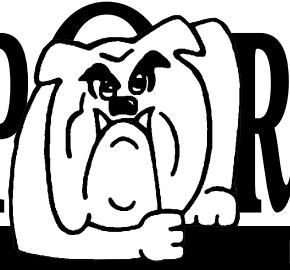


# BULLDOG REPORTER



MEDIA PLACEMENT INTELLIGENCE FOR PR PROFESSIONALS

EASTERN EDITION

## FAST MOVES

- ▶ **Wall Street Journal** real estate reporter **Peter Grant** (212/416-2693; peter.grant@wsj.com) switches beats and now covers the cable industry. He no longer pens the "Bricks and Mortar" column for **RealEstateJournal.com**. National real estate reporter **Dean Starkman** (212/416-4435; dean.starkman@wsj.com) takes over the column. Boston-based biotech and medical reporter **Laura Johannes** (617/654-6702; laura.johannes@wsj.com) is on leave through Sept. 2003. Direct pitches to bureau chief **Gary Putka** (617/654-6715; gary.putka@wsj.com).
- ▶ **NBC's "Today"** names **Tom Touchet** (212/664-4249; tom.touchet@nbc.com) executive producer. He replaces **Jonathan Wald**, who was asked to resign last month. Associate producer **Allison Gollust** shifts to head of PR for **NBC News**. **Lauren Kapp** (212/664-4602; lauren.kapp@nbc.com) boards as her replacement.
- ▶ **USA Today** economics reporter **George Hager** (703/854-5609; ghager@usatoday.com) shifts to news editor; his replacement TBA.
- ▶ **Forbes** hires **BusinessWeek** deputy Detroit bureau chief **Joann Muller** (jmuller@forbes.com) as Detroit bureau chief; her replacement TBA. Direct pitches to bureau chief **Kathleen Kerwin** (313/962-5600; kathleen\_kerwin@businessweek.com). **Forbes** reporters **Christopher Helman** (212/620-2303; chelman@forbes.com) and **Nathan Vardi** (212/620-2335; nvardi@forbes.com) are promoted to senior reporters.
- ▶ **Dow Jones News Service** reorganizes its technology coverage, bringing about several beat changes. Satellite and cable companies reporter **Christine Nuzum** (201/938-5172) now covers local, wireless and long-distance telecom companies. Reporting assistant **Ellen Shung** (201/938-5863) upshifts to reporter and picks up Nuzum's former cable and satellite companies beat. Long-distance telephone companies reporter **Johnathan Burns** (201/938-2020) now covers telecom and networking equipment. Internet companies and networking industry reporter **Peter Loftus** (201/938-5267) shifts to the newly established beat of technology

consulting companies. Internet security reporter **Riva Richmond** now handles all Internet coverage. E-mail staffers at firstname.lastname@dowjones.com.

- ▶ **ABC News** hires **Sonya Crawford** (202/222-7525; sonya.crawford@abc.com) as DC-based correspondent for **ABC NewsOne**.

- ▶ **The New York Times** national correspondent (Mr.) **Francis Clines** (202/862-0356; fclines@nytimes.com) is named editorial writer; his replacement TBA.

## ■ GENERAL BIZ, MARKETING

### New *Forbes* Writer Fass Welcomes Marketing Strategies, Gen. Biz Info

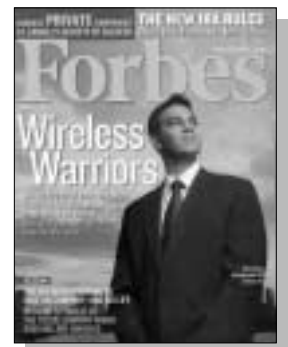
**Ms. Allison Fass**

*Forbes* Senior Writer

(212) 367-4870; afass@forbes.com

*Covers general business with a particular interest in marketing and advertising. Looks for strategy-focused pitches. For marketing stories, she likes to hear about individuals who are directly involved with planning and launching campaigns. Wants pitches to include financials. Prefers e-mail.*

A fresh editorial face at **Forbes** presents new opps at the mag, particularly in the marketing and advertising fields. Senior writer **Allison Fass**, who came over last month from **The New York Times**, where she covered marketing, wants to incorporate her expertise into **Forbes'** strategy-focused mission. "I don't have a specific beat per se, but marketing and advertising



## INSIDE INFORMATION

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will be a big part of my coverage at Forbes," she says. Since the mag steers away from breaking news, she is looking to write more about the industry's management side. "I'm interested in new ad campaigns, but not just the ads themselves—I want to hear about new strategies being used."

