

# THE ALLIANCE

OF AREA BUSINESS PUBLICATIONS

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## For Immediate Release

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### THE ALLIANCE ANNOUNCES 2013 EDITORIAL EXCELLENCE AWARD WINNERS FOR LEADING BUSINESS PUBLICATIONS

**LOS ANGELES**—The Alliance of Area Business Publications presented 108 Editorial Excellence awards to newspaper and magazine business periodicals June 22, 2013, the climax of its three-day annual Summer Conference in Nashville, TN.

There were 573 entries from 44 publications in the competition this year. That number is down from 657 entries in 2012, but up over 487 in 2011. Divisions include Magazines, Newspapers, Open, Online and Best of Show. Gold, silver and bronze awards were presented in most categories.

“The largest categories were Newspaper Best Feature and Newspapers’ Best Body of Work, Single Reporter. Those numbers were also reflected in the judges’ comments, when they said the quality of the competition in those two categories was intense,” noted contest coordinator Prof. Daryl Moen of the University of Missouri School of Journalism. “The other top categories, based on entries, are Best Front Page/Section Cover, Newspapers. In the Open category, the most popular were Best Explanatory Journalism and Best Bylined Commentary.”

The annual competition recognizes excellence in journalism, photography and design achieved by regional business publications. Judges (profiled in attached list) are comprised of 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 **D CEO**; Best Newspaper: Small Tabloids went to **BizTimes Milwaukee**, and Best Newspaper: Large Tabloids went to **Los Angeles Business Journal**. Best Cover, Magazine went to **Twin Cities Business**, and Best Front Page, Newspaper went to **New Orleans CityBusiness**. Most Improved Publication is **Inside Business**. Best Website went to **Crain’s Detroit Business**. Best Online Scoop went to **Indianapolis Business Journal**. Best Staff-Generated Blog went to **The Business Journal, Fresno**. Best Multimedia Story/Editorial Feature went to **Crain’s New York Business**. Best Daily E-Mail went to **Crain’s Detroit Business**, and Best Industry Specific E-Newsletter went to **Crain’s New York Business**.

“Magazine cover design and magazine feature layout continue to exhibit high standards of quality,” said Prof. Moen.

Headquartered in Los Angeles, the Alliance is a nonprofit national organization representing 64 independent magazine and newspaper members in the United States, Canada and Australia. For more information about the Alliance, call 310/364-0193 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 2013**

*Judged spring 2013*

### **MAGAZINES**

#### **1. Best cover**

**Bronze:** Florida Trend, Gary Bernloehr and Jason Morton

Florida Trend dressed the familiar flamingo in sun glasses—tinted, naturally, the same blue as the masthead—and turned a cliché into an image that communicates the theme at the same time it makes you smile.

**Silver:** Virginia Business, Adrienne Watson, “Peering over the fiscal cliff.”

Virginia Business turned the intangible—sequestration—into the tangible, a visual metaphor that communicates the tone of the budget story. The colors are striking, and the drawing has depth. The type is handled professionally.

**Gold:** Twin Cities Business, Scott Buchschacher, “Tourism Wars!”

Using the cons to represent the three state-tourism war is engaging and humorous. They’ve redressed all three to make the image fresh. The comic-book colors reflect the tone and play.

#### **2. Best feature layout**

**Bronze:** Virginia Business, “Virginia’s Burning Question”; Adrienne Watson

The dramatic opening spread and stark color palette of black/white reflect the seriousness of the content. Good graphics tell important parts of the story and help teach the reader something. Materials are presented in a clean way that makes it easy to follow the story from page to page.

**Silver:** Florida Trend, “Recipes for Victory”; Jeff Papa, Gary Bernloehr, Jason Morton

A clear reading path guides the audience through a lot of floating elements. The content is well supported by the limited color palette and sophisticated execution of the graphics, button images and bunting. Color-coding of the text makes sense from a content standpoint and helps tie related material together. Overall, it’s a nearly flawless execution.

**Gold:** dbusiness, “30 in Their Thirties”; Jessica Decker, Megan Dekok, Joe Vaughn, Stephanie Potts, R.J. King

This example brings new energy to a feature seen over and over again in business publications. A fresh, definitive visual style carries consistently through the images, typography, color palette, and arrangement of elements. The action photos of the “class members” having fun advances the overall visual theme and infuses the pages with life and vitality. The end result reflects a high level of creativity and attention to every detail. The signature page at the end is a nice closing touch.

#### **3. Best use of photography/illustrations**

**Bronze:** Florida Trend, Gary Bernloehr, Jason Morton

The photography both informs and entices. The “Best Companies” and “Team Player” covers are playful, engaging and eye catching. Nice use of full-page portraits, especially the larger-than-life look of Burt Reynolds.

**Silver:** Business North Carolina, David Kinney, Merissa Jones, Mike Belleme, Steve Exum

You have some well-directed creativity. The composition and large display make “Double Down” one of the more visually interesting photos in the collection. The related map for “Double Down” creatively explains the story. “Eye for detail” is the most eye-catching photo in the group. The “Casting Kernels” info graphic is well executed and informative.

**Gold:** D CEO, Todd Johnson, Hamilton Hedrick, Elizabeth Lavin

Rich color, stunning technical quality and great lighting combine for a great presentation. This is true of both the fashion piece and the business lunch package. The full-bleed fashion images, cropped so well, achieve a sense of random placement. Several of the portraits are compelling through the use of dark and moody scenes. Specifically, the portrait of Jeremy Halbreich is well done with lights and props.

#### **4. Best overall design**

**Bronze:** D CEO; Todd Johnson, Hamilton Hedrick, Chetna Bailey

The design of this magazine is so clean as to be almost spotless. There is solid underlying architecture and hierarchy throughout. Typographic combinations fit well together. Obvious attention has been paid to gathering appropriate photographs and illustrations to support the stories.

