

# THE ALLIANCE

## OF AREA BUSINESS PUBLICATIONS

June 21, 2008

**For Immediate Release**

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### THE ALLIANCE ANNOUNCES 2008 EDITORIAL EXCELLENCE AWARD WINNERS FOR LEADING BUSINESS PUBLICATIONS

**LOS ANGELES**—The Alliance of Area Business Publications presented 99 awards to newspaper and magazine business periodicals June 21, 2008, the climax of its three-day annual Summer Conference in Charleston, SC.

There were 717 entries from 47 publications in 34 categories for the 2008 Alliance Editorial Excellence Awards. That's down from 722 entries from 59 publications last year. The contest attracted 55 entries in the newly expanded Web site categories. Divisions include Magazines, Newspapers and Open. Gold, silver and bronze awards were available in most categories.

The annual Editorial Excellence Awards competition recognizes excellence in journalism, photography and design achieved by regional business publications. Prof. Daryl Moen of the University of Missouri School of Journalism coordinated the contest. Judges (profiled in attached list) are comprised of 30 faculty members from the University of Missouri School of Journalism, with qualifications in respective areas.

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

Best Magazine went to **Twin Cities Business**; Best Newspaper: Small Tabloids went to **Boulder County Business Report**, and Best Newspaper: Large Tabloids went to **Crain's New York Business**. Best Cover, Magazine went to **Hawaii Business**, and Best Front Page, Newspaper went to **Baton Rouge Business Report**. Most Improved Publication is **Oregon Business**. Best Web site went to **Crain's Detroit Business** ([www.crainsdetroit.com](http://www.crainsdetroit.com)).

"The best of the best are marvelous examples of professional work from staffs serving their market niche. The writing and design and increasingly the work on the Web is exemplary," Prof. Moen said.

Headquartered in Los Angeles, the Alliance is a nonprofit national organization representing 74 independent magazine and newspaper members in the United States, Canada and Australia. For more information about the Alliance, call 323/937-5514 or visit [www.bizpubs.org](http://www.bizpubs.org).

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

# Alliance Editorial Excellence Awards 2008

*Judged spring 2008*

## **MAGAZINES**

### **1. Best Cover**

Bronze: The Lane Report, Andy Olson, photographer; Steve Kries, creative director

It's not often you see what is essentially a documentary photograph on the cover of business magazines. The Lane Report offers a jockey in a real setting with natural light. The photo and the words are a prize-winning combination.

Silver: Twin Cities Business, Chris Winn, design; John Mowers, photographer

The setting in the shadows, the black shirt and the side lighting combine to provide an ominous photograph, which, combined with the "Security Blanket" tease creates a wonderful package.

Gold: Hawaii Business, Wes Funai, assistant creative director

We've all seen this situation photographed often, so it was a treat to see a fresh treatment of a child showing anxiety. The oversized chair the oversized stack of books—and her pose—add to the impression she is overwhelmed. The words finish it off.

### **2. Best Feature Layout**

Bronze: Business North Carolina; "Heroes Worship," Scott Stiles and Manny Marquez

This layout does a good job of adapting the comic book form of the subject matter and goes the extra mile to appeal to readers who would be interested in this subject by putting it into their design lingo. The captioning was especially clever in speaking both to comic book fans and to the uninitiated.

Silver: Utah Business, "100 Most Influential People," Martin Lewis, publisher; Jacob Moon, editor

Obviously a lot of planning went into these group portraits, rather than a more typical array of small individual shots. The large opening photograph is a fitting reinterpretation of a famous historic black-and-white photograph. Other group photos alongside a bank vault and inside a subway train were also impressive. The information in the list is well organized and the typography makes it easy to scan or read in depth.

Gold: Florida Trend; "Portrait of a Broken Lake," Gary Bernloehr, art director; Jeffrey Camp, photographer

A strong arrangement of high-quality documentary images supports the storytelling and makes this layout a clear winner. The large overhead shot of the lake sets the stage for the entire report, while the graphic of where the water will go helps readers understand the crux of the story. Pages are clean and inviting, with strong typography and clear reader flow.

### **3. Best Use of Photography/Illustration**

Bronze: Business North Carolina, David Kinney, editor

The variety of photography and illustration styles contribute to an ever-changing sense of surprise, an avoidance of same old, same old. The technical quality, lighting and composition of the photographs succeed at attracting readers. Rob Edwards' superb illustration for "A Slippery Slope" is worth the price of admission, as is the photo illustration for "Getting a Toon Up."

Silver: Washington CEO, Linda Maas, art director; Miranda Wumkes, assistant art director

Readers are treated to a range of illustration styles, all very well executed. Nigel Holmes' mega information packages for "Washington: The State of Trade," Starbucks story, and "Spring of Our Discontent" are superb, marvelous examples of visual information presentation. The cover illustration and inside photo presentation for the "Main Street—Downtown" piece draws the reader in.

