



American Society of
Business Publication Editors

31st Annual National
*Honors and
Azbee Print
Awards of
Excellence*
for 2009



Presented
July 16, 2009
The Washington Marriott
Washington, D.C.

ASBPE MISSION

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, newsletters, and business-to-business digital publications.

OUR GOALS

Our focus is on helping editors develop better editorial and 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 **Azbee Awards of Excellence** contest in editorial and design for magazines, newsletters, and digital publications. Awards are given in 74 categories, most 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.

Among the Society's top awards are the **Magazine of the Year**, **Web Site of the Year**, the **Lifetime Achievement Award**, the **Stephen Barr Award** (for the best overall individual feature writing), and the **Journalism That Matters Award**.

The association's **National Editorial Conference** every summer provides networking and educational opportuni-

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

For members who cannot attend our national conference, we hold regular educational meetings at ASBPE **local chapter meetups** in Atlanta, Boston/New England, Chicago, Cleveland, Dallas/Fort Worth, Houston, Kansas City, New York, Twin Cities, and Washington, D.C.

To broaden the appeal of the Society to members who are not located near a chapter, ASBPE hosts educational **webinars, blogs, and online discussions**. **Social communities** increase the Society's outreach programs.

The Society publishes a **membership newsletter** filled with association news, how-to articles, and original research geared to help editors.

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 **membership directory** with sorting features;
- 2) **exclusive research** into editorial salaries, editorial ethics, workplace practices, job satisfaction, editorial boards, and ad/edit issues;
- 3) **how-to, instructional articles**; and
- 4) our **Guide to Preferred Editorial Practices**, which earned 2007 honors from *Folio*: as being among the 40 "industry influencers" for setting ethical standards to serve the digital side of the business.

The Web site also has a large number of **links to other editorial-related sites**.

Winning standards, despite challenges

BY AMY FLORENCE FISCHBACH
2009 Awards Competition Chair

Publications are still meeting their readers' needs for useful, timely, and in-depth information.

The 2009 Print Azbees prove it.

Despite the challenges of working with streamlined staffs and fewer resources, award-winning editors have earned richly deserved props for buckling down, going above and beyond, and still looking out for their readers.

As *the editorial standard-bearer* and the only U.S. professional society for B2B editors, ASBPE offers a hearty "well done."

Equally important, each Azbee Award, with its informed and tough criteria, is a valuable marketing tool for publications willing to understand and sell the significance.

While we only list our national award winners here, ASBPE is proud to also recognize our numerous regional award winners. They are part of our family as well. You see, there is a lot of good work out there.

Our judges know it. Read their comments on pages 6 and 7 about the Magazine of the Year winners, *Fortune Small Business* and *The Scientist*. As always, more than 80 "in-the-trenches" editors, artists, academicians, and consultants invested their time and energy into carefully reviewing each entry. See their names on the inside back cover.

Making a difference

This year, for the first time, ASBPE established a Journalism That Matters



Award for editors whose efforts made a tangible change in their industry. On page 10, read how *HSToday* editor David Silverberg beat the National Football League.

Thank you

To all the publications that chose to support us (and yourselves) this year, we sincerely appreciate it. And so does your editorial and art staff.

We all value your hard work, dedication, and commitment to excellence in B2B journalism.

I also want to recognize ASBPE's members for their continued support. Please, stay involved in your local chapters and with national, and donate to the ASBPE Foundation. Participation has rewards.

Finally, thanks to our staff: Janet Svazas, Holly Lundgren, Robin Sherman, and Martha Spizziri, and all the volunteer national and chapter board members.

The new Digital Azbees

For the first time in the history of the association, ASBPE is dividing the print and digital awards competition.

We're introducing 15 new digital categories that represent the various activities in which editors are involved.

Of course, we're still keeping all the other categories, including the top honors, Web Site of the Year and Multi-Platform General Excellence.

This will be the premier digital event.

We urge you to enter your best Web sites, e-newsletters, podcasts, microsites, show coverage, and other examples of great digital work.

The submission deadline for the Digital Azbees is Sept. 1, 2009

ASBPE NATIONAL OFFICERS

Steve Roll, national president, is a senior editor for BNA Tax Management's State Tax Library.

He previously was president of ASBPE's Washington, D.C. Chapter.

Roll co-edited *Journalism That Matters*, a book of case studies about B2B journalists whose stories triggered changes within government or industry.

One of the publications Roll edits, *The Monthly State Tax Report* has twice won an Azbee award in the best newsletter category. He also has been named as a finalist in BNA's Editorial Excellence Award competition several times.

Roll earned a law degree from the University of Baltimore School of Law and a bachelor's in English from State University of New York at Albany.



Jyme Mariani, national treasurer, has been with the B2B press for 14 years. She helped start the Society's Dallas/Fort Worth chapter in 2000, where she is an active board member.



Mariani is a champion of the smaller publishing houses and believes that they are the backbone of the business press.

She is a classically trained copy editor. Currently, Mariani is writing freelance articles for the B2B publishing community.

Her specialty is editing scientific publications, primarily for the horticulture industry.

Mariani has a bachelor's in communication, specializing in news writing, and a minor in English from the University of Texas.

Amy Florence Fischbach, national vice president, has worked for Prism Business Media (now Penton) for eight years, most recently as the managing editor of *Club Industry's Fitness Business Pro*. While at the company, she also served as a staff writer for *CEE News* and *Electrical Construction and Maintenance*. Fischbach is now working as a freelance writer and editor for B2B magazines.



During her writing career, Fischbach has won several awards from ASBPE, including the Young Leaders Scholarship, which she won seven years ago. She also helped launch ASBPE's Kansas City chapter and has served as the chapter's vice president and president.

She has bachelor's and master's degrees in journalism from Kansas State University in Manhattan, Kan.