**Silver:** Florida Trend; Gary Bernloehr, Jason Morton

A substantive design framework enables many parts and pieces to fit together smoothly on the pages, making things really easy to scan and navigate. Pages are free of extraneous decoration. Content is well organized into sections that help a reader find relevant material. Strong visual imagery is displayed well and conveys a clear sense of place. The “What Florida Means” cover provides a nice conceptual approach, and the corresponding inside layout does a good job of holding together a lot of information.

**Gold:** dbusiness; Jessica Decker, Megan Dekok, R.J. King

The overall design and color palette are playful, engaging, contemporary, and stylish. Typographic choices are smart, all the way down to listings type with sophisticated hierarchy and subtle coloration to set things off. Covers stand out for their variety and fun, and they show a good mix of visual thinking. Opening pages maintain a clear structure that helps readers find content they like. Feature layouts show freshness in their approach.

#### **5. Best feature**

**Bronze:** Business North Carolina, “Solid as a Rock,” Edward Martin, David Kinney, Merissa Jones, Mike

At a time when articles about financial collapses abound, it’s a challenge to write one that’s unique. But a combination of skilled reporting, clear narrative writing, and excellent characterizations of the people involved made this story one readers will savor to the end.

**Silver:** Twin Cities Business, “Plausible Deniability,” Dale Kurschner

This story is a model for excellent legal affairs reporting, particularly because of its attention to detail and its focused, clear narrative. Well-sourced and authoritative, the article made a complicated financial fraud accessible to readers.

**Gold:** D CEO, “Valet Wars,” Glenn Hunter

Solid understanding of a niche business helped transform this idea for a business article into a compelling narrative about what people will do to gain market share in a competitive environment. This is a dramatic story with a firm grasp of the financial and human elements that drive business.

#### **6. Best personality profile**

**Bronze:** No award

**Silver:** Florida Trend, Lilly Rockwell, associate editor

In “First Down,” Rockwell deftly portrays a city pinning not only for a winner on the football field but also in dire need of the collective civic boost a successful pro sports team can deliver. The profile the new Jacksonville

Jaguars owner Shahid Khan tracks the Pakistan-born engineer's rise to prosperity, culminating with his entry into one of the business world's most exclusive fraternities: NFL owners.

**Gold:** D CEO, Tom Stephenson, writer

From the opening sentence--an anecdote describing Ron Kirk's two young daughters scampering around Camp David—"Kirk's Way" humanizes the former Dallas mayor and U.S. Trade Representative with a decidedly outside-the-Beltway approach. The reporter shows how Kirk's Texas roots inform his global decision-making but also writes knowingly from D.C. for his Lone Star State audience.

## **7. Best body of work, single writer**

**Bronze:** D CEO, Christine Perez

In Dallas and Ft. Worth, Texas, where big means Texas big, Christine Perez regularly uses narrative to tell the stories of the personalities who inhabit the world of real estate. Through the use of specific and significant details, she profiles key players to provide a deeper understanding, for example, of how someone makes a comeback from a devastating motorcycle accident to recalibrate a once-booming commercial real estate business and how another developer transformed a rundown hospital into a showplace corporate office park.

**Silver:** Twin Cities Business, Dale Kurschner

The reporting alone on the tale of a Ponzi scheme gone haywire merits award recognition. The solid writing of a complex fraud story grew organically from the tremendous detail gathered in reporting, including a jailhouse interview that no other journalist had obtained. Another story about a bitter dispute between management and unionized sugar beet factory workers shows evidence of hard, shoe-leather reportage.

**Gold:** Florida Trend, Mike Vogel

This writer takes important, relatively unexplored subjects and breaks them into digestible segments, understandable for the non-expert. These topics include: how improvements on the Panama Canal will affect Florida status as a global exporter and shipper of goods; how the Florida insurance system is prepared to cope with hurricanes, how a billionaire is betting on local newspapers to succeed, and how Florida companies are working to combat so-called cyber zombies.

## **NEWSPAPERS**

### **8. Best front page**

**Bronze:** Indianapolis Business Journal, "Bonus Bonanza," staff.

Because of the cutouts the designer choose, this is an active page. The main display package on the coaches' bonus packages is full of movement. Nice touch to put it against the basketball floor, too. The rest of the page is handled quietly. Good mix of vertical and rectangular shapes.

**Silver:** Crain's New York Business, "Sandy's Impact," Steve Krupinski and Glenn Coleman.

Blow out the front for the most important story. The muted storm tones, the rolling cloud, the almost human-sized Statue of Liberty all signify this storm is more than people can handle. The type is handled expertly on the photo.

**Gold:** New Orleans CityBusiness, "Crime," Lisa Finan.

New Orleans created a startlingly simple cover with impact. The illustration with the dot on the oversized "I" becomes the bullet. Black and red is a strong color combination. The type design in "crime" and the handling of the type in the deck is professional grade.

### **9. Best feature layout**

**Bronze:** Crain’s Chicago Business, “40 under 40” Tom Linden, art director, Jason McGregor, graphic editor, Karen Freese, associate art director

The “40 under 40” package was full of excellent photography and consistency throughout. The look back at previous “40’s” picks attracted attention, particularly because the list included Oprah and Obama. The quality of the portraiture is so great. The photographs are full of emotion.

**Silver:** Los Angeles Business Journal, “Too Good to be True,” Robert Landry

The use of ragged right type and extra white space in other places made this long text package approachable. The photography is outstanding. The first page of the feature is mysterious, creative and illustrates Bruce Friedman’s history darkly. Ending on the documentary photo of the victims is both somber and sobering.

**Gold:** Indianapolis Business Journal, “Taxing Solutions,” Staff

“Taxing Solutions” is not only fun but also highly informative and well organized. Infographic presentations are strong with this publication. The use of custom-designed arrows to help navigate this piece is also smart. Versions of this colorful map become the icon for the jump pages. We found other subtle highlights such as the use of photo identifications in the form of championship ribbons.

## **10. Best use of photography/illustrations**

**Bronze:** Inside Business, Jon Benedict, Luis Vilches, Stacy Addison, Laurie Vergott, Deb Armstrong

Variety and execution are the success factors. The team uses photography, illustration and information graphics to illustrate and communicate the stories. The presentation is crisp and clean, a good example of a publication that uses white space well to show off the photos.

