

BULLDOG REPORTER BUSINESS MEDIA



Pitching News & Intelligence for PR Pros

www.bulldogreporter.com

Inside Information

- 1 Fortune Small Business Editor Garigliano
- 2 BizWeek Online's New "Innovation & Design" Channel
- 3 AP Radio News Relaunches
- 4 HealthDay Editor-in-Chief Hoffman
- 5 InfoWorld Editor-in-Chief Fox
- 6 Arizona Republic Business Editor Fritze
- 7 Pitching Briefs

Bulldog's Key Contacts

- 2 Fortune Small Business
- 3 BusinessWeek Online
- 4 AP Radio News
- 6 Arizona Republic Business Desk

FAST MOVES

► **Fast Company** publisher **Matthew Barba** resigns. **Fast Company.com** editorial/community director **Heath Row** leaves for an Internet startup.

► **Associated Press** hires **Newsday** national correspondent **Hugo Kugiya** (hkugiya@ap.org) as national writer. New York City bureau reporter **Erin McClam** (emccclam@ap.org) upshifts to national writer. **National Speed Sport News** publisher **William R. Handy** (whandy@ap.org) joins as Chicago-based chief of bureau for Illinois, replacing **Jim Reindl** (jreindl@ap.org), who became director of major accounts development.

► **CNBC** promotes anchor/host **Tyler Mathisen** (201/735-3120; tyler.mathisen@nbcuni.com) to managing editor of business news.

► **Time** hires **Washington Post** reporter **Mike Allen** (202/861-4000 bureau) as White House correspondent, replacing **John Dickerson**, who moved to **Slate**.

► **Inc.** publisher **Lee Jones** resigns.

► **The New York Times** associate managing editor/news **Richard Berke** (berke@nytimes.com) moves to night editor, replacing **Craig Whitney** (whitney@nytimes.com), who will assist the new editors of the **International Herald Tribune** in Paris, and then return in spring 2006 to replace the retiring **Allan M. Siegal** as standards editor. National editor **Jim Roberts** (netnews@nytimes.com) switches to associate managing editor/news until the end of the year, when he will move into a new, yet-to-be-announced position. Berke will then resume his previous role as associate managing editor/news. The following leave after accepting voluntary buyouts: senior editor **Neil Amdur**, deputy Washington bureau editor **Jan Battaile**, Boston correspondent **Fox Butterfield**, associate editor **John Darnton**; Washington bureau researcher **Marjorie Goldsborough**; *Book Review* staff editors **Caroline Herron** and **Michael Anderson**; and metro reporters **Robert Hanley**, **George James** and **Iver Peterson**.

► **BusinessWeek Online** launches a new *Innovation & Design* channel covering the auto, architecture, video game and marketing industries from a design perspective. Direct queries to executive editor **Kathy Rebello** (kathy_rebello@businessweek.com). See story on page 2 in this issue. **CNBC** "Mad Money with Jim Cramer" executive producer **Eric Gonon** (eric_gonon@businessweek.com) boards as executive producer of **BusinessWeek TV**, with responsibility for daily business reports and a weekly syndicated TV program. The program will change its name to "BusinessWeek Weekend" and begin broadcasting from the NASDAQ MarketSite studio in Times Square.

● SMALL BUSINESS

Imbue Your Startup Pitch with Drama, Personality to Grab *FSB* Editor Garigliano



Fortune Small Business specializes in putting small, unknown-yet-innovative companies on the map—and yours could be next if you can position your startup as an impact player in the news. "The same things that make any story a good story work for unknown companies. I look for something extreme, superlative, or the most expensive or the first, or when an entrepreneur has an incredible amount of financial risk tied up," says assistant managing editor **Jeff Garigliano** (pron. "geh rig lee ab no"). "Those are common [concerns] for our audience, so the more extreme the better."

