



**American Society of
Business Publication Editors**

26th Annual National
Honors and
Awards of
Excellence

for the year 2003



Presented
June 24, 2004
The Pyramid Club
Philadelphia, PA

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Realtor

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e-Commerce Law & Strategy

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Associate Director, Newsletter Editor
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Honoring Excellence in New Ways

By Roy Harris
Awards Committee Chair

In the 26 years that ASBPE has been identifying the best work of business and trade publications through our Awards of Excellence, we have tried to change with the times.

Our basic work remains to recognize top-quality editorial and design across the world of business magazines — with an emphasis on the editing and graphics work that often is overlooked in broader-based award programs.

Still, editors' suggestions have led us to add numerous categories, and even whole fields of competition. We honor the best online business journalism, for example, and just this year we added newsletters and e-newsletters.

Also for the first time, we are bestowing the Stephen Barr Award on the year's best feature writer, in memory of one of ASBPE's more prolific award winners. Stephen, the senior contributing editor of my own publication, *CFO* magazine, died in 2002. He was 43.

NUMBER OF ENTRIES REMAIN AT HIGH LEVEL

Our effort to broaden the scope of the journalism ASBPE recognizes is only one reason that the number of entries has grown so large — this year rising by 9% to 2,457, and constituting the fifth straight year in which entries exceeded 2,000.

We think business and trade publications now are taking more pride in their work, which so often is competitive with what appears in the general business press. And we see magazine managements more

staunchly supporting good journalism with their pocketbooks. Award-winning work is often the result. And that keeps our competition by far the largest in the business press.

What makes for an ASBPE award-winning effort? Many things. Judges are asked to study several criteria, and especially to look for integration of graphic and editorial content, for example. They are asked to put themselves in the place of the publication's readers, knowing that one magazine's mission may differ greatly from another's. (Each entrant is asked to describe its mission in a cover letter.) But in the end, the judging process must come down to having a sense for excellence. Almost magically, certain work just rises to the top.

A CREATOR OF GREAT JOURNALISM — AND JOBS

Our celebration of Pat McGovern as this year's Lifetime Achievement Awardee is significant in several ways. In the tradition of past winners like last year's Dana Chase, Jr., McGovern has great credentials as a hands-on editor, stretching back to his founding of *Computerworld* some 32 years ago. But it is as a creator of magazines — and, in a sense, of the entire genre of IT publications — that he stands tallest in a whole industry of giants. Titles like *CIO*, *PC World*, *Macworld* and *Network World* simply would not exist without his creative spark. And neither would the thousands of jobs that his IDG empire has created.

We're delighted to add him to the distinguished list of our Lifetime Achievement winners.

Congratulations, Pat McGovern!

What ASBPE is all about

Founded in 1964, the American Society of Business Publication Editors (ASBPE) is the only professional association in the United States exclusively for full-time and freelance editors and writers employed by business, professional, association, and trade magazines and their associated Internet publications.

OUR MISSION

Our focus is on helping editors develop better editorial and editorial management skills, as well as a better understanding of sales, circulation, marketing, production, and the Internet, all of which enhance our members' performance and prepare them to play larger roles in their publishing organizations.

The Society provides a forum for the exchange of ideas for the advancement of the profession and for members to solve common problems.

At ASBPE, editors are not an afterthought; they are our only thought.

WHAT WE DO

The Society offers its members and the business press many benefits.

ASBPE is widely known for its annual **Awards of Excellence** contest in editorial and design for magazines, newsletters, and the Web. Awards are given in 39 categories on both a national and regional level. The contest is the largest and most competitive of its kind in our market. Members get entry discounts.

The Society's top awards are the **Magazine of the Year**, the **Lifetime Achievement Award**, and the **Stephen Barr Award**.

The association's **National Editorial Conference** every June provides

networking and educational opportunities at a significant value over other related industry meetings. Conference speakers are cutting-edge experts not often seen elsewhere. Members get a discount.

