

BULLDOG REPORTER BUSINESS MEDIA



Pitching News & Intelligence for PR Pros

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FAST MOVES

- ▶ **Fortune** promotes editor-at-large **Andy Serwer** (serwer@fortunemail.com) to senior editor-at-large. Senior writers **Bethany McLean** (bethany_mclean@fortunemail.com) and **Peter Elkind** (pelkind@fortunemail.com) upshift to editor-at-large. Writer-reporter **Ellen Florian-Kratz** (ellen_florian@fortunemail.com) upshifts to writer. Reporters **Oliver Ryan** (oliver_ryan@fortunemail.com) and **Kate Bonamici** (kbonamici@fortunemail.com) upshift to writer-reporters. Editorial assistant **Jenny Mero** (jmero@fortunemail.com) upshifts to reporter.
- ▶ **CBS News** DC-based general-assignment correspondent **Sharyl Attkisson** (202/457-4306) moves to Capitol Hill correspondent.
- ▶ **Money** hires **Budget Living** senior editor **Margaret Magnarelli** (margaret_magnarelli@money.com) as a staff editor.
- ▶ **The Economist** promotes United States editor **John Micklethwait** (johnm@economist.com) to editor, replacing **Bill Emmott**, who resigned in February. He's based in London.
- ▶ **The New York Times** DC-based news reporter **Greg Brock** (brockg@nytimes.com) moves to senior editor in New York, replacing **Bill Borders**, who is retiring. His responsibilities include dealing with public complaints and coordinating the corrections section.
- ▶ **The Wall Street Journal** hires **Consumer Reports** senior editor **Mari McQueen** (mari.mcqueen@wsj.com) as a reporter covering HR benefits, identity theft and financial services. Health reporter **Leila Abboud** (leila.abboud@wsj.com) moves to the Paris bureau to cover technology.
- ▶ **Associated Press** hires **Los Angeles Times** foreign correspondent **John Daniszewski** (jdaniszewski@ap.org) as international editor, replacing **Laura Myers**, whose new role is still to be determined. The move is effective in early May. **USA Today** national security correspondent **Steven Komarow** boards as assistant

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international editor, replacing **Steven R. Hurst**, who moved to the Cairo bureau. Daniszewski and Komarow will be based in New York.

▶ **CNBC** hires **WHDH-TV/Boston** assignment editor **Ryan Ruggiero** (201/735-3000; ryan.ruggiero@nbcuni.com) as same.

▶ **Inc.** hires **Harvard Business Review** senior editor **Leigh Buchanan** (lbuchanan@inc.com) as editor-at-large and back-page columnist.

● GENERAL BUSINESS

Put Biz News in Big-Picture Context, Forge Relationships for Big WSJ Ink



Unless your info is market-moving by nature of its obvious importance, vacuous company news will get you nowhere at **The Wall Street Journal**.

Proper context is absolutely vital to success, says news editor **Matt Murray**. "Put your news in a broad, 'what's-going-on-in-the-world' context. Give me the [big-picture perspective] of your industry and think about the compelling, larger aspect of what it means to readers," he advises. In addition, "many outlets are covering events simultaneously these days, so it's helpful to move the ball forward on stories with exclusive details and analysis."

Best approach: "There are three elements to the stories that are going to get covered," Murray offers. "One is obviously news sense—which means you're telling me something I don't know. For example, we recently received a successful pitch for a front-page story that said, 'China's oil demand, which has surged, is starting to ebb.' Now that's a

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piece of news. The second thing is resonance—some way that a piece of news is going to reach the most readers and explain what it means to them in an [economical way]. The third element is always exclusivity. That doesn't mean that it has to be an exclusive fact, but we want exclusive analysis and insight—the interview that somebody else didn't get."

Getting ink: Murray offers the following tips for catching the attention of Journal (circ: 2,091,062/Mon.-Fri.) business staffers:

- **Make time to build relationships**—"When it comes to corporate PR, one of the most important things is to build a relationship—don't just be there to pitch a reporter something and then go away. Relationship building is crucial not just in getting a reporter's ear when you call them, but in those sensitive moments where your client is really going to need you—at that time, some basis of trust is absolutely key."