Focus: *FSB* (circ.: 1 million/10x per year) offers coverage of all small business and entrepreneurial issues. "We don't write about companies with more than \$200 million in revenue," says Garigliano, who edits features and lifestyle stories. "I do the lifestyle

BULLDOG'S Key Contacts **FSB: Fortune Small Business**

1271 Ave. of the Americas
40th Fl.
New York, NY 10020
(212) 522-7452
Fax: (212) 522-8717
Email formula:
firstname_lastname@
timeinc.com

Managing editor
Dan Goodgame
(212) 522-3839

Editorial director
Brian Dumaine
(212) 522-4095

Executive editor
Josh Hyatt

Assistant managing editor
Jeff Garigliano
(212) 522-8359

Senior editors
Arlyn Tobias Gajilan
(212) 522-7654
arlyn@timeinc.com
Richard Murphy

Elaine Pofeldt
(212) 522-6723
Rod Stodghill
Jason Tanz
Writer
Julie Sloane
(212) 522-0179
Writer/reporter
Maggie Overfelt

section in the back of the magazine called *Off Hours*, which reports on things entrepreneurs and small business owners can do in their free time. Even then, we focus on our audience: small companies. For example, we won't write about the Ritz Carlton, but we'd cover a small spa or ski resort."

Coverage: A small and growing business in any industry can make the cut with a compelling tale. "We have six or eight recurring features, including one about the makeover of a small business, where three consultants are brought in to fix up a business," says Garigliano. "There's no specific [beat] breakdown, but we regularly cover major industries like technology. For example, there's a regular feature called 'ROI,' where we write about a small business that had a technological problem and we offer a solution, such as a [particular] software, and then look at how the solution worked."

Getting ink: Garigliano offers the following tips for placement:

- **Use narrative elements to tell your story**—"Drama and conflict get people interested," he suggests. "For example, we write a lot of David vs. Goliath stories because people pull for the underdog. Also, it helps to include some controversy when you pitch a certain component of a business or a product. We can write about any strand of your business we want, but often something more controversial is what we're interested in. However, entrepreneurs aren't often interested in talking about things like the fact that they overcame cancer or just got out of prison or that the founder had a legal dispute with his partner—they'd rather talk about how great their product is. But it's those side stories that often make a story great."
- **Highlight biz applications when pitching products**—"We avoid writing about a gee-whiz product or development, unless it's off-the-charts fascinating," he says. "For example, we recently covered a combination physicist, woodworker and patent attorney who invented a safer table saw—the

blade will lock if it comes in contact with human flesh. That story also had a business component—he tried to sell the technology to power saw manufacturers and they all passed, so he started doing it himself in Taiwan. Those kinds of stories can work, but there must be some real novelty if the story is about a product."

- **Be flexible and cooperative**—"A lot of the entrepreneurs pitched to us don't have a lot of media experience, and have a sense that they'll be able to control the process, such as wanting to see the story before it runs. We explain that things don't work that way in big-time journalism," he says. "Sources need to be made aware of what they can and cannot ask for."

Pitch: Contact Garigliano and other staffers via email. "The first thing we want to know is what else has been written," he advises. Allow for at least three months' lead time. See chart above for contact information.

● GENERAL BUSINESS

Win Coverage at *BusinessWeek Online* with Exclusives and Breaking News

New **BusinessWeek Online** editor **Kathy Rebello** wants a daily flow of BusinessWeek-style news with the opportunity for deeper coverage on the evolving Web entity. "Think about it as BusinessWeek being delivered every day instead of weekly," she says. "Stories online have depth, analysis and insight. We are never going to explore commodity news. It's a deep, rich experience online."

Hot news: The online arm of the business mag is in the midst of an overhaul, which began a year ago and will continue through the next year. "We've launched four new channels in the last 11 months and we'll launch a half-dozen more over the next year," Rebello offers. The most recent addition, launched in August, is the *Innovation & Design* channel, which looks at the auto, architecture, video

BULLDOG'S Key Contacts BusinessWeek Online

1221 Ave. of The Americas
43rd fl.

New York, NY 10020

(212) 512-2511

Fax: (212) 512-4938

Email formula:

firstname_lastname@
businessweek.com

Editor-in-chief

Kathy Rebello

Managing editor

Mike Mercurio

Executive editor

Doug Harbrecht

Channel Editors

Investing

Will Andrews

Technology

Alex Salkever

Small business

Rod Kurtz

B-schools

Jessica Sanders

Innovation & Design

Jessie Scanlon

Senior Writers

News

Amey Stone

Investing

Steve Rosenbush

Writers

Investing

Amy Tsao

Suzanne Robitaille

Technology

Burt Helm

Olga Kharif

(212) 512-3392

Sarah Lacy

B-schools

Mica Schneider

(212) 512-4124

Contributing Columnists

"State of Affairs"

