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BULLDOG REPORTER

THE MEDIA PLACEMENT NEWSLETTER FOR PR PROFESSIONALS

EASTERN EDITION

FIRST BITES

► **USA Today/DC** deputy managing editor **Mark Memmott** (703/276-6548) shifts to globalization reporter, an addition. White House assignment editor **Ed Foster-Simeon** (703/276-5849) replaces him. Congressional reporter **Wendy Koch** shifts to page one writer. **New York Daily News** reporter **Kevin McCoy** (kmccoy@usatoday.com) joins USA as investigative reporter for *Money*. **Boston Globe's** DC deputy bureau chief/news editor **Rosalind Jackler** (703/276-5061) joins as news editor, an addition. Replacements for Koch and Simeon TBA.

► **CBS** hires **KXAS/Dallas** anchor/reporter **Gretchen Carlson** (212/975-2881) as *Newspath* correspondent, an addition. Her replacement TBA.

► **Washington Post** national editor **Liz Spayd** (202/334-7465) upshifts to assistant managing editor of national news. She succeeds **Jackson Diehl** (202/334-7467), who moves to deputy editorial page editor. **Christopher Stern** (sternc@washpost.com) boards as advertising and entertainment reporter, an addition.

► **ABC News/LA** deputy bureau chief **David Eaton** moves to Southern bureau (Atlanta) chief. He replaces **Steve Smith**, who joins **Fox Sports South**. **Mark Reeves** joins in Atlanta as producer, an addition. Contact the Southern bureau at (770) 431-7770; fax: (770) 431-7800. **Fortune** editor-at-large **Andrew Serwer** joins as financial contributor to *Moneyscope*, ABC News' business reporting consolidation. Serwer's financial reports and analysis will appear on all news broadcasts, including www.moneyscope.com, and he will appear weekly on "Good Morning America."

► **Fortune** hires **U.S. News & World Report** business and technology editor **Jim Impoco** as assistant managing editor. **SmartMoney** consumer and investing writer **David Stires** joins as features and investing writer. Four new reporters also sign on: **Janice Revell**, **Julie Schlosser**, **Jessica Sung**, and **Karen Vella-Zarb**. Contact the magazine at (212) 522-1212. Replacements for Impoco and Stires TBA.

► **Larry King Live** LA producer **Carrie Stevenson**

advances to senior producer in DC. She replaces **Mark Gregory** (202/898-7690), who upshifts to executive producer, an addition. **Sean Kelly** (202/898-2968) boards as editor. **Erin Sermeus** (pron. "ser may us;" 323/993-5117) joins as publicist. **Victoria Mercado** (323/993-5119) and **Kyle Johnson** (202/898-7694) join as production assistants, all additions. Stevenson's replacement TBA.

► **NBC News' "Today"** special projects producer **Mary Alice O'Rourke** (212/664-5296) advances to senior producer of special projects, an addition. Special projects producer **Susan Dutcher** leaves. Lifestyle producer **Janice DeRosa** joins **CBS News** as a producer. For lifestyle-related queries, contact supervising producer **Betsy Alexander** (212/664-3476). Senior producer **Linda Finnell** moves to **NBC** in LA as daytime programming producer. She is replaced by supervising producer **Don Nash** (212/664-2156). **Kim Gerbasi** (212/664-4602) joins as supervising producer.

■ SMALL BUSINESS

Send *USAToday.com's* McKinley Small Biz, Workplace Stories



You can garner cyber ink with **USAToday.com's** careers and small business editor **Elizabeth McKinley** by pitching breaking news

affecting small businesses throughout the country. You can also pitch her a creative entrepreneur for her feature reporting. The fact is, she wants stories about successful people who have overcome obstacles on

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the path to achievement. A story with an unusual angle, such as a novel business idea, stands an even better chance for coverage, McKinley encourages. "You cannot just tell me about any small business. It has to be different—like the story of the small businessman who started 1-800-CONTACT from his college dorm room," she explains. "The article could also appear in the print version of the daily," she encourages.

