www.bizpubs.org](http://www.bizpubs.org).

The award winners in each category and judges' biographies are listed on the following pages:

# Alliance Editorial Excellence Awards 2010

*Judged spring 2010*

## MAGAZINES ONLY

### 1. Best Cover

**Bronze:** DBusiness, R.J. King, editor; James Van Fleteren, creative director

The fusion of elements is what makes this cover of DBusiness work. The letter to President Obama emerging into the light from the obscure background and the suggestion of the chief executive's hands is a forceful way to send a message about the ailing car industry. The elegant logo, effective callouts and nicely placed sticker support the concept and seamlessly unite into an effective whole.

**Silver:** Twin Cities Business, Jay Novak, editor; Chris Winn, designer; Craig Bares, photographer

December covers can be a problem for magazines – do editors acknowledge or ignore the holiday? In this surprising cover with its playful typography and touch of humor – “Yes, it IS a real business story - Twin Cities Business embraces the challenge. Editors found an appropriate story and the design team matched their efforts with a good cover subject, garbed him appropriately in a Santa business suit and briefcase and posed him like any commuter. Creative, fun and, more importantly, effective.

**Gold:** Florida Trend, Mark Howard, editor; Gary Bernloehr, art director; Jason Morton, associate art director

The February cover is a grabber. Especially impressive is the flawless integration of words and visual, a happy marriage that effectively serves the concept. The bold display type tucks into the underside of the illustrated weapon and both confidently emerge from the white background. Color is used judiciously and secondary elements – the type and photos above the distinctive logo and callouts on the bottom of the page – are handled simply and well.

### 2. Best Feature Layout

**Bronze:** No award.

**Silver:** Twin Cities Business; “Positively Fourth Street”; Chris Winn, design director; John Mowers, photographer; Gene Rebeck, editor

The illustrative elements and hand-drawn headline treatment accurately reflect the tone and feel of the neighborhood that is covered in the story. The design has a definite magazine feel that is carried through consistently on all the pages of the package.

**Gold:** Florida Trend; “Course Correction”; Gary Bernloehr, art director; Jason Morton, associate art director

The dominant documentary photo on the opening spread draws readers into the story. Additional photojournalism is strong and is displayed well throughout the story pages. Pull-out statistical information makes the design more engaging and provides an easy snapshot for readers who prefer to skim the pages. It is a classic design that works well across multiple spreads.

### 3. Best Use of Photography/illustrations

**Bronze:** Virginia Business, Robert Powell, editor. Matt Brown and Kerry Talbot, illustrators, Mark Rhodes, photographer

This entry was noted for its strong commitment to and use of illustrations, particularly the CEO Pay, Private Contractors and Recession-proof illustrations.

**Silver:** Florida Trend, Mark Howard, editor. Gary Bernloehr, art director; Jason Morton, associate art director; Rob Zammarchi, illustrator

The strength of the entry was the illustrative work, including the Bucks for the Bang cover, a creative way to illustrate a difficult concept — simple, to the point and easy to read. The environmental portraits were of good quality and technically well made, Of special note were the Breaking News and Mike Peters. There was good documentary work in Course Correction.

**Gold:** Business North Carolina, David Kinney, editor. Steve Exum, photographer; Rob Edwards and Tim Foley, illustrators

This entry is a smart, well-rounded entry. Good use of both illustrations and photography. The Wachovia illustration is humorous and technically well done. “Deficit Spending” graphic is clean, easy to read and contains good information without distracting elements in the design. Hot Stocks show the publication’s willingness to take risks with their work. It was nice to see a photographic essay in the entry.

#### 4. Best Overall Design

**Bronze:** Twin Cities Business; Chris Winn, design director; Scott Buchschacher, art director

Designers take a lot of chances with the feature layouts in this magazine, and the result is a publication filled with vigor and energy. Cover designs reflect a strong effort to create imagery that grabs attention. Overall the design feels inviting and approachable.

**Silver:** Florida Trend; Gary Bernloehr, art director; Jason Morton, associate art director

The design structure effectively communicates that the editorial content is serious and substantive. From front to back the unwavering consistency in typography, the strong photography, and the fine attention to details create a sense of quality. Each page also has a clear entry point that engages the eye and encourages spending time with the magazine.

**Gold:** DBusiness; R.J. King, editor

From the exquisite logo to the elegant typography to the attention-getting section labels, the design choices throughout this magazine give the content a clean, contemporary look and feel. There is savvy use of color in the subhead typography. Illustrations are well chosen and presented. And infographics also are used effectively.

#### 5. Best Feature

**Bronze:** Florida Trend; “Gold Rush,” Mike Vogel, writer

Here’s a tricky job: Profile in a fair way a business -- and businessman -- that is, perhaps, equal parts savvy and shady. This writer pulls off this feat with style, narrating the story of Cash4Gold in an insightful, honest and credible way.

**Silver:** Georgia Trend; “How Kia Came to Georgia,” Jerry Grillo, senior editor; Susan Percy, editor; Neely Young; publisher

An “autopsy” story like this one chronicling the process of landing a Kia manufacturing plant can easily go astray given that the “news” has already happened. This story avoids that fate by employing a nice narrative style and reporting the glitches and setbacks as well as the successes along the way, all of which makes for plenty of dramatic tension.

**Gold:** Florida Trend, “Bucks for the Bang,” Mike Vogel, writer

Business is good for gun dealers these days, as this well-reported and highly descriptive feature makes clear. The writer paints a detailed portrait of an interesting gallery of characters, while also integrating the numbers underlying the trends. A good story idea, very well executed.

## 6. Best Personality Profile

**Bronze:** Business North Carolina, David Kinney, editor; Edward Martin, writer

Strong narrative elements -- scene-setting, dialogue, character development and effective use of anecdotes -- reveal the personal tribulations of NASCAR icon Rick Hendrick in the context of his business empire.

**Silver:** DBusiness, Rick Bohy, writer; R.J. King, editor; David Mesrey

An engaging, delightful read about a retailer whose knack for spotting consumer trends helped transform a countertop operation in his father's hardware store into a global business.