Stan Crock

(202) 383-2202

"Washington Watch"

Richard Dunham

Howard Gleckman

"Sound Money"

Christopher Farrell

"Power Lunch"

Ron Grover

(212) 480-3239

"Your Retirement"

Ellen Hoffman

ellenhof@intrepid.net

"Smart Answers"

Karen Klein

smartanswers@

businessweek.com

"Hiring Line"

Liz Ryan

game and marketing industries. Former **Wired** contributor (Ms.) **Jessie Scanlon** takes on the role of editor for the channel.

Focus: BusinessWeek.com has a staff of writers and editors, but collaborates with the magazine and television staff on stories. "We believe in an integrated approach and we are working hard towards that. Someone may be hired to work for the magazine or online, but they end up working for both. We put writers together on stories and share ideas," explains Rebello, who is both an executive editor for the magazine, and editor-in-chief of the website. She says that, despite the collaborative approach, less than 30 percent of the content on the website comes from the magazine.

Coverage: The site covers a variety of business news stories and also provides several Web-only features including blogs, video, animation, an interactive gallery, quizzes and industry scoreboards. "It provides a richer experience," Rebello says. She offers these tips for ink:

- **Be specific about your pitch, but leave it open to any medium**—"We are not wedded to where content goes—it could be the magazine, website or television show. We cover the story in whatever medium [it lends itself to]," she says.
- **Find the right contact, and build a relationship**—"Be familiar with what there is online," she suggests. "There are channel editors—people who live and breathe those channels. They drive innovation [on each channel]. It's also good to develop relationships with specific reporters."
- **Offer industry movers and shakers**—"This is really no different than print. Good journalism is good

journalism. Keep up the standard [of who you'd offer to the magazine] for online."

- **Give her breaking exclusives**—The immediacy of the website lends itself to breaking exclusives, and she wants to be on the front lines. "We want to be informed about breaking news. And we want exclusives—everybody loves those," she offers.

Pitch: Contact channel editors or specific reporters with pitches. Email is the best method. See chart above for contact information.

● GENERAL INTEREST

Relunched AP Radio News Wants Human Interest Tales with Mass Appeal

Breaking news, business news and lifestyle features each have a place at **AP Radio News**, and the key is finding what appeals to a vast audience around the world. "We call it a news and information cast," says AP Radio general manager **Thomas Callahan**. "Everyone is trying to make people listen [to the radio], and this is a style that people can relate to. The news is hard news, and the information is lifestyle features that are affecting the world. We [recently] led with the Jose Canseco [steroid] story because it's a human-interest story. We try to make sure that it will be relevant to the audience."

Focus: The radio division of the **Association Press** serves more than 4,300 stations in some form—either text, audio or Web service. "The AP serves more than 1 billion people around the world who see or hear an AP story everyday," Callahan says. The 155-year-old news co-op is the oldest and largest

independent news organization in the world. As part of AP Broadcast, the recently relaunched AP Radio News reports breaking news 24 hours a day, as well as regularly scheduled programs in business, sports, entertainment and lifestyle for its member stations.

Coverage: The radio division recently changed the format of its newscasts. “The audience wants a contemporary, fast-paced newscast. They have no time to listen to news that is not relevant,” Callahan explains. “We run two-minute [business] segments all day, and we’re always looking for people to be interviewed for our features,” says business editor **Mark Hamrick**. “We welcome hearing about Wall Street analysts and strategists to comment on the day’s financial news. We also have a ‘Consumer Watch’ feature, which reports on buying decisions, and a series of reports called ‘Business Minute,’ which have a wider, usually offbeat scope.”

Getting air: Callahan says that the most in-demand topics at AP Radio include healthcare, long-term eldercare, anything related to technology and financial stories. He offers the following advice to help get you a second look in the newsroom.

- **Make MP3s a part of your release**—New technology allows AP Radio to put more natural sound into news reports, and this presents new opportunities for PR. “Provide bits and pieces of your news release in audio. Everyone sends printed releases, but attaching an MP3 with excerpts might attract attention,” he says.
- **Offer late breaking new for morning shows**—“More and more radio stations are hungry for morning show information,” he says. “That is becoming the prime time of radio. I would suggest sending info late at night so it can be read first thing

in the morning.”