**Focus:** Forbes (circ.: 1 million/biweekly), one of the granddaddies of business news pubs, covers technology, money and investing, market trends, portfolio strategy and entrepreneurs. The mag focuses on the theme of wealth—how it's created, how it's managed and how it can be enjoyed. The average reader is college-educated (74 percent) with a median income of \$126,000. Fass joined as a general-interest writer, and says her coverage tends to be unspecified: "I follow my fancy and write about what I find interesting," she says.

**Coverage:** In addition to marketing, Fass says other topics of interest include technology and entrepreneurs. "In all cases, I'm less interested in emerging trends than in the strategies that would reveal a trend," she says. For example, she wrote a piece explaining how attacking competitors by name in ads, while common among underdog brands trying to boost their image, seems to be an emerging trend among heavyweight companies these days as well—which is leaving consumers cold and irking competitors, who often fight back in court.

**Show me the money:** "I also want all the relevant financial info," Fass says. "For example, is your company privately owned?" Offer up numbers to prove your point. She recently wrote a profile of organic farmers Andrew and Myra Goodman, who claim to have "cracked the essential riddle of organic farming" by becoming a profitable business—but their unwillingness to disclose financials left Fass to do the math herself, which she says doesn't add up.

**Wide opps:** "All businesses do marketing, so I'm not industry-specific," says Fass. "I'm interested in hearing about new marketing ideas in all sectors." Be aware that the news isn't always good. One recent piece analyzes the new hard-hitting promotional campaign that Rolling Stone is using to reach a hipper audience—a campaign Fass describes as "sneering, irreverent messages in profane print ads" that are set up to be notes to rock stars. One ad advised musicians to "live it up and savor the lifestyle—because the kids will laugh ... should they ever run into you flipping burgers for Mickey D's"—an effort that caused McDonald's to pull all their ads

for the remainder of the year.

**Approach:** Although Fass doesn't mind hearing about experts and analysts on a get-to-know basis, "I prefer a news hook that gives me a reason to write a specific story," she says. What tends to catch her eye? "It's good to mention an individual who is not only influential but is actively involved in marketing strategy." High-level marketing execs tend to be best, but a CEO pitch can lead to ink as long as the direct involvement is made clear. As an example, she wrote a brief profile in the *Outfront* section about distinguished British admen Maurice and Charles Saatchi, who have come up with a rather unorthodox method to bolster their London shop's business—the brothers are buying brands that their agency may help relaunch.

**Pitch:** Fass prefers initial contact via e-mail. She's at: 60 Fifth Ave., New York, NY 10011; (212) 367-4870; [afass@forbes.com](mailto:afass@forbes.com).

## ■ HEALTHCARE

### ***WSJ.com's* Hensley Wants Info With Wide Appeal for New Health Column**

**Mr. Scott Hensley**

*The Wall Street Journal Online* Columnist

(212) 416-3519; [scott.hensley@wsj.com](mailto:scott.hensley@wsj.com)

*Writes the new "Follow the Money" column, which covers the healthcare industry. Says the column targets industry professionals, but that the best pitches will also appeal to consumers and investors. Wants behind-the-scenes info that will add new perspective to recent developments. Pitch via e-mail.*

Although the new "Follow the Money" column on **The Wall Street Journal Online** targets health industry professionals, columnist **Scott Hensley** says an ideal pitch will have a much broader focus. "The theme of the column is still evolving, but for the most part, PR people should focus not on any particular area of healthcare, but how there may be some financial workings behind the scenes that affect the trends in general healthcare delivery," he says. He's looking for news that would interest industry insiders, but also be broad enough to catch the eye of general readers. "This can be tricky," he says. "The perfect pitch would appeal to both insiders who want specifics, but also to consumers who realize that there may be choices for them to make about their health coverage."