Roy Harris, immediate past president, chairs ASBPE's ethics committee and is vice president of the ASBPE Foundation. He recently retired after 13 years at The Economist Group's CFO and CFO.com, after a 23-year *Wall Street Journal* career, including six as deputy chief of its L.A. bureau.



His passion for newspapers resulted in his book *Pulitzer's Gold: Behind the Prize for Public-Service Journalism*, about a century of history-making reporting published in 2008 by the University of Missouri Press. He also writes for the Web site of The Poynter Institute, the journalism think-tank in St. Petersburg, Fla.

A former chair of the Azbee Awards, he helped establish the Stephen Barr Award.

Harris has bachelor's and master's degrees from Northwestern University's Medill School of Journalism.

ASBPE STAFF

Janet Svazas,

executive director, has worked for the Society's management firm, Association Management Systems in Wheaton, Ill., for nine years, where she has executive management responsibilities for other associations as well.

Svazas began her association career 21 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.

Svazas then spent seven years at an association management company handling administration, customer service, trade shows, conferences, and client management.



Holly Lundgren,

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

Lundgren began her association management career with the 6,000-member Council of Logistics Management, a professional association for logistics managers. 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.



Robin Sherman, associate director, has served as program chairman of many of the Society's national conferences, directs its research program, and sits on numerous Society committees.

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

For 11 years, Sherman directed the content and design of more than 60 titles and launches for a B2B publisher. He was also 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.

He has a master's in journalism from the University of Georgia and a bachelor's in sociology from The George Washington University.



Martha Spizziri, Web

editor, is a freelance writer and editor. She is also vice president of ASBPE's Boston/New England chapter, for which she started ASBPE's first blog. She serves on the national blog committee and the Web content committee and writes for the national blog.

Spizziri began her publishing career in 1984 with Cahners (now Reed Business Information). She has been an associate editor, a production editor, a managing editor, and a Web editor. Web sites and publications she has worked on include About.com, *Software Magazine*, *DC Velocity*, *Modern Materials Handling*, *Digital News & Review*, and *Logistics Management*.

Spizziri has a bachelor's degree in English and a certificate in Web design, both from Boston University.



American Society of
Business Publication Editors

Journalism That Matters Award

David Silverberg

***HSToday* editor beats the National Football League**

When the National Football League refused to run a job recruitment ad for the U.S. Border Patrol, *HSToday* editor David Silverberg made a quarterback's run right up the middle of the Super Bowl game program.

HSToday covers Homeland Security issues, and Silverberg noted the NFL's stance that running an ad that mentioned terrorism, borders, and immigration would be "too controversial" for placement in the Super Bowl publication.

In his January 2008 editorial, Silverberg, whose magazine has long covered Super Bowl security arrangements, argued that game security depends heavily on the resources of local communities, not just on the NFL providing stadium security.

"It is outrageous that a private, for-profit event that depends on and benefits from taxpayer-funded government protection cannot find it within itself to contribute to the homeland security of this nation," he wrote, adding that that year's Super Bowl would take place in



Arizona, a state where border security is on the frontline.

"The NFL makes staggering amounts of money from the Super Bowl. It drapes itself in patriotic colors and overhypes a mere football game as the ultimate all-

American event," he wrote. "Surely — surely! — it can make at least one small, painless contribution to the American homeland and to the men and women of the U.S. Border Patrol who guard the security of the country that makes the NFL's riches possible."

Soon the NFL did. After Silverberg mailed the editorial and comments from readers to the league, NFL spokesman Greg Aiello (who earlier refused to return calls) told Silverberg that the 2008 Super Bowl program would now contain the ad.

Inspired by the journalism in the ASBPE-published book *Journalism That Matters: How Business to Business Editors Change the Industries They Cover* (Marion Street Press, 2006), the award recognizes a B2B journalist whose coverage

triggered a tangible change within government or industry.

“David’s hard-hitting editorial is another example of the powerful impact that B2B journalists can have on develop-

Excerpts from David Silverberg’s Editor’s Letter

Last year, officials from the Department of Homeland Security (DHS) approached the National Football League (NFL) to run an advertisement in the Super Bowl program recruiting Border Patrol agents. They were turned down.

“The ad that the department submitted was specific to Border Patrol and it mentioned terrorism. We were not comfortable with that,” Greg Aiello, a spokesman for the NFL, told *The Washington Times* last year. “The borders, the immigration debate is a very controversial issue, and we were sensitive to any perception we were injecting ourselves into that.” He added: “We proposed a more generic recruiting ad for the department that didn’t highlight the borders, which brings up the immigration issue and the immigration debate. That’s controversial.”

This occurred at a time when the United States was in the midst of a major border security buildup, and the National Guard was being used to fill holes in border security.

Homeland Security Secretary Michael Chertoff informed Congress that the ads had been refused “much to my chagrin.”

This year, the Super Bowl will take place in Phoenix, Ariz., a border state that at one point declared a state of emergency because of the influx of illegal immigrants. It is the laboratory for the Secure Border Initiative and, as has been ably chronicled by Sara Fujimura, our correspondent in the area, it literally con-



The U.S. Border Patrol ad.

ments that receive little or no coverage in the consumer press, yet have implications that extend far beyond industry insiders,” said Steven Roll, president of ASBPE.

stitutes the front line in border security.

Every year since its inception, *HSToday* has covered the security arrangements for the

Super Bowl game, as Sara does in this edition.

We don’t do this just out of love of sport. We do it because Super Bowls present significant security challenges that reveal and illuminate the best homeland security practices in command, control and communications, interoperability, multi-jurisdictional cooperation and technological innovation.

While the NFL is responsible for stadium security, the costs of protecting the communities around it must be borne by the taxpayers of those jurisdictions. And those costs, in overtime, equipment wear and tear, and disruption, don’t just occur on game day. They start years before the event and culminate in over a week of parties, celebrations and an influx of hundreds of thousands of people.