He adds: "Those times when there is no news are a great time to go out and build relationships—to go out and have a drink with the reporter to talk about your company, to get them to know your CEO. This helps put you on the radar screen when news happens. It may seem counterintuitive in some ways, but the fact that you don't have a particular story to pitch or a big agenda at the time might actually endear you to the reporter."

- **Don't dress it up—just deliver the peg**—"A quick, to-the-point news-value press release will grab my attention more than an intimidating package of material that's going to get mixed up with other things," he says.

- **When in doubt, spin your news to what's already making headlines**—"Journalists are always looking at stories from lots of sources, connecting the dots and figuring out how the pieces fit together," he offers. "That's also a really good skill for any PR person to develop—to think about where the pitch fits in to a larger story."

- **Be prepared when a reporter calls**—"Once a reporter knows you, she might call and ask, 'Can I talk to your CEO for 10 or 15 minutes about this subject?' Provide that accessibility," he advises.

Pitch: Murray says your best bet is to target beat reporters. Contact Journal staffers via email. See chart above for contact information.

● GENERAL BUSINESS, FINANCE

Supply To-The-Minute Market News, Access to Sources for CNBC Program

Given its high-noon placement on CNBC, the "Power Lunch" program thrives on timely market news, as well as a variety of sources who producers can reach out to without having to jump through bureaucratic hoops. Sure, high-profile names work

best, but a lesser player can grab premier airtime via sheer accessibility—as long as she can provide deeper market insight on a headline-making biz topic in an articulate manner. “You need to offer something that cuts through the clutter—something either on-point with the news or presented as a very different or feature-y take [on business news],” says senior producer **Bob Fasbender**.

Additionally: “We welcome CEOs, but prefer to talk to those in the news or those who, for some reason or another, have great stories to tell,” Fasbender offers. “We are disinclined to put CEOs on the air for their own sake—Joe Blow talking about his company’s earnings, for example. On the other hand, if you can pitch a CEO who can discuss a new development in technology or a takeover bid or his pharmaceutical company’s breakthrough product that was just given FDA approval—then we have something to talk about.”

Focus: “‘Power Lunch’ [Mon.-Fri. 12-2 p.m.] focuses on business and market news, but we also cover politics and most days there’s a segment on lighter topics, which could be sports, pop culture or books,” says Fasbender.

Getting air: The day’s business news takes prominence over any other story, no matter how compelling. “Understand that what might be good for the show one day might not on another—we work on judgment and instinct,” Fasbender stresses. “Programming is extremely subjective and buffeted on a day-by-day basis.” Given that, he offers the following tips for coverage:

- **Offer financial analysts, and make them available**—When it comes to financial news, there is a constant demand for shrewd stock analysts available for some lunchtime air. “Every day, we feature strategists offering their takes on the market,” he says. “We regularly have the top people on Wall Street.” Target these sources to producer **Sonya Uribe** (pron. “yuh ree bah”; sonya.uribe@nbc.com), who is responsible for all research, booking and production.

- **Suggest fund managers**—“We’re looking for interesting fund managers to talk about their top five holdings,” says Fasbender. “[The premise] is to have people from major fund families explaining why they hold the stocks they hold.” Pitch Uribe.

- **Provide personal finance experts**—The weekly “Getting Real” segment targets young professionals with personal finance concerns. Topics range from investing and managing debt to buying a home and college expenses. Pitch senior segment producer **Kerima Greene** (kerima.greene@nbc.com).

Pitch: “I supervise what goes on the air, but the producers should be your first contact,” Fasbender says. “Don’t call 20 minutes before the show starts or leave interminable voice messages. Our staff is small, and pressure is high. Make your points quickly. Email is the best way to contact us.” Reach staffers at 900 Sylvan Ave., Englewood Cliffs, NJ 07632; (201) 735-2622; firstname.lastname@nbc.com.