- **Build your source’s credibility before pitching**—“The more credibility he has, the more likely he’ll get on [the air]. We ask these questions: Does he have something specific to talk about? Is he truly an expert? Can he add value to the discussion?” he explains.

Pitch: “The best way [to pitch] is to send a brief email describing the topic or person to the newsroom. Follow up with a call if it is a compelling pitch,” Callahan suggests. He says everything that is sent to the newsroom is evaluated. Target pitches to the appropriate editor. See shadowbox at left for contact information.

● HEALTHCARE

Obesity, Diabetes, Cancer, Stem Cells, Pharma News Scores *HealthDay* Ink

News about research studies and medical experts can reach scores of media outlets via medical news service **HealthDay**, as long as you focus on health topics with broad appeal. “We do only consumer health news, primarily stories about conditions and diseases and research that has been conducted on them,” says editor-in-chief **Barry Hoffman**. He’s especially on the lookout for stories that tie into hot medical issues, including stem-cell research, obesity, diabetes and controversies surrounding the FDA and pharmaceutical companies.

Focus: “We’re a daily news service,” Hoffman explains. “We do about 15 to 20 stories a day. We appear on a variety of websites like MSN, Forbes.com, Yahoo and USA Today, as well as more than 1,500 hospital websites.” HealthDay stories also go out on **The New York Times** and **Gannett** news services. “Press releases are particularly important to us,” he adds. “We generally have very good relations with PR people, although many don’t seem to understand what HealthDay is.”

Hot topics: “Obesity, diabetes, cancer, bioethics, stem cells and the pharmaceutical industry are some of the things that are just going to be huge in the next year,” he says. “For example, obesity and diabetes are the two major health risks facing our country now, and I also think we’re on the verge of some breakthroughs in cancer research. And pharmaceutical companies will be a big story because of direct-to-consumer advertising and the way they market big prescription drugs. The public is starting to become much more questioning now as to the efficacy of some of these drugs,” he asserts. He’s also interested in issues related to generic drugs and branded pharmaceuticals slated

AP Radio News Contacts

AP Broadcast News Center
1825 K Street NW, Ste. 800
Washington, DC 20006

(202) 736-9500

Fax: (202) 736-1199

Email formula:
firstinitiallastname@ap.org

General manager, radio
Thomas Callahan

Managing editor, AP
Broadcast

Brad Kalbfeld
(202) 736-1170

Asst. Managing Editors

Radio
Wally Hindes
(202) 736-1171

News

Ed Tobias
(202) 736-1172

Editors

Business

Mark Hamrick
(202) 736-9545

Entertainment

Michael Weinfeld
(202) 736-9515

Religion

Steve Coleman
(202) 736-9505

Sports

Dave Lubeski
(202) 736-9540

to lose patent protection over the next year, as well as abortion—especially late-term abortion as a political issue.

Scoring ink: Hoffman offers these additional tips for coverage:

- **Suggest experts on specific topics**—“[For] a typical story that’s based on journal research, we will interview one of the lead researchers. Then we look for a proven expert to comment on the validity of the research and what the next steps are,” he says. An effective pitch will say, “Re: New England Journal of Medicine story on Vioxx today. Doctor so-and-so is an acknowledged expert on this. He is available for interviews. He believes that the research is flawed,” or, “he believes that the research doesn’t go far enough,” he offers.
- **Offer studies under embargo**—“We get a lot of studies that are embargoed to coincide [with publication] in various journals,” he says. “We do have the flexibility for working in advance—sometimes as much as a month in advance.”
- **Avoid pure business topics**—HealthDay occasionally looks at economic issues, such as new Medicare policies or the rising cost of prescription drugs. However, “We don’t cover the business of health in a significant way,” he cautions.

Pitch: Email press releases to the general in-box at editors@healthday.com. “We look at every single press release that comes in all day long,” he says. “We don’t neglect any of them.” When pitching products, you should attach a JPEG image. Reach Hoffman directly at bhoffman@healthday.com.