It is outrageous that a private, for-profit event that depends on and benefits from taxpayer-funded government protection cannot find it within itself to contribute to the homeland security of this nation by running a simple advertisement to help secure its borders.

If it can’t bring itself to make any small contribution to America’s homeland security, it should be made to reimburse every government jurisdiction—federal, state, local and tribal—for the cost of providing security for this event.

ASBPE

Magazine of the Year

circulation 80,000 or more

Fortune Small Business

*ASBPE congratulates
the entire editorial
and art staff of
Fortune Small
Business.*



Editor
Richard McGill Murphy

What the judges said

A great publication. Well reported, richly packaged, audience sensitive, good narrative. Great use of the *Fortune* resources, focused on the growing and increasingly complicated small business arena. Analytical, but powerful narrative.

ASBPPE

Magazine of the Year

circulation less than 80,000

The Scientist

Editor

Richard Gallagher

Deputy Editor

Alison Cook

Managing Editor

Jeffrey Myers

Associate Editors

Andrea Gawrylewski,

Bob Grant,

Alla Katsnelson,

Edyta Zielinska

Correspondent

Brendan Borrell

Editorial

Administrator

Margaret Guthrie

Art Director

Joelle L. Bolt

Designers

Michelle Fisher,

Bryan Satalino

Production Manager

Lisa Modica

Interns

Jennifer Evans,

Megan Scudellari



Editor

Richard Gallagher

What the judges said

Eye opening for any reader. Technical material made accessible, conversational, engaging, thoughtful to audiences in and outside sciences. Great science writing by any standard. Perfect reading for executives who want to stay on the cutting edge of science as well as business. Cool graphics: a considered presentation.

Magazine of the Year Honorable Mentions

circulation 80,000 or more

Professional Builder



What the judges said

Tackles a lot of big issues, balances pragmatism and analytics — big picture stuff and nuts and bolts.

Places the “professional” in the field with a combination of big issue reporting and analytics as well as practical business and construction advice.

Restaurants & Institutions



What the judges said

A leader for many years, it continues to adapt without losing its colorful graphics and depth of expertise.

Serves its audience well, sensitive to its needs.

A good standard for interactivity.

Beautiful photos.

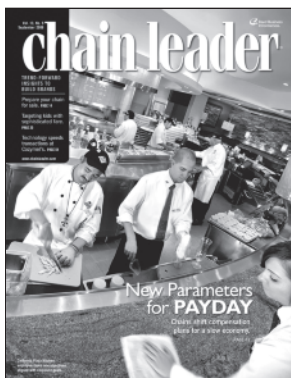
Congratulations to the rest of the Top 10 (in alphabetical order)

American Medical News, CFO, Computerworld, IEEE Spectrum, Lawn & Landscape, Macworld, PC World

Magazine of the Year Honorable Mentions

circulation less than 80,000

Chain Leader



What the judges said

A good package; diverse content for a select audience. Meets its target audience well.

Practical, readable, and colorful with highlights and insights for its audience.

Oregon Business



What the judges said

A solid, consistent regional package. Compelling headlines, smart graphics.

Data comes to life with interesting charts. Online reader survey data is incorporated into each issue.

Everything a regional publication should be. Local coverage without boosterism and in the context of national economic concerns.

The writing was good — Good, interesting selection of stories.

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

Architect, Associations Now, Automotive News, Control, Exhibitor, Health Leaders, Information Security

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

THE SIXTH ANNUAL
Stephen Barr Award for Feature Writing



Frank Lessiter

Editor, *American Farriers Journal*, for his four-part series, ‘Soring,’ from July/August to December 2008

To the five watchwords of the Stephen Barr Award judges, Lessiter’s “Soring” series adds “passion and courage” — in pursuit of a topic little known outside the world of equine shows. Soring is the illegal practice of “injuring a horse’s foot or leg in an attempt to use pain to promote hoof action that judges look for in gaited horse competitions.”

While the *American Farriers Journal* audience of 7,000 horse-shoers and veterinarians got from his “Soring” series a disturbing examination of the practice, horses got a protector in a world where unsavory operators often get away with their crimes. Those days may be numbered. In response to the series, the Walking Horse Trainers’ Association recommended that the National Horse Show Commission turn to a separate governing body to help the industry deal with soring, and federal regulators are seeking more funding to study the issue.

Behind this movement is the meticulously written and illustrated series by

Frank, who founded Lessiter Publications with his wife Pam in 1981. Their company now has nine titles in the equine, agriculture, and athletic industries.

The Michigan State University graduate, a veteran of three other trade publishing houses over a 45-year career, describes his work as “delivering actionable ideas, insights, and information to help advance the lives of our audience.” Often recognized for reporting and photography, he has served as president of American Horse Publications, and remains active in the American Agricultural Editors’ Association.

One judge noted “the sheer scope and ambition of the series, [which] demonstrated a willingness to take some risks at a time when fewer reporters and editors seem willing to do so.” Another remarked on “the writing’s passion and power, which built among readers a sense of anger about this abuse of horses, and the ability of these criminals to get away with it.”

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 inventiveness, insight, balance, depth of investigation, and impact on readers. A check for \$500 accompanies the award, endowed by Stephen Barr’s parents.