**Gold:** Twin Cities Business, Jay Novak, editor; Jack Gordon, writer; Denise Logeland, editor

Entertaining and informative writing explains why a Minneapolis attorney was suited for a court-appointed assignment that involved managing assets in a \$3.5 billion Ponzi scheme. The writer makes the requisite legal background accessible and intertwines human elements to show how the attorney's personality was a perfect fit for the job.

## 7. Best Body of Work – Single Writer

**Bronze:** Virginia Business, Heather B. Hayes, writer

Every publication wants this writer on staff – one who'll swing at any subject and hit a home run. Hayes shows her range with a textbook technique – solid reporting on topics that range from assessing the impact of stimulus money to the demand for cyber security specialist to stem tech headaches for local business.

**Silver:** Twin Cities Business, Jack Gordon, writer

What sparkles in Gordon's work is writing the complex profile story – stories of people caught up in a complex web of business and crime. These are stories that can be weighty, but in Gordon's grasp, read as smooth as a cocktail after a tough day. Gordon also excels on the “sidebar” taking the story to a different level through bottom-of-the-page short additions.

**Gold:** Business North Carolina, Edward Martin, writer

Great detail gives wings to great writing. You can almost hear the stillness when Martin poses tough questions to race team owner Rick Hendricks, or hear the hope and hopelessness of Hispanic workers; he even makes you feel the emptiness of a has-been shopping mall. Martin clearly elevates every story he touches, regardless of subject, and is one of the few writers who uses dialogue well.

## NEWSPAPERS ONLY

## 8. Best Front Page

**Bronze:** Crain's Chicago Business, Jason McGregor, Thomas J. Linden and Melissa Phee

The centerpiece package lays out the most important information in an impactful manner. The image of the Olympic Flame easily dominates the rest of the page, but it also carries the underlying message that the city of Chicago could get burned by bringing the Games to the Windy City. The message

is driven home with an attractive comparison chart showing which expenses would be covered under the city's insurance plan and which wouldn't.

**Silver:** Baton Rouge Business Report, JR Ball, Scott Gremillion and Hoa Vu

The image of the handgun leaping off the front page is enough to grab anyone's attention. This design takes that approach several steps further to add layers of context. Adding rising smoke from the barrel of the gun shows the problem is immediate and important. The typography pairs well with the image in terms of relative size, impact and tone. The design also incorporates an attractive promo to an inside story that doesn't step on the impact of the main package.

**Gold:** Indianapolis Business Journal, IBJ Art Department and Jo Hohlbein, Creative Director

This front page incorporates a clever, creative and compelling photo illustration with a simple, traditional news design to create a front page that is visually stimulating without overwhelming. The design does all the little things right — smart headlines, well-written promos and a clearly defined grid. The photo illustration, with its emphasis on framing through the use of hands coming together in prayer, takes an otherwise solid layout and turns it into a creative, award-winning design.

## 9. Best feature layout

**Bronze:** Indianapolis Business Journal, Focus: Construction/Design/Engineering Quarterly; David Vrabel, designer, and Norm Heikens, editor

It's a nuts-and-bolts topic — engineering, design and construction — and the design of this feature matches it perfectly. The artist's renderings are well used with a consistent style in the imagery. The pieces read well together, but the individual pieces are inviting, too.

**Silver:** Crain's New York Business, "Secrets of the Survivors," Xana Antures, editor; Steven Krupinski, art director; and Buck Ennis, photography

The mix of then-and-now imagery complements the topic and is a strong example of the adage: Show, don't tell. The breakout boxes reinforce the history of the businesses showcased here. The design moves the reader through the page.

**Gold:** Baton Rouge Business Report, "Young Entrepreneurs," Scott Gremillion, editor, and Carolyn Valentine Blakley

The designer respected the strong portraits. The color is playful yet controlled. The tone of the design matches the tone of the topic. It's inviting and easy to read. There's a commonality in all the content. It's cohesive, sassy and sharp. It's just right.

## 10. Best Use of Photography/Illustrations

**Bronze:** Crain's Cleveland Business, Mark Dodosh, editor

This publication does a very good job with creative illustrations on its covers. "Economics of Green Building," "Planting the Seeds" and "Eye on Spying" were all judges' favorites.

**Silver:** Los Angeles Business Journal, Charles Crumpley, editor, Robert Landry

Two projects in the entry were very strong: "City of Industry" and "Best Face Forward." "Industry" was a cohesive package that covered the topic well. "Best Face" was a collection of wonderfully funny portraits. The Wealthiest Angelenos list also attracted the judges' attention.

**Gold:** Crain's New York Business, Xana Antures, editor; Steven Krupinski, art director; Buck Ennis, photographer

Crain's New York knows how to design for impact on the page. The use of photography is good, the lead images consistently dominate the page. The photographic images strive to go beyond average

with a variety of angles, lens types and compositions. Of particular note in this case is the “greening rooftops” piece and “Feats beyond Belief.”

### 11a. Best Overall Design: Small Tabloid

**Bronze:** BizTimes Milwaukee, Shelly Tabor, art director

Consistent design strategies provide a strong sense of identity. Variety in use of graphics, illustration and photo demonstrates an understanding of how to use each; type hierarchy adds to visual variety.

**Silver:** Central Penn Business Journal, Kathryn Morton, managing editor-design

Strong use of photography with photos played well throughout publication. Variety in covers shows strength and creativity in design. Business of the Year 2009 insert has clean, easy-to-read design that takes a lot of content and makes it approachable.

**Gold:** MaineBiz, Jan Holder, art director

Variety in covers demonstrates smart, appropriate use and play of visuals. Excellent use of contrast on pages without color. Photos contribute to story. Covers have variety while maintaining identity of publication. Consistent design throughout the publication, which has nice pacing and structure.

### 11b. Best Overall Design: Large Tabloids

**Bronze:** Crain's Chicago Business, Thomas J. Linden, editor

Sophisticated portraiture anchors many of this magazine's spreads. They use a variety of graphic styles well for data visualization in the Book of Lists. The typography has a lot of personality, and a visual consistency throughout is a hallmark of Crain's Chicago Business.