● TECHNOLOGY

Grab *InfoWorld* Ink with Tech Analysts, Innovative Products Aimed at IT Execs

Your IT products and experts can make fine fodder for tech-trade heavyweight **InfoWorld**—as long as you can emphasize the impact on IT decision-makers. “We’re very much focusing on people who make strategic decisions about IT,” says editor-in-chief **Steve Fox**. “We help them make the right technology decisions. We do that by offering product reviews and insights, and by using very rigorous lab testing. We certainly cover news, but news is not our primary focus—instead, we provide analysis and commentary on the news.”

Focus: InfoWorld (circ.: 370,479/weekly) delivers in-depth coverage and evaluation of IT products for technology experts. Fox oversees editorial operations and strategy for the magazine, **InfoWorld.com** and other integrated media projects.

“My job involves choosing stories, as well as issue themes and covers,” he says.

Best angles: “There are few things that editors like more than finding something new that no one else has found, so tech start-ups are of great interest to us,” says Fox. “We’re intrigued by new ways of doing things and interested in implementations of technology, so convince us that there is something new about your product or company [strategy]. If your pitch is product-related, you should contact **Doug Donnelly** (doug_donnelly@infoworld.com), who’s the head of our new product test center. He’s always on the lookout for new and interesting products.”

Getting ink: Fox offers these additional tips for coverage:

- **Target the trends he’s following**—“Products continue to be very important to us—and how those products fit into the various categories and topics we focus on, such as compliance, virtualization, enterprise architecture, identity management, open-source commercial software, security software, business applications, converged networks, WiFi, cellular, LAN or what have you,” he says. “We’re also starting to do more in the case study field.”
- **Make products and sources accessible**—“We like to bring products in-house to do reviews. If it’s a complicated product, as many of these are, we’ll often have a product manager come in and observe what’s going on for some of the initial set up,” he says.
- **Be clear about your point person, and target appropriately**—“The key thing is trying to coordinate your message so we’re not being contacted by several groups. We want a single point of contact. Once you get into the review cycle, then we also want a point of contact who is technical,” he explains. “Also, avoid trying to hit the entire staff, hoping to set up essentially identical meetings with four different reporters. It’s just a bad idea. Try to consolidate these [efforts].”

Pitch: Fox advises contacting reporters directly. Access the mag’s beat list at www.infoworld.com by clicking on “About us.” You can also go to our editorial calendar (www.infoworld.com/about/editcal.html), which will give you a very broad sense of some of the things we’re covering,” he offers. “I prefer email, as virtually all of our reporters and editors do. But phone calls are certainly OK if the info [warrants it].” Reach staffers at 501 Second St., San Francisco, CA 94107; (415) 243-4344; fax: (415) 978-3120; firstname_lastname@infoworld.com.

BULLDOG'S Key Contacts Arizona Republic Business Desk

200 E. Van Buren St.,
Phoenix, AZ 85004;
(602) 444-8142
Fax: (602) 444-8274
Email formula:
firstname.lastname@
arizonarepublic.com

Business editor
David Fritze
(602) 444-8640

Assistant business editor
Christine Carson
(602) 444-8643

Reporters

Healthcare
Jodie Snyder
(602) 444-8667

Technology
Jane Larson
(602) 444-8667

Airlines, travel, tourism
Hal Mattern
(602) 444-8652

Real estate, gas prices
Erica Sagon
(602) 444-7353

Small business

Yvette Armendariz
(602) 444-4842

Commercial development
Glen Creno (pron. "cree no")
(602) 444-8972

Biotech
Max Jarman
(602) 444-7351

Energy, utilities
Ken Alltucker
(602) 444-8285

Airlines

Dawn Gilbertson
(602) 444-8617

Economy
Jonathan Higuera
(602) 444-8831

Columnists

Jon Talton
(602) 444-8464

Personal finance
Russ Wiles
(602) 444-8616

● REGIONAL BUSINESS DESK

Arizona Republic Business Editor Wants Fresh Trends that Play Out Locally

The **Arizona Republic**, the state's largest newspaper, is interested in hot new national business trends, and business editor **David Fritze** (pron. "frit see") says the least-reported trends are those most likely to be picked up by the paper. "We'll look into localizing a trend if it is new, fresh and has not been reported on before," he explains.