**Focus:** The pay-for-view website of *The Journal* (circ.: 1,800,000/Mon.-Fri.) claims approximately four million unique users per month and offers up-to-

## KEY WALL STREET JOURNAL COLUMNISTS

**Dow Jones & Co.**  
200 Liberty St.  
New York, NY 10281-1003  
(800) 568-7625

**Fax: (917) 510-2880**

*Economics, political, cultural events: "Thinking Things Over"*

Robert L Bartley  
edit.page@wsj.com

*Scientific research: "Science Journal"*

Sharon Begley  
sciencejournal@wsj.com

*Personal finance: "Getting Going"*

Jonathan Clements  
sunday@wsj.com

*Advice for frequent travelers: "Clear the Air"*

Jane Costello  
jane.costello@wsj.com

*Financial-planning advice: "Fiscally Fit"*

Terri Cullen  
terri.cullen@wsj.com

*Tech, biz: "Boom Town"*

Lee Gomes  
lee.gomes@wsj.com

*Week's tech headlines: "Real Time"*

Tim Hanrahan

Jason Fry  
realtime@wsj.com

*Society & culture, change & tradition: "Wonder Land"*

Daniel Henninger  
edit.page@wsj.com

*Tax advice: "Tom Herman on Taxes"*

Tom Herman  
tom.herman@wsj.com

*Politics, DC buzz: "Politics & People"*

Al Hunt  
al.hunt@wsj.com

*Workplace: "Cubicle Culture"*

Suein Hwang  
cubicleculture@wsj.com

*Executive & company leadership: "In the Lead"*

Carol Hymowitz  
inthelead@wsj.com

*Round up of health industry writing: "The Daily Scan"*

Mark Ingebretsen  
dailyscan@wsj.com

*Business politics: "Business World"*

Holman W. Jenkins  
holman.jenkins@wsj.com

*Market analysis: "Plain Talk"*

Dave Kansas  
dave.kansas@wsj.com

*Movie studios: "Hollywood Journal"*

Tom King  
tking@wsj.com

*Healthcare: "The Informed Patient"*

Laura Landro  
laura.landro@wsj.com

*Finance, economics: "The Macro Investor"*

Steve Liesman  
steve.liesman@nbc.com

*Airlines, travel: "The Middle Seat"*

Scott McCartney  
scott.mccartney@wsj.com

*Mutual funds: "Fund Fiend"*

Ian McDonald  
ian.mcdonald@wsj.com

*World politics, economics: "Global View"*

George Melloan  
george.melloan@wsj.com

*Online ad campaigns: "First Impressions"*

Stephanie Miles  
stephanie.miles@wsj.com

*Consumer tech: "Personal Technology"*

Walter S. Mossberg  
mossberg@wsj.com

*South America: "The Americas"*

Mary Anastasia O'Grady  
mary.o'grady@wsj.com

*Personal health: "Health Journal"*

Tara Parker-Pope  
healthjournal@wsj.com

*Global finance, economics: "The Global Player"*

Michael Sesit  
michael.sesit@wsj.com

*Workplace: "Work & Family"*

Sue Shellenbarger  
sue.shellenbarger@wsj.com

*Workplace: "Work Week"*

Carlos Tejada  
carlos.tejada@wsj.com

*Healthcare: "Waldholz on Health"*

Michael Waldholz  
mike.waldholz@wsj.com

*Healthcare: "Follow the Money"*

Scott Hensley  
scott.hensley@wsj.com

*Economics: "Capital"*

David Wessel  
capital@wsj.com

*Consumer automotive: "Eyes on the Road"*

Joseph B. White  
joseph.white@wsj.com

the-minute business news with its own staff of reporters and columnists, as well as articles from that day's print edition. Hensley's biweekly column runs in the new *Health Industry Edition* on the site, alternating with **Michael Waldholz's** "Waldholz on Health" column. "The column is part of Dow Jones' effort to build a product of interest to people in the healthcare industry and also motivate consumers and investors," he says. The Wed. column is available online only, but "may run in the paper from time to time."