**Silver:** Crain's New York Business, Xana Antunes, editor

This publication offers visual variety. The publication doesn't feel templated, and readers are rewarded with surprises such as the 2009 City Facts package. Context-rich infographics contribute mightily to the storytelling, and other pages are anchored by nicely varied photography.

**Gold:** Baton Rouge Business Report, Scott Gremillion, editor

This publication stands out for overall excellence. The designers know how to choose and play photos in a way that is consistent with the overall visual message. They use typography consistently and have a color palette that works well with their printing capabilities. Nice, consistent touches throughout offer a sense of unity. The strengths are highlighted in the young entrepreneurs package and the 40 under 40 package.

### 12. Best Feature

**Bronze:** Crain's New York Business, Aaron Elstein, senior reporter; Megan Johnston, contributing reporter; Glenn Coleman, managing editor

Dramatic tension can propel a story. What's especially impressive about “Inside the Panic at Reserve Fund” is the ability of Aaron Elstein and Megan Johnston to create that tension by using e-mail records and other information in court filings. Everybody knows disaster struck in fall 2008, but the story still manages to entertain and inform.

**Silver:** Crain's Detroit Business, Chad Halcom, reporter

In “Cruising into conflict,” reporter Chad Halcom charts the roller-coaster fortunes of Park West Galleries Inc., known for its art auctions onboard cruise ships. Halcom weaves in meticulous research

from public records and legal proceedings in multiple states to paint a complex picture of how fine art is sold to the public. Halcom incorporates information from a wide range of sources.

**Gold:** Baton Rouge Business Report, Stephanie Riegel, writer

Instead of engaging in unabashed boosterism for a local development, Stephanie Riegel offers a complex investigation into a \$200 million project in Baton Rouge and the developer behind it. Her engaging story relies on court documents, former employees and outside experts on real estate and banking to provide context for understanding the project's troubled history. And, even though developer Tony Spinosa declined to be interviewed, Riegel provides a balanced story that also illustrates the development project's successes.

### 13. Best Personality Profile

**Bronze:** Crain's New York Business, "Look Who Remade New York," Theresa Agovino, senior reporter; Erik Ipsen, deputy managing editor

In this concise portrait, Agovino delves into the work that Amanda Burden does as the city planning commissioner and why this former socialite chooses to do it. Readers get a peek at the back-room bargaining that goes on between the city and developers. The story explains both the commissioner and the process in New York.

**Silver:** Baton Rouge Business Report, "The Gospel According to Paul," Penny Brown Font, writer.

Font explores the reasons that a successful lawyer would agree to take a state job of running the schools. She talks, on the record to critics and supporters to write a profile that reflects the subject's hard-edged personality in a truthful way.

**Gold:** Los Angeles Business Journal, "Won't Back Down," Daniel Miller, staff reporter

Opening with a revealing anecdote, this profile introduces readers to a major real estate owner who is almost unknown in his own city. Now that he is in a financial crisis, he has for the first time opened up to a reporter, as did several of his friends and business associates. This profile reveals, informs and entertains with its narrative flow.

### 14a. Best scoop: Small tabloids

**Bronze:** Hartford Business Journal, "More Violations at Hartford Hospital," Diane Weaver Dunne, writer and managing editor; John Ferraro, editor

Some of the largest businesses in any community are hospitals, and the Hartford Business Journal kept its eye on troubled local hospital. Diane Dunne uncovered progress reports that showed that Hartford Hospital, already on probation, had 30 additional health violations, including one where a surgical instrument was left inside a patient for more than two weeks.

**Silver:** Boulder County Business Report, "City: Contractors owe millions," David Clucas, writer; Doug Storum, editor

This classic document-reporting project showcases how government inefficiency creates major headaches for the business community. The story, which was picked up by other local media, exposes the limits of estimating construction taxes. More than 1,000 businesses discovered they owed thousands in back taxes after a city audit showed they had been under billed by \$5.2 million.

**Gold:** Northwest Arkansas Business Journal; "Physician Groups Bruised By Hogs' Medical Proposal," Bob Keys, associate editor; and Chris Bahn, Northwest editor for ArkansasSports 360.com

This jaw-dropping story was sparked by rumors that the University of Arkansas was hitting up doctors in a "pay to play" scheme – suggesting large donations in return for being chosen as a provider for athletic teams. In what became a statewide outrage, Keys and Bahn uncovered that athletic department

officials were hiding a PowerPoint presentation that implied health personnel were expected to pony up large donations in return for contracts for athlete's health care. This was a classic example of dogged reporting uncovering a secret in the "clubby" world of collegiate athletics.

#### 14b. **Best Scoop: Large Tabloids**

**Bronze:** Los Angeles Business Journal, "The big slip-up," Alexa Hyland, reporter

Acting on a tip during casual dinner conversation, Hyland dug through the court record to expose a scandal in which a local attorney recruited Nicaraguan men as dummy plaintiffs in a fraudulent pesticide lawsuit against Dole Food Co. Inc. The timing couldn't have been better, as the Los Angeles Film Festival prepared to premiere a documentary extolling the virtues of the "heroic" attorney, Juan Dominguez.

**Silver:** Arkansas Business, "IberiaBank's fraud suspect identified," Gwen Moritz, reporter and editor

Moritz should be a detective. Poring over reams of financial statements and court documents, she pieced together a rock-solid timeline of deception and desperation to identify Dana Washburn — the wife of a former Walmart executive — as the woman who defrauded a local bank of \$3.6 million. This is a perfect example of following the public record to nail the story.

**Gold:** Crain's Chicago Business, "Blues brass grabs green," Mike Colias, senior reporter

In an age when the spiraling cost of health insurance has spawned national outrage, Colias helps us understand how an executive at Chicago-based Health Care Service Corp. raked in \$15.3 million — simply for leaving the company. And that executive wasn't alone. Even as the number of uninsured in Illinois is on the rise, Health Care Service pays its executives more than any Blue Cross affiliate in the country.

#### 15. **Best Coverage of Local Breaking News**

**Bronze:** The Daily Record, staff

"Dixon Convicted" provides comprehensive coverage of the verdict against Baltimore's sitting mayor with in-depth stories and a rich assortment of attractive photos, graphics and timelines. The newspaper covers the news of the day well and pushes even further with forward-looking stories about what happens next for the mayor and the business community.