■
EDITORIAL
■

■
ANNUAL BUYER'S GUIDE

Under 80,000 circulation

Gold

SC Magazine

"Reboot"

Dec. 2008

Illena Armstrong, Dan Kaplan,
Angela Moscaritolo, Charles Miller,
Peter Stephenson

Silver

Residential Architect

"Architects' Choice"

Apr. 2008

Nigel F. Maynard, S. Claire Conroy,
Marla Misek Clark

Bronze

Business Jet Traveler

"Buyers' Guide 2008"

2008

R. Randall Padfield, Jeff Burger,
Mary E. Mahoney, John A. Manfredo,
Elena Lipkin

■
ANNUAL BUYER'S GUIDE

80,000 or more circulation

Gold

Overdrive

"Overdrive Spec Guide"

Dec. 2008

Lucinda Coulter, Max Heine,
Kenneth Stubbs

Silver

Fleet Owner

"2009 Equipment Specs &
Buyers Directory"

Oct. 2008

Deborah McGuffie-Schyhol,
Brian Straight, Elsa Pecoroni

■
CASE HISTORY

Under 80,000 circulation

Gold

Corporate Meetings & Incentives

"Surviving Six Sigma"

Feb. 2008

Barbara Scofidio, Alison Hall,
Susan Hatch

Silver

Rejuvenate

"A Difficult, Bold Move"

Apr. 2008

Regina McGee, Laura Moss,
Chris Collinson

Bronze

Exhibitor

"Rebel With a Cause"

Feb. 2008

Exhibitor Media Group

■
CASE HISTORY

80,000 or more circulation

Gold

BusinessWeek

"Can Big Money Prizes
Save Innovation?"

Dec. 1, 2008

Steve LeVine

Silver

Network World

"The Google-ization of Bechtel"

Nov. 3, 2008

Carolyn Duffy Marsan, Bob Brown

Bronze

Fortune Small Business

"Bakery on the Rise"

Apr. 2008

Patricia B. Gray, Adriana Gardella

■
EDITORIAL/EDITOR'S LETTER

Under 80,000 circulation

Gold

Ward's Dealer Business

Feb., Sept. 2008

Steve Finlay

Silver

HSToday

Jan., Mar. 2008

David Silverberg

Bronze

Architect

May, Oct. 2008

Ned Cramer

■
EDITORIAL/EDITOR'S LETTER

80,000 or more circulation

Gold

Physicians Practice

May, July/Aug. 2008

Bob Keaveney

Silver

Medical Economics

Nov. 7, Dec. 5, 2008

Erich Burnett

Bronze

Plant Services

Aug., Oct. 2008

Paul Studebaker

■
FEATURE ARTICLE

Under 80,000 circulation

Gold

ProSales

"The Future of Wood"

Sept. 2008

Craig Webb, Evamarie Socha,

Brian Walker

Silver

Engineering News-Record

"Higher Learning"

Nov. 3, 10, 2008

Tudor Van Hampton, Guy Lawrence

Bronze

Engineering News-Record

"Dubai's Cloudbuster"

May 12, 2008

Nadine M. Post

■
FEATURE ARTICLE

80,000 or more circulation

Gold

Civil Engineering

"Aerial Gateway"

Oct. 2008

Robert L. Reid

Silver

BusinessWeek

"The Grave Dancer Takes a Tumble"

Aug. 11, 2008

Emily Thornton, Michael Arndt,

Ron Grover

Bronze

Heavy Duty Trucking

"Driver Health"

July 2008

Bette Garber

■
FEATURE SERIES

Under 80,000 circulation

Gold

American Farriers Journal

"Soring"

July/Aug., Sept./Oct, Nov., Dec. 2008

Frank Lessiter

Silver

Comstock's

"Special Report: Immigration"

Sept, Oct., Nov. 2008

Douglas Curley, Stephanie Flores,

Karen Booth, Rich Ehisen, Joanne Corman

Bronze

Modern Healthcare

“Wellness: Where Are We Headed?”
Oct., Nov., Dec. 2008
Rebecca Vesely



FEATURE SERIES

80,000 or more circulation

Gold

Realtor

“Work Smart Series: Back to Basics”
Jan., Mar., June, Aug., Oct. 2008
Realtor Magazine Staff

Silver

Remodeling

“Rebranding the Industry”
Jan., Feb., Mar. 2008
Leah Thayer, Sal Alfano, Ingrid Bush,
Judy Neighbor

Bronze

Commercial Carrier Journal

“Safety Through Technology”
Sept., Oct. 2008
Aaron Huff, Avery Vise,
Dean Smallwood, Matt Watson



GOVERNMENT COVERAGE

Under 80,000 circulation

Gold

Federal Times

July 28, Aug. 4, 11, 2008
Stephen Losey, Gregg Carlstrom

Silver

Pensions & Investments

Aug. 18, Sept. 1, 15, 2008
Nancy K. Webman, Doug Halonen

Bronze

Engineering News-Record

Dec. 8, Dec. 15, 22/29, 2008
Tom Ichniowski, Aileen Cho,
Mark Henricks, Angelle Bergeron,
Pam Hunter

Bronze

Modern Healthcare

May 5, 12, 19, 2008
Jessica Zigmond, Rebecca Vesely,
Matthew DoBias, Gregg Blesch



GOVERNMENT COVERAGE

80,000 or more circulation

Gold

Computerworld

May 19, 26, June 2, 2008
Todd R. Weiss, Mark Hall,
Robert L. Mitchell

Silver

Realtor

Oct., Nov., Dec. 2008
Robert Freedman

Bronze

Civil Engineering

Oct., Nov., Dec. 2008
Jay Landers



HOW-TO ARTICLE

Under 80,000 circulation

Gold

Multifamily Executive

“Black Sheep”
Mar. 2008
Shabnam Mogharabi, Chris Wood,
Tanya Coachman

Silver

Exhibitor

“10 Tips for Tabletops”
Jan. 2008
Exhibitor Media Group

Bronze

Speech Technology

“Don’t Spend It All at Once”
Mar. 2008
Leonard Klie

■
How-To Article

80,000 or more circulation

Gold

Heavy Duty Trucking

“How-To Drive For Fuel Economy”

June 2008

Jim Park

Silver

Macworld

“Empty Your Inbox”

July 2008

Kelly Turner, Joe Kissell

Bronze

PC World

“Hack Your Hardware”

Oct. 2008

Robert Strohmeier, Alan Stafford,
Beth Kamoroff, Tracy Yee-Vaught,
Kimberly Brinson

■
**FUN/HUMOROUS/
HUMAN-INTEREST DEPARTMENT**

Under 80,000 circulation

Gold

DVM Newsmagazine

“Where Did I Go Wrong?”