Gold: Florida Trend, Gary Bernloehr, art director; Serge Bloch, illustrator

Almost any publication can knock out one or a couple of strong examples of good visual work, but Florida Trend is impressive for its breadth and depth of quality visual communication. The magazine offers cover after cover, page after page, spread after spread of visually stunning photography. The lighting, composition and creativity result in powerful images; the editors' willingness to play strong content boldly makes this an easy choice. The judges were particularly impressed with the simplicity yet power of "Eye for Innovation."

### **4. Best Overall Design**

Bronze: Oregon Business; Robin Doussard, editor; Jon Ferland, art director

The well-organized table of contents is concise and easy to read. The magazine makes good use of graphics and charts throughout. Department pages are accessible, interesting and well designed. Nice cutouts and small iconic images give good texture to the pages.

Silver: Twin Cities Business; Jay Novak, editor; Chris Winn and Scott Buchschacher, designers

From strong illustrations on the covers to inventive feature layouts, the staff takes big risks with the designs, and it pays off. Feature layouts such as "Rising Wind" showcase color and typographic choices that are bold yet still remain appropriate to the content. The rest of the magazine also showcases strong typography and lots of visual appeal.

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

This magazine enjoys a consistent and authoritative design that substantiates the content: strong table of contents, lively front-of-book pages, engaging covers, and terrific use of documentary photos that enhance the storytelling, such as the "Art of the Aisle" story package. In this and many other feature layouts, the opening spread eases the reader into the long story. On almost every page the visuals give the sense that this is a substantive business magazine and an essential read.

### **5. Best Feature**

Bronze: Florida Trend, "Money Ball," Mark Howard, editor; Cynthia Barnett, writer; Mike Vogel

Describing an arms race that's powered by dollars rather than artillery, this feature reveals the big bucks stakes behind Florida's university football programs. In addition to a strong narrative, the story effectively includes charts and other data to show how established schools like the University of Florida have set the bar for the younger programs that want to cash in on athletics while academic programs languish.

**Silver: Oregon Business, "Tribes 2.0," Robin Doussard, editor; Abraham Hyatt, writer**

**Placing the economic development efforts of Oregon's Native Americans within a historical context, the author crafted a narrative that moved beyond the obvious story of tribal involvement in resorts and casinos. By launching business ventures that range from cattle ranches to fiber-optic telecommunications plants, this strong business feature informs its readers about how the tribes are boosting local economies with jobs and higher standards of living, while taking criticism for alleged special treatment.**

Gold: Washington CEO, "Downtown," Chris Winters, editor; Aaron Corvin, senior writer

By examining a downtown transformation from economic, social, political, architectural and even philosophical perspectives, this feature provided readers with unique, contextualized insights. Using strong, descriptive prose, the story seamlessly weaved together an understanding of the forces at work when cities transform, and the economic data that measures the impact on local communities.

### **6. Best Personality Profile**

Bronze: Georgia Trend, "On The Cutting Edge," Jerry Grillo, senior editor; Susan Pevey, editor

This profile of a stem cell researcher provides a balanced and engaging account of what it's like to operate at the intersection of science and public policy. The personal mixes with the political in ways that reveal and help explain the high stakes in developing a life sciences industry.

Silver: ColoradoBiz, "2007 CEO of the Year," Mike Taylor, managing editor

This profile of Chipotle creator Steve Ellis takes the reader from his first burrito to his latest innovation and leaves no doubt about the personal imprint he continues to make on the burgeoning brand. A balance of business strategy and philosophical leanings rounds out this examination of an interesting and influential personality.

Gold: Hawaii Business, "Honest Harry," David K. Choo, features editor

By drilling down to the emotional center of Big Island Mayor Harry Kim, this profile reveals how the upbringing and government service of this island statesman have combined to provide a unifying voice for diverse interests at a critical juncture in Hawaii's history.

### **7. Best body of Work, Single Writer**

Bronze: Oregon Business, Abraham Hyatt

Great writing is more than prose – it's the idea. Hyatt serves up stories with an unusual twist – such as how Native American tribes are moving beyond casinos to become major players in economic development, or how Oregon colleges are fighting back against the oppression of national rankings.

Silver: Hawaii Business, Scott Radway, managing editor

Capturing the essence of business in an island paradise is tough, but Radway does it with ease, regardless of the subject. He introduces us to colorful developers like Mike Hannah, who are "only supposed to inhabit paperback novels," and in the next issue, tackles Green Business. And he'll wind up the year chronicling how even an development icon can ruin his reputation by putting profits before native culture.