**Silver:** Indianapolis Business Journal, J.K. Wall, reporter

These are three must-read stories about layoffs and restructuring at hometown heavyweight Eli Lilly and Co. The first, published online around 30 minutes after the story broke, tells the news and provides key context. The follow up posted later in the day expands upon the reason for Lilly's challenges and looks at how the company plans to meet them. "Seeking success in the Red Zone," which ran later in the print edition, and features candid assessments from company leaders.

**Gold:** Charleston Regional Business Journal, Molly Parker, staff writer; newsroom and production staff

Kudos for this well-rounded package of stories about Boeing's decision to build an assembly line in North Charleston. In her breaking news stories online, staff writer Parker provided reaction from businesses and political leaders, kept readers on top of key developments and worked in context about labor relations in Washington state, Boeing's home base. The Business Journal, with its print package a few days later, displayed a smart use of resources with stories focused on essential angles. Sending a reporter to report from Washington state added heft to this package.

#### 16. **Best Body of Work, Single Reporter**

**Bronze:** New Orleans CityBusiness, Richard A. Webster, staff writer; Gary LaRose, editor

Webster's body of work demonstrates an investigative emphasis, as he questioned the validity of business property tax assessments, racism in the workplace, restaurant workers as crime victims and migrant day laborers as easy prey for employers. Webster's reporting is deep and his writing is clear.

**Silver:** Crain's New York Business, Aaron Elstein, senior reporter; Glenn Coleman, managing editor; Xana Antunes, editor

In his package of four stories, Elstein profiled a "tyrannical" deposed CEO, explained corporate distorted balance sheets, exposed a hedge fund manager without strong credentials who fleeced investors, and predicted the intensification of law enforcement aimed at illegal trading. Competing in the hothouse environment of New York City, Elstein is especially impressive as he matches or out-reports the competition.

**Gold:** Baton Rouge Business Report, Stephanie Riegel, reporter; Scott Gremillion, editor

Riegel exposes a shadowy out-of-town developer, a separate developer whose dealings attract lawsuits, an apartment complex that might destroy the fabric of a neighborhood, plus explains smart growth controversies around Baton Rouge. Riegel's writing is especially strong.

## **OPEN CATEGORY (NEWSPAPERS AND MAGAZINES)**

### **17. Best Bylined Commentary**

**Bronze:** Colorado Springs Business Journal, "City Needs to Selfishly Guard Its Limited Water Supply," John Hazelhurst

"City Needs to Selfishly Guard Its Limited Water Supply" takes a pointed look at an issue of great import to the local community, while addressing regional issues as well. The writer's thesis is clearly stated and his arguments are made clearly but without a lot of snarky asides. A readable, actionable column.

**Silver:** Virginia Business, "Don't Let Awards Cloud the Issue: Virginia Still Needs to Fix Transportation," Paula Squires

A column of enormous importance to the state, delivered with a ringing indictment of the status quo. Extremely well-reported, the writer uses an array of numerical evidence to advance her arguments, and manages to pull off the difficult task of making math interesting and meaningful. This is a column that cries out for action.

**Gold:** Crain's Cleveland Business, "Can You Handle the Truth?" Mark Dodosh

The judges enjoyed the combative, aggressive tone the writer took in squaring off with an adversary, and the way in which the column deconstructs, one by one, the criticisms offered by a reader. By taking what would have been insider baseball and turning it into a column, the writer deftly made much larger points about the issue at hand. Clever writing, great topic selection and a wonderful spin on a letter to the editor.

### **18. Best Editorial**

**Bronze:** The Daily Record, "Time for Dixon to step aside," Tom Linthicum, editor

This editorial goes right at an issue that impacts the business community, city government and the citizens that depend on both. The call for the mayor to resign in the midst of a scandal takes courage. This publication did not back away from the challenge. The editorial is well written and spirited.

**Silver:** Florida Trend, "The Sonnenschein State," Mark Howard, editor

Renewable energy is the topic of the moment, and this editorial points out that Gainesville might not be heading in the right direction. The arguments in this editorial are backed up with telling evidence.

**Gold:** Crain's Cleveland Business, "A fine mess," Mark Dodosh, Editor

There was uncertainty about the amount of tax money that would be brought in by the video slot machines. When the figures changed, Crain's Cleveland Business called the governor out on it. This editorial deals not only with the problem of the slot machines but also with the looming budget deficit it was suppose to help solve.

## 19. Best Recurring Feature

**Bronze:** Crain's New York Business, "Gotham Gigs," Valerie Block, deputy managing editor; Miriam Kreinin Souccar, senior reporter; Hilary Potkewitz, reporter

This innovative feature with a wonderful title opens the window on people who otherwise would not be known by readers. The smart selection of profile subjects combines with strong photographs, thus allowing the feature to move beyond ordinary personality profiles in a business magazine. Above all, "Gotham Gigs" illustrates that you don't have to write long to tell a compelling story about an intriguing person.

**Silver:** Indianapolis Business Journal, "Behind the News," Greg Andrews, managing editor

Greg Andrews writes his column with authority. He tells hard-hitting stories to readers. Andrews tells you things that some people may not want you to know. He bases his tightly written articles on strong reporting.

**Gold:** Florida Trend, "Of Counsel," Art Levy, writer

Whether you are a lawyer or not, Florida Trend's "Of Counsel" feature makes accessible the complicated textures of the legal business. Consistently, "Of Counsel" deals with aspects of "lawyering" that normally do not gain sufficient coverage in business publications. Well-reported and strongly focused stories explain topics such as the rights of parents to sue on behalf of their children, even after parents have signed legal waivers; private attorneys who chafe at judges who require them to be public defenders; and a law firm that addresses the legal gray areas with gambling on professional tennis matches.

## 20. Best Investigative Reporting

**Bronze:** Hartford Business Journal, Diane Weaver Dunne, "Profiting from Shadow Labor"

The best thing about this article is the idea. Instead of taking the easy, and common, way out and focusing on the undocumented workers, Ms. Dunne cast a critical eye on the companies that profit from their labor and the failures in enforcement that allow that. Thorough reporting, clear writing.