Jan., Apr. 2008

Dr. Michael A. Obenski,
Bill Joyce, Ryan Ostrander

Silver

Exhibitor

“Plan B”

Feb., Apr. 2008

Exhibitor Media Group

Bronze

One+

“Across the Bow”

Aug., Sept. 2008

David Basler, Blair Potter, Tony Carey

■
**FUN/HUMOROUS/
HUMAN-INTEREST DEPARTMENT**

80,000 or more circulation

Gold

The Progressive Farmer

“Harrington’s World”

Aug., Dec. 2008

Gregg Hillyer, Donovan Harris,
John Harrington, Bill Cigliano

Silver

Overdrive

“Channel 19”

Mar., Dec. 2008

Todd Dills, Andy Duncan

Bronze

Computerworld

“Shark Tank”

May 19, Nov. 10, 2008

Frank Hayes

■
**INDIVIDUAL/ORGANIZATION
PROFILE**

Under 80,000 circulation

Gold

The American Lawyer

“After the Fall”

Sept. 2008

Nate Raymond

Silver

Modern Healthcare

“Feeling Right at Home”

Oct. 2008

Andris Robeznieks

Bronze

Architect

“The House of Morrison”

May 2008

Amanda Kolson Hurley

■
**INDIVIDUAL/ORGANIZATION
PROFILE**

80,000 or more circulation

Gold

Remodeling

“Friend in the Business”

Sept. 2008

Leah Thayer, Sal Alfano, Ingrid Bush,
Kay Engman

Silver

Institutional Investor

“Being Kieran Prior”

May 2008

Loch Adamson

Bronze

Fortune Small Business

“Jihad or Jobs”

Apr. 2008

Richard McGill Murphy

■
MOST IMPROVED

Under 80,000 circulation

Gold

Aftermarket Business

Jan. 2008

Aftermarket Business Staff

Silver

MGMA Connexion

Aug. 2008

Christina Pope, Lisa Schneck, Brenda Hull

Bronze

Corporate Event

Spring 2008

Exhibitor Media Group

■
MOST IMPROVED

80,000 or more circulation

Gold

Professional Builder

Jan. 2008

Professional Builder Staff

Silver

Medical Economics

Aug 1, 15, 2008

Medical Economics Staff

Bronze

Fortune Small Business

Dec. 2008

Fortune Small Business Staff

■
NEW PUBLICATION

Under 80,000 circulation

Gold

EcoHome

Spring 2008

EcoHome Staff

Silver

Markets Media

Mar./Apr. 2008

Natasha Gural, Riley McDermid

Bronze

Custom Rigs

Aug. 2008

Max Heine, Todd Dills, John Baxter,
Paul Hartley, Tony Brock

■
NEWS ANALYSIS/INVESTIGATIVE

Under 80,000 circulation

Gold

Best's Review

“Recipe for Disaster”

July 2008

Best's Review Staff

Silver

Counselor

“What Went Wrong At CorpLogoWare”

Apr. 2008

Andrew Cohen, Melinda Ligos

Bronze

CSP

“The Big \$4”

Feb. 2008

Angel Abcede, Joe Bush

■
NEWS ANALYSIS/INVESTIGATIVE
80,000 or more circulation

Gold

Computerworld

“The McColo Takedown:
Online Neighborhood Watch or
Internet Frontier Justice?”

Dec. 1, 2008

Jaikumar Vijayan, Gregg Keizer,
Craig Stedman

Silver

Computerworld

“Minding Online Store
a Case of ‘Not My Job’”

Aug. 18, 2008

Linda Rosencrance, Craig Stedman

Bronze

CFO

“The Declining Dollar”

Feb. 2008

Kate O’Sullivan, Julia Homer

■
NEWS SECTION

Under 80,000 circulation

Gold

Automotive News

Nov. 17, 2008

Editorial Staff, David Sedgwick,
Peter Brown

Silver

Hospitals & Health Networks

Nov. 2008

Matthew Weinstock

Bronze

Transport Topics

May 5, 2008

Transport Topics Staff

■
NEWS SECTION
80,000 or more circulation

Gold

Computerworld

Feb. 18, 2008

Computerworld Staff

Silver

Computerworld

Aug. 18, 2008

Computerworld Staff

Bronze

CFO

Nov. 2008

Alix Stuart, Josh Hyatt, Kate O’Sullivan,
Kate Plourd

■
NEWSLETTER: FEATURE ARTICLE

Gold

Iowa Bankers Association "Exchange"

“Unprecedented Times’
for Agriculture in Iowa”

May 23, 2008

Allison Schmidt

■
**NEWSLETTER:
GENERAL EXCELLENCE**

Gold

Staffing Industry Report

July, Aug., Sept. 2008

Jon Osborne, Craig Johnson,
Sona Sharma, Noël Calvi, Han Wong

Silver

BestWeek

Nov. 3, 10, 17, 2008

BestWeek Staff

Bronze

The Institutional Real Estate Letter

Sept., Oct., Nov. 2008

Rachel Speirs, Susan Sharpe, Larry Gray,
Geoffrey Dohrmann

■
**NEWSLETTER: NEWS ANALYSIS,
INVESTIGATIVE, RESEARCH**

Gold

The Multistate Tax Report

“Where the Rubber Meets the Road:
Streamlined System’s Compliance Review
Process Under Fire From Business Groups”
Dec. 26, 2008

Dolores W. Gregory, Karen Irby

Silver

Multistate Tax Report

“2008 Survey of State Tax Departments”
Apr. 2008

Multistate Tax Report Staff

Bronze

Staffing Industry Report

“Buyers Give Staffing Firms Higher Marks”
Nov. 2008

Jon Osborne, Noël Calvi

■
**NEWSLETTER:
TECHNICAL/ HOW-TO ARTICLE**

Gold

Legal Report

“RIFS: Using Statistical Analysis To Avoid
Disparate Impact Based on Age”
Apr. 2008

Mary Birk, Allen Smith

■
ON-SITE TRADE SHOW COV.