● FINANCE & INVESTING, PERSONAL FINANCE

Globalize Your Biz News to Grab *FT* Ink, Offer Personal Investing Info To New

Consider the international distribution of the **Financial Times** when preparing a pitch about your company—and highlight the global perspective of your news. “We cover trade, finance and geopolitics. We tell American readers what’s happening in the world, and tell the world what’s happening in the U.S.,” says New York-based news editor **James Montgomery**. “I lead the U.S. reporting team and set parameters for our national edition, which reports financial news from the U.S. and from around the world.” In addition, take advantage of a new FT opp for personal investing by pitching the recently launched “Wealth at the Weekend” page.

Focus: The *Financial Times* (U.S. circ.: 170,000/Mon.-Sat.) reports on corporate and financial news, international business, and economic and political development. “We have 60 reporters in the U.S., based all around the country. They are organized not so much geographically, but in teams,” says Montgomery. “A Chicago reporter will work with colleagues in London and Tokyo, for example.”

Key contacts: Montgomery offers the following staffers as key targets:

- **Lauren Foster**—This reporter covers consumer industries, including retail, food and beverages, tobacco and other consumer-goods companies. She’s primarily interested in biz activities that affect the earnings or stock prices of publicly traded companies in this space. She recently wrote about how companies need to forge bonds between buyers and products for success, and how beauty giant Estee Lauder is targeting the spending power of young Chinese women.

- **James Politi**—He covers deals and transactions, including bankruptcy, acquisitions and private equity deals. He’s recently written about the M&A activity at companies like Morgan Stanley, SCI and Alcatel.

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Thorold Barker
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U.S. Observer columnist
Paul Sullivan
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Personal technology columnist
Paul Taylor
(212) 641-6335

- **Ben White**—This new Wall Street reporter, who came over from the **Washington Post** after **David Wells** transferred to the daily's London HQ, recently wrote about the impact of the Dealbreaker.com blog on Wall Street transparency, and how private equity deals have recently transformed Goldman Sachs.

New opp: The daily recently launched "Wealth at the Weekend," a personal-finance page published Saturdays. Features include "Inside Curve," an investing column written by a rotating team of money managers, and "Hands-On Investor," which moves from Tuesday's *FT Wealth* section and now covers resources for investors. U.S. markets editor **John Authers** manages the new page, which also appears online (www.ft.com/wealth).

Getting ink: Montgomery offers the following tips for ink:

- **Think long-term**—"We're more interested in developing relationships than in receiving all of your spot-news press releases," he says. "We'll pay attention to a pitch that says, 'Our CEO will be in New York and would love to meet some of your reporters.'"

- **Pitch your private company, but offer access**—"There are lots of private companies that we'd love to talk to, but it's hard to get inside of them," he says. "We're very interested in private companies, but they have to be prepared to open up a bit and tell us about their performance."

- **Distinguish your smaller company**—"It's hard for small companies to get covered because they're the same as all the others, but the others also happen to be big," he says. "Small is not as interesting." Your best bet is to tie in a unique or counterintuitive

angle to your small-company pitch.

Pitch: Montgomery suggests targeting beat reporters via email. See chart above for contact information.

● GOVERNMENT, REGULATION, FINANCE

Hone In On the Money Angle to Gov't, Regulatory News for *Barron's'* McTague

Highlight the money angle of your government and regulatory news to **Barron's** Washington editor and "DC Current" columnist **Jim McTague**. "Keep in mind that [the pub's] coverage is geared toward investors," he says. "I'm looking at governmental fundraising trends and giving readers a heads up on what they can expect from their legislators in the public business sector." Access and trendy ties are also keys to coverage in the column, which reports on the intersection of government regulation and the prosperity of publicly traded companies. "I am primarily looking for regulatory or government angles to show investors' interest in a situation. Tell me about people or businesses that are affected by particular governmental policy," he says. He's also open to hearing from public policy institutes.

Focus: Barron's (circ.: 300,160/weekly) offers in-depth analysis of companies, with an emphasis on issues and events affecting the nation's financial community, which includes individual and institutional investors and top corporate managers. The DC bureau incorporates policy and regulatory news into its financial focus.