**Coverage:** "Since the audience for this column is kind of a hybrid, I'm not particularly looking to hear about trends, but rather surprising and novel takes on what's happening in the industry," says Hensley. "Tell me what I don't know, or, more specifically, tell me why there's another piece to a story that people think they already know. I'm looking for what's interesting behind the scenes, things people may not have seen at first blush, like the financial undertones of

healthcare decisions." He's written about how drug companies have bulked up on sales staff, which has resulted in pushier, often intrusive, tactics, and also about how the prescription allergy drug Claritin will soon be available over the counter in an effort to boost sales.

**Extra opps:** Hensley also writes for the Journal's print edition, and makes frequent TV appearances. "I cover healthcare and the pharmaceutical industry for the paper, and I am also on **CNBC** regularly," he says. "I was just on last week to discuss my column about pharmaceutical salespeople," so a successful pitch can travel across media. "For the paper, there are no particular guidelines for what makes a good pitch. I was covering biotech before, but I don't want those pitches anymore. Now I'm interested in large-cap drug companies." Just consider the Journal's focus on hard numbers and broad appeal when preparing your pitch.

**Tip:** Timing can play a part in getting your pitch a

longer look. “The column posts on Tuesday nights and runs all day Wednesday,” Hensley says. “I’m done writing on Mondays, so I mull ideas over for a week or so and then focus on a topic.” Pitching him right after the column posts is the best time, because your idea stands a better chance of making it onto his list of ideas. Once he zeroes in on a specific topic, it’s all the more difficult to get his attention with an unrelated pitch.

**Pitch:** Hensley wants e-mail only. “Please don’t call to follow up,” he says. “I can’t respond to everyone, but you’ll hear from me if I’m interested.” See chart, previous page, for contact information.

## ■ GENERAL BIZ, LAW

### **Fortune’s Varchaver Wants Info with Human Drama, Important Issues**

**Mr. Nicholas Varchaver** (pron. “varsh a ver”)  
*Fortune Senior Writer*  
(212) 522-9162; [nicholas\\_varchaver@fortunemail.com](mailto:nicholas_varchaver@fortunemail.com)  
*Covers a general-interest business beat with a particular interest in law-related stories. Likes to write long narrative features with an emphasis on human drama. Mostly interested in large companies, but will cover smaller ones if the news is indictive of a larger issue. Prefers e-mail.*

**Fortune** veteran **Nicholas Varchaver** has joined the general-interest ranks of the mag’s reporting staff, but he does have a penchant for legal and law coverage. “My beat is pretty open-ended, but I’m the *de facto* law guy here,” he says. “I write long narrative stories, which could be—but aren’t exclusively—law-related.” But law-related pitches are the quickest to get his attention: “I like legal coverage because many issues are filtered through the legal system, so it acts like a prism,” and opens the door to a variety of angles and approaches.

**Focus:** Fortune (circ.: 1 million/biweekly) offers coverage of national and global business, including politics, management, corporate performance, finance, technology and innovation. The average reader is 45 years old, college-educated (76 percent), with a median income of \$83,000. Varchaver is the former *e-Company* section editor (now defunct), and recently changed from a senior editor to a senior writer to concentrate on longer narrative feature stories, which tend to be investigative in nature.

**Coverage:** “The approach is generally feature-oriented at Fortune,” Varchaver says, “but we tend to be a little quirker [than the top news stories]. For example, the Microsoft ruling has been saturated

with coverage, so we didn’t really write about it. I definitely prefer stories to trend pieces—I’d rather write ‘little company beats big company’ stories than ‘we have an expert who can talk about patent stuff’ stories. Human drama is great, and stories about people are the hallmark of our coverage. We look for ways to address issues through [tales about] people. Another Fortune distinction is that we’re focused on the really big companies—unless the small-company story has implications for bigger business. In that case, the pitch needs something more—it must touch on the world of big companies or be unbelievably unique and interesting. That usually means containing bizarre, messy details.”