Focus: USA Today.com is the sister Web site for the largest daily (circ.: 1,758,477/Mon.-Fri.) in the country. It reports on international and national news for the general reader, covering government and politics, business, health, sports and lifestyles. McKinley covers the small business and workplace beats for the online section.

Best opps: Your best opps for coverage belong to any news, such as legislation, affecting large numbers of small businesses, McKinley says. For example, send her any new info on the death tax legislation and how it will affect small business owners. Any news that touches on the bottom line of small businesses is also pitch fodder—e.g., she recently reported on an announcement by deputy commerce secretary Robert Mallett that urged small businesses to adopt e-commerce strategies to improve profitability. She also reported on a pocketbook issue concerning the congressional lobbying agenda of the National Federation of Independent Businesses to seek tax relief and healthcare affordability.

Opps for features: Pitch any small businessman or woman who had a successful business idea. The more unusual the idea, the better, McKinley says. She cites Etiquette.com as the type of business idea she likes, saying it's a creative use of the Web. When pitching, McKinley insists that you tell her how the business owner "overcame obstacles to secure funding." For example, she recently penned a feature on feng shui specialist Jennifer Tuller that highlighted the financial obstacles she overcame in establishing her own business.

Other opps: Workplace issues are also pitchable. McKinley says she welcomes stories about 401(K) plans, benefit packages and grievance issues like childcare and sexual harassment.

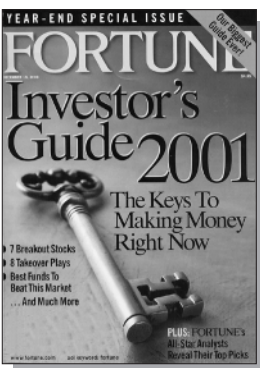
Heads up: You can send McKinley stories for the Web site pertaining to small biz and workplace issues. But online money editor **Ray Goldbacher** warns PR pros should, generally speaking, send

pitches to the newspaper staff. "Most of our content comes from the paper," Goldbacher explains.

Pitch: Contact McKinley (emckinley@usatoday.com) with a concise e-mail. She's at USA Today.com, 1000 Wilson Boulevard, Arlington, VA 22229; call (703) 907-7163.

■ TECHNOLOGY

Fortune's Kirkpatrick Seeks Big Trend Info, Not Product Pitches



PR pros who want to pitch **Fortune** technology writer **David Kirkpatrick** should remember the mag's mission—to write for a high-level business audience, not technologists. "I don't write about [tech] products," Kirkpatrick reminds. "I report on trends from a general perspective. For example, I analyze whether companies like IBM or Apple have a future." Your own opps for coverage belong to pitching info on a new company over the new-economy horizon, or on future tech trends that will dominate the business market—tell Kirkpatrick who wins, who loses and why.

Focus: The mag (circ.: 767,148 26x/yr.) reports on national and international business, including politics, management, corporate performance, finance, technology and innovation. Kirkpatrick reports on computer hardware and software. While he was the first Fortune reporter on this beat, there are now 15 reporters covering it. Even with this larger number of reporters, your tech pitch might still be a hard sell, so you need to make an extra effort. "Show me you understand something about Fortune in your pitch," Kirkpatrick counsels. "Fortune doesn't cover the news—our angle is different. BusinessWeek reports on news as it happens. Forbes is about investments. We focus on corporate strategies, trends and top management," he explains. "We write about what's interesting." So the opps are open to all companies. There's neither a market-capital test, nor must a company be public before Fortune covers it, Kirkpatrick assures.

Coverage: Kirkpatrick's past reporting reveals where your opps are strongest—i.e., pitching tech stories that define a future trend. For example, back in May 1992, he reported on IBM's long-term

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strategy of acquiring Lotus Notes in order to beat out Microsoft in the software wars. In May 1997, he reported on Bill Gates' plans to dominate the world of network business computing with the Windows NT operating system. In May 1999, he reported on Intel chairman Andy Grove's strategy to move the company's commercial activities onto the Web. So if your company plans a strategic move toward acquiring market share in the computer industry, tell Kirkpatrick ASAP.