Especially valuable are our regular educational meetings held around the country at ASBPE **local chapter meetings** in Atlanta, Austin, Birmingham, Boston/New England, Chicago, Cleveland, Dallas/Fort Worth, Denver, Houston, Kansas City, Los Angeles, New York, Pacific Northwest (Seattle), Philadelphia, San Francisco, and Washington, D.C.

The Society publishes a **membership newsletter** filled with association news, how-to articles, and original research to help editors do their work more effectively.

Our Web site at www.asbpe.org is a complete resource about the association and its chapters, along with special features, such as an **editorial job bank** where companies may list job openings for free.

Especially valuable is the members-only section of the Web site, which presently has 1) a **discussion forum** where members can seek advice, 2) a **membership directory**, 3) **exclusive research** into editorial salaries, workplace practices, editorial boards, and ad:edit issues and 4) **how-to, instructional articles**.

The Web site also offers a **Code of Preferred Editorial Practices** which recommends guidelines for dealing with a variety of editorial-related issues, as well as a large number of **links to other editorial-related sites**.

ASBPE also offers discounts for other editorial-related educational services, books, and workshops.

ASBPE National Officers

Robert Freedman, ASBPE's national president, is senior editor of *Realtor* magazine, published by the National Association of Realtors (NAR).



Robert is also editor of *Best Practices of the Business Press* (Kendall/Hunt Publishing), an ASBPE book on mastering key issues in business-to-business, trade, and association publication editing, and a past president of ASBPE's Washington, D.C., chapter.

Freedman came to NAR from Alexander and Edwards Publishing in San Francisco, where, as associate editor, he managed content for two monthly housing finance magazines, *Apartment Finance Today* and *Affordable Housing Finance*.

Frances Richards, ASBPE's national treasurer, is editor-in-chief of *Cleveland/Akron Family* and a freelance writer for Penton's engineering publications. She also serves as a board member of the Society's chapter in Cleveland.



Richards started her career as director of marketing for a school supply company, then was a freelance writer for Fahy-Williams Publishing, and editor of a legal directory for Lawyers Register Publishing. Next, a tradeshow firm hired her to launch *Exposé* for executives and buyers in the food/drug/mass retail industry.

More recently, Richards was managing editor for *Designfax* and *Medical Equipment Designer*, and senior editor of *Motion System Design*.

Roy Harris, ASBPE's national vice president, is a senior editor at *CFO* magazine.



Harris has several ASBPE awards for writing and editing, including national awards last year for a news article and for the merger-and-acquisition column he edits. He was previously ASBPE's Boston-New England chapter president, and has moderated several panels at conferences and serves as the awards ceremony co-host.

Harris spent 23 years at *The Wall Street Journal*, including six as deputy chief of its 14-member L.A. bureau. He also worked for the *Los Angeles Times* and *St. Louis Post-Dispatch*, where his late father was a Pulitzer Prize-winning reporter.

Paul J. Heney, ASBPE's immediate past president, is senior editor with Penton Media's *Hydraulics & Pneumatics*. He also serves on the board of the Cleveland chapter.



During his ASBPE tenure, Heney has worked closely on member development, helped launch or redevelop most of ASBPE's local chapters, and spearheaded new benefits for members. He initiated ASBPE's Young Leaders Scholarship program, now in its fourth year, and has helped build relationships between ASBPE and industry leaders, notably Business-Wire and West + Associates.

In 2004, Heney founded Trade, Association and Business Publications Internaitonal, a group bridging communications between worldwide editorial groups, such as ASBPE.

ASBPE Staff

Janet Svazas, ASBPE executive director, has worked for the Society's management firm, Association Management Systems in Naperville, IL, for five years, where she has executive management responsibilities for other associations as well.



Svazas began her association career 16 years ago at the American Heart Association, where she managed several committees including CPR, Advanced Cardiac Life Support, and Electrophysiology. She was also the manager for the first Women and Heart Disease Conference.

After the American Heart Association, Svazas spent seven years at an association management company handling administration, customer service, trade shows, conferences, and client management.

Robin Sherman, associate director and newsletter editor, has served as program chairman of several of the Society's national editorial conferences and directs the association's research program.