**Key criteria:** “There is hard-to-define quality that makes something a magazine feature, something beyond just being news” Varchaver says. “Our features are five-to-six pages long, so there has to be more than a single point being made. There has to be an element of richness, with characters involved and an issue of importance in our world. A perfect story has a narrative arc, some drama, a news peg. It may not have all those things, but there needs to be a real emphasis on story-telling.”

**Small company opps:** “There are some really interesting stories involving litigation,” Varchaver says. “If a case is going to affect every company sooner or later, or you have a smaller company in a David-and-Goliath struggle, then there is potential interest. For example, Intel is famous for being tough in patent litigation, and it would be interesting to hear about a smaller company going up against them.”

**PR success:** “One PR person won my trust because he doesn’t overhype and he has a good feel for what Fortune does,” Varchaver relates. “He pitched an author who writes thrillers, which normally is not right for us, but the novel was about money-laundering, and he had learned all kinds of interesting and quirky stuff in the course of his

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research. The PR pro understood how this would be of interest to our readers and made that point in a clear and compelling way.”

**Pitch:** Contact Varchaver via e-mail. “I try to be polite, but it makes me uncomfortable to receive pitches over the phone,” he says. He’s at: Time & Life Bldg., Rockefeller Center, New York, NY 10020; (212) 522-9162; nicholas\_varchaver@fortunemail.com.

## ■ NATIONAL AFFAIRS

### Companies with Overseas Branches of Interest to *U.S. News*’ Whitelaw

**Mr. Kevin Whitelaw**

*U.S. News & World Report* Senior Writer  
(202) 955-2234; kwhitelaw@usnews.com

*Covers global affairs and intelligence, but is pitchable for companies that have a presence overseas or do business with the government or military. Says all news must be sent in the context of a larger issue or trend. Welcomes foreign officials for interviews when in town. Prefers e-mail.*

As a reporter for the *Nation & World* section, **U.S. News & World Report** senior writer **Kevin Whitelaw** spends a lot of time in war-torn countries and investigating terrorists’ activities—but a company with international presence and/or governmental biz interaction could grab his attention. Just be sure your pitch looks beyond your organization’s specifics and addresses a larger issue. “We want stories that people haven’t really thought of, and I occasionally get good ideas,” he says. “But any successful pitch will represent a microcosm of a larger story and point out a trend much larger [than your company’s news]. For example, a company that contracts out to the military could be plausible if they’re offering a new service that relates to the war on terrorism or international conflicts.”

**Focus:** U.S. News (circ.: 2 million/weekly) covers global and national news events for the general-interest reader. “For coverage in the *Nation & World* section, your pitch needs some kind of broad impact or relevance to global issues,” says Whitelaw. “I cover a little of everything, but mostly foreign affairs and intelligence. Big topics for me are obviously the war on terrorism and the crisis in Iraq, but I’m also interested in diplomatic things like homeland security, and will often write about foreign aid organizations and international trade.”

**Coverage:** “I don’t write about company news, but if a company is involved with a project or venture

with global implications, one that breaks new ground, I’d like to hear about it,” says Whitelaw. “Also, if a company is doing something innovative overseas, that’s of interest—but the pitch must go beyond what the company is doing. There needs to be some kind of broader news hook. In addition, there are companies that have a wealth of expertise in certain areas, which might not be a story in itself, but does provide something I can draw upon when appropriate. For example, there are banks that employ former FBI agents and others with terrorism specialties. What resources do these people have access to?”

**Hot opp:** “Right now, I’m especially interested in hearing about the changing attitudes overseas about Americans, particularly in the Arab/Muslim world,” says Whitelaw. “Companies that do business in these areas could have interesting stories to tell if they are making efforts to break down those barriers and get around some of the misunderstanding. I’m looking for that cross-cultural aspect.”

**Approach:** “With regard to experts, it’s very helpful to know who’s out there and how to contact them,” says Whitelaw. “I’m also open to hearing from PR people when they have visitors in the DC area, such as foreign officials who may be available for interviews. For other kinds of pitches, the best ones are those where the PR person understands why I would be interested.”