**Silver:** Crain’s New York Business, Steve Krupinski, Carolyn McClain, Buck Ennis Glenn Coleman

Bold display of well-executed photography, illustration and information graphics provides readers with a compelling read. Powerful portraits include ‘Season of eateries’, ‘Mags to riches’, and ‘Shutterstock!’ The iconic image of construction workers enjoying lunch high over the city injects some fun.

**Gold:** Crain’s Chicago Business, Tom Linden, Jason McGregor, Karen Freese

These photos are both fun and informative. The element that sets this apart, however, is the consistently large display that delivers impact and punch to the publication. The Business Economy special illustration “Manufacturing’s Economic Engine” is a work of art in clarity and informational value. The drought package is also informative and interesting.

## **11a. Best overall design: small tabloids**

**Bronze:** Charleston Regional Business Journal, Jean Piot, Ryan Wilcox, Leslie Burden

This publication has good, clean framework that serves as its foundation. Special design touches layered on top of that make it an award-winner. Energy is devoted to its covers and key packages with photos and other visuals that help tell stories, not just decorate.

**Silver:** Worcester Business Journal, Kira Beaudoin, Mitchell Hayes

With strong covers and inside display pages, effort is put into making stories visual at this publication. Pages like Know How, Focus and the table of contents are tightly focused, well organized and easy to read. The infographics throughout are also consistently well done.

**Gold:** Mainebiz, Jan Holder, Matt Selva, Carol Coultas

The design of this publication is beautifully structured to support the content and then get out of the way, without adding decoration. The visual style starts with solid, elegant typographic elements that work well together. Navigation is easy and consistent. One real visual star is the photography, which does the lion’s share of the visual storytelling and helps capture subjects’ personalities as well as situations.

## 11b. Best overall design: large tabloids

**Bronze:** Crain’s Chicago Business, Jason McGregor, Tom Linden, Karen Freese

The art direction of this publication is full of life, and as a result, the stories leap off the pages. It’s clear that visuals are not an afterthought here. Stories are packaged well, and effort is put into making big stories approachable and fun to read. The small business issue is especially well thought out, and the visuals play a large role in the storytelling.

**Silver:** Crain’s New York Business, Steve Krupinski, Carolyn McClain, Buck Ennis, Glenn Coleman

This publication has a sense of style that is evident on each page and an energy that keeps readers turning the page. The design structure is solid and consistent. Sophisticated hierarchy and scaling of typography and of design elements contribute to the even pacing.

**Gold:** Los Angeles Business Journal, Robert Landry

Reading this publication feels like driving a luxury car — you’re guaranteed a beautiful, consistent experience each time. From the display type to the listings, the design’s clean continuity begins with typography that is easy to read. Each page has a clear hierarchy with helpful labeling and navigation. The photography stands apart for its storytelling. Portraits seem to capture the subjects’ personality and activities rather than executing a photographer’s predetermined vision. The special report about Wealthy Angelinos is the result of a sophisticated effort and dedication.

## 12. Best feature

**Bronze:** Greater Baton Rouge Business Report, “Can LSU Lakes Be Saved?” staff

This is local reporting at its best. It puts a spotlight on a treasure local residents might take for granted, and explains the social and economic consequences of letting the treasure fail. The piece tackles a complex subject with robust reporting, descriptive writing and clear explanations of the environmental threats facing the lakes.

**Silver:** Los Angeles Business Journal, “Police Make Business of Seizure,” Alfred Lee

Across the country, law enforcement agencies have increasingly seized private assets and sold the forfeited property to raise money. Alfred Lee examines the practice through the eyes of a local man whose company may have been unjustly devastated. Using court documents and strong interviews, Lee presents an engaging, fair account of great public interest.

**Gold:** Crain’s Chicago Business, “Where America Shopped,” Brigid Sweeney, reporter

Sweeney presents a beautifully crafted masterpiece about Sears, an American icon whose future is unsure. She uses compelling anecdotes, hard data and solid historical research to tell the Sears’ story, and she cultivated key sources within the chain’s upper echelons to give readers an insider’s look at the company and its recent struggles.

## 13. Best personality profile

**Bronze:** NJBIZ, “Dark Horse,” Sharon Waters, reporter

Revealing anecdotes brought the personality of South Jersey power broker George Norcross III to life and reflected time well spent with sources. The chronological way it was told moved the story along nicely.

**Silver:** Greater Baton Rouge Business Report, “The Grand Plan,” Maggie Heyn Richardson, reporter

The profile of Thomas Newton, who is leaving his company to a charity, thoughtfully unveiled his personality and effectively conveyed both the spirit and the particulars about how and why he does business differently.

**Gold:** Crain's New York Business, "The Boss," Glenn Coleman, editor, Jeremy Smerd, Daniel Massey, reporters  
The reporters' exclusive access and ability to get deeply behind the scenes resulted in a terrifically rich and authoritative picture of New York Gov. Andrew Cuomo. This was a top-drawer profile.

#### **14a. Best print scoop: small tabloids**

**Bronze:** The Business Journal, Fresno, "Bite-size Walmarts Coming," John Lindt, reporter  
When new stores come to town, economic development officials want to release information on their own schedule. Lindt was able to ferret out that Wal-Mart Stores was bringing one its new small-format stores to town. The official announcement came months later and was covered by other local media.

**Silver:** Hartford Business Journal, "Back9 Deal," Greg Bordonaro, reporter  
Thanks to tax credits, Connecticut has become a hub for sports news broadcast operations. The Business Journal was the first to report that the fledgling Back9 golf network would be opening a \$7 million studio in downtown Hartford. The local quickly matched the story in its online addition. The story was extremely detailed for a scoop, including sketches of what the new network offices would look like.