Sherman also consults and freelances in content development and publication layout and design, and speaks and gives workshops.

For 11 years, Sherman directed the content and design of more than 50 titles for former business magazine publisher, Argus Inc. He is a former editor/associate publisher of *Adhesives Age*, and spent six years as a newspaper journalist, including at the daily *Atlanta Constitution*, working as a reporter, copy editor, and layout editor.

Holly Lundgren, ASBPE administrative director, manages the Society's database and coordinates our Awards of Excellence competition. She has worked with ASBPE since 2002 when she began work at Association Management Systems, the company that manages ASBPE.



Lundgren began her association management career with the 6,000-member Council of Logistics Management, a professional association for logistics managers. There her duties included working with sales and inventory control of the association's various publications, from journals to software studies. She also handled the on-site management of their annual conference.

She is currently an administrative director for several associations.

Martha Spizziri, ASBPE webmistress, is a freelance editor and Web site designer. She is also vice president of ASBPE's Boston/New England chapter and has been active in the Society from early in her career.



Spizziri started her publishing career in 1984 with Cahners Publishing (now Reed Business Information). She has been an associate editor, production editor, managing editor, and a Web editor. Publications she has worked on include *Logistics Management*, *Modern Materials Handling*, and *Software Magazine*.

She has a bachelor of arts degree and a certificate in Web design, both from Boston University.

American Society of
Business Publication Editors

2004 Lifetime Achievement Award

Patrick McGovern

Founder and Chairman, *International Data Group*

Career highlights include
helping create computer journalism market and
instilling it with deep editorial integrity

In selecting Patrick J. McGovern as ASBPE's 2004 Lifetime Achievement Award winner, the Society focuses on the extremes of what can happen when magazine editors approach their careers with foresight, hard work and talent, an entrepreneurial spirit, strong ethics, and a sense for what the world needs from journalism.

Indeed, a look at the accomplishments of his 45 years in the business mark McGovern as perhaps the founding editor of the entire information-technology media industry. For in 1959, while a biophysics student at MIT, McGovern became associate editor of *Computers and Automation*, the very first entry in that strange new genre called "computer magazines."

And just five years later, he founded International Data Corp. (IDC), today a subsidiary of the media giant he later established, International Data Group (IDG).



Today, IDC remains the standard of IT research globally.

MAGAZINES AROUND THE GLOBE

"His deep roots as an editor are also what ASBPE honors him for this year," said ASBPE national president Rob Freedman, senior editor of *Realtor* magazine. "And not just any editor, but one from whose work grew literally thousands of new editorial positions globally."

In 1967, McGovern launched a little trade weekly called *Computerworld* (see photo on next page), dedicated to informing the relative handful of entities then working with the still-largely-unfamiliar devices. The weekly became the flagship of an IDG powerhouse whose titles have grown to include *Macworld*, *Network World*, *CIO*, *CSO*, *Bio-T World*, and *PC World*.

In 1972, McGovern began exporting the *Computerworld* concept,

launching *Shukan Computer* in Japan and bringing to life among magazines the concept of “think globally but act locally.”

And that was only the start.

McGovern has overseen IDG’s launch of more than 300 magazines and newspapers in 85 countries. In 1980, he established the first joint venture between a U.S. company and the People’s Republic of China. Today, IDG has more than 20 publications in China, the globe’s fastest growing IT market.

When naming him CEO of its 1989 constellation of “Start-Up All-Stars,” *Inc.* magazine said: “Knows start-ups cold. Grows them by launching them constantly within his own company. Craves customer contact, responsiveness, speed. More than any other CEO around, McGovern gets it: Preach the mission, provide information, give folks plenty of rope — then get out of the way.”

GETTING TOUGH WITH ORACLE

Editorial integrity isn’t just lip-service to McGovern; it’s part of an ethical way of life, as well as a smart business decision. McGovern encourages editors and writers to put their readers’ needs first — making him an ideal owner in the eyes of the journalists who work for him.