Under 80,000 circulation

Gold

Presstime Daily

Apr. 13–15
Presstime Daily Staff

Silver

Healthcare IT News

“HIMSS Daily Insider, published in
partnership with Healthcare IT News”
Feb. 2008

Jack Beaudoin, Bernie Monegain,
Eric Wicklund, Diana Manos

Bronze

Graph Expo Show Daily

Oct. 2008

Bill Esler, Joann Whitcher, Lisa Cross,
Anne LoCascio, Jenni Spinner

■
ON-SITE TRADE SHOW COV.

80,000 or more circulation

Gold

SHRM Conference Daily

June 2008

Editorial Staff

Silver

Packaging Digest Show Daily

Nov 9–12, 2008

Packaging Digest Staff

■
ORIGINAL RESEARCH

Under 80,000 circulation

Gold

Exhibitor

“The 22nd Annual Salary Survey”
July 2008

Exhibitor Media Group

Silver

Hospitals & Health Networks

“Most Wired”

July 2008

Alden Solovy, Sarah Brown,
Suzanna Hoppszallern

Bronze

Roast

“Roast’s First Annual
Roasting Industry Survey”

Nov./Dec. 2008

Roast Staff

■
ORIGINAL RESEARCH

80,000 or more circulation

Gold

PC World

“Cheap Ink: Will It Cost You?”

Aug. 2008

Mark Sullivan, Edward N. Albro,
Tony Leung, Beth Kamoroff, Jeff Bertolucci

Silver

Physicians Practice

“Survival Kit”

Jan. 2008

Shirley Grace

Bronze

Medical Economics

“How Do You Compare”

Aug 1, 2008

Medical Economics Staff

■
OVERALL HEADLINE WRITING

Under 80,000 circulation

Gold

Corporate Event

Spring, Summer 2008

Exhibitor Media Group

Silver

Workforce Management

Apr. 7, 21, 2008

Toby Hill

Bronze

Modern Healthcare

June 30, July 7, 2008

Julie Johnson, Stacie Williams,
David May, James Tehrani, Hillary Shaffer

■
OVERALL HEADLINE WRITING

80,000 or more circulation

Gold

American Medical News

June 2, 9, 2008

American Medical News Copy Desk

Silver

Medical Economics

Dec. 5, 19, 2008

Erich Burnett

Bronze

Medical Economics

Aug. 15, Sept. 5, 2008

Erich Burnett

■
PRODUCT SECTION/DEPT.

Under 80,000 circulation

Gold

SC Magazine

“Product Section”

Feb., Mar., Apr. 2008

Illena Armstrong, Peter Stephenson,
Mike Stephenson, John Aitken, Judy Traub

Silver

Business Jet Traveler

“Used Jet Review”

Feb./Mar., Apr./May, June/July 2008

Mark Huber, R. Randall Padfield,
Jeff Burger, Elena Lipkin, John Manfredo

Bronze

EcoHome

“Product Reviews”

Spring, Summer, Fall 2008

EcoHome staff

■
PRODUCT SECTION/DEPT.

80,000 or more circulation

Gold

PC World

“Reviews & Rankings Section”

Oct., Nov., Dec. 2008

Melissa J. Perenson, Tim Moynihan,
Jeff Berlin, Steven Gray, Tracy Yee-Vaught

Silver

Builder

“Products”

Sept., Oct., Nov. 2008

Nigel F. Maynard, Denise Dersin,
Boyce Thompson, Deborah Leopold

Bronze

Electrical Construction & Maintenance

“Product of the Month”

Feb., May, Aug. 2008

Mike Eby, Stefanie Kure, Ellen Parson,
David Eckhart

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**REGULAR COLUMN,
CONTRIBUTED**

Under 80,000 circulation

Gold

Big Builder

“Big Money”

Mar. 8, Sept. 8, 2008

John P. McManus, Chester Hawkins,
Sarah Yaussi, Lisa Brown

Silver

Custom Builder

“Tom Stephani’s Column”

Jan., July 2008

Tom Stephani, Paul Deffenbaugh,
Sara Zailskas, Larry Nigh

Bronze

Veterinary Economics

“Talking Points”

July, Sept. 2008

Kristi Reimer, Amanda Wolfe Bertholf,
Brendan Howard, Steve Bennaka,
Alison Fulton

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**REGULAR COLUMN,
CONTRIBUTED**

80,000 or more circulation

Gold

Remodeling

“Commentary: Mark Richardson”

July, Dec. 2008

Mark Richardson, Sal Alfano,
Ingrid Bush, Pete Morelewicz

Silver

Remodeling

“Commentary: Linda Case”

Nov., Dec. 2008

Linda Case, Leah Thayer, Sal Alfano,
Ingrid Bush, Pete Morelewicz

Bronze

Electrical Construction & Maintenance

“Illustrated Catastrophes”

Apr., May 2008

Mike Eby, Joe Tedesco, Ellen Parson,
Stefanie Kure, David Eckhart

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**REGULAR COLUMN,
STAFF WRITTEN**

Under 80,000 circulation

Gold

Better Roads

“The Last Word”