Gold: Business North Carolina, Edward Martin

The writer shows not only can he write well but can dig for the impossible-to-get story, such as an inside look at the controversial Blackwater USA. His writing takes you to the action, whether it would be listening to gunfire in Camden County, to charting the future of the marine industry from the point of view of a fisherman setting out to Portsmouth Island

## **NEWSPAPERS**

### **8. Best Front Page**

Bronze: New Orleans CityBusiness, "The Changing Face of New Orleans," Lisa Finnan

Numbers and images come together to form a clever and informative collage that tells readers all about the racial makeup of New Orleans in the post-Katrina age. While the images themselves show just how diverse New Orleans is, the numbers approach lets readers know right away which racial group is the majority and which are the minorities. An attractive image of the city's skyline adds balance to the page without taking away from the focus of the main image.

Silver: Crain's Cleveland Business, "In housing, the price isn't right for sellers," Kristen Wilson

The designer found a fun way to illustrate home sale prices by taking imagery common to housing stories and turning it into something unique. The empty facades help illustrate just how bad the housing market has become while the yard signs work to spell out just how bad things have become in most counties. A generous amount of white space around the narrative help balance the page while still allowing it to retain its news value.

Gold: Baton Rouge Business Report, "Extreme Makeover," Hoa Vu, designer

The designer combined two different areas of pop culture, a popular TV show and a children's tale, to come up with a front page that leaps out from the rest thanks to its uniqueness. White space around the illustration helps give the page balance; the typography and color help convey the seriousness and uncertainty of the issue.

### **9. Best Feature Layout**

Bronze: Baton Rouge Business Report; "Laying Down the Law," Scott Gremillion, Hoa Vu, designer

Who says gray is not a color? This elegant use of black-and-white photographs – played forcefully to match the seriousness of the topic – should convince any naysayer. This package has focus and unity. There are cutlines for every photo, identical design for pull quotes and balance and proportion.

Silver: Indianapolis Business Journal, "A Familiar Face — and Then Some," IBJ art department; Brad Turner, illustrator

You have a new mayor and not many people know too much about him, so your job is to introduce him to the community. The designer took the mayor down to his skivvies and offered readers a chance to re-dress him. Not just for fun though. The paper doll clothing choices reflected the interests of the new mayor and the issues facing him in a complex city. It's imaginative and informative, and it's a pretty sure bet that not many readers skipped by it.

Gold: Springfield Business Journal, "Cracking the Codes," Jeremy Elwood, reporter; Aaron Scott, editorial designer and photographer

There are exactly two paragraphs of narrative to introduce this package, yet overall it has more information than 50-inches of text. It's clever, reader-friendly and easy to navigate. Readers can quickly gauge the value of their homes, their neighbors and other neighborhoods in their community. The color-coded graphics help readers zero in on any area of town. The consistency in color and design, the multiple points of entry and the packed but easy-to-read graphics makes this entry the winner.

### **10. Best Use of Photography/Illustration**

Bronze: Los Angeles Business Journal, Charles Crumpley, editor; Robert Landry, design director

Arresting images ("A Screeching Halt"), bold layout and typography ("Subprime's Silver Lining") and informative graphics ("Mapping the Future") provide punch to the newspaper. Newsier items like "Hot Ticket" and "Package-plasty" manage to pack eye-grabbing visuals into smaller spaces.

Silver: Central Penn Business Journal, Jason Klinger, editor; Amy Spangler, photographer

Wonderful local photography throughout. What a bonus for the magazine and its readers to have a staff photographer as talented as Amy Spangler. Her photographs are not only technically well executed, the reader benefits from good display and excellent reproduction. The paper mixes up environmental portraits, candid, closeups, mediums, overalls, high and low angles—a great variety.

Gold: Crain's New York Business, Greg David, editor; Steve Krupinski, art director

Creative photographs and illustrations, generously displayed with superb reproduction earns the gold. The magazine's size/format allows for strong vertical presentation, not just the usual rectangles, and Crain's NY makes the best of it ("Advisors Coach MBA Hopefuls" and "Beyond the Marathon"), While many designers suggest square is boring, the judges were drawn to terrific images played boldly—and square ("Stepping Off the Stage," "Eateries Four-Star Fare Deals," and "Snoopers Go Out on the Town.")

### **11A. Best Overall Design: Small Tabloids**

Bronze: Northern Ontario Business, Kelly Louiseize, editor; Nicola Macey

This publication has a consistent feel throughout and good hierarchy, telling readers where to go. The designers package the news. Most stories have visuals, and photos are played well.

Silver: Des Moines Business Record, Jim Pollock, editor; Ariane Criger, senior graphic designer

Des Moines has consistent, clean covers that provide easy navigation and clear hierarchy and indexing. Large photos help the publication feel visual, and the design of photo packages is clean and effective.

Gold: Northwest Arkansas Business Journal, Worth Sparkman, editor; Ronie Sparkman, associate publisher and creative director; Jeffrey Wood, publisher

The redesign has a clean, updated feel. The covers offer good variety, showcasing each issue's news well. Appropriately shot environmental portraits offer creative touches. Nice attention is paid to typography with well executed lists and good contrast and hierarchy.