**Gold:** Northern Colorado Business Report, "Abound Solar," Steve Lynn, reporter  
The solar industry was under a microscope in 2012, and Lynn made sure he examined every scrap of information available on the "why" behind the demise of bankrupt and closed Abound Solar, based in Loveland. Lynn found reports from the Department of Energy that showed the company was aware of defective panels and was repeatedly missing revenue and production targets, even while accepting \$70 million in government-backed loan funds. Months later, other news organizations were able to find the same reports.

#### **14b. Best print scoop: large tabloids**

**Bronze:** Arkansas Business, "UA Works to Correct \$4M Miscalculation," Chris Bahn, reporter  
Keeping a watchdog's eye on the complex budget of a public university system is no easy chore, so a weekly business journal deserves credit when it beats the local daily in uncovering a \$4 million budget deficit in a prominent division of the University of Arkansas. This story is thoroughly reported and features an uncommon level of candor from university sources.

**Silver:** NJBIZ, "No Bids, No Problem in Sandy Cleanup," Jared Kaltwasser, reporter  
This story blew away the competition by reporting months ahead of anyone else that disaster-recovery contractors had scored a multi-million-dollar, no-bid contract with the state of New Jersey to clean up in the aftermath of Super storm Sandy. A well-rounded treatment of a story with important policy implications.

**Gold:** Los Angeles Business Journal, "Downtown L.A. Greets Wal-Mart," Jacquelyn Ryan, reporter  
The best scoops almost always come from good, solid beat reporting. In less than a day, Jacquelyn Ryan turned a simple tip from one of her strongest sources into one of the most important business stories of the year for downtown Los Angeles. Her skills with public property records gave her the leverage she needed to pry information from one of the most secretive and aggressive corporate retailers in the country.

#### **15. Best coverage of local breaking news**

**Bronze:** Crain's New York Business, "Superstorm Sandy news coverage," staff  
Excellent, all hands on deck endeavor to cover the aftermath of a historic storm. The staff went beyond the obvious by delivering stories with unique angles.

**Silver:** Los Angeles Business Journal, "Oil firm digs in for drilling fight," Howard Fine  
This story is a great example of how a reporter can advance the news, even when company sources are refusing to cooperate. The reporter worked sources outside the company and pulled documents to help show how an oil company wanted to drill in an urban area, a story that has a wide community impact.

**Gold:** Rochester Business Journal, “Bankrupt icon,” staff

The staff took advantage of its publication cycle to develop this deeply reported package that goes beyond the news of the day by showing how Kodak missed opportunities over decades. Masterful writing keeps the reader engaged.

## **16. Best body of work, single reporter**

**Bronze:** Crain’s Detroit Business, Jay Greene, writer

The business of health care beat is in fine hands with Greene, whose deeply reported look at efforts to build a new hospital in his coverage area included behind-the-scenes insights into the project’s lobbying efforts in the state capital. A piece on Michigan’s struggles to regulate compound pharmacies helped localize a national story; another on Blue Cross Blue Shield of Michigan explored the company’s consideration of converting into a mutual insurer.

**Silver:** Indianapolis Business Journal, J.K. Wall, writer

Wall’s versatility is on full display with a news analysis that puts the debate over whether to hand control of Indianapolis’ public schools to the city’s mayor in the broader context of similar efforts elsewhere. A story questioning the economic impact of hosting a Super Bowl gamely tackled the gee-whiz boosterism too often seen before the big game, while a comparison of divergent tax rates in neighboring school districts is explanatory journalism at its finest.

**Gold:** Crain’s Chicago Business, John Pletz, senior writer

Most of us face few financial decisions more significant than purchasing a new home. The housing market’s recent struggles have been well-documented, but Pletz takes it up a notch with a special report that analyzed Census data to see how the housing bubble’s burst affected Chicago parents’ choices of where to send their kids to school. He explores Chicago’s emergence as a digital domain with a strong sense of the city’s storied past as a transportation hub. With the help of an intellectual property firm, he crunched patent data and employment rosters to develop a “Eureka index” to measure the city’s most innovative businesses.

## **OPEN**

## **17. Best bylined commentary**

**Bronze:** Greater Baton Rouge Business Report, “Rally Round the Flagship,” JR Ball, writer

This courageous columnist takes the state to task for its lackluster system of higher education, and spares no one in doing so. The column goes beyond merely pointing out problems. He articulates solutions that challenge the status quo in no uncertain terms.

**Silver:** Florida Trend, “Deep Water,” Mark Howard, writer

The best columns inform the reader about issues, produce outrage where needed and leave the reader ready to demand action. This column manages to achieve all three goals while peering behind the curtain at a dysfunctional system in need of repair. The tone is spot on and keeps the reader engaged.

**Gold:** Crain’s Detroit Business, “Tale of Three Parks,” Tom Henderson, writer

A great columnist works a column like a beat reporter. This column relies on shoe leather reporting to paint a disparate picture of haves and have-nots through the prism of the contrasts between the classes and does so in indelible fashion. The reporting here brings the writing to life and provides rich examples.

## **18. Best editorial**

**Bronze:** Crain’s New York Business, “Council overreach? Bank on it,” Erik Engquist and Glenn Coleman, editors



This editorial is a good example of telling truth to power. It holds city officials accountable. It is balanced and well written.

**Silver:** New Orleans CityBusiness, “Forgive us of our Sins,” Greg LaRose, editor

CityBusiness calls a city official to task for the possible misuse of taxpayer funds. The use of documents was outstanding and the writing was forceful. The need for disclosure in municipal hiring is clear.

**Gold:** Georgia Trend, “Immigration Snarl,” Neely Young, editor

The writer did a good job of breaking down the law into a language that is easily accessible. The use of personal experience and writing expertise also add credibility to the argument.

## **19. Best recurring feature**

**Bronze:** Crain’s Detroit Business, “Second Stage,” Gary Anglebrandt

This entry offers growing businesses a nice mix of engaging, yet practical niche content, ranging from concise conversations with local CEOs to lengthier features on common challenges. The centerpieces showcase strong reporting and strong writing that allow readers to learn from their peers’ experiences.