PR UNIVERSITY ANNOUNCES

"Revolution in PR Technology: How Blogs, RSS, Wikis and Podcasting Are Transforming Corporate Communications"

If you're trying to figure out the most effective ways to plug blogs, RSS, wikis and podcasting into your PR strategies to achieve amazing results, PR University's intensive one-day workshop on how to take command of these exploding technologies is your answer. This high-level forum will focus on exactly how these technologies are revolutionizing corporate messaging and how you can harness them—now.

Most importantly, this is a singular opportunity to meet, question and learn with and some of the world's leading experts—all in one place. You'll hear from: **Steve Rubel, David Berger, Mark Jen, Brooke Gladstone, Pete Blackshaw, Craig Newmark, Sally Falkow, Bill Flitter, Eric Schwartzman, Steve Ross, Dan Forbush** and **Jay Stockwell**. These workshops will be held on September 9 at the Crowne Plaza Times Square in Manhattan and on September 16 at the Hilton Hotel and Towers in San Francisco. For full details, phone 1-800-959-1059 or visit www.bulldogreporter.com, but—be advised—space is limited, and these workshops are guaranteed to fill up fast.

"However, it depends on how strongly it is playing out here. If it's only happening on the coasts, then we will just run a wire story."

Focus: The Republic (circ.: 454,580/Mon.-Sat.; 570,411/Sun.) offers national and regional news, business news and lifestyle fare to its Arizona and Southwestern-based readership.

Coverage: The paper covers breaking business news as well as industry and economic trends. Fritze wants info on both large and small businesses based in Arizona, as well as personal finance issues.

Getting ink: Fritze gives the following tips for landing a longer look:

- **Pitch reporters directly**—"I would ask PR people to send pitches directly to the reporter who covers the beat or to send it to me or the assistant business editor and we will direct it," he says.
- **Make your source an expert's expert**—"When we look for national sources, we look for an authoritative expert that other experts would recommend," he emphasizes. "We wouldn't just pick some obscure source from Michigan for a story on real estate. We'd want someone from the National Association of Realtors, or [someone with similar stature]."
- **Focus on local industries and issues**—"We are always interested in news about large companies [and industries] here," he says. These include the technology, biotech and airlines industries—including locally-based America West. Business trends and issues in the Hispanic community are also of interest.

Pitch: "There is no one rule that applies to every call or email. It depends on the topic [of the pitch]," Fritze notes. "But email is usually the best way to reach us." He suggests sending concise pitches directly to reporters. See chart above for contact information.

PITCHING BRIEFS

Briefs editor: Megan Caluza

FINANCE**Mr. Steven Syre (pron. "sire")***Boston Globe* Columnist
(617) 929-2918; syre@globe.com

Syre pens a column on financial services and while he says pitches becoming columns is very rare, he is still looking for opportunities to speak to sources within the industry. "Most of the time when I deal with PR, I am looking for access to get an interview," he explains. "I am looking for an executive within a company." He focuses 90 percent of the time on local stocks or investment management companies, but occasionally his topics cover broader issues within the industry. He is interested in hearing about national statistics related to financial services. He prefer email.

COMPUTERS, TECHNOLOGY**Mr. Matt Richtel***New York Times* Reporter
mattr@nytimes.com

Richtel covers major telecom companies including MCI, SBC, Qwest, Verizon, etc., and related business news, mergers and acquisitions, as well as video games and other electronic tech companies, news and issues. For all PR matters, he emphasizes the importance of relationships: "It's more about genuine relationships and friendship, and less about salesmanship," he says. "Have a conversation with me like in an everyday life situation," he recommends. He also advises pros to be aware of the larger context of the topics and issues they're pitching. "Have a sense of context, use judgment and have a sense of the issues beyond the interests of your company or product. And think of yourself as a storyteller," he says.

VENTURE CAPITAL**Mr. Matt Marshall***San Jose Mercury News* Reporter
(415) 477-2518
mmarshall@mercurynews.com

Marshall writes a column called the "VC Insider" about Silicon Valley venture capitalists and the start-ups they fund. The column appears every other Tuesday. He covers venture capital relating to companies "in the Silicon Valley only," he says. He's looking to speak with insiders who can talk about VC funding going to their companies. He suggests visiting his blog (www.siliconbeat.com) to get an idea of who he is looking to speak with within a company. Send him info about who is getting funding as well as changes within VC firms. Send press materials by email.

