

# BULLDOG REPORTER



MEDIA PLACEMENT INTELLIGENCE FOR PR PROFESSIONALS

WESTERN EDITION

## FAST MOVES

- ▶ **The Wall Street Journal** editorial features editor **Max Boot** leaves for a non-editorial position. Deputy editorial features editor and chief media critic **Tunku Varadarajan** (212/416-2556; tunku.varadarajan@wsj.com) upshifts to replace Boot and relinquishes his media critic duties; his replacement TBA. Chicago-based banking reporter **Calmetta Coleman** leaves for a non-editorial position. Manufacturing reporter **Joseph Hallinan** (312/750-4105; joseph.hallinan@wsj.com) now covers the banking beat as her replacement. The manufacturing beat is to be reassigned; details TBA. DC-based economics reporter **Kathy Chen** leaves; her replacement TBA.
- ▶ **CBS MarketWatch.com** hires **Barbara Kollmeyer** as assistant personal finance editor to replace **Cecily Fraser** (see **BRW** 10/18), who recently left. Former **CNNmoney.com** columnist **Luisa Beltran** (lbeltran@marketwatch.com) joins as reporter. Phone staffers at (415) 733-0500.
- ▶ **Fortune** deputy managing editor **Rick Tetzeli** and senior editor **Henry Goldblatt** leave to join **Entertainment Weekly**; their replacements TBA. Writer (Ms.) **Lee Clifford** (212/522-1212; clifford\_lee@fortunemail.com) is promoted to editor of the *First* section, an addition.
- ▶ **CNBC** stocks editor **Patrick Bolland** leaves. **Dow Jones News Service** stocks reporter **Bob O'Brien** (201/585-2622) boards to replace him; O'Brien's replacement TBA. Direct pitches to stocks reporter **Karen Talley** (201/938-5106; karen.talley@dowjones.com).
- ▶ **San Francisco Chronicle** editorial writer **Ruth Rosen** (415/536-3093; rosen@schronicle.com) upshifts to columnist, replacing **Stephanie Salter** (see **BRW** 10/4).
- ▶ **MSNBC.com** executive health editor **Charlene Laino** leaves; her replacement TBA. Direct pitches to health producer **Julia Sommerfield** (425/703-1990; julia.sommerfield@msnbc.com).
- ▶ **NPR** selects **ABC News'** "World News Tonight" correspondent **Michele Norris** and NPR NY correspondent **Melissa Block** as the new co-hosts of

the "All Things Considered" program; their replacements TBA. Norris will start on December 9 and Block will start in February. NPR news correspondent **Steve Inskip** (202/513-2265; sinskeep@npr.org) became weekend host of "All Things Considered," on Nov. 1; his replacement TBA. Contact staffers at (202) 513-2110; firstinitiallastname@npr.org.

## ■ GENERAL BUSINESS

### **Dow Jones' LA-Based Maio Wants Market-Moving Info, CEOs and CFOs**

**Mr. Pat Maio**

*Dow Jones News Service LA-Based Reporter*  
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*Covers publicly traded companies in Calif. Says news must impact stock price of companies with at least \$100 million in market cap. Suggests PR pros compose e-mail with attention-grabbing subject line, such as by clearly offering an interview with company's top executives. Prefers pitches by e-mail.*

The **Dow Jones News Service** is at bottom a resource for corporations that want



to broadly disseminate information to the investing public in accordance with Securities and Exchange Commission (SEC) guidelines—hence, there's a straightforward formula PR pros should use when pitching the newswire's LA-based reporter **Pat Maio**: "Your story must concern something that's market-moving, such as a M&A, a defense company winning a contract or a company official who wants to offer guidance [an adjusted earnings projection]," Maio says. "If your company wants to offer financial

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guidance on earnings, then I would like to speak with your CFO,” he instructs. “If your news involves a company restructuring, then I would like to speak to the CEO.”

**Focus:** The Wire provides real-time financial news to over 280,000 investment professionals, covering companies, industries, markets, the economy and political events. Maio reports on a broad array of industries. “I’m like a general assignment reporter, who covers a wide swath of beats in Calif., including publicly owned corporations, as well as the defense, banking and technology industries,” he says. “We have beat reporters who cover the entertainment industry, so that’s hands off for me.”

**Coverage:** Your pitch must concern a public company and meet certain other benchmarks to garner coverage with Maio. “I want to talk to either the CEO or CFO of the company,” he stipulates. “In addition, a company must have at least \$100 million in market capital. I don’t like to go below that—unless there’s something of interest, such as an M&A deal or a material contract. For example, I wrote about a small company named Focus Enhancements that won a contract with Microsoft. A company winning a defense department contract would be another example.”