### **11B. Best Overall Design: Large Tabloids**

Bronze: Crain's New York Business, Greg David, editor; Steven Krupinski, art director

Consistent use of color and white space draw attention to the right places. Inside pages have an attention to detail that makes them a pleasure to read. The publication's designers use hierarchy to arrange pages and provide emphasis to the content.

Silver: MaineBiz, Taylor Smith, editor; Jan Hobler, art director

The briefs section at the front is nicely designed and easy to navigate. The photography throughout is engaging. Typographic hierarchy and contrast and a good use of white space make the publication a pleasure to read.

Gold: Crain's Chicago Business, Thomas J. Linden, art director; Karen Freeze; Andrew Skwish; Melissa Phee

Color is used with great effect throughout this publication, with full advantage being taken of the excellent reproduction. Stories are layered well, with an effort to engage readers in multiple ways. A professional feel throughout leads to an overall sophistication.

### **12. Best Feature**

Bronze: MaineBiz, "After the Strike" Sara Donnelly, managing editor

A feature that is both historic and dramatic. The story is supported with data and reminds readers of a labor strike with implications that carry through 20 years in the region, if not the country. Good story-telling that shines a spotlight on an important event that many may have forgotten.

Silver: Baton Rouge Business Report, "The Elephant in the Room", Stephanie Riegel, writer

This feature has an extremely compelling subject, and probably more impressively, is backed up with exhaustive reporting. A comprehensive look at an important subject.

Gold: Crain's Chicago Business, "The Teachings of India," Thomas Mucha, assistant managing editor; Mark Scheffler, freelancer

An impressive, extremely well-researched story, the writer looks at how familiar products are marketed in a different culture. Reporting and writing are excellent. Writer is especially talented at description.

### **13. Best Personality Profile**

Bronze: Crain's Chicago Business, "Don't call his client a 'housewife,'" Lisa Bertagnoli, freelancer; Andrea Hanis, assistant managing editor

The story provides a behind-the-scenes look at one of the most successful divorce attorneys in the country. It goes beyond the courtroom and the backroom deals to reveal a man who cares about the law and his own family. The writing is excellent.

Silver: Baton Rouge Business Report, "The Chosen One?," Scott Gremillion, editor; Jeremy Alford, writer

The story gives the reader a glimpse into the world of an extraordinary political campaign. The writer did a good job of not only showing Jindal on the campaign trail, but behind the scenes. The time and effort put into this story clearly shows.

Gold: Indianapolis Business Journal, "Polian's long and winding road," Anthony Schoettle, writer

This story not only gives the reader a behind the scenes look at the architect of a Super Bowl champion, but how he got there. Polian's story is not traditional by NFL standards. The writer did a good job of letting Polian and those around him tell his story. That is the earmark of a great profile.

#### **14A. Best Scoop: Small Tabloids**

Bronze: No award

Silver: San Fernando Valley Business Journal, Shelly Garcia, reporter; Jason Schaff, editor "Technicolor Layoff leads to sale of Camarillo Campus"

With lots of other media covering Hollywood, Garcia was the first to report how industry disruption had wounded Technicolor so deeply that it put its headquarters up for sale. The story was a thorough job in chronicling the company's trouble that led up to the sale.

Gold: Ottawa Business Journal, "Record Big Box Boom in Kanata," Roman Zakaluzny, reporter and Leo Valiquette, editor

Sometimes the best scoops are hidden right before your eyes. Zakalunzy added up all the development in the region to discover an amazing trend in the number of major developments. It was a historic moment delivered for readers – rigorous reporting turned into compelling copy.

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

Bronze: Indianapolis Business Journal, "Massive Project Planned," Cory Schouten, writer

A development firm's display at a Las Vegas trade show a thousand miles away became fodder for a story about the proposed Woodfield Crossing, a project that would cost hundreds of millions and transform a major sector of downtown Indianapolis. It took the competition more than a month to catch up with this monumental report.

Silver: Colorado Springs Business Journal, "USA Cycling Ready to Pedal Away," Becky Hurley, staff reporter; Mike Boyd, editor

This is the kind of scoop that truly makes a difference. Apparently unaware that USA Cycling was seriously courting offers to leave Colorado Springs, the local economic development council had failed to answer a request for proposals from the cycling headquarters until the business journal's story generated a call for action.

Gold: Crain's Chicago Business, "Guv's Big New Biz Tax Blitz," Greg Hinz, columnist; Paul Merrion, senior reporter and Washington bureau chief

The magnitude of this scoop is matched only by the comprehensive nature of the reporting on the Illinois governor's plan to establish a gross receipts tax that would generate \$6 billion per year. The two-story package offers specific details not only about the plan but also about its potential impact on business owners.