Getting ink: McTague offers the following tips for generating interest:

- **Offer news in any industry**—He says that the type of industry he'll consider covering runs the gamut and is all-inclusive. "Washington can obviously affect all types of industries, so our coverage isn't at all limited by industry type," he assures.

- **Tie your news to a hot trend**—"Capital gains and tax reform are hot issues right now," he offers. He also expects healthcare policy, immigration and the underground economy to be major stories in the near future and will be looking to PR pros to provide statistics and background.

- **Offer finance execs, and make them available**—He also writes company pieces for which he expects PR pros to give him access to CFOs and other high level executives.

- **Become a resource**—"Journalists on deadline are like electricity—we go for the path of least resistance," he suggests. To become one of his trusted PR sources, email and let him know what you can provide, then make good on those promises when he calls.

Pitch: Pitch McTague via email only. He strongly advises against phone or fax pitches, and don't follow up. Reach him in the DC Bureau at 1025 Connecticut Ave., NW, Ste. 800, Washington, DC 20036; (202) 862-6605; jim.mctague@barrons.com.

● LEGAL

Pitches for Video-Savvy Lawyers, Experts Score Airtime on *Court TV*

A new DC bureau has expanded the pitching opps at **Court TV**, the popular cable channel known for its coverage of high-profile criminal trials. "I'm interested in criminal defense attorneys, prosecutors, former prosecutors and people with extensive homicide experience," says producer **Vivienne Omura**. The network's broadened focus has opened the door for even more PR input—and any expert has a shot at airtime if she can speak authoritatively about the issues in a trial. "Although we still mostly cover criminal cases, we're doing more top-notch civil cases than before, so we're also interested in civil attorneys who have personal injury or wrongful death expertise." Additionally, the network's recently launched **Court TV Professional** provides live streaming of civil cases for an audience of attorneys and law students.

Focus: Court TV, available in 80 million homes, carries trial coverage along with talk shows, documentaries, movies and other programming on legal and law-enforcement topics. The network's

bread-and-butter is live coverage of high-profile criminal cases, mostly those involving homicide or sex crimes. The producers favor cases with lots of dramatic potential, especially if they include celebrities. "It's murder and mayhem," explains producer **Beth Carey**.

Recent developments: Here's the lowdown on Court TV's latest offerings:

- **CourtTV Professional**—Unlike the main network, CourtTV Professional (www.courtstvpro.com) concentrates on civil litigation and does not include expert commentary. "Subscribers log in and get access to live streaming video of the trial, coordinated with exhibits and evidence," explains executive producer **Andrew Brooks**. The service has been covering Vioxx litigation, and Brooks says he's also open to intellectual-property lawsuits. "We look for cases where there may be significant professional interest, and they have to be at the point where they are going to trial," he explains. "That's really key." If you have a case you'd like to see covered, send an email to producer **John Shin** (shin@courtroomconnect.com) and include the trial date, judge, location, involved parties, law firms on both sides, expected length, a summary of the issues and why the case would interest legal professionals. It's best to send the info at least a month before the trial begins.

- **DC bureau**—The primary mission for the new bureau will be reporting on high-profile trials in Washington, such as lobbying cases involving Jack Abramoff or the Lewis Libby CIA-leak case. Senior field producer **Bryan Lavietes** (pron. "la vite us"; 202/347-1651 bureau; bryan.lavietes@courtstv.com) also plans national news coverage "with a legal bent," he says. One topic of interest is asbestos litigation.

Getting airtime: The producers offer these tips for getting your expert onto the network:

- **Offer TV-savvy guests**—"I'd be looking for someone who can speak well," Omura says. "They need to have TV experience. They should be good talkers and have a good energy level."

- **Highlight specific expertise**—"Sources need expertise in the particular area they're commenting on," Omura advises, such as homicide trials or insanity defense. Many cases involve dysfunctional families, so experts who can comment on domestic violence or family relationships are especially welcome. Forensic scientists and pathologists also make good candidates. But the network offers opportunities for almost any expert: "If it's a murder trial and the [defendant] says, 'I couldn't have done it because of my eyes,' maybe we'll get an expert

ophthalmologist,” Lavietes explains.