Heads ups: Beginning in January, Kirkpatrick will pen a new, ten-times yearly column (tentatively entitled "Great Leap Forward") for Fortune, covering issues in management such how as e-commerce changes business methods. So you will soon be able to pitch him a story about how the Internet has changed your company's corporate strategy.

Tip: Kirkpatrick welcomes pitches involving a meeting with a company's CEO. He explains that CEOs have "the perspective" that he requires for his reporting. "PR pros who tell me their CEO wants to have lunch with me are more likely to have a successful pitch. And the best one is when the CEO calls me him- or herself," Kirkpatrick instructs. "Nine out of ten times I say yes in such a case," he asserts.

Approach: Pitch without providing a heavy spin or news hook. "I am open-minded about where the story can go," Kirkpatrick says. Emphasize whatever info helps to explain the direction your company is headed in over the next two years.

Pitch: Send a short e-mail to david_kirkpatrick@fortunemail.com. "Not longer than 700 words," Kirkpatrick warns. He's at Fortune, Time Life Building, Rockefeller Center, New York, NY 10020-1393; (212) 522-2559.

■ GENERAL BIZ, MANAGEMENT Offer *Fast Company's* Muoio Biz Strategies and Unique Insight



Since **Fast Company** has no particular beat list, targeting the right reporter for ink in the business solutions pub can often be a cumbersome task. But senior writer **Anna Muoio** (pron. "moy oh") offers some insight into her coverage: "I tend to write about

leadership, change agents, e-learning, and model and mentor subjects—people outside the world of business who can offer insight into the world of business," she says. Topics tend to be general, she adds, and she wants sources who can offer commentary on a broad scale.

Focus: Fast Company (circ.: 250,000/10x a year) was founded in 1995 with the intention of showcasing the teams and individuals who are "inventing the future and reinventing business." The pub and its companion Web site (www.fastcompany.com) are geared to help business people discover the tools, techniques and tactics they need to succeed at work and life. Muoio writes for the *Models & Mentors* section, and contributes to the *Report from the Future* section.

Hot opp: Muoio seeks info about leadership issues. Tell her about your company's decision makers and the effective strategies they use to build efficient teams, such as benefits programs, family leave and job training.

Recent stories: The following stories illustrate

Muoio's unique approach to covering business strategy: For an article about thinking several moves ahead of the competition, she interviewed a master chess player. She also spoke with several market consultants for a story about treating your company like a living organism that learns, evolves and eventually dies. And, for a piece about multitasking, she interviewed a renowned juggler, who spoke about keeping "all the balls in the air."

Approach: This is a case where PR pros truly need to be familiar with a reporter's content and style, as the above examples illustrate. E-mail Muoio your story idea, and think about the spin. "If I'm going to take the time and energy to listen to someone's idea, I'd like to sense that they've spent the time and energy forming it," she advises.

Pitch: Contact Muoio (amuio@fastcompany.com; 617/973-0344) by e-mail if you have a pitch directly relating to her coverage; otherwise, send pitches to content@fastcompany.com, and they will be directed to the appropriate writer. "Please customize your pitch to our magazine," she asks—adding that this is key to coverage in this unique mag. See chart on page three for contact info.

■ TECHNOLOGY

Eweek's Zimmerman Wants Forward-Looking IT News



Your best opps for coverage with Eweek magazine lie in tech-related pitches that can help IT professionals make good business decisions. "We welcome news pitches about new products, buggy software or hacks you haven't heard about before," says executive news editor **Michael Zimmerman**. But you better pitch this mag exclusively, since its mission revolves around providing forward-looking biz info. "We want news scoops. We are in competition with the Wall Street Journal and Business Week," Zimmerman says.