**Silver:** Crain’s Chicago Business, “The Innovators,” Anne Moore, Lorene Yue, Meribah Knight

This feature lives up to its name. These profiles feature an unexpected range of talented Chicagoans with out-of-the-ordinary careers, and the well-written, well-sourced pieces are a delight to read.

**Gold:** Indianapolis Business Journal, “Behind the News,” Greg Andrews

Andrews does a magnificent job of digging through court and other public records to find fascinating stories about prominent businesspeople and their entanglements. Even when people do not want to talk, the documents provide a sturdy foundation for highly readable narratives.

## **20. Best investigative reporting**

**Bronze:** Florida Trend, Amy Keller, “Bitter Pills?”

The widespread practice in Florida of physicians’ dispensing as well as prescribing medications seems to work well – except in cases involving workmen’s compensation. This solidly reported and clearly written story explains the system and its costs.

**Silver:** Charleston Regional Business Journal, Matt Tomsic, “Your Home; Their Rules.”

The homeowner associations that are intended to protect the property of members are in fact often foreclosing on those very properties, sometimes for unpaid dues of as little as \$332. The absence of regulation is examined and possible solutions suggested in this valuable investigation.

**Gold:** Indianapolis Business Journal, Cory Schouten, “Land Bank Giveaway.”

The clear winner in this category documents a practice that seems to be at the least malfeasance. City government sells derelict real estate at bargain prices to a nonprofit organization that resells them for multiples of those prices to developers. The reporting is thorough; the writing is clear; the public service is outstanding.

## **21. Best explanatory journalism**

**Bronze:** Virginia Business, “Whose minding the store?” Gary Robertson

The writer tackles a critical subject that was big news in the state – university management – and makes it relevant to a business audience. It’s clear from reading this that the reporter invested loads of time reporting the story from many angles.

**Silver:** Greater Baton Rouge Business Report, “Overdedicated,” staff

Making sense out of taxes for readers can be challenging, but the staff does a great job illustrating how dedicated taxes can hamper government operations. Nice use of graphics to help show where tax money goes.

**Gold:** Crain’s Chicago Business, “Wired: How Chicago became one of the nation’s most digital cities,” John Pletz, reporter

This strongly reported and written article shows readers why Chicago’s data networking infrastructure is key to the city’s competitiveness. The writer explains a highly complex subject by using colorful descriptions and analogies.

## **22. Best local coverage of a national business/economic story**

**Bronze:** Business North Carolina, “State of the Unions,” Edward Martin, David Kinney, Manny Marquez, Steve Exum, reporters

The story of the rise of unions in North Carolina is both counter-intuitive and fascinating. Making excellent use of data, the staff of North Carolina Business uses historical context to put new trends into focus. The reporting in “State of Unions” is an example for other journalists to emulate.

**Silver:** BizTimes, Milwaukee, “Obamacare,” Steve Jagler, reporter.

Jagler takes a confusing subject and brings clarity with easily digestible reporting and writing. Tackling the issues of the new health care plan, one by one, Jagler wrestles innumerable questions and does what all good reporters do: He explains the issue in short, easy-to-understand bits. Reporting is both national and statewide, giving Wisconsin readers one of the best overviews to date.

**Gold:** Crain’s Detroit Business, “Overseas Oversold,” Dustin Walsh, reporter

This is an extraordinary reporting job on a surprising topic. Walsh uses data analysis, history and new developments to show readers why businesses are moving manufacturing back to America. He uses a wide range of angles to help us understand the reasons behind the change. In short, this story is a textbook example of why economics – not politics - is often the key reason behind the changing face of America’s workforce.

## **23. Best headlines**

**Bronze:** Central Penn Business Journal, staff

Central Penn Business Journal staff’s headlines are concise and clever. Each headline includes a well-turned phrase that accurately reflects the articles’ content and context.

**Silver:** San Fernando Valley Business Journal, Laurence Darmiento

The San Fernando Valley Business Journal’s headline writers earn kudos for their ability to stand back from the story and analyze and summarize. It’s obvious they were paying attention to content first and then writing concise headlines without forcing cleverness. They also win kudos for quality headlines in tight specs.

**Gold:** Virginia Business, Robert Powell, Paula Squires, Jessica Sabbath

The headline entries were uniformly clever and worked well with the art and overall presentation. The judges found these headlines told the stories and sold the stories.

## **24. Best special section design**

**Bronze:** Twin Cities Business: “Kick it in Gear,” Scott Buchschacher, Mary Conner

This section was elegant in its design. It used simple, clean elements to convey its information without seeming like it was advocating for any particular item featured. It was factual, restrained and had a wonderful flow to the pages in the section. The section was nicely packaged with its use of color and photography cutouts.

**Silver:** Los Angeles Business Journal: “The 50 Wealthiest Angelenos,” Robert Landry

This section offers great typography paired with excellent portraits. The section has consistency with its design elements and information graphics.

**Gold:** Greater Baton Rouge Business Report, “30 Years of Business,” staff

This retrospective was absolutely fabulous in its design and execution. It was an amazing amount of content that was consistent, comprehensive and concise. The annual timelines were beautifully designed and the photo spreads were spectacular. Readers could see that this was designed with one voice and was thoughtful in its presentation.

## **25. Best ancillary publication**

**Bronze:** Arkansas Business: Greenhead, Brent Birch, Chip Taulbee, Todd Traub

Greenhead, the Arkansas duck-hunting magazine, shows readers guns, gear, landscape and ducks with real people. The photographs and stories of these real people reflect the values and interests of Arkansas hunters. The features are fresh, and the illustrations do a marvelous job of conveying the stories.

**Silver:** Rochester Business Journal: RBJ Commemorative Edition 1987-2012, staff

This commemorative edition is slick, in the best sense of the work, and elegant. Its charts are easy to understand, both because of the strenuous editing and simple design. When confronted with the story of the year – Kodak’s downfall – the writers, editors and designers all played an important role in making this story compassionate, analytical and informative.