**Silver:** Indianapolis Business Journal, Cory Schouten, "Simon Says, City Does"

This is a well-balanced but powerful examination of the mutually beneficial relationship between the city and its most powerful family. Packed with relevant detail and clearly written, the piece sheds light on a corner of government-business ties that both sides probably would have preferred to remain in the dark.

**Gold:** Crain's Chicago Business, Joseph Cahille and James Ylisela Jr., "McPier Meltdown"

The best of a strong category, this investigation unravels the tangled finances and political connections of Chicago's primary convention venue, McCormick Place. Naming names and tracking dollars, the article is thorough, fair and critical. The subject matter is complex, but the writing is clear. The result is powerful journalism.

## 21. Best Explanatory Journalism

**Bronze:** Crain's New York Business, Erik Engquist, senior reporter; Glenn Coleman, managing editor

This article provides a detailed and clear examination of the controversial practice of using hydraulic fracturing to tap into natural gas reserves. The article uses colorful examples and shows how the growing practice could affect New Yorkers.

**Silver:** Crain's Chicago Business, "The High Cost of Health in Chicago," Mike Colias, senior reporter

This article is a standout among the reporting on health care costs. Rather than just tell readers that costs are so high in Chicago, the writer digs into the factors that drive the higher payments to health care providers. Charts show how Chicago measures up to other cities.

**Gold:** MaineBiz, "Powering Up Maine," Jan Holder, art director

This three-part series gives readers an unblinking look at the potential and challenges of developing new sources of energy in Maine and distributing it to users. The writers bring in-depth reporting and plenty of context to their stories, which are rich with detail and clear. Graphics and tables help to round out the package by presenting information in enlightening way.

## 22. Best Local Coverage of a National Business/Economic Story

**Bronze:** Business North Carolina, David Kinney, editor; Edward Martin, reporter

With engaging narrative, reporter Edward Martin takes readers on a tour of North Carolina hospitals in the midst of the national health care debate. He paints a variety of stories, showing one strong hospital that was crippled by a critical medical error. He explains why community hospitals are joining large systems. He tells the stories of worried doctors. An accompanying list of the state's best doctors is a true reader service.

**Silver:** Los Angeles Business Journal, Charles Crumpley, editor; Rick Clough, reporter

Strong financial journalism helps readers understand what's happening when their world collapses around them. In three separate stories, reporter Rick Clough explains the reasons behind the credit union crisis, the dangers of buying banks in a downturn and the threat of large commercial real estate portfolios.

**Gold:** Crain's Chicago Business, Joseph B. Cahill, editor

Facing one of the worst recessions in decades, Crain's Chicago Business staff reacted with a forward-looking series entitled, "Road to Recovery." The staff chronicled businesses that were making both tough and innovative decisions. One company expanded its customer base. Others refocused on quality. Others helped clients by sharing risks. The nine-part series offers hope, but mostly teaches important lessons about how to survive in a new economic reality.

## 23. Best Headlines

**Bronze:** Twin Cities Business, Jay Novak, editor

This publication takes headline writing beyond the cliché and formatted options to show nuance. The main headlines and decks speak to each other in a way that provides readers with key information.

**Silver:** Northern Colorado Business Report; Noah Guillaume, copy editor

The Report makes careful and effective use of language — especially the sound of words and strong verbs - to captivate readers and sell the story. And the publication does so without leaning on puns or clichés.

**Gold:** Crain's New York Business, Wendy Zuckerman, copy chief; Thad Rutkowski, copy editor; Glenn Coleman, managing editor

Crain's New York Business engages its readers with compelling, conversational headlines that don't sacrifice accuracy for cleverness. With catchy main heads, solid subheads do the work of telling the

reader what the story is about. There's a sense of someone working hard at Crain's to do justice to good stories.

#### 24. **Best Special Section Design**

**Bronze:** Mainebiz, Jan Holder, art director

A special section on women in business captures the tone these professionals are trying to set very well. Restrained, professional portraits dominate the pages. Clever hammer headlines add a bit of fun to the presentation, and a good amount of white space keeps the pages from feeling crammed. Breakout boxes add another layer of information, and the repetitive use of the series logo ties the section together.

**Silver:** Crain's New York Business, Steven Knipinski, art director; Carolyn McClain, deputy art director; and Buck Ennis, photography

How do you breathe new design life into an old favorite like a 40 under 40 profile? Give the profile subjects a prop to play with and let them have fun. That's exactly what this entry did, as all 40 of the professionals profiled had a chance to loosen their business attire and have some fun with picture frames. The photography work that went into the spread is particularly impressive in both composition and technical processing. Add in some good tidbits of information, solid use of color and a consistent presentation throughout and you have the formula for a very good special section.

**Gold:** Crain's Detroit Business, Jeff Johnston, assistant news editor

Environmental portraits with tons of personality make this section on 20 business people in their 20s an eye-catching spread. The design effectively uses breakout boxes and pull quotes to create interesting entry points that compliment the portraits well. A consistent use of color and dividing lines keeps the eye moving from profile to profile without confusion.

#### 25. **Best Ancillary Publication**

**Bronze:** Boulder County Business Report, Chris Wood, publisher; Doug Storum, editor

The editors did a marvelous job of choosing icons that represented the community and enhanced readers' understanding of the area. There was a great mix of movers, shakers and regular folks that help tell the Boulder story. The lively design was a perfect complement to the personalities of the profiles. Designers knew how to tell these stories with elegant typography and effective photo use.

**Silver:** New Orleans CityBusiness, Christian Moises, news editor; Alex Borges, art director

The breath and depth of reporting set this publication apart from the others. The stories give readers an important overview of what is happening with New Orleans construction in 2009. All this is effectively designed with creative typography and photography that help readers understand these complicated issues.

**Gold:** Arkansas Business, Gwen Moritz, editor; Jeff Hankins, publisher; Jan Cottingham, managing editor

This publication does a compelling job of explaining Arkansas to newcomers as well as to life-long residents. The planning that must have taken place is evident in the consistent writing and design throughout the pieces. The pages are visually interesting with content-driven charts, illustrations and photography.