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

Bronze: Crain's Detroit Business, "Comerica gone: what's next?," Tom Henderson and Bill Shea, reporters

These articles provide a comprehensive look at a locally-based bank's decision to pull up its roots and move south. The coverage hits the expected (for instance, the potential local effects) but also looks at some refreshing unexpected angles (PR professionals examining how Comerica handled the announcement).

Silver: Northwest Arkansas Business Journal, "Terminella, Metropolitan Face Off," Andrew Jensen, associate editor

This article gives readers a peek inside the dispute between a key local developer and his lender. Compelling writing, regional context and quotes from an interview with the developer all make this a great read.

Gold: Rochester Business Journal, Bausch & Lomb buyout coverage, staff

This package of stories about the private-equity takeover of a local corporate institution provides readers with plenty of in-depth detail and context about the deal. The main story looks into the possible future of

Bausch & Lomb, while another examines the track record of Warburg Pincus, its new parent. Even more impressive is that this package was put together in one working day.

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

Bronze: Los Angeles Business Journal, Daniel Miller

Miller is very good at spotting trends. He knows his beat and is excellent at seeing the bigger story. He reports on issues that are not a part of regular business reporting.

Silver: Crain's Detroit Business, Tom Henderson

Henderson is a versatile reporter. He is strong with numbers. He cuts through the jargon and presents it in simple, easy to follow stories.

Gold: Indianapolis Business Journal, Cory Schouten,

Good enterprise reporting. Schouten's stories are well written and easy to follow. He did not just take the press release, but found a way to further the story. Good job of tracking down sources, both human and in documents.

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

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

Bronze: Business North Carolina, Dan Gearino, "Burning Down the House."

A writer's creativity on display here, as a rumination on the housing crisis takes a different path. Wonderful use of the everyday to tell bigger stories of great societal import, on a local level.

Silver: Arkansas Business, Gwen Moritz, "Since You Asked."

A column informed by reporting, this piece manages to inform while also expressing clear opinion and more than a bit of outrage. The tone reflects the seriousness of the task at hand, and the evidence is overwhelming and damning. The writer's work pays off in a piece that outrages the reader.

Gold: Crain's Chicago Business, Greg Hinz, "Latin lessons."

This column manages to inform, anger and call to action, all in one piece. The judges commend the columnist for using the piece to report and break news of great importance to the community -- this is a column at its best.

##### **18. Best Editorial**

Bronze: Central Penn Business Journal, "Enough already," Jason Klinger and Dan Fink, editors

This editorial did a good job of highlighting the good works of the Pennsylvania Higher Education Assistance Agency despite the controversy over the use of travel funds by some officials. It is very seldom that the media will come to the defense of an agency in the midst of a crisis, but this editorial made a case for doing so.

Silver: Worcester Business Journal, "City's Two-Tax System Is Second-Rate," Christina H. Davis, editor

This editorial addresses the tax issue in an informative way. The writer did a good job of explaining the effects of the current system and why a single-rate system would be better. There may be disagreement, which is usually the case when an editorial is published, but the information provided furthers the discussion.

Gold: Crain's New York Business, "How to save the garment district," Greg David, editor

This editorial points out how, in an effort to help one group, New York City officials created a larger problem. The writer could have used the article to chastise the city, but decided to focus on the corrective measure taken by officials. The editorial tells the story of how it happened, why and what the city has done to correct the problem. This is an excellent example of an editorial.

##### **19. Best Recurring Feature**

Bronze: Florida Trend, "Of Counsel," Art Levy, writer

Nice writing on what could be some dry subjects, with a good job of putting complex legal issues into layman's terms, such as libel law. The appeal of universal subjects -- the bully boss and outsourcing -- are given a legal slant that make them a compelling read.

Silver: New Orleans CityBusiness, "Office of Recovery Management, Target Recovery Areas," Terry

O'Connor and Jaime Guillet, writers

A great way to use data in an unusual way, coupled with useful, detailed information make this profile of 51 priority projects targeted after Hurricane Katrina a unique and valuable source for readers.

Gold: Crain's Chicago Business, "The Business of Life," Andrea Hanis, assistant managing editor

From coverage of work promotions to open work spaces, this is a sharply written recurring feature that has good color, quotes and local perspective. It's hip and trendy without being frivolous. A nice slice of business life done in a fun, readable way.

## **20. Best Investigative Reporting**

Bronze: Florida Trend, "Left in the Lurch," Cynthia Barnett, writer

This is a detailed, no-holds-barred analysis of just who is leaving Florida homeowners holding the bag, and the mortgage, and the mechanic's lien. The writer combines touching examples and clear-headed analysis.

Silver: Crain's New York Business, "The Swindle on Staten Island," Aaron Elstein, writer

This is a story of old-fashioned greed coupled with modern technology. Detailed reporting supports clear storytelling. The result is a cautionary tale of gullible investors, a youthful swindler and a watchdog agency without enough teeth.