**Gold:** D CEO: The Park, Glenn Hunter, Christine Perez, Jessica Melton, Todd Johnson

D CEO put a lot of energy and effort to tell the story of a new public space. The publication is comprehensive and sleek with elegant typography. The attention to detail, down to the illustrations of the plants going in at the park, make this piece exquisite.

## **ONLINE**

## **26. Best scoop**

**Bronze:** BizTimes Milwaukee, “Major Players Will Develop Oak Creek’s New Downtown,” Andrew Weiland, reporter

This detailed description of a major development that one source called “an absolute game-changer” for a Milwaukee suburb came a month before the players were ready to announce. A result of meticulous and relentless reporting, the story left the competition scrambling to catch up.

**Silver:** Hartford Business Journal, “Levy and Droney Dissolving; Lawyers Moving to Hinckley,” Greg Bordonaro, Brad Krane, reporters

It’s not often that journalists can get the inside track on big moves in the legal community, but this story did exactly that, revealing a major law firm’s plans to accept an invitation to go out of business and join the competition. A product of excellent sourcing.

**Gold:** Indianapolis Business Journal, “Bernard Ousted as CEO of IndyCar, Sources Say,” Anthony Schoettle, reporter

It takes guts to report news that you know is correct but that everyone involved denies. Anthony Schoettle displayed that kind of backbone when he reported in the face of blanket denials — even from other journalists — that the man in the driver’s seat of the IndyCar Series had been fired. In the end, he was right on the money. Excellent scoop in the face of significant challenges.

## 27. Best staff-generated blog

**Bronze:** Crain's Chicago Business, Danny Ecker, writer

Danny Ecker knows that sports is big business and keeps his readers informed with a conversational style. Layering with multimedia adds a nice touch. A pleasure to read.

**Silver:** Indianapolis Business Journal, The Score, Anthony Schoettle, writer

The Score is a newsy and well-crafted blog that reflects the insight Anthony Schoettle has gained through years of reporting on the world of sports business in Indianapolis, as well as the regular audience he has managed to build. Every post stirs readers to contribute to the conversation.

**Gold:** The Business Journal, Fresno, Gabriel Dillard, writer

Gabriel Dillard is on a mission to highlight the contributions and voices of minority groups to Fresno. His blog shows courage. He's willing to go beyond the usual suspects, to challenge his readers to make the community better and to toss in a dose of humor from time to time. Relevant, refreshing and important.

## 28. Best multimedia story/editorial feature

**Bronze:** Charleston Regional Business Journal, "Next Generation Farmers," Matt Tomsic

As a solo multimedia journalist, Tomsic did a fine job of reporting, explaining and showing a highly local Charleston story of a Boeing 787's first test flight. He gave depth to a local story that has impact on that community and he used multimedia effectively to enhance the story on deadline.

**Silver:** Crain's Chicago Business, "Austin Crime," Lorene Yue, Reporter; Steve Serio, Videographer

Using a number of excellent videos, Crain's Chicago told the story of Austin using real people, real businesses and showed the impact that deadly crime has on those merchants and residents. The technical quality and number of the videos made this element a strong reason for achieving silver.

**Gold:** Crain's New York Business, "Stats & The City," Erik Engquist, editor; Steve Krupinski, art director; Stephen Noveck, copy desk chief; Elisabeth Cordova, web producer; Glenn Coleman

The strong animated data reporting made this entry stand out. The comprehensive look at the state of New York City is done using numbers put into context with interactive charts – innovative and informative. The cover design is carried through out the entry and gives the pages strong continuity. The cover illustrations were also used to introduce their video.

## 29. Best daily email

**Bronze:** Florida Trend, "Daily and Afternoon Pulse," Andy Corty, Mark Howard, Will Gorham, Joyce Edmondson

This newsletter has a nice mix of exclusive content with easily digestible headlines and teases the reader can scan quickly and still be well informed. The afternoon edition benefits from the addition of photos. The judges especially enjoyed the "Who Said That" feature. It is an excellent way to encourage readers to click through to the site.

**Silver:** Rochester Business Journal, "Daily Report," Staff

This newsletter demonstrates the staff's understanding that business news consumers have lives outside of work. It includes features on politics, sports, arts & entertainment and weather. Having information on stocks and a link to an events calendar brings this whole-person approach to a business publication complete.

**Gold:** Crain's Detroit Business, "Michigan Morning," Nancy Hanus, Staff

Michigan Morning stands above the rest, following through on its mission to make Detroit smarter using headlines and blurbs that really does make Detroit smarter. The elements along the rail, including the events

calendar, and links to the blogs at the bottom of the newsletter show additional depth in coverage than simply daily news.

### **30. Best industry-specific e-newsletter**

**Bronze:** The Daily Transcript, “Technology & Defense News,” Tracye Grimes

The newsletter demonstrates a strong understanding of local business interests. Headlines and readouts work well together and give readers a strong incentive to go through to the full site.

**Silver:** D CEO, “D Healthcare,” Steve Jacob, Christine Perez, Jessica Melton

D CEO offers a good calendar and a good combination of headlines and summaries. It has several sections that allow the publication to target content to a variety of interest areas. The clean and easy to read design increases the newsletter's scannability.

**Gold:** Crain’s New York Business, “Rebuilding NY,” Elaine Pofeldt, Jeremy Smerd, Glenn Coleman

This is a smart and quick response to a story that will affect everyone in the publication’s coverage area. Scannable headlines and readouts work well on a computer or mobile phone, which is an important consideration in a storm-damaged area. Good way to attract a new audience of readers affected by the story.

### **31. Most improved publication**

**Gold:** Inside Business: The Hampton Roads Business Journal, Carol Lichti, editor

A redesign of Inside Business has taken the journal from ordinary to inspired. The new look is bolder, better organized and visually striking. Color is used well to highlight and package content, and images are sized and positioned decisively. Updated typography enhances readability and adds interest to page layouts. The content is also stronger, with crisp writing and a compelling mix of news and features. The publication’s solid business reports are now presented in a more engaging, contemporary format.