### **ONLINE**

#### 26. **Best Scoop**

**Bronze:** Arkansas Business, George Waldon, senior editor

Timely reporting on the arrest of a prominent Little Rock businessman combines with questions about court proceedings to create an interesting breaking story with strong local appeal.

**Silver:** Springfield Business Journal, Jeremy Elwood, Web editor

This Web-based exclusive about a new hotel for tourists and other visitors has community appeal that transcends business interests. In that sense, it's fitting that some of the most important details came from a neighborhood association rather than city hall.

**Gold:** Los Angeles Business Journal, Richard Clough, staff reporter

There's more to this scoop than high-impact news of national importance. The reporting and writing carry an air of authority that begins at the outset and continues throughout. The original tips and sourcing both reflect the kind of beat reporting that comes with knowing your territory.

## 27. Best Staff-Generated Blog

**Bronze:** Central Penn Business Journal, "The Gadget Cube," Andréa Maria Cecil, managing editor

Cecil has blogging figured out. She writes for the Web: tight, bright and to the point. She updates frequently. And, most important, she gives her readers easy but helpful tips on how to use social networking and other cutting-edge technology to improve their businesses.

**Silver:** Crain's Detroit Business, "Bill Shea," Bill Shea, reporter

Shea appears to be in his comfort zone when he's creating his blog. The writing is easy and comfortable, but it's packed with news and analysis. His blog posts read like front-page news delivered with context by a friend over a cup of coffee. More traditional journalists could learn a lot from his style.

**Gold:** Indianapolis Business Journal, "The Score," Anthony Schoettle, reporter

Schoettle excels at sharing with readers the intriguing business perspectives that underlie and drive the sports we watch. Snappy writing and keen insight obviously are drawing readers, who contribute their own ideas through an unbelievable number of comments.

## 28. Best Multimedia Story/Editorial Feature

**Bronze:** Crain's New York Business, Glenn Coleman, managing editor; Adrienne Pasquarelli, reporter; Elisabeth Butler Cordova, senior producer; Buck Ennis, videographer

"The Making of a NY Dress" provides a multimedia package by pairing an in-depth text story with a well-produced video. Together they provide an inside look into the world of fashion. The fashion designer's own words tell the story of what goes on behind the scenes in the Garment District.

**Silver:** Crain's Detroit Business, Ai-Tin Huang, Web producer; Nate Skid, multimedia reporter

Crain's Detroit Business faced a creative challenge and succeeded with its cool interface for the multimedia package of "Twenty in their 20s." The stories provide multiple images and quick Q & A profiles that demonstrate an understanding of how Web audiences are different from those who enjoy stories in print. The overall effect is fun and engaging.

**Gold:** Crain's Chicago Business, Joseph B. Cahill, editor; Brandon Copple, assistant managing editor; Stephen J. Seno, videographer; Dustin Park, producer/editor

"Entrepreneurs in Action" is a fascinating video series that introduces the Crain's Web audience to a wide range of business owners and developers. Through powerful videography and smart editing, each piece is engaging on its own. The series shows a commitment to excellence in multimedia storytelling.

## 29. Best Daily E-mail

**Bronze:** The San Diego Daily Transcript, Joe Guerin, editor; Tracye Grimes, web editor; A.T. Nelson, lead developer

The Daily Transcript provides an indispensable service to its subscribers. As an aggregator of both local and national business stories, users can count on this e-mail to keep them informed. The addition of bankruptcies, stocks and inside trades made this e-mail stand out from its peers.

**Silver:** Crain's Cleveland Business, Mark Dodosh, editor

Well-written headlines and introductory text to stories provide just the right balance to help users quickly skim through the day's top business stories. Clean design helps separate content for users to find news, blogs and carefully selected features.

**Gold:** Indianapolis Business Journal, Tom Harton, editor; Andrea Davis, assistant managing editor/online; Jeff Newman, associate editor

IBJ daily provides a wealth of business news and information in a tidy summary that is easily digestible. The e-mail's advertisements are carefully positioned in a way that supports the user's experience. Links to social networks help users find additional methods of connecting with IBJ's content on a regular basis.

## 30. Best Industry-Specific E-newsletter

**Bronze:** Des Moines Business Record, Todd Razor, staff writer

A simple real-estate newsletter that has a couple of notable extras. Judges liked the links to planning and zoning meetings in its region, as well as a database of notable transactions.

**Silver:** Crain's Detroit Business, Cindy Goodaker, editor; Christine Lasek, Web editor

Crain's Detroit has a great health care newsletter that has quick summaries of important news in that field, as well as targeted ads that help drive revenue from the newsletter. The design is simple but clean, and makes the newsletter extremely readable.

**Gold:** The San Diego Daily Transcript, Joe Guerin, editor

A high-quality real-estate newsletter with a lot of great features. Judges liked the balance between scannability and depth in their short excerpts. The Notices of Completion and Notices of Default were notable, as was a daily data dump.

## BEST OF SHOW

## 31. Most Improved Publication

**Winner:** BizTimes Milwaukee, Steve Jagler, editor

Small Business Times reinvented itself as BizTimes Milwaukee. The result is a publication that gives readers a bigger bang in both content and design. The magazine adopted a smaller format and introduced short, crisp, well-edited features that cover a wide range of interests, from politics to finance, real estate, manufacturing and innovation. A special report continues to anchor each issue, but it is better packaged with strong visuals and break-outs. A section with area news and personnel is clean and well-organized, and columnists furnish sound advice on topics with currency, such as conflict resolution, human resources and strategic planning. A reflective essay called "The Last Word" ends each publication with wisdom from a local business leader. Overall, the renovation achieved a stronger editorial mix, delivered in an attractive, contemporary design.

## 32. Best Web Site

**Bronze:** Crain's Chicago Business, Michael McHugh, assistant managing editor online, Brandon Cople, managing editor

Crain's Chicago Business has a terrific blend of immediate daily content and feature stories with staying power. The multimedia content for Crain's Chicago is exceptional. Multi-layered pop-up menus in the navigation bar allow users to dig deep into the content without having to click through multiple pages.

**Silver:** Indianapolis Business Journal, Tom Harton, editor; Andrea Davis, assistant managing editor/online

When it comes to Web sites, users want navigation that helps them find what they want --- fast. IBJ.com sets the perfect tone in its design for both readability and usability. The site's blogs and social networking opportunities spur robust comments from members of the business community.