**Pitch:** Whitelaw prefers e-mail, but calls are OK early in the week. “I’m not interested in receiving press releases,” he says. “I don’t want something that’s being sent to a bunch of other journalists.” He’s at: 1050 Thomas Jefferson St., N.W., Washington, DC 20007; (202) 955-2234; kwhitelaw@usnews.com.

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## CONTACTS AT THE HOLLYWOOD REPORTER'S NEW YORK BUREAU

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Jeffrey Sipe

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Film critic

Frank Scheck

fscheck@hollywoodreporter.com

Editorial assistant

Tara Wright

(646) 654-5626

twright@hollywoodreporter.com

### ■ ENTERTAINMENT BUSINESS

## Hollywood Reporter's Wallenstein Welcomes Cable Biz, Content Info

**Mr. Andrew Wallenstein** (pron. "wall in steen")

**Hollywood Reporter Cable Television Reporter**

(646) 654-5628; awallenstein@hollywoodreporter.com

*Covers all cable TV news in NYC. Wants to hear about business developments, cable programming, earnings and advertising. Also welcomes analysts who can discuss any facet of cable. Interested in new technologies, behind-the-scenes info and digital media. Pitch via e-mail only.*

Whatever the angle of your pitch, new **Hollywood Reporter** cable television reporter **Andrew Wallenstein** is a prime target for your information. "I'm interested in all facets of cable TV, whether business-focused or content-related," he says. "I cover the networks and cable operators, and am very open to information, from earnings reports and other financial news to analysts and consumer data. I'm also very interested in the advertising side of the industry, wanting to hear from media buyers and others in marketing. Content info is also pitchable—I want to get as many tapes as possible."

**Focus:** The Hollywood Reporter (circ.: 36,200/daily), which touts itself as "a daily entertainment industry and business tool," covers all aspects of the business side of entertainment, including box office grosses, television ratings, TV and film production, syndication, cable, home video, music, finance, and independent film production and distribution, as well as complete domestic and international industry news coverage. Wallenstein joined the staff in October to cover the cable industry in New York.

**Coverage:** "I'm very open to anything related to television—new angles for programming, new corners to be explored, new technologies like video-on-demand, virtually anything digital and anything revolving around programming, including news about actors and behind-the-scenes people." You can also tell him about analysts who can comment on the

business-side of cable, such as earnings, program launches or viewer demographics, as well as the content of networks, including the quality of programming, viewer needs and expectations, and overall editorial approaches.

**Recent stories:** The following examples demonstrate Wallenstein's wide coverage range: he reported on NBC's acquisition of the Bravo cable channel from Cablevision Systems Corp. and MGM for \$1.25 billion; he penned a piece about "The View" co-host Lisa Ling's jump to "National Geographic Explorer;" he wrote about how TBS was disappointed with "Seinfeld," a high-priced addition to the lineup that has failed to spark ratings; and he reported that E! Networks will consolidate production efforts under one new banner, E! Studios.

**Pitch:** Contact Wallenstein via e-mail only. "Send me something succinct with no attachments," he says. Also, exclusive info is essential. See chart above for contact information.

### ■ TECHNOLOGY

## Wash. Biz Journal's Wilen Wants Newsy Tech Info with DC Impact

**Mr. John Wilen** (pron. "why lynn")

**Washington Business Journal Technology Reporter**

(703) 875-2200; jwilen@bizjournals.com

*Covers tech companies either based in DC or with "significant operations" in the region. Would rather hear about specific company developments (hiring, expanding, buying/selling) than trend-related tech info. Likes PR pros who can uncover the "real news" behind their pitch. Prefers e-mail.*

When pitching your DC-related tech info to new **Washington Business Journal** technology reporter **John Wilen**, you should buck the trend of sending trend info and instead concentrate on your company's specifics. "Trends are interesting, but many aren't applicable to my kind of coverage," he says. "I focus on companies based in Washington or that have significant operations here. I want to know what the ones in our coverage area are doing." Also, PR pros

who can be flexible about their information will have more luck: "Think about the company you're pitching and the news hook involved. Your company may want to pitch X, but the real story is Y. A good PR pro will convince her company that Y should be the focus of the pitch."