**Recent stories:** Two stories exemplify the main ingredients that make for a viable pitch—market-moving news coupled with access to a top-level executive. While recently reporting on Yahoo’s third-quarter earnings statement, Maio made note of the comments that Yahoo chairman and chief executive Terry Semel made in a conference call to analysts. He also covered the remarks made by marine-fuel company World Fuel CEO Paul Stebbens, who explained that his company’s deal to supply JetBlue Airways Corp. was the first step in its strategic plan to diversify into other fuel services contracts like aviation.

**Approach:** “I get more than 100 e-mails a day,” Maio says. “So yours must tell me right away in the subject line what it concerns—otherwise it gets deleted. If it says, ‘CEO Wants To Talk’ or ‘CFO Wants To Talk,’ that gets me to read it. In addition, don’t be bashful—tell me what the significance of your pitch is, such as by saying, ‘Our widget will improve the Microsoft Xbox.’ Don’t hide behind jargon. Just tell us what the significance of a story is—that is, tell us who stands to make money.” But don’t expect a response from Maio—unless he’s

interested. “I cannot respond to every PR pitch. A lot of companies are trying to get their name mentioned, so we don’t have time to respond to everyone.”

**Pitch:** Contact Maio by e-mail at patrick.maio@dowjones.com. Call (323) 658-3776. Send mail to the Los Angeles bureau, 6500 Wilshire Blvd., Ste. 1500, Los Angeles, CA 90048-4920.

## ■ FINANCE, HEALTHCARE

### Offer *Money’s* Lee Healthcare Info With Reader-Service, Finance Angle

**Ms. Jeanne Lee**

*Money* Staff Writer

No calls; [jeanne\\_lee@money.com](mailto:jeanne_lee@money.com)

*Although she reports on personal finance in general, she also covers healthcare. Says alternative medicine, medicinal foods, healthcare issues affecting boomers and how people finance healthcare are of interest. Welcomes being pitched CEOs.*

*Instructs PR pros to be brief. Send e-mail or mail.*

The PR pro who caters to *Money* magazine’s mission as a service publication when pitching a personal finance- or healthcare-related story stands the best shot at scoring coverage. For example, staff writer **Jeanne Lee**’s recent articles demonstrate that any finance-related topic of interest to the non-professional investor is fair game for her. But she’s also the mag’s best conduit for healthcare pitches, which require a service element as well. “We focus on two perspectives,” she says. “First, how people consume medical care, since our readers use healthcare products and insurance. For example, we’re interested in how expensive prescription drugs are forcing people to buy drugs online or across the border. Also, we look at pharmaceutical company stocks—and we report on whether the hype around new medical news is impacting the financials of the company, or whether FDA approval will help or hurt the company.”

**Focus:** *Money* (circ.: 1,929,350/monthly) targets middle-aged couples, offering advice on investing, taxes, money management, spending, retirement, education and healthcare plans. Lee covers the healthcare beat as well as many other finance-related topics—so long as they provide readers with info they can apply to their own consumer choices or financial planning.

**Coverage:** “Because *Money* is a monthly, we would not publish breaking news,” Lee says. “Indeed, we take a longer time to look into the subject, and we report on a story from a broader perspective.” But steer clear of pitching small companies. “We’re not

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going to write about any company that has under \$100 million in market cap," she warns. "We can't responsibly recommend small caps. They're not appropriate for us. My advice: Place yourself in a trend. You won't get a profile here."

**Recent stories:** Again, Lee's recent reporting goes pretty far afield from the healthcare beat—showing she offers opps for personal finance more frequently. For example, she contributed to a Q&A article that dealt with the issue of how individual investors should allocate their assets, in which Lee reported on what people should do if their 401(k) plan lost a lot of money. In addition, she contributed to an article that picked the stocks most likely to offer good returns in future years.

**Keys to ink:** "Generally, PR people can be useful in planting seeds for projects," says Lee, who mentions the following opps:

- **Upcoming**—"I'm interested in covering complementary and alternative medicines," Lee says. "This will be a huge story over the next year. The NIH has put millions of dollars into studies on

complementary and alternative treatments that don't have any hard science, but that people spend billions of dollars on. In addition, we'll be covering 'nutraceuticals'—foods that have medicinal properties. This will be a spending story about gaining value from items like sports bars."