Said *Computerworld* editor-in-chief Maryfran Johnson: “I’ve experienced that support first-hand in a clash a few years ago with Oracle Corp., which withdrew its advertising from *Computerworld* in response to some balanced but critical stories quoting angry Oracle customers. A significant amount of revenue was involved, yet Pat’s response was to send me a personal memo of congratulations for keeping our read-



ers’ interests foremost and not bowing to advertiser pressure.”

This corporate environment has even allowed Johnson herself to receive a national award for her editorial integrity from American Business Media.

“Even when advertisers are angered by our coverage, as long as the story is fair, accurate and balanced,” Johnson said McGovern is an editor’s biggest supporter. “His support of journalistic ethics across all of the IDG publications means that each business unit CEO also understands the importance of that church-state separation between editorial and advertising.”

“He also treats his end customers [the readers] with consummate respect,” wrote Leigh Buchanan, senior editor, *Harvard Business Review*, in an April 2004 article for *Inc.* magazine. “At IDG the quality of content is sacrosanct, a tough ideal to sustain when advertising pays so many of the bills.”

In fact, IDG publications have won more than 125 national editorial and design excellence awards

from ASBPE from 1999–2003.

Another example of editorial support is one of the more interesting programs at the company, the IDG News Service. This internal news-wire links more than 1,000 IDG editors and journalists and distributes news, features, commentary, and other editorial resources to IDG publications so they can supplement local coverage with material applicable to audiences throughout the world.

Is it any wonder *Fortune* magazine earlier this year named IDG one of the “100 Best Companies to Work For” in its annual survey, a position the company has held every year since 2001? The results are mostly based on an opinion survey *Fortune* randomly sends to employees.

Today, IDG has become the world’s leading technology media, research, and event company, with annual revenues exceeding \$2.4 billion. More than 100 million people read at least one of IDG’s publications monthly. There are 400 IDG Web sites in 80 nations. More than 170 globally branded conferences and events are held each year on five continents. (Look out, Antarctica!)

In nominating McGovern, Johnson called him one of the “heroes of the information technology age.”

While it’s been decades now since he first made grease-pencil scrawls on copy paper, she notes “he put out the first issue of *CW* virtually single-handed,” then worked with a handful of others to build it to prominence. “He ran proofs to the printer. He edited stories. He interviewed industry figures.”

And if he didn’t stay in the editing trenches as long as some others, she added, it was because “he was off creating the IT publishing industry after that.”

MISSION, CORPORATE VALUES

IDG Mission

To enhance the quality of human life by being the world’s leading source of information on technology.

IDG Values

“Since 1964 we have focused on building an organization that is a rewarding place to work and that meets customer requirements,” McGovern says on the IDG Web site. The Web site also posts IDG’s corporate values:

- To remain dedicated to our mission of providing exceptional services on information technology.
- To show respect for dignity of each individual.
- To invest in our people through training and career development.
- To produce products of the highest quality.
- To provide excellent customer service.
- To keep close to our customers and qualified prospects.
- To be responsive to changes in the marketplace.
- To keep our corporate staff lean.
- To encourage autonomy through locally managed business units.
- To foster an action-oriented, let’s try it attitude.

“But to this day,” she said, “if you ask him what he would have been if he hadn’t been a businessman, he’ll tell you ‘a journalist.’ In his heart, he’s always been one of us.”

WHAT OTHERS SAY

Maryfran Johnson
editor-in-chief
Computerworld

Pat McGovern has always been an inspirational figure for the journalists at *Computerworld*, mainly due to his unflagging support for the highest standards of editorial quality. We all know how deeply he believes in building a strong sense of community with our readers and how much he values the transformative power of information technology.

He is renowned for encouraging his editors and writers to always put the readers and their needs before those of the advertisers. I’ve experienced that support first-hand in a clash a few years ago with Oracle Corp., which withdrew its advertising from *Computerworld* in response to some balanced but critical stories quoting angry Oracle customers. A significant amount of revenue was involved, yet Pat’s response was to send me a personal memo of congratulations for keeping our readers’ interests foremost and not bowing to advertiser pressure.