Focus: The mag's 400,000-circ. translates into great coverage for any IT-related story. The mag's Web site (www.eweeek.com) is also highly visited, giving a successful pitch a chance for double coverage. The mag reports on virtually all aspects of computer technology, including hardware, software, the Internet, e-commerce, IT security issues and news on new economy companies.

Zimmerman says the mag has moved away from its former focus of highly technical stories, such as how much RAM a computer packed. "Now we provide business news and analysis. Our readers are IT professionals who make technology business decisions based on our reporting," Zimmerman explains.

Approach: Pitch with a news hook that emphasizes why your story is important to IT professionals making business decisions, Zimmerman advises. "We don't have time to read through wordy press releases. Just give us the five Ws like a news story, and save the fluff," he insists. To help your pitch, try to help the reporters with their own homework by providing pertinent info. "The less wondering we have to do, the better," he counsels. For example, Zimmerman says, "If you're pitching the hiring of a new CEO, tell us why the old guy left." He also suggests you outline the timing of any product roll-out news.

Coverage: The mag covers all major developments in the computer industry, including trade shows, which are "fodder for breaking news stories," Zimmerman encourages. For example, the recent Comdex trade show in Las Vegas garnered 32 news stories on Eweek's Web site, he says. But any news of concern to IT professionals qualifies as pitch fodder. Zimmerman cites illegal hacking stories as an example. "We will cover it from the angle of the impact on businesses. And we want to provide forward-looking info about security upgrades."

Hot opp: Pitch investment news. "A \$10 million investment in a start-up is news," Zimmerman encourages. A huge investment functions as a barometer of a company's viability, he explains. "Our readers want to know who's going to be around after the dot-com shakeout." So angle your company's investment news as forward-looking info.

Other opps: As mentioned above, you can pitch any kind of new IT product (i.e., hardware or software), computer security news (a new hack) or a new perspective on an IT news story—so long as it's of interest to the mag's readers. For example, Zimmerman cites a feature story about the I-Love-You virus that reported on the vulnerability of Microsoft's marco programs. So you can pitch an expert who has a unique angle on a big IT-related story. But you can also tell Zimmerman about "buggy software or chips, so our readers will delay their

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purchases of those products," he suggests.

Tip: Zimmerman strongly advises PR pros to strike up a relationship with the mag's reporters. "Don't be unfriendly," he advises. "Meet the reporters at [trade] shows. Once you establish a relationship, it benefits everyone. It can help down the road if a negative story comes along."

Pitch: "Never contact us on a Thursday. Only e-mail pitches and e-mail follow-ups are acceptable," Zimmerman says. Do not pitch Zimmerman—send pitches to the appropriate reporter. When in doubt, send it to reporter **Scot Peterson** (scot_peterson@ziffdavis.com). Phone calls are only acceptable after

sending an e-mail, or for breaking news stories. See above chart for further contact info.

■ PUBLISHING

***Inside.com's* Nelson Seeks Biz News About Upcoming Books**

Just think of the pub's name when evaluating the pitchable opps with **Inside.com's** book editor **Sara Nelson**—i.e., she wants the inside business story about a to-be-published book, such as industry gossip about the book deal. In other words, don't pitch info of interest to the tweed jacket, professorial or academic set—your best opps for coverage lie in

sparkling the interest of Armani-clad publishing executives and agents. “We don’t review books like The New York Times does. We write about the selling of the book and the marketing,” Nelson explains. She says all business-type info concerning a book’s publication makes great pitch fodder.



Focus: Inside.com targets professionals in the entertainment, information and technology industries. (The Web site garners approximately 242,000 unique users per month. With a controlled circ. of 75,000, but a projected circ. of 350,000, in four years, the new print

version of the mag is being sent to subscribers for free.) It reports on all manner of business news concerning the television, film, music, magazine and book industries that professionals can use. Nelson covers the book publishing industry for the Web site, reporting on all the business aspects behind a book’s publication. “We are a business-to-business trade publication,” Nelson explains. “Our audience consists of agents, publishers, editors and book buyers and sellers.”