BANKING**Ms. Kelly Holman***The Deal* Reporter
kholman@thedeal.com

Holman covers private equity deals and corporate auctions. She is interested in receiving "press releases on leveraged buyouts," but "PR people should not send me releases on securities regulations," she says. She wants access to people from inside the companies involved in these transactions. The best time to contact her is during the day, and she prefers to be contacted via email.

INTERNATIONAL BUSINESS**Mr. Wayne Tompkins***Courier-Journal* (Louisville) Reporter
(502) 582-4232
wtompkins@courier-journal.com

Tompkins is an enterprise business writer with a keen interest in globalization and international business. "I do mid-term and long-term project and weekend projects. I stay away from the daily news," he explains. "I look at trends in the economy and those develop into bigger stories. We did [a series] recently on globalization in Kentucky for good and bad, and another one on Hispanic immigration and how we're adapting." The last project he worked on was 14 pieces that ran over two days. He asks that people send information that would make an interesting long-term trend story, including statistics especially on the economy. All information should be able to tie into the Kentucky or Louisville area. Send information by email.

HEALTHCARE BUSINESS**Ms. Lindsay Riddell***North Bay Business Journal* (Calif.)
Reporter
(707) 579-2900, ext. 215
lriddell@busjrnl.com

Riddell, who is new to California, wants to hear about the history of hospitals and medical companies in the North Bay Area as well as information about health systems in the state. She says the paper is not likely to cover events or news stories that go out to all other media, but will follow larger trends related to these stories. She wants to talk to the heads of organizations like CEOs, CFOs, chief physicians, or the board of directors. She looks for information from the most knowledgeable people, and asks that PR people not be offended if she works directly with people in the organization, rather than having info routed to her through PR. Send pitches by email.

EDUCATION**Mr. Matt Krupnick***Contra Costa Times* (Calif.) Reporter
(925) 943-8246; mkrupnick@cctimes.com

Krupnick covers higher education issues as well as happenings at local universities and community colleges. He is interested in national issues that affect higher education including education funding, and would like to see national statistics that explain education trends. He would like to see fewer press releases that tout specific products or books. He likes hearing about research projects going on at local colleges but says some may get passed on to the science desk. "It's nice to get releases not filled with fluff that get down to the issue and explain exactly what the issue is or what a person can talk about." He would like to get pitches by email.

TECHNOLOGY**Mr. Kevin Sharp***Supply Chain Management*
Technical Editor
(520) 326-2244
kevinsharp@accurateinfo.com

Sharp covers the technical aspects of supply chain integration. He writes a monthly piece on system integration and supply chain management discussing the policies and challenges within those areas. "I'm looking for interviews, quotes and product specs. I want to hear from technology vendors and from their customers on the issues of integration," he explains. He says the best way to pitch information is to look at the editorial calendar and find the tech focus that best suits your pitch and take an angle that complements that issue. Email is the preferred communication method.

INSURANCE, INVESTING**Mr. Todd Mason***Philadelphia Inquirer* Reporter
(215) 854-5679; tmason@phillynews.com

Mason covers asset management companies and insurance companies. "I also cover mutual funds, brokerage firms and insurance companies in the financial market," he says. He covers them mostly from a business angle, as opposed to personal finance. "No one needs to send [financial statements] because they are already available," he offers. "I am looking for trends in an industry or company developments, but [breaking] news is really hard to find. I look at everything [sent by email] and I don't know what [of those] is going to be good." Email is best.

BULLDOG REPORTER AUDIO CONFERENCE ALERTS

“Ten Seconds to Succeed or Die: Mastering the Art of Phone Pitching and Follow-Up Calls”—Sept. 8

Get journalists to field your calls like the old days by following the steps outlined in this session. Panelists: **Doug Simon**, D S Simon Productions; **Desa Philadelphia**, *Time*; **Emily Kutner**, *Forbes.com*; **Penelope Dunham**, “The Dr. Dean Edell Show”; and **Nancy Friedman**, Telephone Doctor® Customer Service Training.