- **Stress proximity to trials or studios**—Experts should be available to visit Court TV’s New York or D.C. offices, or the actual trial venue. “When we do a live trial, we have a presence there and can invite guests outside the courthouse,” Omura explains. “So I would be particularly interested in people who are anywhere near the big cases.”

- **Be patient**—Omura says the producers get a lot of pitches for expert commentators, and she sometimes waits as long as nine months before inviting guests to appear.

- **Follow the cases**—Although producers keep files of experts, it can also be useful to pitch your expert when a case is about to be televised. “Terri Schiavo was a real hot-button issue for us,” Carey says.

- **Target the appropriate producers**—Omura (omurav@courttv.com) books guests for “Banfield & Ford: Courtside,” which follows trial action. Carey (careyb@courttv.com) is the best contact for “Catherine Crier Live,” a talk show featuring expert commentary. Senior producer **Michelle Richmond** (richmondm@courttv.com) is a good contact for other guest pitches.

Pitch: Send info by email. Include the source’s specific area of expertise and note any experience they have speaking on TV. The producers generally discourage phone calls.

● HEALTHCARE

Emphasize Broad Appeal, Follow Med Journals to Score *HealthDay* Coverage

With the recent addition of a daily newsfeed for medical pros, placement opps are wider than ever at **HealthDay**, the health-oriented wire service whose stories appear in numerous print and online outlets. “We look very carefully at news releases,” says editor-in-chief **Barry Hoffman**. “We’ll take any kind of [medical] information and [look it over].”

Focus: HealthDay is “a daily news service,” Hoffman explains. “Equate us with Reuters, AP or any other daily news service, except our mission is covering consumer health. Our clients run the gamut from major Internet portals like **Yahoo** and **Microsoft MSN** to about 1,500 hospital websites. We are syndicated in print through *The New York Times Syndicate*. So we’re in about 50 newspapers across the country, and a number of other news organizations subscribe to us. We’re also on the websites of insurance companies and HMOs.”

Hot opp: “At the end of last year we started a

daily health news service written and designed specifically for doctors,” he says. “It’s called *Physicians’ Briefing*. We do about 20 stories a day, and we also do monthly briefings off of journals and medical conferences.” The service is divided into 20 categories corresponding to medical specialties.

PR success: “There’s a PR person who gets in touch with us with regularity but not with frequency,” Hoffman says. Anticipating a nutrition study about the benefits of eating cereal, she pitched an expert who could comment on female adolescent nutrition. “It was a perfect tie-in, because we were going to cover that story anyway,” he says.

Getting cyberink: Hoffman offers these tips for placement:

- **Follow journals and government actions**—“Subscribe to all of the medical journals that you can,” he advises. “Try to get on their advance list. Your clients very often are going to know what major stories will be coming down the pike.” For example, he points to a recent JAMA study questioning the benefits of chondroitin and glucosamine as remedies for osteoarthritis. “For people representing companies, manufacturers or organizations dealing with pain, there’s always a good spin-off on that,” he suggests.

- **Emphasize broad appeal**—The most newsworthy stories, Hoffman says, are those “that affect the most people.” For example, the JAMA study noted above was particularly interesting because “pain is probably, if not number one, in the top two or three problems that older Americans have, and the population is getting older and older.” Other topics of interest include obesity, diabetes and prescription drug regulation.

- **Point to dissenting views on published studies**—When research appears in medical journals, “public relations firms can help guide us to people who may be able to give us a different, confirming or denying slant,” he says. “I happen to like dissent an awful lot. There are too many people who jump on the bandwagon with the New England Journal of Medicine or JAMA. We have to do whatever we can to present a balanced view of these studies and reports that come out.” He also welcomes experts who can confirm a study: “If you have a client who says, ‘Yes, that’s true, and here’s why, even though I didn’t participate in doing this particular study; that helps us as well.’”