Opps for coverage: Nelson welcomes pitches on any large book deal between an agent and a publishing house. Provide her with all the business details, including the names of agents, the purchase price and the projected date of publication. For example, she recently reported on publisher Regan Books’ announcement of its \$1 million deal to purchase the late Mario Puzo’s last book. But the manuscript doesn’t necessarily have to exist yet if a deal has already been made. She reported on a HarperCollins deal with journalists James Carney and Claire Shipman for a book tentatively entitled “Assumption of Power,” which will report on the next president. The irony is that no one, at the time of the deal (as well as the time of this writing), knows who the next president will be.

Opps for “Inside Dope”: Pitch news concerning the publishing industry for this news item section, Nelson suggests. The news doesn’t have to be of a particular book to garner coverage. For example, a recent news item touted Slate’s book review club hosted by Sarah Lyall and James Fallows. This news section also reported on the announcement that dispelled rumors of a merger between Barnes and

Noble and Gemstar-TV.

Approach: Nelson will cover the same book several times—i.e., when it’s sold by an agent to a publisher, when it’s in galley form, it’s final form for publication (roll-out) and when sales data become available. Pitch her at any of this junctures. Provide her with info regarding the sales price, send her the galleys, send her the book when it’s printed and tell her about the sales. Always include a cover letter that gives a brief summary of the book.

Pitch: Send manuscripts and books with cover letter to Nelson at 601 West 26th St., New York, NY 10001. Send urgent news to sara.nelson@inside.com. No calls. Lead time varies.

■ HEALTHCARE

Drug Topics’ Vecchione Offers Array of Drug-Related Info

Your pitchable opps for **Drug Topics** magazine are broadly defined, according to associate editor **Anthony Vecchione** (pron. “vek kee own”). In fact, you can pitch him drug approvals, drug news, new pharmaceutical technology and legal info relating to the pharmaceutical industry. To improve your chances, provide forward-looking info. “I want to identify a general direction of the industry in my stories,” Vecchione explains. Grab his attention by highlighting your pitch’s impact on the future of the pharmaceutical industry—and eschew the conventional product info pitching formula.

Focus: This biweekly trade mag (circ.: 98,000) targets retail and hospital pharmacists. It reports on new drug approvals, drug news such as recalls and adverse affects, technological innovation and legal issues pertaining to practicing pharmacists. Vecchione produces four to five articles an issue as a GA reporter. Pitches directed to him can also appear in **Drug Topics’** sister publication **Hospital Pharmacist Report**, a monthly pub targeting hospital pharmacists.

Pitchable opps: Vecchione offers opps for coverage in the following areas:

- **New drugs**—Any new drug approved by the FDA can garner coverage. Vecchione says both mags have news sections, where they publish all new approvals as news items. But steer clear of pitching any Phase I or Phase II drug trial info. “We are only interested in hearing about drugs that have received or are about to receive FDA approval,” he says. A

drug that's used to treat a major disease like diabetes or hypertension will grab his attention, he assures.

- **Drug news**—Pitch Vecchione any important drug news, including adverse affects, recalls, supply shortages or production glitches—e.g., the shortage of flu vaccine.

- **Pharmaceutical technology**—Any new technology being utilized in the pharmaceutical industry is pitchable. For example, software for databanks that track patients and alert pharmacists to drug interactions, automated drug dispensing machines, and palm pilots used in a clinical setting to send prescriptions to a pharmacist. Vecchione is especially keen on learning about technology that can cut down on drug confusion errors in hospitals.

- **Legal news**—Vecchione says he's interested in any legal story concerning liability issues for pharmacists. Drug malpractice stories are also pitchable. "I recently reported on a lawsuit involving a nurse who gave a patient the wrong medication," he offers as an example.