### **32. Best website**

**Bronze:** Indianapolis Business Journal, Staff

Editors of this site know how to keep a reader engaged, making sure that every story has related content to bring readers in deeper. Extensive use of video also demonstrates an effort to produce and include web-specific content.

**Silver:** Providence Business News, Staff

As paywalls become the norm in our industry, this publication has struck a balance in offering free and premium content in order to attract both casual and loyal readers. The site is easy to navigate and has a design that facilitates use. Stories are updated regularly both in highly trafficked areas and deep within the site.

**Gold:** Crain’s Detroit Business, Nancy Hanus, Staff

This site stands high above the competition, offering readers a reason to visit and return often. The homepage offers news, lively video, social media feeds from readers, and training opportunities that come together fulfill the site's mission to "make Detroit smarter." Readers are treated to a variety of content that is updated with a sense of urgency, and the content is presented in a way that is not only there, but is there in a way people can use.

### **33. Best magazine**

**Bronze:** dbusiness, R.J. King, John Schultz, Jessica Decker, Megan Dekok

With eye-catching design that supports smart reporting, and edgy, courageous writing, this magazine offers its readers important information in a fast-paced, interesting way. There's an authoritative voice exuded by

this publication through its columns and newsy departments. This magazine knows Detroit and, as a result, its readers do, too.

**Silver:** Florida Trend, Staff

Solid reporting that reflects an in-depth understanding of the many industries that drive Florida's economy makes this magazine a reliable and authoritative read. Well-reported feature stories that focus on the human element as well as the financial detail enhance the publication's credibility and usefulness.

**Gold:** D CEO, Christine Perez, Glenn Hunter, Hamilton Hedrick, Todd Johnson, Jessica Melton

Great design, layout and illustrations highlight solid, well-reported, and well-written stories. A dynamic array of features, profiles, news stories, and briefs reveals the business community to its audience, packaging information in a way that enhances that content.

#### **34a. Best newspaper: small tabloids**

**Bronze:** Worcester Business Journal, Rick Saia, Matt Pilon, Jacquelyn Gutc, Emily Micucci, Mitchell Hayes

This publication has a strong track record of providing smart, substantive business journalism to its audience in central Massachusetts. Briefs gathered across the region offer a broad spectrum of business news, while multi-part packages anchor each issue to address common concerns, such as start-up success stories, incentives for alternative energy sources and the pace of economic growth. The content pushes past predictable coverage to ask fresh, revealing questions.

**Silver:** San Fernando Valley Business Journal, Laurence Darmiento and staff

San Fernando Valley Business Journal reaches out to its readership with a combination of authoritative reporting, informed analysis and a lively writing style. Stories are timely and comprehensive, as well as brightly edited; design elements are well chosen, and can be bold when appropriate. By addressing wide interests in its community, such as technology, real estate and local personalities, the business journal serves its market effectively.

**Gold:** BizTimes Milwaukee, Steve Jagler

The judges agreed that inspired ideas in tandem with strong design and a fluent writing style made this a winner. A report on Wisconsin's return to traditional economic anchors — agriculture, mining and manufacture — to drive future growth is an apt illustration. It is well reported, well designed and well written. The publication makes a real effort to be accessible, with headings, lists and breakouts to help the reader navigate each section. Columnists weigh-in on subjects that apply to nearly all business sectors. A great deal of thought and planning clearly goes into every edition.

#### **34b. Best newspaper: large tabloids**

**Bronze:** Crain's Chicago Business, staff

This publication simply feels like Chicago. Its staff of good, quality writers take on tough issues and stories that move beyond the usual business profiles. There is a good use of graphics and visual display and a clean design.

**Silver:** Greater Baton Rouge Business Report, staff

This publication has fabulous cover designs for its well-conceived cover stories. There's a good mix of stories for the publication, and it's easy to navigate. Columnists also add a layer of readability.

**Gold:** Los Angeles Business Journal, Charles Crumpley

This publication clearly knows its audience and delivers to it on every possible topic. The publication has a huge reach in a complicated demographic and town. It seems like the staff is ahead of the curve with content that's densely packed with information. There are good headlines throughout the sections, a good mix of graphics and photography to support, enhance the text.

## 2013 AABP Contest Judges

All from the Missouri School of Journalism

**Jeanne Abbott** is a managing editor of the *Columbia Missourian*. She came to the *Missourian* from the *Des Moines Register*, where she was assistant managing editor for features. Before that, she was on the features copy desk at the *Sacramento Bee*. Her first job was at the *Anchorage Daily News* in Alaska, working in news and features.

**Jackie Bell** joined the Photojournalism faculty in January 2001 after two years of teaching at the University of Montana. She has 15 years of experience as a staff photographer at *The Tennessean*, *The Fort Lauderdale Sun-Sentinel* and *The Arizona Daily Star*.

**Elizabeth Brixey** is a city editor at the *Columbia Missourian* and faculty member of the School of Journalism in the Print and Digital department. She worked for the *Madison State Journal* as a reporter and editor.

**Jan Colbert**, an associate professor, teaches design and writing. She has designed for such publications as the *IRE Journal*, is managing editor of the *National Book Critics Circle Journal* and co-editor of *The Reporter's Handbook*. She has judged design entries for several national competitions.

**Charles Davis, Ph.D.**, is an associate professor. Davis worked for nearly ten years at newspapers, magazines and a news service in Georgia, Florida and Ireland. He taught at Georgia Southern University and Southern Methodist University before joining the Missouri faculty.

**Michael Grinfeld** is an associate professor at the Missouri School of Journalism. A veteran newspaper and magazine reporter, he teaches magazine writing.

**David Herzog** is an assistant professor at the Missouri School of Journalism, where he teaches computer-assisted reporting. Before joining the faculty in January 2002, he was an investigative reporter for the *Providence Journal* in Rhode Island and, before that, the editor for computer-assisted reporting at *The Morning Call* in Allentown, Pa.

**Beverly Horvit** worked for several Texas newspapers, including *The Houston Post*, before earning her master's and doctoral degrees from the Missouri School of Journalism, where she was a faculty news editor at the *Columbia Missourian*. Her research on international news coverage and foreign policy has been published in *Newspaper Research Journal*, *International Communication Gazette* and the *International Journal of Press/Politics*.