**Focus:** The weekly (circ.: 20,000) offers DC readers coverage of business news and trends in the metropolitan area, including economic developments, real estate, marketing and advertising and the computer industry. Wilen, formerly an editor and columnist at **USAToday.com**, joined the staff in Sept. to cover tech, telecom and venture capital in the DC region. "Our coverage is pretty geographically limited to DC, northern Virginia and Maryland," he says.

**Coverage:** "I'm looking for something more specific than a company's impact on the industry," Wilen says. "Big businesses are best, but there are ways to get smaller ones in. Tell me about your company when they are doing a lot of hiring, or expanding, merging, buying or selling, or are about to. The more specific the information, the better. It's imperative to pitch within the context of a news hook, so PR people should determine what that news hook is before pitching." Experts and analysts also make for worthwhile pitch fodder as long as they can speak about the local implications of tech news.

**Tip:** "A smart PR person thinks like a reporter, and will even write me a potential lead in their pitch," Wilen says. "For example, I got a pitch about something a company did, but the PR person missed the big story in her pitch. In the process of talking to her, I was able to uncover it." His larger point is, if the PR pro would have been thinking like a journalist, she would have identified the "real story."

**Approach:** "If you don't have news right now, you can get on my radar screen by telling me what your company is going to do down the road," Wilen says. "Of course, you need to have realistic expectations about the coverage your story warrants and be aware that I might be interested in your company, but not necessarily the story you're pitching. Also, PR people's main job is to get the reporter interviews," so make your sources easily accessible. Finally, find an exclusive angle to your news, something strictly local, and make that your pitch's focus. "I don't like hearing from people who rattle off info they're telling to everybody else," he says.

**Pitch:** Wilen prefers e-mail. Reach him at: 1555 Wilson Blvd., Ste. 400, Arlington, VA 22209; (703) 875-2200 (general number); [jwilen@bizjournals.com](mailto:jwilen@bizjournals.com).

## MEDIA NEWS

► **The Wall Street Journal** lays off 23 editorial staffers, including the entire legal and regional economics teams. In addition eight staffers have taken voluntary buyouts, bringing the total departures to 31. Some of the departed include: Page One editor **John Blanton**; law group editor, **Francine Schwadel**; deputy law editor **Richard Schmitt**; legal staff reporters **Jess Bravin**, **Milo Geylin**, **Kathryn Kranhold**, **Jerry Markon** and **Michael Orey**; regional economics editor **Ken Gepfert**; and regional economics reporters **Andrew Caffrey**, **Robert Gavin** and **Russell Gold**.

► **CNN's** "Novak, Hunt & Shields" is canceled. The last broadcast was November 9. The hosts will continue to appear on other programs at the network.

► **Forbes** lays off 25 staffers from several departments, including editorial and **Forbes.com**; details TBA.

► **BusinessWeek** lays off 19 editorial staffers (13 from the magazine, six online); details TBA.

► **NPR** opens a West Coast production center in Los Angeles. The grand opening was November 2. The new facility—to be known as NPR West—will house the network's LA news bureau, as well as "The Tavis Smiley Show" and other new programs in the future. The center is located at 9909 Jefferson Blvd., Culver City, CA 90232-3505; (310) 815-4200.

► **Red Herring** restructures to tackle some costly real estate expenses. As a result, all staffers relocate to China Base Landing. See *Media Moves* for info.

► **MSNBC** cancels the "Curtis & Kurby" program. The hosts have left the network. General news programming now runs in the show's former time slot of 12-2 p.m. EST.

## MEDIA MOVES

### ■ NEWSPAPERS ■

**THE SUNDAY TIMES OF LONDON:** **Financial Times** news editor **Will Lewis** ([editor@sunday-times.co.uk](mailto:editor@sunday-times.co.uk)) boards as business editor; his replacement TBA. Deputy news editor **Tracy Corrigan** ([tracy.corrigan@ft.com](mailto:tracy.corrigan@ft.com)) is acting news editor until a replacement is found.