- **Compensation issues**—Pitch any info about "cognitive reimbursement" to Vecchione ASAP—i.e., pharmacists being paid for the advice they provide to healthcare providers and patients. "I am very interested in learning more about this phenomenon," Vecchione encourages.

Pitch: Send Vecchione a short e-mail to tony_vecchione@medec.com. Call him at (201) 358-4488, "only with real news," he stresses. Send mail to Drug Topics, 5 Paragon Dr., Montvale, NJ 07645-1742.

MEDIA NEWS

► **The Wall Street Journal** announces partnerships with eight daily newspapers to distribute its Sunday insert. The new papers are: **The Arizona Republic**, (Fort Lauderdale) **Sun-Sentinel**, **Charleston Post & Courier**, **Contra Costa Times**, **Everett Herald** (Wash.), **Las Vegas Review-Journal**, **Los Angeles Daily News**, and **The News Tribune** (Wash.)—bringing total circulation to 7.7 million.

► **Bloomberg** launches the "Investor Relations Channel" through Bloomberg Professional Service and Bloomberg.com.

► **American Profile** magazine, which appears in more than 450 newspapers, is shifting to weekly publication from a rate of every other week.

► **The Wall Street Journal** announces it is ceasing publication of its six regional editions, which appear

in Wed.'s *Marketplace* section, including *Florida Journal*, *Texas Journal*, *New England Journal*, *Southeast Journal*, *Northwest Journal* and the *California Journal*.

MEDIA MOVES

■ DAILIES ■

THE (NY) DAILY NEWS: Washington Post

ombudsman **E.R. Shipp** joins as twice-weekly columnist. She is replaced by **International Herald Tribune** editor **Michael Getler**. Getler is succeeded by Washington Post columnist **David Ignatius**.

BOSTON GLOBE: Pittsburgh Post-Gazette GA

reporter **Mike Rosenwald** (617/929-7587) joins as workplace reporter. CMGI staffer and former **Glober D.C. Dennison** returns as new economy reporter. **Inc.com** associate editor **Stephanie Gelston** (617/929-7378) joins as careers reporter. All three are additions. Residential real estate reporter **Jennifer Babson** leaves. For real estate, pitch **Ron Hutson** (617/929-2913). In DC, legal reporter **John Farrell** (202/857-5121) advances to deputy bureau chief. He replaces **Rosalind Jackler** (703/276-5061), who joins **USA Today** as news editor, an addition. Investigations reporter **Steve Wilmsen** leaves. **Glen Johnson** (202/857-5115) joins as congressional correspondent, filling a vacancy. **CQ Weekly** senior editor **Sue Kirchhoff** joins as business reporter, an addition. She replaces **Aaron Zitner**, who leaves. Congressional correspondent **Robert Hohler** moves to Boston HQ as sports editor. Contact the DC bureau at (202) 857-5050. Replacements TBA.

CHARLESTON DAILY MAIL: National news editor

Steven Keith shifts to graphics editor, previous position dissolved. Contact news editor **Becky Calwell** (304/348-4815) for news queries. Statehouse political reporter **Karin Fischer** (202/662-8732) shifts to DC as political correspondent, an addition. **Brian Bowling** (304/348-4842) joins as her replacement. **Todd Frankel** (304/348-4886) also joins as statehouse political reporter. He replaces **Dan LeRoy**, who leaves.

WASHINGTON (DC) CITY PAPER: Brill's Content

online editor **Howard Witt** fills vacancy as editor. Calendar editor **Leonard Roberge** upshifts to arts editor. He replaces **Bradford McKee**, who leaves. **Natalie Davis** joins as calendar editor. Senior editor **Eddie Dean** shifts to freelancer. Senior editor **Stephanie Mencimer** leaves. Writer **Ta-Nehisi Coates** leaves. Contact at (202) 332-2100. Replacements TBA.