Gold: Crain's Chicago Business, "The Hospital Gap," Mike Colias, senior reporter

In a strong category, this entry stands out for its ambition and its importance. This investigation reveals a great and growing gap between the haves and the have-nots among Chicago's hospitals. The story demonstrates the importance to the city's economy of a healthy system of health care. The storytelling is enhanced by information-packed graphics.

## **21. Best Explanatory Journalism**

Bronze: NJBIZ, "Where Your Pledge Money Really Goes," Martin C. Daks, staff writer

An eye-opening look at how a New Jersey law enforcement charity spends its contributions. The reporter makes use of public documents, suits and expert commentary to show how the charity exceeds standards for percent of income spent on fundraising.

Silver: Hartford Business Journal, "Tangled Up in Blue," Kenneth J. St. Onge, staff writer

This article takes a quirky look at the significant topic: designing a urban retail center for success. The relaxed writing style keeps the reader's interest on what could be a dry story.

Gold: Crain's Chicago Business, "Shifting Fortunes," Greg Hinz, columnist

This article provides an authoritative look at how globalization has nearly wiped out the middle class in Chicago, leaving a divide between the working- and upper-middle classes. The writer uses smart contrasts, interviews and data to create a compelling picture. Also, the writer provides some possible solutions for building up the middle class, making this more than an alarmist piece.

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

Bronze: New Orleans CityBusiness, "Increased ethanol interest fuels risk of Gulf dead zone spreading," Emilie Bahr, writer

A surprising and compelling angle on the implications of ramped-up production of corn-based ethanol. Told in a clear, concise and straight-to-the-point manner, this story alerts readers to the dangers of crop runoff for the fishing industry and the environment.

Silver: Northwest Arkansas Business Journal, "1Q Past Due Loans Jab Bank Portfolios," Worth Sparkman, editor

Instead of relying on the "usual suspects" of economic indicators, this article advances the larger story of the national foreclosure crisis by examining local bank financial statements. Examining non-performing assets — loans that aren't accruing interest — offers the writer a way to evaluate the impact of foreclosures on banks' health. This micro-level look also demonstrates how a skilled reporter with a deep understanding of his beat can generate solid, useful coverage.

Gold: ColoradoBiz, "Human Energy Crisis: The Business Case for Imported Labor", Eric Peterson and Eric Barendsen, writers

A comprehensive, intelligent exploration of a subject that all too often gets only superficial treatment. This package localizes the national debate over immigration reform by analyzing the impact of labor shortages and scarce H-2B work visas (not to mention shifting and confusing visa rules enforcement) on small business owners and the local economy more generally. A wide array of sources, good writing and solid commentary make this package a stand-out.

### **23. Best Headlines**

Bronze: NJBIZ, John Greenwald, editor

Winning headlines can be those that seem a natural match for a story. You read them and say, This *is* the headline that belongs with this story. So when three New Jersey marketers of dietary supplements agreed to pay \$25 million to settle charges they were making unproven claims, “Weight-Loss Marketers Face Bitter Pill” is the right head. “Firm Sinks Teeth into Shark Repellent/Local lab works with sunscreen maker to ward off fearsome predator” That headline may have written itself, but so what? It’s a natural. There’s no stretch of the word play. And it works. That story will be read. That’s what matters.

Silver: Los Angeles Business Journal, Todd Cunningham, deputy managing editor

This excellent entry was led by the highly entertaining headline about a fiscally troubled gadget maker: “Broke-O-Matic/But wait! There’s more woe ahead for bankrupt Ronco.” It plays beautifully off Ronco’s ads and the names it gave to its products. And it makes sense even if the reader has missed those commercials. “Organic, Shmorganic: Pass Me the Fried Pork Bellies” tops a story about the trend in some restaurants to serve indulgent, fatty foods. It’s a headline that begs to be read out loud, and that’s what you want. Another excellent headline was written for a story about the big bucks spent on keeping spoiled canines in comfort: “Haute Dogs/L.A. businesses lead the pooch-pampering pack.” It’s fun. It sets the tone for the story. And it invites readers into the story. Good headline.

Gold: Crain’s Detroit Business, Mike Lee, Shawn Selby and Vic Doucette, copy desk

This was the strongest collection of headlines. Top of the list was “CEO? Whatever/17-year-old runs \$1M business designing MySpace pages for teens.” One word — “whatever” — established the idea that the story was a feature about a teenager. Brilliant. Heads that give an old phrase new meaning can be interesting as in the case of “Pay Dirt/New rules reveal more about exec pay, but disclosure doesn’t always equal clarity.” The headline writer gave in to the temptation to play with the typographical gift of iPhone for this headline: “iPhone? iDon’t know/Executives will wait and see before buying newest wireless device.” Do make use of the gifts you’re given. Likewise, when the copy editor was writing the headline for the story about Carl Icahn’s corporate buyout of Lear Corp., it seems ordained that the headline be the one printed: “Is Icahn set to be King Lear?” It works on multiple levels. It works because it identifies Icahn as the new leader of Lear. But it also works because it compares him to the figure from Shakespeare’s play. That extra dimension takes this from a good headline to an excellent one.