- **Evergreen opps**—Lee claims the mag is always interested in boomer-generation problems. "We're really interested in most anything that touches this," she assures. "We're looking for real people, examples, anecdotes."

- **Consumer angles**—"Our older, wealthier readers are interested in eldercare financing and insurance," Lee says. "This is something I would really like to hear about now. Again, please give me real people and contacts who can illuminate the problem of lack of financial preparation for nursing homes."

- **CEOs**—"We like to talk with colorful CEOs who have catch-phrases that enliven our pages," Lee says. "We often ask CEOs how they got into this field—which usually generates some interesting answers." In fact, Lee gives the following advice to PR pros

with a CEO from a healthcare company: “Get them to speak about why they got into the field, and then get them to focus on how they became an expert.”

**Approach:** “Smart people know that I love a brief pitch,” Lee says. “I recently got an investment pitch that worked: It said, ‘Hi, would you be interested in speaking with X regarding poor investment strategies?’ They went on and bulleted the details of those strategies. I put that in a pile. But more typically, I’ll get an e-mail where there’s way too much information. When I listen to a pitch or look for ideas, it’s all about skimming. So, encapsulate it. Once I’ve narrowed my focus, then send more info. PR people help too much by sending huge kits. We end up having to call back again and ask for the briefing.”

**Pitch:** Lee prefers to be contacted by e-mail or mail. See chart, page 3, for contact info.

## ■ ECONOMICS

### **LA Times’ Dickerson Changes Beat, Now Wants Info About Economy**

#### **Ms. Marla Dickerson**

*Los Angeles Times Economics Reporter*  
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*Although recently covered manufacturing, says her beat has changed and she now writes about the Calif. economy, focusing on macro-economic issues at the micro level. Offer concrete examples of new trends, such as how your company exemplifies a certain economic issue. E-mail only.*

**Los Angeles Times** business reporter **Marla Dickerson’s** beat has been in a transformational state during the last few months, having changed from manufacturing to covering the broader beat of Calif.’s economy. This amounts to a wider range of pitching opps for PR pros—if you can position your company within the context of a new economic trend in California, you stand a good chance at scoring ink with her. “I cover macro-economic trends, but I like to go down to the micro level to provide concrete examples of what they mean,” she says. “California doesn’t really have a good measurement of GDP. However, I’m interested in anything that points toward changes in employment numbers, consumer confidence or business investment levels.”

**Focus:** The West Coast’s most influential daily, the Times (circ.: 1,111,000/Mon.-Sat.; 1,384,000/Sun.) offers global, national and regional news, as well as business, entertainment, lifestyle and sports coverage to its Southern Calif. readership. “My beat now has a larger scope,” Dickerson says. “It’s

focused on Southern Calif., but moves out from there to the state of Calif. and to include the Western region of U.S.”

**Recent stories:** Dickerson recently reported that the good news of a decline in the Calif.’s unemployment rate was diluted by a loss in the number of payroll jobs throughout the state. She also covered the adverse impact that the shutdown of the West Coast ports was having on manufacturers, retailers and exporters. In addition, she wrote about the conclusions of a group of UCLA economists, who predict that the state’s economy will grow at an anemic pace in the coming year.

**Keys to coverage:** Dickerson welcomes the following kinds of input from PR pros:

- **Trends**—“Right now, I’m interested in the question of whether we are in a double-dip recession,” she says.

- **Studies**—Dickerson welcomes studies, but don’t expect for them to be profiled. “I get sent a half-dozen studies a week,” she says. “They can be good fodder for background material.”

- **Sources**—Pitching an expert is going to be a tougher sell for Dickerson, who tends to be skeptical of experts who are pitched, believing them to be inherently biased. “If they’re such an expert, why haven’t I heard of them before now?” she asks. So be prepared to cite your expert’s credentials and institutional affiliation.

**Approach:** If you’re pitching a company, try to provide a news hook, such as how it exemplifies a current economic trend in the state. However, don’t pitch Dickerson a story that’s already been published. “We don’t want things late,” she warns. “Don’t pitch me something that has appeared as an exclusive

### **CALL FOR ENTRIES: 2003 BULLDOG AWARDS FOR EXCELLENCE IN MEDIA RELATIONS AND PUBLICITY**

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somewhere else. Some guy called me up to pitch me a study that's already been reported on in The Wall Street Journal. Don't assume we're stupid. I probably won't work with that guy again."