■ BIZ/TRADE MAGS ■

ADWEEK: Special projects editor Patricia Orsini

upshifts to IQ news editor. She replaces **Eileen McCooney**, who leaves. Associate editor **Mallore Dill**

advances to creative editor, an addition. **Mae Anderson** (646/654-5243) boards as assistant editor. She replaces **Emily Fromm** (646/654-6573), who moves to **Mediaweek.com** as an editor. Replacements for Orsini and Dill TBA. Contact by firstinitiallastname@adweek.com.

INFOWORLD: News reporter **Stephanie Sanborn** (stephanie_sanborn@infoworld.com) advances to assistant features editor, an addition. Her replacement TBA.

SUPERMARKET BUSINESS: Senior editor **Kelly Beamon** shifts to nonfoods editor. She replaces **Seth Mendelson**, who leaves. Grocery business editor **David Wellman** moves to **Frozen Food Age** as editor-in-chief. He is replaced by **Jeff Cioletti**. Editorial assistant **Winifred Capowski** upshifts to associate editor. Contact at (646) 654-4500. Replacements TBA.

■ BROADCAST ■

IVANHOE BROADCAST NEWS/Orlando: "Talkback Live" editorial producer **Cameron Baird** (cbaird@ivanhoe.com) joins as director of family programming, including the "Prescription: Health" program.

CNBC: "Squawk Box" associate producer **Penelope Scott** is on maternity leave. In the interim, contact associate producer **Nick Dunn** (201/585-6367). "Today's Business" Stocks to Watch contributor **Kevin McCullough** leaves. News associate **Mike Ha** leaves. "Business Center" segment producer **Ward Lasso** leaves. Replacements TBA.

CNN: **Desiree Adib** (desiree.adib@turner.com) joins as production assistant, an addition.

■ ONLINE/WIRES ■

USATODAY.COM: Life editor **Christine Montgomery** advances to assistant managing editor of Life and Interactive sections. "(V)idiot Savant" columnist **Kelly DiNardo** shifts to movie and TV writer. Both are additions. Contact at firstinitiallastname@usatoday.com. Replacements TBA.

NEWSWEEK.COM: Senior editor **Jennifer Bensko** leaves. Associate editor **Andrea Basora** leaves. Their replacements TBA.

STARTRIBUNE.COM: Director of online strategy **Robert Schafer** shifts to director of online business development (612/673-7155). **Gary Calhoun** (612/673-4109) joins as director of online operations, an addition.

ASSOCIATED PRESS: Political reporter **Walter Mears** retires, his replacement TBA.

BRIDGE INFORMATION SYSTEMS: Executive editor **Paul Lowe** resigns, though he will remain as a consultant. His replacement TBA.

Kawaski, Siegel, Searls, Barr and Middleberg to Keynote at Media Relations 2001

The largest media relations event of the year—**Media Relations 2001** in Washington, DC on May 21-22, sponsored by Bulldog Reporter and PR Newswire—will feature a lineup of provocative keynote speakers, as well as 37 breakout sessions and some 75 PR and journalist speakers. Noted marketing guru and author Guy Kawaski ("Selling the Dream," "How to Drive Your Competition Crazy") will deliver a keynote on "Rules for Revolutionary Communicators." NPR's "All Things Considered" anchor Robert Siegel will speak on "The Future of News Reporting—and How It Will Shape Public Policy." Former PR executive and bestselling author Doc Searls ("The Cluetrain Manifesto") will shake things up with his address, "Markets Are Conversations (Or, Everything You Know About PR is Wrong)." Finally, the event will feature a double keynote with **CNET.com** editor-at-large Chris Barr on "From the Other Side: Taming the Internet Beast," plus Internet PR expert Don Middleberg presenting his "Update on Online PR: What's New, What's Working and What's Not." Make plans to attend this annual summit of media relations professionals—it's bound to improve your results in the media and your career trajectory. Mark your calendar and make sure you've got it in your 2001 budget. For more information, call toll free: 888-457-9782.

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