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

Bronze: Los Angeles Business Journal, “The Next Century,” Robert Landry, design director

The design of this section was clean and highly readable, plus the designers made good use of several different storytelling forms – visuals, maps, graphics, photos, Q&A’s and traditional narratives – to fully explain to the reader which buildings are going where in Los Angeles over the next several years. Overall, it’s a section packed with information and presented in a consistent manner.

Silver: Utah Business, “Utah Small Business: The Entrepreneur Handbook,” Martin Lewis, publisher.

If you want to learn how to become an entrepreneur, this jam-packed special section spells out everything you need to know. Clever photo illustrations and sketched illustrations get the points across visually very quickly, plus the organization makes it easy to not only navigate but to clip and save pages as well. It’s the kind of section a reader will keep for a long time because it serves them well.

Gold, Crain’s Chicago Business, “Brazil,” Melissa Phee and Erik Unger

This section does so many things very, very well. Stunning use of photography stands out as the No. 1 thing done well: The photos are beautiful, they’re given a lot of size, and they’re given lots of room to breathe. Generous amounts of white space keep the package from overwhelming the reader while lending an eloquent, sophisticated feel to the package as a whole. The graphic of Brazil and its neighbors also packs in the information without overwhelming. Overall, a wonderful package that adds lots of perspective, including tying it back to the Chicago business readers who may hope to do business there.

### **ONLINE**

### **25. Best Scoop**

Bronze: Indianapolis Business Journal, “\$480 Million Downtown Project in Works,” Cory Schouten, writer

Scooping the world on real estate and development matters requires constant vigilance and dedication. The reward in this case is a striking story about plans for a hotel, theater, condo and retail complex that would be one of the largest in the history of Indianapolis.

Silver: Crain's Cleveland Business, "Hyland Software Sold," Chuck Soder, writer

Recognition. That's a key skill when you're out to beat the competition. So when a mysterious e-mail from the marketing department alerted a reporter to the \$265 million sale of Cleveland's largest software company, the editorial staff recognized its importance and posted the complete story in less than 90 minutes.

Gold: Crain's Chicago Business, "Kennedys, Developer Plan Big Wolf Point Project," Alby Gallun, reporter

You know you've got a great scoop when the major metro daily rushes to replicate it the next day. This online report about a joint venture involving the Kennedy family revealed a plan to transform the Chicago skyline with an 89-story skyscraper and accompanying hotel and commercial development on Wolf Point, a prime development site along the Chicago River.

#### **26. Best Staff-Generated Blog**

Bronze: Arkansas Business, [www.arkansasbusiness.com/theladder](http://www.arkansasbusiness.com/theladder), The Ladder Blog, Lance Turner, Internet editor

One part career advice, one part job bulletin board, this entertaining blog offers readers a meeting place to talk about work. The Ladder is a nice mix of career tips and breaking news on who's hiring (and firing). This one is for the worker bee.

Silver: Long Island Business News, [www.libizblog.com](http://www.libizblog.com), Henry E. Powderly II, associate editor for the Web

With multiple posts every day, this blog makes excellent use of hyperlinks and images. The author does a good job of aggregating state and national news and showing readers how it affects Long Island. This blog is lively and humorous.

Gold: Indianapolis Business Journal, [www.ibj.com/propertylines](http://www.ibj.com/propertylines), Cory Schouten, real estate reporter

Property Lines is focused and squarely tapped into the pulse of the Indianapolis business community. Written in a provocative style, the blog is well sourced, updated daily and nearly every post generates dozens of responses. A bookmark must.

#### **27. Best Multimedia Story/Editorial Feature**

Bronze: Crain's Detroit Business, "Cool Places," Cindy Goodaker, executive editor, Alan Baker, Web general manager, Kevin Hill, Web editor

Cool places took great advantage of multimedia in presenting unique Web content in a way that helped online audiences really understand what's fun and interesting about certain workplaces. High quality audio and compelling images plus the comprehensive nature of the entire package of slideshows made this feature stand out among the many entries in the category.

Silver: Florida Trend, "History of Lake Okeechobee," Mike Vogel, South Florida editor and Matt Nelson, online editor

Great blend of historic and current photos that provided a wealth of information and a rich history of this threatened environment. This could easily serve as a teaching tool in an educational setting as well as an informational tool in a business magazine. A variety of sources and perspectives on the region showcase the depth of reporting put into this story.