**Pitch:** "E-mail, e-mail, e-mail," Dickerson says. "I read everything. I'm too busy to accept telephone calls—unless it's a breaking-news story." Contact her at marla.dickerson@latimes.com. PDF files are acceptable. Call (213) 237-3573 only if you have breaking news. Send mail to Tribune Company, 202 West First Street, Los Angeles, CA 90012.

## ■ ENTERTAINMENT BUSINESS

### WSJ's King Wants Info About Films, TV From Inside Hollywood Studios

#### Mr. Tom King

*The Wall Street Journal* "Hollywood Journal" Columnist  
No calls; tking@wsj.com

*Reports on the thought processes of studio executives who determine which TV programs and movies get produced. Says the bar for coverage is high, but wants good story ideas from folks who have insider info. Suggests PR pros set up informal meetings with clients. Insists on being pitched by e-mail.*

The best strategy for scoring ink with **The Wall Street Journal's** "Hollywood Journal" columnist **Tom King** is to provide him with



a viable story idea for a future column that concerns the decision-making process in one of the major studios. And if your story is indicative of a new trend and has a news hook, you can win his kudos. "My column is always tied to the news, such as the upcoming TV season or a movie opening in a few weeks," says King, who admits that's a tall order, but makes no apologies. "I do recognize that it's difficult to come up with a story that fits appropriately in my column. It's the hardest part of my own job to come up with a topic each week. If I had an easy time of it, I would have a bank of columns already written and go off to Italy."

**Focus:** The Journal (circ.: 1,700,000/Mon.-Fri.) is the nation's number-one business daily, reporting on the economy, markets, corporations and business leaders worldwide, as well as lifestyle topics geared toward providing readers with the info they need to manage and enjoy their own lives. King's "Hollywood Journal" column appears in the Fri. *Weekend* section and online at **WSJ.com**.

**Recent stories:** King recently reported that as Paramount Studios celebrates its 90th anniversary, it's been turning out an array of mediocre films that help to keep the studio's investors happy with the safe profits, but leave the movie-going public yearning for something more. He also wrote about the proliferation of blondes in Hollywood movies over the last two years, who are falling short of rising to stardom and creating more of a marketing problem for the studios, because of their lack of distinction from each other. In addition, he penned a Q&A article with the three executive producers of the number-one sitcom, "Friends."

**Coverage:** "The column's coverage is 75 percent about the movies and 25 percent about TV," King says. "My column is a hybrid of business reporting and feature story. It takes readers onto the studio back-lot to discover how the strange decisions made there affect the industry. Movies are indeed our one universal language, but the language spoken by studio executives is often times laughably foreign. My goal is to translate. For example, I report on how decisions are made at the studios to produce movies that wind up playing at the multiplex. Hollywood turns out a lot of junk, and I try to figure out why. What was the studio thinking when they cast Harrison Ford in K-19 as a character with a Russian accent?" Hence, King wants to hear from the people inside the studios.

**Tip:** "It's good for PR people to set up a meeting for me with their clients for an informal conversation," King suggests. "Those kinds of conversations can lead to ideas for a column. Reporters have to get out, leave their desks and talk to folks."

### TIRED OF USING "HOMEMADE" MEDIA LISTS?

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**Pitch:** "I'm always inspired when PR people demonstrate a knowledge of who I am and what I write about in my column—unfortunately, most don't," King says. Contact him by e-mail. No calls. See the above chart for contact info.

### ■ BIOTECH

## Tell *Forbes'* Moukheiber About Unique Biotech Biz, Science Angles

**Ms. Zina Moukheiber** (pron. "mook hay ber")  
*Forbes* Writer

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*Pens features on biotech for the biweekly. Says pitches must concern scientific breakthroughs that haven't been reported previously. Emphasizes that stories need to have interest for business readers, such as a new drug therapy that treats a big disease, with a big market. Prefers pitches by e-mail.*

Winning big-time coverage for your biotech pitch in *Forbes* is an attainable goal—if you can bring a novel story to the table, from either a scientific or business perspective. "Within the context of science, your pitch must concern something that's groundbreaking, something that hasn't been written about in another publication," says writer **Zina Moukheiber** (pron. "mook hay ber"). She wants something with more scientific heft than simply a Phase II drug-trial announcement, but your news also must appeal to the mag's readership, such as by stressing the breakthrough's future profitability. "The business side is very important."

**Focus:** *Forbes* (circ.: 1 million/biweekly) targets corporate managers with news and analysis on companies, marketing, law, taxes, science, technology, computers, communications and investments. Moukheiber ordinarily pens stories about biotech, but she will occasionally also cover

other healthcare-related topics like health insurance.