Sept., Oct. 2008

Kirk Landers, Tina Grady Barbaccia

Silver

Aftermarket Business

“The Bottom Line”

Feb., Oct. 2008

Larry Silvey

Bronze

Ward’s Dealer Business

“The Hummer Summer of 2002/
Dizzy From Cliff-Diving Charts”

Aug., Nov. 2008

Steve Finlay

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**REGULAR COLUMN,
STAFF WRITTEN**

80,000 or more circulation

Gold

BusinessWeek

“Media Centric”

Apr. 28, Oct. 27, 2008

Jon Fine

Silver

BusinessWeek

“Fair Value”

Apr. 21, Sept. 15, 2008

Roben Farzad

Bronze

Physicians Practice

“The Bigger Picture”

Feb., June 2008

Pamela Moore

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REGULAR DEPARTMENT

Under 80,000 circulation

Gold

Architect

“Best Practices”

Oct., Nov., Dec. 2008

Fred Bernstein, Amanda Kolson Hurley

Silver

Developer

“Placemaking”

July/Aug., Sept./Oct., Nov./Dec. 2008

Shabnam Mogharabi, Tanya Coachman,

Rachel Z. Azoff, Barbara Ballinger

Bronze

EcoHome

“Building Science”

Spring, Summer, Fall 2008

Mark LaLiberte, Rick Schwolsky,

Allison Levy, Katy Tomasulo

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REGULAR DEPARTMENT

80,000 or more circulation

Gold

MyBusiness Magazine

“MyBusiness Manual”

Dec. 2007/Jan., Feb./Mar., Apr./May 2008

Lena Anthony

Silver

American Medical News

“Professional Issues”

Jan. 28, Feb. 4, 11, 2008

Professional Issues Staff

Bronze

Electrical Construction & Maintenance

“Forensic Casebook”

Oct., Nov., Dec. 2008

Mike Eby, Ellen Parson, Stefanie Kure,

David Eckhart

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SPECIAL SECTION

Under 80,000 circulation

Gold

Today's Garden Center

“2008 Revolutionary 100 Roundtable

Special Report”

July 2008

Richard Jones, Ann-Marie Conroy

Silver

Buildings

“Lessons From the Flood”

Nov. 2008

Linda K. Monroe, Jana J. Madsen,

Leah B. Garris, Jenna M. Aker

Bronze

The American Lawyer

“The Associates Survey”

Aug. 2008

The Editorial Staff

■
SPECIAL SECTION

80,000 or more circulation

Gold

Builder

“Builder 100”

May 2008

Ethan Butterfield, Alison Rice,

Chris Wood, Denise Dersin, Evan Potler

Silver

Fortune Small Business

“100 Best Places to Live and Launch”

Apr. 2008

Joanne Chen, Richard McGill Murphy

Bronze
Truckers News
"Shades of Green"
Nov. 2008
Truckers News Staff

■
SPECIAL SUPPLEMENT
Under 80,000 circulation

Gold
Automotive News
"How GM Changed the World"
Sept. 15, 2008
Editorial Staff, Mary Beth Vander Schaaf

Silver
Building Design+Construction
"Green Buildings + Climate Change"
Nov. 08
Robert Cassidy, Dave Barista,
Jay Schneider, Jeff Yoders, Larry Nigh

Bronze
The Scientist
"Life Sciences in Ireland: A New Celtic
Culture"
July 2008
The Scientist Staff

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SPECIAL SUPPLEMENT
80,000 or more circulation

Gold
Lawn & Landscape
"Smart Irrigation"
Nov. 2008
Nicole Wisniewski

Silver
Builder
"Viewpoint"
Sept. 2008
Rich Binsacca, Denise Dersin,
Boyce Thompson, Deborah Leopold

Bronze
Physicians Practice
"Technology Guide 2008/2009"
June 2008
Physicians Practice Staff

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TECHNICAL ARTICLE
Under 80,000 circulation

Gold
Engineering News-Record
"Unnatural Habitat:
California Academy of Sciences"
June 23, 2008
Nadine M. Post

Silver
Workforce Management
"Retrain the Brain"
Jan. 14, 2008
Ed Fravenheim

Bronze
Building Design+Construction
"Commercial Restrooms
That Work Right"
Nov. 08
C.C. Sullivan, Barbara Horwitz-Bennett,
Robert Cassidy, Dave Barista, Larry Nigh

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TECHNICAL ARTICLE
80,000 or more circulation

Gold
IEEE Spectrum
"How We Found the Missing Memristor"
Dec. 2008
R. Stanley Williams, Sally Adece

Silver
Civil Engineering
"French Connection"
Nov. 2008
Michel Moussard,
Michel Virlogeux

Bronze
Motor Age
"Handling the Pressure"
Apr. 2008
Motor Age Staff

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Nov. 2008
Andrea Vagas

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The Journal
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Leslie Claire, Gail Reitenbach

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Glen Luensman

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Andrea Vagas

Bronze
Physicians Practice
June 2008
Bill Ellis

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Nov. 2008
Jeff Daigle, David Basler, Blair Potter

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Tools of the Trade
“Lost and Found”
Mar./Apr. 2008
Rhonda Hughes

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Alpha Magazine
“Hedge Fund Hall of Fame”
June 2008
Nathan Sinclair, Diana Panfil,
Anthony Scerri, Frannie Ruch

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Diabetes Forecast
“Local Color”
June 2008
Kevin Hambe, Taran Z,
American Diabetes Association

Silver
Realtor
“Celebrating 100 Years
of the American Dream”
May 2008
Julie Fournier

Bronze
The Progressive Farmer
“Best Places To Live in Rural America”
Feb. 2008
Jamie Cole, Gregg Hillyer, Jim Patrico,
Dan Miller, Claire Vath

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Mar./Apr. 2008
Maria Bishirjian, Chris Gash