“Covering the Corporation: Top Business Reporters Critique the State of the Art in Corporate Communications”—Sept. 9

Join this session for a candid look at corporate communications through the eyes and ears of America’s most respected corporate business journalists. Panelists: **Patti Domm**, *CNBC*; **Del Jones**, *USA Today*; **Seth Lubove**, *Forbes*; and **Matthew Benjamin**, *U.S. News & World Report*.

“Working with Freelancers: Top-Tier Indy Journalists Reveal How PR Can Use Them to Dramatically Boost Coverage”—Sept. 15

If it’s your job to generate coverage of consumer technology products, join this session to understand how top editorial gatekeepers think. Panelists: **N’Gai Croal**, *Newsweek*; **Tom Samiljan**, *Cargo*; **Eric Gwinn**, *Chicago Tribune*; **Steve Morgenstern**, *Rolling Stone*; and **Edward Baig**, *USA Today*.

“Producing Controversy-Free, Successful VNRs and B-Roll: TV Insiders Deflate the ‘VNR Vs. Journalism’ Debate”—Sept. 16

Learn how to ensure that your VNRs, B-roll and SMTs get widespread pickup... without all the controversy. Panelists: **Doug Simon**, D S Simon Productions; **Jennifer Siebens**, *CBS News*; **Lawrence Moskowitz**, Medialink; **Stephanie Dhue**, “Nightly Business Report”; and **Sharlette Hambrick**, “Entertainment Tonight”

Registration for all audio conferences is only \$279 per site. For more information or to register, go to www.bulldogreporter.com or call 1-800-959-1059.

MEDIA MOVES

● DAILIES

DAILY NEWS OF LOS ANGELES: Managing editor **Ron Kaye** (ron.kaye@dailynews.com) shifts to editor, replacing **Dave Butler**, who became editor/publisher of the **Detroit News**.

ROCKY MOUNTAIN NEWS: Deputy editorial page editor **Thom Beal** leaves.

HARTFORD COURANT: Acting editorial page editor **Robert K. Schrepf** (860/241-6488; rchrepf@courant.com) upshifts to VP and editorial page editor, replacing **John J. Zakarian**, who retired in 2004.

BOSTON HERALD: Columnist **Howard Manly** leaves.

● MAGAZINES

LEGAL TIMES: Executive editor **James Oliphant** (202/828-0356; joliphant@legaltimes.com) upshifts to editor-in-chief, replacing **Eva Rodriguez** (202/862-0300 bureau), who moved to **The New York Times** Washington bureau. The paper serves lawyers in the DC area.

INFORMATION SECURITY: CRN editor-in-chief (Ms.) **Kelley Damore** (kdamore@infosecuritymag.com) as same.

CIO DECISIONS: American Prospect supplements editor **Lauren Horwitz** joins as managing editor/production. **Computerworld** staff editor **Steve Ulfelder** (781/657-1421) boards as senior features writer. Freelancer **Michael Ybarra** (415/931-9686) boards as senior features writer. Reach staffers at firstinitiallastname@ciodecisions.com.

● BROADCAST

PBS: Latino USA anchor **Maria Hinojosa** (mhinojosa@npr.org) joins as senior correspondent for “Now,” a newsmagazine. She remains with Latino USA, which appears on NPR.

KPRC-TV/Houston: Medical producer **Krista Marino** leaves. Direct pitches to the new medical producer **Melissa McDonald** (713/222-2222 main; 713/270-9334 newsroom fax).

Richard Carufel / **Editor**

Megan Caluza / **Associate Editor**

Stephen Beale / **News Editor**

Cynthia Levitas / **Art Director**

Jacques Gautreaux / **Marketing Manager**

Torry Burdick / **Vice President / Sales & Marketing Director**

James Sinkinson / **Publisher**



Bulldog Reporter™ covers PR and the news media for communications professionals. Published semimonthly, 24 times per year by Infocom Group, 5900 Hollis St., Ste. L, Emeryville, CA 94608-2008; (510) 596-9300; fax (510) 596-9331. www.bulldogreporter.com

Copyright © 2005 by Infocom Group.

Subscription price: 1 year, \$649. Add \$30 postage per year to Canada and Mexico; for other foreign orders add \$50 per year. Back issues: \$25 each. To subscribe, call 1-800-959-1059.

Comments and story suggestions are welcome. Call us or email the editor at rcarufel@infocomgroup.com.