**Berkley Hudson** has taught in the magazine sequence of the Missouri School of Journalism since 2003. He earned his doctorate at the University of North Carolina. For twenty-five years, including at the *Los Angeles Times*, he worked as a newspaper and magazine journalist.

**Laura Johnston** is a dayside copy editor at the *Columbia Missourian*. She is a graduate of the University of Missouri and has worked as a reporter, copy editor and features editor for a daily newspaper.

**George Kennedy** came to the School of Journalism from the *Miami Herald*. He has served as managing editor of the *Columbia Missourian* and associate dean of the School. He is the co-author of three journalism textbooks and is a frequent judge of several national contests, including the Investigative Reporters and Editors competition.

**Brian Kratzer** is director of photography for the *Columbia Missourian*. He has 18 years of professional experience as a photographer, photo editor and newsroom manager at *The Columbia Tribune*, the *Moscow-Pullman Daily News* and the *Gainesville Sun*.

**Joy Mayer** is the design editor for the *Columbia Missourian*. She oversees designers for news, sports and features sections, in both print and digital formats. Before joining the *Missourian* staff in 2003, Joy was a designer, section editor and copy editor for the *Sarasota Herald-Tribune* and the *Wichita Eagle*.

**Daryl Moen**, professor, is the former editor of three daily newspapers. He is author or co-author of four books on design and writing and conducts seminars and consults with publications internationally. He coordinates the AABP contest judging.

**Earnest L. Perry** is an associate professor at the Missouri School of Journalism. A veteran reporter and editor, he teaches cross cultural journalism and journalism history.

**David Reed** is an adjunct faculty member at the University of Missouri, where he serves as executive editor of *Vox*, the weekly city magazine, the host of Global Journalist, and as a consulting editor for *Missouri Business Alert*, an online publication. He previously was a group editor for The Business Times Co., a senior editor at Radio Free Europe and a correspondent for The Associated Press.

**Steve Rice** has a video, still photography and design background. He was a staff photographer at the *Los Angeles Times*, the assistant managing editor/visuals at the *The Miami Herald* and a videographer and manager at the *Star Tribune* in Minneapolis. He joined the University of Missouri in 2010 where he designed the “Fundamentals of Multimedia” class that is required for all journalism students.

**Amy Simons** joined the convergence journalism faculty in August 2010. Previously she worked as the digital news editor for the *Chicago Tribune*, where she helped develop and execute the editorial programming strategy for *chicagotribune.com*. While at the *Tribune*, Simons worked closely with the newsrooms of WGN-TV, CLTV News and WGN-AM to coordinate the coverage of daily and planned news events. Before joining the *Chicago Tribune*, she spent seven years at CLTV News, the *Tribune's* 24-hour news channel covering Chicago and the suburbs

**Randall Smith** joined the Missouri School of Journalism in August 2009 as the first Donald W. Reynolds Endowed Chair in Business Journalism. His 30-year career at *The Kansas City Star* began in 1979, and he has worked on both the news and business sides. Smith is a former president of the Society of American Business Writers and Editors and a recipient of the organization’s Distinguished Achievement Award.

**Brian Steffens**, the former Senior Vice President and Editor of the Editor & Publisher Co., is Executive Director of the National Newspaper Association and Adjunct Associate Professor at the Missouri School of Journalism. He has also been Editor of *Quill* magazine and held newsroom leadership positions at several newspapers including the *Los Angeles Times*, *San Diego Union*, *Orange County Register*, *St. Paul Pioneer Press*, *Miami Herald* and *Detroit News*.

**Martha Steffens** is the SABEW-endowed Missouri chair in business and economic reporting. She came to Missouri after a 30-year career in newspapers, including executive editor of the *San Francisco Examiner*, and earlier the *Press & Sun Bulletin* in Binghamton, N.Y. She held other editing and reporting roles at the *Minneapolis Star*, *St. Paul Pioneer Press*, *Orange County Register*, *Dayton Daily News* and *Evansville (Ind.) Courier*. She is a frequent trainer and consultant on writing and management issues.

**Reuben Stern** was the design editor for the *Los Angeles Daily News* before joining the University of Missouri in 2002. He has worked as a designer, editor and graphic artist at several newspapers over the past 10 years and has overseen a number of newspaper redesign projects. He teaches multi-media story telling in the convergence sequence.

**Scott Swafford** joined the faculty 2003 as an assistant professor and a city editor at the *Columbia Missourian*. He has 20 years of experience reporting and editing at various Missouri newspapers.



**Alecia Swasy** is a doctoral student at the Missouri School of Journalism. Previously, she worked as a reporter at the *Wall Street Journal* and held senior editing positions at *Dow Jones*, the *St. Petersburg Times* and other media companies. She is the author of “Soap Opera: The Inside Story of Procter & Gamble” and “Changing Focus: Kodak and the Battle to Save a Great American Company,” both published by Random House.

**Margaret Walter**, an assistant professor, is news editor at the *Columbia Missourian*. Previously, she had been features editor at the *Portland Press Herald/Maine Sunday Telegram* and Sunday editor at *The Telegraph/The Sunday Telegraph* in Nashua, N.H. as well as a reporter at daily newspapers and editor of weekly newspapers in Indiana.

**Rob Weir** oversees technology at the *Columbia Missourian*. Previously, he was assistant features editor and a copy editor at the *Star-News* in Wilmington, N.C. and a city editor at the *Missourian*.

**Alan Scher Zagier** joined The Associated Press in 2005 as its Columbia, MO correspondent. He is a member of the AP’s national education reporting team with a focus on higher education and the business of college sports. Zagier teaches news writing and reporting at the School of Journalism and was a Knight fellow in the *Columbia Missourian* newsroom in 2004-05. He’s also worked as a newspaper editor and reporter in Florida, North Carolina and Washington, D.C. and was a national correspondent for *The Boston Globe*.