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Dec. 2008
Exhibitor Media Group

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iTECH, supplement to Transport Topics
Aug./Sept. 2008
Shawn Torres, George Dively,
Louisa Wimberley, Debra Devine,
Patrick Donlon

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Aug. 2008
Kay Engman, Mary E. Endres,
Rhonda Hughes, Dan Hatala

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Sept. 2008
Melissa Goldweitz, Erin Mayes,
Denise Dersin, Boyce Thompson

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Drug Topics
Aug. 2008
Stanley Bujak, Peter Seltzer, Tara Stultz

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Oct. 2008
Laura Hegyi

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Thea Mills, Dave Cutler

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Sept. 2008
Doug Ponte

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Jan. 2008
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Sept. 19, 2008
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May 19, 2008
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Contemporary OB/GYN
Apr. 2008
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Elizabeth Nissen, Rosemary Kline

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Nov. 2008
Roy Patrick Comiskey,
Sherry L. Harowitz, Benjamin Wachenje

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CFO

Sept. 2008

Robert Lesser, Heather Riva Godin

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Institutional Investor

Mar. 2008

Nathan Sinclair, Diana Panfil

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Feb. 11, 2008

Mick Coulas

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Gold

Ophthalmology Times

Nov. 15, 2008

Becky Kruk

Silver

Urology Times

May 15, 2008

Peter R. Seltzer, Kristy L. Krasula,
Richard R. Kerr, Patricia M. Fernberg

Bronze

Automotive News

June 2, 2008

Susan Zavela Bamford

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Under 80,000 circulation

Gold

RT Image

Nov. 24, 2008

Meridith Osifchin

Silver

RT Image

Mar. 31, 2008

Laurie Redd-Miller

Bronze

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Oct. 2008

Jennifer Barlow

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80,000 or more circulation

Gold

Packaging Digest

July 2008

Lora Lee Gelles, John Kalkowski

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Dec. 2008

Lora Lee Gelles, John Kalkowski

Bronze

Diabetes Forecast

June 2008

Kevin Hambel

American Diabetes Association

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INFORMATION GRAPHICS

Under 80,000 circulation

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Best's Review

July 2008

Best's Review Design Staff

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Dec. 2008

Aubrey Altmann, Ned Cramer

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CSP

Apr. 2008

Keystroke Graphics, Jennifer Bulat,
Samantha Oller

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July 2008
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**Silver
Varbusiness**

May 2008
David Nicasastro, Jim Lawyer,
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Laura Alvino, Ryan Etter

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Strategy+Business**
Winter 2008
Strategy+Business Staff

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**Gold
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Spring 2008
Allison Levy, Judy Neighbor

**Silver
Bar Business**
Sept./Oct. 2008
Wendy Williams, Todd Blanchard

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**Gold
BestWeek**
Nov. 17, 24, 2008
BestWeek Design Staff

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**Gold
Engineering Inc.**
“Managing Risk”
Sept./Oct. 2008
Jeff Kibler, Melissa Hamid, Derek Lea,
American Council
of Engineering Companies

**Silver
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“Deer Flies”
June 2008
Mark Rook, Jim Blayney

**Bronze
Food Processing**
“To Build or Not To Build —
Annual Capital Spending Report”
Apr. 2008
Food Processing Team

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“How To Manage Brilliant People”
May 19, 2008
Stephanie Faucher, Nate Williams

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“What Brain Drain?”
Apr. 21, 2008
April Montgomery, Stephen Webster

**Bronze
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“Biodiesel: The Whole Story”
Aug. 2008
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Ito1 Magazine

“Stop Whining and
Start Being Relevant”

Mar./Apr. 2008

Annette Webb, Lorri Cosentino

Silver

HemAware

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July/Aug. 2008

Nancy Roy,

National Hemophilia Foundation

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Modern Healthcare

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Oct. 13, 2008

Eric Semelroth

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“Now What?”

Oct. 2008

Robert Lesser, Heather Riva Godin

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Computerworld

“Macintosh Insurrection”

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Apr. Montgomery, Gianni de Conno

Bronze

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“How Much Marketing Is Too Much?”

Oct. 2008

Laura Hegyi

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RT Image

“Suite Home Alabama”

Apr. 21, 2008

Meridith Osifchin

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“Mission From God”

Sept. 2008

Scott Crawford, Shabnam Mogharabi,

Tanya Coachman

Bronze

Alpha Magazine

“Alpha Females”

Sept. 2008

Nathan Sinclair, Diana Panfil,

Katie Constans

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The Progressive Farmer

“Weather-What the Spring Will Bring”

Mar. 2008

Donovan Harris, Chris Clayton

Silver

Diabetes Forecast

“Sprinkles & Sprigs”

Apr. 2008

Kevin Hambel, Taran Z,

American Diabetes Association

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Dec 5, 18, 2008
Robert McGarr

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Rob J. Ghosh, Joseph W. Kalinowski

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Thomas Young,
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Aug. 15, 2008
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Jan. 2008
Bill Patton, Paul Deffenbaugh,
Sara Zailskas, Larry Nigh

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Peter Seltzer, Tara Stults

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June 2008
Vanessa Jo Roberts, Steve Zurier,
Gregory Atkins, Kevin Hambel

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Tom Craren, Gene Zasadinski,
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Jay McGraw, Mark Kelly, Mark Shaw

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Dec. 2008
Nick Dupont, Sally Goldenbaum,
Ryan Kramer, Matt Brown,
Alicia Isenberg

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Commonwealth Business Review
July/Aug. 2008
Kate Flood, Regina Recene,
Natalie Olivier, Judith Tortolano

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We wish to thank

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Tonie Auer, Penguin Media Consulting

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Matt Bolch, freelance business writer, Matt Bolch Ink

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Tim Bryant, art director, *Better Roads*

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College of Communication

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