- **Anticipate major awareness months**—“We do two packages every month that are tied in to the National Health Observer’s month,” he offers. We do

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PITCHING BRIEFS

Briefs reporter: Clifford Agocs

FINANCE, POLICY**Mr. Pat Regnier**

Money Senior Editor
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Regnier is a writer on the public policy beat. "I cover anything to do with personal finance," he says. He responds well to PR from lobbyists and experts, especially tax economists and professional strategists. Email him directly and get your clients on his list so that when their expertise becomes newsworthy, he knows who to speak to.

GENERAL INTEREST, FINANCE**Mr. Brian Watt**

"Marketplace" Producer
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bwatt@marketplace.org

"Marketplace can be quirky. You'd be surprised by what we'd cover," says Watt. He expects immigration to be a hot issue of the next several months, but stresses the general nature of the show. "If you see a political issue on the horizon with a financial angle, you've got it," he says. PR pros aren't making an error by sending a lot of ideas. "It's like any relationship. Sometimes you love them. Other times you don't want to deal." Watt works the graveyard shift so send an email, and send it a day earlier than normal. "By the time I read it, it's yesterday's news," he warns. "We go a long way not to do a second-day story unless there's somewhere else to take it." Email him directly.

HEALTHCARE, MEDICAL**Ms. Maryn McKenna**

Atlanta Journal-Constitution Medical Reporter
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McKenna, who writes under the byline "M.A.J. McKenna," follows significant medical research, as well as global health, public health and avian flu. She appreciates getting as much advance notice as possible on embargoed research studies. The paper recently shifted its health and medicine beats, and she says it's important to target your info to the appropriate staff writer. "We almost never do stories about clinical trial results or new drugs unless they are part of a larger trend or a more significant story," she says, and she doesn't cover service-oriented consumer-health topics. Among the changes: **Knight Ridder** DC bureau reporter **Alison Young** (ayoung@ajc.com) recently boarded to cover the Atlanta-based Centers for Disease

Control, and feature writer **Bill Hendrick** (bhendrick@ajc.com) has moved to a new behavioral health beat. Health policy reporter **Patricia Guthrie** has left. Medical reporter **David Wahlberg** (608/252-6125; dwahlberg@madison.com), who shared the beat with McKenna, moved last year to the **Wisconsin State Journal** in Madison, Wis. In addition, the paper is launching a new consumer-health section, "Better Health," edited by former sports desk manager **Karen Park** (404/526-7526; kpark@ajc.com). Former consumer-health feature reporter **Lynne Anderson** (landerson@ajc.com) is now a general-assignment feature writer. **Andy Miller** (jamiller@ajc.com) still covers the business of healthcare and **Mike Toner** (mtoner@ajc.com) remains science reporter. **Stacy Shelton** (sshelton@ajc.com) is now the best contact for environmental news. Send info by email. Call with discretion.

MARKETING**Mr. Micheal Paoletta**

Billboard Brand Marketing Editor
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Paoletta looks for stories "where brands and music intersect." His best PR contacts come from record agencies, brand marketers and labels. He stresses that PR pros should build relationships by staying in touch on a regular basis and letting him know where things are going as early as possible. Email is the best way to contact him.

STOCK MARKET**Mr. Andrew Bary**

Barron's Senior Editor
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Bary edits stock market coverage. "I need PR pros to provide contact information and background material," he says. "I'm happy to hear pitches, I don't rule anything out, though I usually generate my own." Email him company introductions and put him in touch with your execs.

REGIONAL BUSINESS**Mr. Paul Young**

KNX-TV/_____ News Producer
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Young is the financial producer covering anything from micro-cap to large-cap. Connect him with guests that might be useful to our program, such as a CEO, someone starting a business, a marketing guru, or an author—"as long as she's

written something enlightening to us." Email and then follow-up on the phone a few days or a week afterwards, he suggests, or the next day if it's timely. "When it comes to pitches, the briefer the better. I don't have time to digest a bunch of material," he says.

GENERAL BUSINESS, INVESTING**Ms. Amy Reeves**

Investor's Business Daily Reporter
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Reeves reports for New Issue America, a subdivision that covers IPOs. "I track what's about to come out, following the same format as IBD's company profiles—growth in companies, growth in industries." Medical and technology companies are of particular interest. Make contact by pitching to editor **Vance Cariaga** (vance.cariaga@investors.com).