**THE NEWS & OBSERVER** (Raleigh, N.C.): **The State** (Columbia, S.C.) managing editor **John Drescher** (919/829-4500; [jdrescher@newsobserver.com](mailto:jdrescher@newsobserver.com)) joins as same, replacing **Melanie Sill** (see **BRE** 6/21), who advanced to executive editor; Drescher's replacement TBA.

**COLUMBUS DISPATCH** (Ohio): Retail reporter **Debbie Gebolys** (614/461-7581; dgebolys@dispatch.com) shifts to suburban reporter for the metro desk. **Fort Wayne News-Sentinel** education reporter **Tracy Turner** (614/461-5000; tturner@dispatch.com) boards to replace her; Turner's replacement TBA.

**THE STAR-LEDGER** (Newark, N.J.): Business writer **Ellen Simon** leaves; her replacement TBA. Direct pitches to business editor **David Allen** (973/392-4229; dallen@starledger.com).

#### ■ BIZ/TRADE MAGS ■

**BARRON'S**: Staff writer **David Franecki** (pron. "frah neck ee") leaves; his replacement TBA.

**RED HERRING**: Venture capital writer **Julie Landry** leaves; her replacement TBA. Direct pitches to executive editor **Duff McDonald** (415/865-2277; duff.mcdonald). The mag's staff recently relocated. New contact info is: 185 Berry Street, Ste. 4700, San Francisco, CA 94107; (415) 541-2200; fax: (415) 541-2279.

**CRM** (Customer Relationship Management): Editor in chief **Elliot Markowitz** leaves. Managing editor **Ginger Conlon** (212/779-2097; gconlon@line56.com) upshifts to editor as a replacement; her replacement TBA.

**DM REVIEW**: Associate editor **Susan Halverson** leaves; no replacement planned. Direct pitches to managing editor **Julie Langenkamp** (262/784-0444, ext. 204; jlangenkamp@dmreview.com).

**CFO**: NY-based senior editor **Andrew Osterland** leaves; his replacement TBA. Direct inquiries to deputy editor **Ronald Fink** (212/541-0582; ronalfink@cfo.com).

**BOSTON**: **Maxim** senior editor **Albert Baime** (617/262-9700; abaime@bostonmagazine.com) boards as executive editor; his replacement TBA.

**MODERN HEALTHCARE**: DC bureau chief **Susanna Duff** leaves; her replacement TBA. Direct pitches to reporter **Jeff Tieman** (pron. "tee man;" 202/662-7207; jtieman@crain.com).

**NETWORK MAGAZINE**: Associate features editor **Ellen Terry** leaves; her replacement TBA. Direct inquiries to managing editor **Roger Burchill** (415/947-6000; rburchill@cmp.com).

#### ■ BROADCAST ■

**NBC NEWS**: "Dateline" producer **Sharon Hoffman** is on maternity leave through January 2003. Direct pitches to executive producer **Sharon Scott** (212/664-4257; sharon.scott@nbc.com).

**NPR**: "Weekend All Things Considered" producer **Alice Winkler** and assistant producer **Annie Wu** leave. **Petra Mayer** (202/513-2140; pmayer@npr.org) boards to replace Wu; Winkler's replacement TBA.

**REUTERS TELEVISION**: NY-based acting senior producer **Chad Ruble** (646/223-6600; chad.ruble@reuters.com) is officially promoted to senior editor.

**WABC-TV/NY**: Producer **Chad Matthews** (212/456-3119; chad.matthews@abc.com) advances to executive producer of the 11 p.m. news, an addition.

**WCBS-TV/NY**: Assistant news director **Michelle Murray** (212/497-7971) advances to senior manager of news.

**WNBC-TV** news managing editor **Phil O'Brien** (212/975-5867) boards to replace her; O'Brien's replacement TBA.

#### ■ ONLINE/WIRES ■

**ASSOCIATED PRESS**: Recently retired **Providence Journal** reporter **Randall Richards** (212/621-1500; rrichards@ap.org) joins as national writer.

**THESTREET.COM**: Personal finance editor **Lisa Meyer** leaves. **Stephen Schurr** (212/321-5000; stephen.schurr@thestreet.com) boards as her replacement.

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