**Gold:** Crain's New York Business, Brian Tracey, web editor; Elisabeth Cordova, senior producer; Kira Bindrim, producer

Crain's New York Business Web site is everything a good Web site ought to be. The daily content is the star of this page rather than its standing navigation. The headlines, photos and story text are carefully edited to guide users through the most important stories of the day. The rest of the site is chock full of original content, including blogs, graphics, lists, multimedia stories and community calendars with ongoing events.

## 33. Best Magazine

**Bronze:** Business North Carolina, David Kinney, editor

The magazine offers a great combination of well reported and written feature stories, informative infographics, and helpful front-of-the-book departments. Each issue reflects an insightful understanding of North Carolina's economics and the ability to communicate the factors that influence the business community.

**Silver:** DBusiness, R.J. King, editor

Detroit is ground zero for the economic woes that have plagued the nation's economy during this recession, but covering the Motor City during the U.S. automobile industry's darkest moments was just one of the topics this magazine handled. A clear, narrative voice that is present in a wide array of feature stories, profiles, and briefs reflects that this business community isn't just about cars. All of this is packaged in pages that are visually attractive and dynamically designed.

**Gold:** Florida Trend, Mark Howard, editor

This magazine banishes the stereotype that business coverage is hyper-technical and dreary. It's a top quality business magazine; it's also a high quality state magazine, reflecting Florida's rich diversity both in terms of its population and the endeavors its people pursue. Its main strength is the professionalism exhibited in its features, investigative reports and profiles, including impeccable reporting, clear and accessible story lines, and compelling narratives.

## 34a. Best Newspaper: Small Tabloids

**Bronze:** Northwest Arkansas Business Journal, Worth Sparkman, editor

This is an authoritative publication that demonstrates a clear understanding of business reader interests in the region. A March issue that focused on upscale real estate, for example, was packaged with stories on builders and their projects, tax benefits in new federal legislation, a local market price analysis and a contextual comparison of local and national transactions. It also has a lighthearted side: An edition

about 15 young professionals on the fast track took the subject up a notch with edgy text and playful photographs. Clearly, the staff has pledged to deliver consistent, engaging, high-quality material to its audience.

**Silver:** NJBIZ, Sharon Waters, editor, and Staff

NJBIZ impressed judges with its courageous stance and vigorous watchdog role in a package of stories about corruption in New Jersey. The Aug. 3 issue included a half-dozen articles about the cost of corruption to the state, the push for stricter legislation and reaction from business leaders, as well as two pages of commentary about the toll of criminal activity on honest enterprise. Other factors made the publication a standout as a progressive voice in the business community: solid news about important economic issues such as taxation, state politics and the environment; thorough reporting on commercial real estate ventures; inspiring profiles; and extensive listings of record items. This is a conscientious business publication with a commitment to public service.

**Gold:** BizTimes Milwaukee, Steve Jagler, editor

A stunning redesign in 2009 was responsible for bringing stronger content and more compelling design to an already striking publication. The strength of BizTimes Milwaukee is its sharp focus on area news, but the editorial mix is broad enough to include Q&As about local business leaders, book reviews, home-grown products and a column on trade in China. The cover story in each issue is consistently rich with information, but often surprising as well. An example is the profile of a woman who will execute the dreams of a visionary Milwaukee philanthropist to improve the city's low-income neighborhoods. Standards such as the business calendar, personnel file and business briefs are smartly written and executed. "The Last Word," a page of thoughtful advice from a business leader, wraps an outstanding publication.

#### 34b. **Best Newspaper: Large Tabloids**

**Bronze:** Crain's New York Business, Xana Antunes, editor, and Staff

This publication is full of newsy stories and has good reporting page after page. It's packed with enterprise reporting and engaging features the community should be reading.

**Silver:** New Orleans CityBusiness, Mark Singletary, publisher; Lisa Blossman, associate publisher; and Greg LaRose, editor

New Orleans has strong writing and does a good job of enterprise reporting. There are investigative reporting packages and great inside stories to round out the mix.

**Gold:** Los Angeles Business Journal, Charles Crumpley, editor

Los Angeles is well organized and couldn't be more informative. It is packed with expert columnists that reflect its community and areas that cover all the hot-button issues in Los Angeles. It puts a human face on the community with its strong reporting and feature stories. This publication is important to this city and to its readers. It does a great job of telling the types of stories that readers need to be well informed.

## **Judges of AABP 2010 Awards**

*All from University of Missouri School of Journalism*

**Jeanne Abbott** is a managing editor of the Columbia Missourian. She came to the Missourian from the Des Moines Register, where she was assistant managing editor for features. Before that, she was on the features copy desk at the Sacramento Bee. Her first job was at the Anchorage Daily News in Alaska, working in news and features.

**Jackie Bell** joined the Photojournalism faculty in January 2001 after two years of teaching at the University of Montana. She has 15 years of experience as a staff photographer at The Tennessean, The Fort Lauderdale Sun-Sentinel and The Arizona Daily Star.

**Len Bruzese** is the Executive Director of the Association of Health Care Journalists and an assistant professor at the Missouri School of Journalism. He was an editor for 20 years at such newspapers as USA Today, The Clarion-Ledger, Pensacola News Journal and The Olympian.

**Anita Bruzese** is a nationally syndicated workplace columnist for Gannett News Service and USA Today, and author of "Take This Job and Thrive." She also serves as the managing editor for The Investigative Reporters and Editors Journal at the Missouri School of Journalism.

**Jan Colbert**, an associate professor, teaches design and writing. She has designed for such publications as the IRE Journal, is managing editor of the National Book Critics Circle Journal and co-editor of The Reporter's Handbook. She has judged design entries for several national competitions.

**Stephanie Craft** wrote for the Orange County Register, Arkansas Gazette and Spokesman-Review. She joined Missouri's faculty in 1999 after completing doctoral work at Stanford University.

**Charles Davis, Ph.D.**, is an associate professor. Davis worked for nearly ten years at newspapers, magazines and a news service in Georgia, Florida and Ireland. He taught at Georgia Southern University and Southern Methodist University before joining the Missouri faculty.