TELECOM, COMMUNICATIONS**Mr. James Granelli**

Los Angeles Times Reporter
james.granelli@latimes.com

"I cover telecoms and the broader communications industry." That includes ISPs, VoIP and wireless. Spends all his timing writing about phones, and has no time to talk on them. "I'm working on two dailies right now." Send him an email and wait for a response.

INTERNET, REGIONAL BUSINESS**Ms. Lorene Yue**

Crain's Chicago Business Web Reporter
(312) 649-5411 main; lyue@crain.com

Yue, formerly with the **Chicago Tribune**, is a general-assignment business reporter who writes for the website. She's interested in breaking news about companies in the Chicago area. Examples include earnings reports, M&A activity and high-level executive moves. The key is to get her the info early. "The deadlines are constant," she says. She's open to hearing about out-of-town experts, but prefers quoting sources in the Chicago area. What's most important is that your expert be available to comment quickly on breaking news. It's a good idea to send your news both to Yue and the beat reporter who covers your industry. Assistant managing editor **Brett Chase** (bchase@crain.com) handles the markets page, which focuses on Chicago-area public companies, and likes to hear about Illinois-based money managers who can comment on specific local stocks.

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the main ones and we're always looking for feature ideas and good stories to do on those. We do those about six weeks in advance."

Pitch: Send all info to editors@healthday.com. "I have six editors who do nothing but look at news releases we receive online every day," Hoffman says.



BULLDOG REPORTER'S
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"Special Session: Mastering SEO for PR: How Search Engine Optimization Can Supercharge Your Results"—April 19

Join this session for an in-depth look at the latest tactics and strategies search-engine optimization experts are using to push clients and companies to the top of the online media heap—and learn how you can do the same. Panelists: **Sally Falkow**, Principal, Expansion Plus, Inc.; **Jamie O'Donnell**, Co-Founder, SEO-PR; and **Lee Odden**, President and founder, TopRank Online Marketing.

"Pitching Secrets of the Masters: How to Craft Flawless Pitches That Compel Coverage"—April 20

An exclusive panel of pitching masters will reveal their secrets and time-tested techniques for developing and making pitches that land prominent placements. Panelists: **Ronn Torossian**, founder, President & CEO, 5W Public Relations; **Joan Stewart**, President and Publisher, Publicity Hound; **Thom Brodeur**, Vice President, Brodeur; and **Paul Furiga**, ABC, President, WordWrite Communications, LLC.

"Top Editors in Latino Media Reveal Hot Trends and Best PR Practices for Reaching 43.5 Million Americans"—April 27

Join this session to learn which Hispanic outlets are the most credible and widest reaching, how they prefer to be pitched, and which hot trends and stories they're keying off now. Panelists: **Gilbert Bailon**, Publisher and Editor, *Al Día*; and **Alejandro Escalona**, Editor-in-Chief, *Hoy*.

Registration for all audio conferences is only \$279 per site. For more information or to register, go to www.bulldogreporter.com or call 1-800-959-1059.

MEDIA MOVES

● MAGAZINES

FinancialWeek hires **MediaBistro** managing editor **Aileen Gallagher** (agallagher@financialweek.com) as a reporter. The mag launches in June.

● BROADCAST

CBS News hires **NBC** "Today" show host **Katie Couric** (212/975-3691 main) as anchor and managing editor. She leaves her current post at the end of May and begins her new role in September. **ABC News** producer **Bert Rudman** boards as senior investigative producer on its new investigative team.

● ONLINE/WIRES

Associated Press promotes business writer **Adam Geller** (ageller@ap.org) to New York-based national writer. Supervisor of election projections **David Pace** (dpace@ap.org) upshifts to news editor in the DC bureau, where he will be responsible for elections projections, special-project development and implementation of technology advances.

DealBreaker (www.dealbreaker.com), a new Wall Street-focused gossip blog, launches Wednesday, March 29. **Gawker** founding editor **Elizabeth Spiers** (elizabeth@dealbreaker.com) is the founder and lead writer. She plans to launch three or four additional blogs this fall.

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