Gold: Crain's Chicago Business, "Doing Business in Brazil," Laurie Cunningham, Focus news editor and Jeff Hartvigsen, multimedia producer

This package presents a wealth of information provided in a number of user-friendly media formats. Crain's performed the hat trick of multimedia reporting with excellent photography, videography and interactive elements. Videos nicely tied Chicago to Brazil.

#### **BEST OF SHOW**

#### **28. Most Improved Publication**

Gold: Oregon Business, Andrew Insinga, publisher; Robin Doussard, editor; Jon Ferland, art director

Oregon Business raised the bar by addressing the format of the entire magazine and aggressively overhauling both text and visuals. The update gave the magazine more striking design, bolder photography and cutting-edge content. At the same time, it provided added value to readers, with an easy-to-navigate table of contents, better organization of sections, clear hierarchy of information in the Around the State section, and strong, uncluttered story packaging. The result is a significantly improved publication — more useful, more contemporary and more accessible.

#### **29. Best Web Site**

Bronze: Arkansas Business, Lance Turner, Internet editor

[arkansasbusiness.com](http://arkansasbusiness.com)'s calming, relaxing color scheme hints at an easy, leisurely reading experience. Navigation tools were exceptional and complemented the content in unusual ways. The "To Do" list was a catchy, not pushy, way to ask for user involvement with their product.

Silver: Florida Trend, Matt Nelson, online editor; Joyce Edmondson, online project manager

[floridatrend.com](http://floridatrend.com) offers a wealth of interactive resources that provides users with crucial, dynamic information they'll want to return to. It's clear that this site is one that Florida business owners bookmark. The site also entertains readers by providing unusual content next to vital resources.

Gold: Crain's Detroit Business, Alan Baker, web general manager; [crainsdetroit.com](http://crainsdetroit.com) web staff

[crainsdetroit.com](http://crainsdetroit.com) is the most complete business Web site in the contest. Crain's Detroit Business is a compendium of business resources available at one's fingertips. Its resources were easily accessible and desirable for both business owners and customers. The design is clean and easy to navigate. It's clear that the Web site has numerous dedicated reporters providing up-to-the-minute content.

### **30. Best Magazine**

Bronze: Florida Trend, Mark Howard, editor, Florida Trend staff

This magazine is solid – from its covers through its departments to its top-notch features. It is evident this publication is essential reading for all Floridians interested in business. The magazine's online presence is summarized on a dot com page in the magazine, which is further evidence of the up-to-date information provided by this talented staff.

Silver: Washington CEO, Chris Winters, editor, Washington CEO staff

The predictable stories that every business magazine must run are refreshingly played with innovative visuals and savvy writing. The covers are hard-hitting and entice readers inside. The Paradise Lost cover, with the capitol underwater, exemplifies the ability of the staff to take a good idea and run with it. From cover to cover, a marvelous publication.

Gold: Twin Cities Business, Jay Novak, Twin Cities Business staff

This magazine takes hard-hitting business stories and gets readers to react with both their hearts and their minds. The strength of the writing and editing as well as the visual storytelling techniques used in illustrations and photographs made this the gold medal winner. This magazine is substantive: with numerous short profiles, large features and special focus sections readers must feel they understand Minnesota business.

### **31A. Best Newspaper: Small tabloids**

Bronze: Northwest Arkansas Business Journal, Ronie Sparkman, associate publisher/creative director; Jeffrey Wood, publisher

A creative newsy tabloid, that's reader friendly and useful. Good writing and nice use of photos. Great use of typography and white space.

Silver: Des Moines Business Record, Jim Pollock, editor

A tabloid with great covers, as well as good overall design that is clean and uncluttered. It is reader friendly and provides good local copy as well as telling photos.

Gold: Boulder County Business Report, Doug Storum, managing editor

This tabloid offers a good mix of local stories with some nice depth. There is strong interior design with good art, typography and headlines.

### **31B. Best Newspaper: Large tabloids**

Bronze: Indianapolis Business Journal, Tom Harton, editor.

A newspaper that provides a good mix of stories, both in-depth and quick hit reads. Front pages are filled with newsy stories with well-crafted leads, good writing and solid headlines. The solid design helps readers navigate the publication.

Silver: Baton Rouge Business Report, Scott Gremillion, editor.

From its eye-catching covers to its inside pages and catchy headlines, this newspaper is a great read. The design is sophisticated with plenty of elements to break up longer stories and copy legs. There's a good mix of photography, great headline writing, and feature packages that are a delight to read. The 25th anniversary edition was impressive.

Gold: Crain's New York Business, Greg David, editor.

This publication is inviting to read and has great, sassy writing. The personality of New York shows through in the lively, stylish stories and sophisticated editing. Strong cover stories, particularly the investigative pieces, help make this a winner,. Solid headlines and design rounded out the package.