John Gallant
president & editorial director
Network World

Pat McGovern’s vision and success are founded on the bedrock of edito-

*“No matter what
the situation,
we know that Pat
always stands
behind the editorial
integrity of our
publications.”*



rial integrity and service to the reader. He is absolutely unwavering in his commitment to those fundamental tenets, and IDG’s incredible global reach and power stems from them. As a journalist, it’s an honor and a joy to work in such an environment.

Every reporter and editor is clear that the reader takes precedence and that the

goal of helping readers advance and succeed never takes a back seat to business objectives.

No matter what the situation, we know that Pat always stands behind the editorial integrity of our publications.

Bill Laberis
editor-in-chief (1986-1996)
Computerworld

Over the 23 years I’ve known Pat McGovern, I’ve come to realize three characteristics have made him and IDG so successful.

The first is vision. Pat foresaw the amazing impact that computers and information technology would have on every facet of life on this planet, long before this was evident. And bear in mind that he started IDG around the same time a senior IBM executive said, “I think the world needs perhaps six or so computers.” Pat saw things quite differently.

The second is courage of his convictions. Pat held steady on keeping his company private mainly so that IDG would be guided not by short-term thinking but by long-term strategy — and he had the courage to stay on course when others wavered.

The third success characteristic, and to me the most important by far, is Pat's enormous respect for other human beings. He entrusts his managers with tremendous responsibility and autonomy, and lets us all make mistakes but never beat us up over them. He is as comfortable talking to a copy editor as he is to a country manager. He committed to his astonishing memory the smallest personal details about his employees, a fact that astounded people when he'd meet up with them. This quality of humility and respect for others molded a fiercely loyal workforce where every single person calls him Pat.

Ted Bloom
chief financial officer
IDG

I joined IDG as a high school student and have never left. What has kept me at IDG for the past 37 years is Pat McGovern's leadership, vision, and his talent for spotting business opportunities anywhere in the world.

The culture and work environment that he started in his home office in 1964 remain intact today. It's a culture that encourages entrepreneurial thought and action, emphasizes identifying customer needs and meeting them, and respects the importance of supported and motivated employees. He has been a mentor to me and thousands of colleagues.

“His critics, who said that the idea would never work, soon stopped laughing as it became apparent that Pat had hit on the secret of globalizing a publication franchise.”



Pat has said that if he weren't an entrepreneur and executive he would have been a journalist. That is the foundation on which IDG has grown to become the world's premier technology publisher.

Walter Boyd
member, board of directors, IDG

Not many people probably realized how revolutionary Pat McGovern was when he started IDG 40 years ago. At that time, everyone was talking about big conglomerates

and preaching the values of centralization, as well as one size fits all in terms of inventing businesses in the U.S. and then exporting them to the rest of the world.

However, Pat saw it quite differently. He thought that the idea could be exported but not the product. So when he first hired me back in 1967, he already had a vision of a “Computerworld and an IDG for every country in the world.”

And that is what Pat proceeded to do. He would go into a country, find a manager who shared his vision, and then turned that person loose to recreate a publication that was very specifically tailored to the needs of that local market.

His critics, who said that the idea would never work, soon stopped laughing as it became apparent that Pat had hit on the secret of globalizing a publication franchise. Today it has become common practice, but it all started with Pat McGovern.