**Getting ink:** Moukheiber provides the following guidance:

- **Companies**—"I get so many pitches a day," she says. "PR [pros] must have something that sets your company apart. You must have a story angle when you call me. And your pitch must be original. It could concern something that your company is doing that's different about a disease." For example, Moukheiber recently penned a piece on Biogen's breakthrough drug Amevive, which appears to be an effective therapy for psoriasis. In addition, Moukheiber assures she would cover a privately owned company, but the business has to be viable.

- **Big market**—Emphasize how many people suffer from the disease that your company's product treats, which will serve, ultimately, to address the interest of her business-minded readers. "The number of people affected by the disease is important, because it indicates market size and the potential for more profits," Moukheiber says. For example, she recently reported on former Harvard scientist and Reykjavik-based Decode Genetics founder Kari Stefansson, who used a \$200 million deal with Roche to take DNA samples from 70,000 volunteers in his native Iceland in the hopes of using the data to eventually cure common-place maladies like arthritis, Parkinson's disease, obesity and stroke.

- **Innovative financing**—"Although cystic fibrosis is an important disease, the pharmaceutical companies were not doing any research to develop new drugs," Moukheiber says. "So the Cystic Fibrosis Foundation started to act like a venture capital firm by funding research at biotechnology firms to develop some treatment for the disease."

**Pitch:** “Be prepared when you call,” says Moukheiber, who is irritated by PR pros who demonstrate a lack of familiarity with her reporting. She prefers to be contacted by e-mail at [zmoukheiber@forbes.com](mailto:zmoukheiber@forbes.com). Call (212) 206-5546. Send mail to 60 Fifth Ave., New York, NY 10011.

## ■ REGIONAL BUSINESS

### **Seattle Time's Meacham Digs Biz Trends in Multiple N.W. Industries**

**Mr. Bradley Meacham**

*Seattle Times Business Reporter*

(206) 515-5066; [bmeacham@seattletimes.com](mailto:bmeacham@seattletimes.com)

*Covers the biz desk timber, banking and insurance industries throughout the Northwestern region. Instructs PR pros on the necessity of having a regional angle to stories, as well as a story that shows the big picture, not just a single company. Says new trends offer best opps for ink. Wants e-mail.*

Target **Seattle Times** business reporter **Bradley Meacham** if you can offer a story of wide interest, such as one concerning a new trend in the banking, insurance and timber industries, he advises. “Yet the bar for coverage is very high. We want big stories with a local angle, which can include the entire Northwest region, but has Seattle as its core. In addition, stories must appeal to a broad readership of business professionals and lay readers.”

**Focus:** The Times (circ.: 225,222/Mon.-Sat.; 482,978/Sun.) covers international, national and regional news, as well as business, technology, education, lifestyle and sports. For the most part, Meacham reports on trends in the aforementioned industries, not single companies.

**Recent stories:** While recently reporting that the only real winner in the two-week-long lockout along the West Coast ports is the Port of Vancouver, B.C., Meacham made generous use of industry sources, such as the executive director of the Puget Sound Steamship Operators Association and the Vancouver Port Authority president and CEO. He also covered the plans by the bank Washington Mutual to become a more customer-friendly environment by furnishing its new branches with comfortable couches and child-play areas.

**Getting covered:** Meacham offers the following opps:

• **Banks**—If a bank has fewer than 100 branches, your story must involve a trend. As an example, Meacham cites the trend among the state’s Savings and Loans to change themselves into commercial banks in an effort to win customers.

• **Timber**—Meacham says that he regularly covers the area’s big mills—which means small mills need to be doing something groundbreaking within the industry to score ink. “A small mill that’s using new technology might not be a story in itself,” he says. “But if some other companies are using the same tech than I might be interested.” So, tell Meacham about your competitors if they figure into the same trend as your own company to enhance your chances at garnering coverage. In addition, he’s interested in receiving fresh info on the timber dispute between Canada and the U.S., as well as environmental groups with a direct tie-in to the timber industry.

• **Insurance**—“I have not reported on insurance much,” says Meacham. But he welcomes pitches that define some new trend for this industry. “I’m not going to write about a new insurance product—unless it turns the industry around.”

**Tip:** “I have found interactions with PR people to be meaningful when they provide good background info,” Meacham says. “For example, there have been cases where they have suggested an analyst or some other person that I might use as a source. This helps to build a good reciprocal relationship.”

**Approach:** “I’m looking for an interesting story with a lot of facts,” Meacham says. When pitching your company, provide him with info concerning number of employees, amount of revenues and costs. “Be clear, be accessible and be truthful, and we can look forward to a long relationship,” he adds.