**Margaret Duffy**, chair of the Strategic Communication faculty, teaches courses in advertising, research methods and media management. Her research focuses on new and interactive media, especially with regard to advertising and the news. Duffy earned her Ph.D. in mass communication from the University of Iowa. She has presented research and conducted training with agencies and news groups in the United States, China, United Kingdom, Thailand, Italy, and South Africa.

**John Fennell** associate professor and Meredith Chair, teaches magazine writing and magazine publishing. He reported for the Chicago Daily News and was editor of the design journal, Step-By-Step Graphics magazine before becoming editor-in-chief of Milwaukee Magazine. During his 13-year tenure, Milwaukee won more than 160 national and local awards. He is also the author of Ready, Fire, Aim, a business biography of Harry Quadracci, the late founder of Quad Graphics.

**Michael Grinfeld** is an associate professor at the Missouri School of Journalism. A veteran newspaper and magazine reporter, he teaches magazine writing.

**David Herzog** is an assistant professor at the Missouri School of Journalism, where he teaches computer-assisted reporting. Before joining the faculty in January 2002, he was an investigative reporter for the Providence Journal in Rhode Island and, before that, the editor for computer-assisted reporting at The Morning Call in Allentown, Pa.

**Laura Johnston** is a dayside copy editor at the Columbia Missourian. She is a graduate of the University of Missouri and has worked as a reporter, copy editor and features editor for a daily newspaper.

**George Kennedy** came to the School of Journalism from the Miami Herald. He has served as managing editor of the Columbia Missourian and associate dean of the School. He is the co-author of three journalism textbooks and is a frequent judge of several national contests, including the Investigative Reporters and Editors competition.

**Lynda Kraxberger** teaches convergence journalism at the Missouri School of Journalism. She coaches students in multi-platform and multimedia storytelling. Lynda worked as a newscast producer in both medium and large market television newsrooms. She began her teaching career in 1993 as the executive producer at KOMU-TV at the Missouri School of Journalism. In 2007, Lynda was awarded Missouri's prestigious Kemper Fellowship for Outstanding Teaching.

**Joy Mayer** is the design editor for the Columbia Missourian. She oversees designers for news, sports and features sections, in both print and digital formats. Before joining the Missourian staff in 2003, Joy was a designer, section editor and copy editor for the Sarasota Herald-Tribune and the Wichita Eagle.

**Karen Mitchell**, a 25-year veteran photojournalist, teaches convergence. Mitchell worked as a photojournalist at the Des Moines Register and Gannett Newspapers in Rochester, N.Y. She eventually returned to the Register, where she became director of photography. Mitchell then moved to the Associated Press, first as assistant state photo editor in New York and then as state photo editor in Chicago.

**Daryl Moen**, professor, is the former editor of three daily newspapers. He is author or co-author of four books on design and writing and conducts seminars and consults with publications internationally. He coordinates the AABP contest judging.

**Earnest L. Perry** is an associate professor at the Missouri School of Journalism. A veteran reporter and editor, he teaches cross cultural journalism and journalism history.

**Katherine Reed**, an associate professor, is city editor at the Columbia Missourian. She previously was the editor-in-chief of Prague Business Journal and an instructor at the Center for Independent Journalism. She taught journalism at Hollins University in Roanoke, Va., where she also worked as a copy editor and film/theater reviewer for the Roanoke Times.

**Jennifer Rowe**, an associate professor, teaches magazine classes including editing, design and writing. She is also Editorial Director of Vox, an award-winning weekly city magazine that appears in the Columbia Missourian. She is a contributing editor for Italian Cooking and Living magazine as well as the Magazine of Cucina Italiana. Recent freelance writing projects have appeared in Elle, Real Simple and Missouri Life magazines

**John Schneller** is a former city editor for the Columbia Daily Tribune. Since joining the School of Journalism in 1999, he has been city editor at the Columbia Missourian.

**Jake Sherlock** teaches beginning design and copy editing as a news editor at the Columbia Missourian. Prior to joining the faculty at the Missouri School of Journalism, he was the night editor at the Wyoming Tribune-Eagle, where he oversaw design and editing on the universal desk. He has also worked as a fitness columnist, movie critic and sports writer.

**Brian Steffens**, the former Senior Vice President and Editor of the Editor & Publisher Co., is Executive Director of the National Newspaper Association and Adjunct Associate Professor at the Missouri School

of Journalism. He has also been Editor of Quill magazine and held newsroom leadership positions at several newspapers including the Los Angeles Times, San Diego Union, Orange County Register, St. Paul Pioneer Press, Miami Herald and Detroit News.

**Martha Steffens** is the SABEW-endowed Missouri chair in business and economic reporting. She came to Missouri after a 30-year career in newspapers, including executive editor of the San Francisco Examiner, and earlier the Press & Sun Bulletin in Binghamton, N.Y. She held other editing and reporting roles at the Minneapolis Star, St. Paul Pioneer Press, Orange County Register, Dayton Daily News and Evansville (Ind.) Courier. She is a frequent trainer and consultant on writing and management issues.

**Reuben Stern** was the design editor for the Los Angeles Daily News before joining the University of Missouri faculty in August 2002. He has worked as a designer, editor and graphic artist at several newspapers over the past 10 years and has overseen a number of newspaper redesign projects.

**Scott Swafford** joined the faculty 2003 as an assistant professor and a city editor at the Columbia Missourian. He has 20 years of experience reporting and editing at various Missouri newspapers.

**Margaret Walter**, an assistant professor, is news editor at the Columbia Missourian. Previously, she had been features editor at the Portland Press Herald/Maine Sunday Telegram and Sunday editor at The Telegraph/The Sunday Telegraph in Nashua, N.H. as well as a reporter at daily newspapers and editor of weekly newspapers in Indiana.

**Steve Weinberg** is the author of biographies and books about the craft of journalism, seven in all with two more under contract. He teaches investigative reporting, critical reviewing and magazine writing.

**Rob Weir** oversees technology at the Columbia Missourian. Previously, he was assistant features editor and a copy editor at the Star-News in Wilmington, N.C. and a city editor at the Missourian.