Magazine of the Year

circulation 80,000 or more

Computerworld

Editor in Chief

Maryfran Johnson

News Editor

Don Tennant

Assistant News Editor

Craig Stedman

Features Editor

Mitch Betts

Technology Editor

Tommy Peterson

Assistant Management

Editor Jean Consilvio

Reporters

Bob Brewin

Matt Hamblen

Thomas Hoffman

Lucas Mearian

Linda Rosencrance

Carol Sliwa

Marc L. Songini

Patrick Thibodeau

Dan Verton, Jaikumar

Vijayan, Todd R. Weiss

Editor at Large

Mark Hall

Senior News Columnist

Frank Hayes

Special Projects Editor

Ellen Fanning

Senior Editor

Robert L. Mitchell

National Correspondents

Gary H. Anthes

Julia King

Research Manager

Mari Keefe

Research Associate

Gussie Wilson



Managing Editor/

Production Jamie Eckle

Assistant Managing

Editor/Production

Michele Lee DeFilippo

Senior Copy Editors

Bob Rawson

Monica Sambataro

Copy Editors

Eugene Demaitre

Mike Parent

Design Director

Stephanie Faucher

Associate Art Director

April O'Connor

Graphics Designer

Julie Quinn

Graphics Coordinator

Susan Cahill

Cartoonist

John Klossner

“Cutting edge; sectionalized well; organization and design was consistent; great typography.” – The Judges

ASBPPE

Magazine of the Year

circulation less than 80,000

CSO

Editor-in-Chief

Lew McCreary

Executive Editor

Derek Slater

Managing Editor

Elaine Cummings

Managing Editor,

Production

Cheryl Asselin

Senior Editors

Scott Berinato

Daintry Duffy

Research Editor

Lorraine Cosgrove

Senior Writer

Sarah Scalet

Editor-at-Large

Simson Garfinkel

Copy Chief

Tom Wailgum

Assistant Managing

Editor, Production

Kathleen Carr

Senior Copy Editor

Emily S. Henderson

Editorial Resource

Manager

Carol Zarrow

Editorial Assistant

Daniel J. Horgan

Editorial Operations

Specialist

Julie Hanson



Executive Director,

Art and Design

Mary Lester

Art Director

Steve Traynor

Associate Art Director

Chandra Tallman

“Strong voice for people who have challenging jobs — the magazine matches those challenges; outstanding, clean design; sense of where you are in the magazine and why.” — The Judges

Magazine of the Year Honorable Mentions

circulation 80,000 or more

CIO

Editor-in-Chief

Abbie Lundberg

Editor Rick Pastore

Managing Editor

David Rosenbaum

Managing Editor, Production

Cheryl Asselin

Executive Editors Alison Bass

Michael Goldberg

Executive Editor,

Investigations

Christopher Koch

Leadership, Management

Editor Edward Prewitt

Opinion and Knowledge

Management Editor

Megan Santosus

Research Editor

Lorraine Cosgrove Ware

Senior Editor, Special Projects

Mindy Blodgett

Technology Editor

Christopher Lindquist

Senior Editors

Scott Berinato, Todd Datz

Alice Dragoon, Sarah

Scalet, Elana Varon



Features Editor Lafe Low

Assistant Managing Editor,

Production Kathleen Carr

Senior Writers

Meridith Levinson

Stephanie Overby

Ben Worthen

Staff Writer Tom Wailgum

Copy Editors Kelli Gauthier

Sarah Johnson

Special Projects Manager

Lynne Rigolini

Editorial Resource Manager

Carol Zarrow

Editorial Assistant

Dan Horgan

Contributors Susan Cramm,

Jack Keen, Beverly

Lieberman, Sharron Kahn

Luttrell, Gerry McNamara,

Mark Polansky, Gregory

Smith, Grant Gross, Chris

Hoenig, Tom Krazit,

David L. Margulius, Paul

Roberts, Michael Schrage

Jonathan Zittrain, Stacy

Cowley, Tom Davenport

Alan R. Earls, Patricia

Ensworth, Robert

McMillan, Nancy Weil

Editorial Operations

Specialist Julie Hanson

Executive Dir., Art and Design

Mary Lester

Art Directors Hana Barker,

Terri Haas, Lisa Munroe

Associate Art Director

Owen Edwards

Senior Designers

Kaajal Asher, George Lee

Designers Alberto Capolino

Design Operations Specialist

Rachel Barnett

Overdrive

Editor

Linda Longton

Editorial Director

Max Heine

Senior Editor

Sean Kelley

Managing Editor

Laura Crackel



Equipment Editors

Tim Barton

John Baxter

Contributing Editors

Jill Dunn

Paul Hartley

Art Director

Tim Cooper

Congratulations to the rest of the Top 10 (in alphabetical order)