**Pitch:** “Be up front about what’s important,” Meacham advises. “You don’t need to over-sell your pitch.” Meacham doesn’t mind calls, but avoid follow-ups. Contact Meacham in the A.M. by e-mail at [bmeacham@seattletimes.com](mailto:bmeacham@seattletimes.com); or call (206) 515-5066. Send mail to 1120 John St., WA 98109.

## MEDIA NEWS

➤ Three magazines closed up shop recently: **Forbes ASAP** shuttered on October 3, **Upside** magazine closed on October 7, and the November issue of **Mutual Funds** is the last. The destinations of all staffers TBA.

➤ **Red Herring** restructures to tackle some costly real estate expenses. As a result, all staffers relocate to China Base Landing, 185 Berry Street, Ste. 4700, San Francisco, CA 94107; (415) 541-2200; fax: (415) 541-2279.

➤ CMP Media’s **TechWeb** ([www.techweb.com](http://www.techweb.com)) forged alliances with **Forbes.com** and **CNN.com**.

## MEDIA MOVES

### ■ NEWSPAPERS ■

**SEATTLE TIMES:** Technology reporter **Nancy Gohring** leaves; her replacement TBA. Direct pitches to technology editor **Mark Watanabe** (206/464-2265; mwatanabe@seattletimes.com).

**THE ARIZONA REPUBLIC:** Assistant business editor **Steve Yozwiak** (602/444-8810; steve.yozwiak@arizonarepublic.com) shifts to assistant city editor; his replacement TBA. Direct pitches to assistant business editor **Laura McBride** (602/444-8142; laura.mcbride@arizonarepublic.com).

### ■ BIZ/TRADE MAGS ■

**BUSINESSWEEK:** Personal finance editor **Anne Tergesen** is on maternity leave through April 2003. Direct pitches to associate editor **Amy Dunkin** (212/512-3759; amy\_dunkin@businessweek.com).

**WORTH:** Executive editor **Susan Goodall** leaves. Senior editor **John Fried** (john\_fried@worthmedia.com) shifts to contributing editor; their replacements TBA. Senior editor **Len Costa** (212/230-0232; len\_costa@worthmedia.com) is promoted to financial editor, an addition. He retains his previous duties.

**AMERICAN BANKER:** Investment products reporter **Matthew Hunter**, community/regional reporter, East, and national/global/markets reporter **Veronica Agosta** leave. Deputy editor, mortgages, **Robert Julavits** (212/803-8509; robert.julavits@tfn.com) shifts to replace Agosta; Julavits' and other replacements TBA.

**QUALITY:** Editor **Wes Iversen** leaves; his replacement TBA. Direct inquiries to senior editor **Larry Adams** (630/694-4015; adamsl@bnp.com).

### ■ BROADCAST ■

**CNN:** **Kevin Sites** (323/993-5000; kevin.sites@turner.com) boards as a California-based general assignment correspondent.

**MSNBC:** **WNYW-TV/NY** news director **Susan Sullivan** (susan.sullivan@msnbc.com) boards as same, a newly created position at the network; her replacement TBA. Former "Oprah" supervising producer **Mike Tanaka** (mike.tanaka@msnbc.com) boards as senior producer. Phone staffers at (201) 583-5000.

**REUTERS TELEVISION:** NY-based senior editor **Victoria Burston** leaves; her replacement TBA. Direct inquiries to senior producer **Chad Ruble** (646/223-6600; chad.ruble@reuters.com) in the interim.

**KCRA-TV/Sacramento:** News director **Ed Chapuis** is fired; his replacement TBA. Assistant news director **Jim Stimson** (916/446-3306; jstimson@hearst.com) is in charge until a replacement is found.

**KTNV-TV/Las Vegas:** **WINK-TV/Ft. Meyers (Fla.)** executive producer **Rudy Murrieta** (702/871-3345; rmurrieta@journalbroadcastgroup.com) boards as assistant news director; his replacement TBA.

### ■ ONLINE/WIRES ■

**ASSOCIATED PRESS:** DC-based Justice Department reporter

**Christopher Newton** is fired; his replacement TBA.

**INFORMATIONWEEK.COM:** Online news editor **Ellen Garner** leaves; no replacement TBA. Assistant managing editor **John Kreiser** (516/562-7240; jkreiser@cmp.com) absorbs Garner's duties.

**UPI:** National political analyst **James Chapin** passed away September 30.

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