Builder, CFO, Government Computer News, Network Computing,

Network Magazine, PC World, VAR Business

Magazine of the Year Honorable Mentions

circulation less than 80,000

Meetings & Conventions

Editor in Chief

Lori Cioffi

Executive Editor

Loren G. Edelstein

Managing Editor

Allen J. Sheinman

Senior Editors

Sarah J.F. Braley

Lisa Grimaldi

Cheryl-Anne Sturken

Senior Editor/News

Carla Benini

Senior Associate Editor

Martha Cooke

Associate Editor

Terence Baker

Assistant Editor

Bruce Myint

Jonathan Vatner



Multimedia Art Director

Mayumi T. Hudgins

Assistant Multimedia

Art Director

Angie Mason

Editorial Production

Manager

Dai Preston

Contributing Editors

Louise M. Felsher,

CMP, CMM

Jonathan T. Howe, Esq.

Bob Walters

Freelance writers

Art Pfenning

Tom Yorton

Custom Home

Editor,

Leslie Ensor

Senior Editors

Meghan Drueding

Bruce D. Snider

Managing Editor

Jennifer R. Goodman



Associate Editors

Shelley Hutchins

Stephani Miller

Art Director

Brian Walker

Graphic Designer

Aubrey Altmann

Congratulations to the rest of the Top 10 (in alphabetical order)
*Bloomberg Wealth Manager, CIO Insight, DC Velocity, Health Leaders
Replacement Contractor, Residential Architect, Strategic Finance*

“Inventiveness. Insight.
Depth. Balance. Impact.”

F I R S T A N N U A L

*Stephen Barr Award
For Individual
Feature Writing*



Adam Minter

For his three-part series in *Scrap* magazine,
“Scrap in China.”

Adam Minter is a 33-year-old freelance journalist based in Shanghai, who works three months each year in the U.S. A 1993 graduate of the University of Chicago, he has also written in the past year for *The Wall Street Journal*, the *Far Eastern Economic Review*, *China International Business*, and *Minnesota Law & Politics*, among other publications.

Here’s a sampling of what the judges said of Minter’s work:

■ “Fascinating and surprising. The series is remarkable for its ambition

and scope, and for its first-hand reporting, including lots of revealing quotes from inside China’s scrap industry.”

■ “Authoritative and beautifully structured, it leads the reader by the hand elegantly through a very complex subject.”

■ “With its exploration of an unfamiliar and fast-changing world, the series changes forever the way readers experience this vital component of their work environment.”

The Stephen Barr Award is named for one of the ASBPE’s most-honored journalists, who died of cancer in 2002 at the age of 43. Unlike other ASBPE awards, it honors individual writing from among the best entries in all editorial feature categories, especially work that reflects the qualities of 1) inventiveness, 2) insight, 3) balance, 4) depth of investigation, and 5) impact among readers. A check for \$500 accompanies the award.

■
EDITORIAL AWARDS
■

■
CASE HISTORY

circulation 80,000 or more

Gold

Baseline

“McBusted”

July 2003

Larry Barrett, Sean Gallagher,
Charlie Babcock, Nicole White,
Victor Williams,
Tom Steinert-Threlkel

Silver

Baseline

“The Marketing
of the President 2004”

December 2003

Ed Cone, Sean Gallagher,
Tom Steinert-Threlkel,
Nicole White, Anna Maria Virzi

Bronze

CIO

“All Systems Down”

Feb. 15, 2003

Scott Berinato, Alison Bass,
David Rosenbaum,
Emily Henderson, Terri Haas

■
CASE HISTORY

Under 80,000

Gold

CIO Insight

“The Pepsi Challenge”

April 2003

Debra D’Agostino, Anne Field,
Marcia Stepanek, Laura Baer

Silver

Big Builder

“Sixth Sense”

July 2003

Big Builder Staff

Bronze

Building Design & Construction

“Environmental Transparency”

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Apr. 14, 21, 28, 2003

Chris Murphy, Mary Hayes,

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Sacramento Business Journal

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Kathy Robertson, Kelly Johnson,

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