



American Society of
Business Publication Editors

Call for Nominations

2009 ASBPE Journalism That Matters Award

The ASBPE *Journalism That Matters* Award is a new program to recognize a B2B, association, or trade publication journalist whose coverage of an issue in 2008 triggered a tangible change within government or industry. The genesis of the award is the outstanding journalism featured in the book *Journalism That Matters: How Business to Business Editors Change the Industries They Cover* (Marion Street Press, 2006). The book showcases changes in government policy or industry practices as a result of articles written by B2B, association, and trade journalists.

Two examples include how *Government Computer News* exposed extreme résumé padding in the federal government, and how coverage by *Daily Report for Executives* led the U.S. Occupational Safety and Health Administration to reform chemical-handling disclosures.

B2B, association, and trade journalists are well-positioned to contribute important insights into, or shed light on, harmful, unfair, or burdensome practices within government or industry. Such courageous journalism often leads to changes in government policy or industry practices and arises in a variety of contexts:

- Shedding light on a controversial government policy or practice,
- Calling attention to an industry practice that is widely accepted, but needing reform, or
- Offering practical guidelines to improve performance within an industry.

Did you or a colleague produce journalism that matters in 2008? If so, please tell us about it in the nomination form on page 16. All forms of media – print, online, video, and audio – are eligible. The winner will be recognized at the 2009 National Editorial Awards of Excellence banquet in Washington, D.C., hosted by the American Society of Business Publication Editors, July 16, 2009.



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JOURNALISM THAT MATTERS NOMINATION FORM

Name (nominator) _____

Nominee (if different than nominator) _____

Nominator information

Address _____

E-mail _____

Phone: _____

Publication _____

Publishing Company _____

Name of article (or articles) _____

Nature of change (1-2 sentence summary)

Please include this form along with the following:

1. A copy of the story or stories that triggered a change within government or industry.
2. A short essay (approximately 350-500 words) explaining the article, enterprising work that went into it, and the change it produced.
3. A short letter from someone (an industry professional or government official) who can validate the impact of the article.

Return these materials no later than **March 2, 2009** to:

ASBPE
Journalism That Matters Award
214 N. Hale St., Wheaton, IL 60187
E-mail to: asbpe.info@asbpe.org.

Questions? Contact Steven Roll, b2beditor@gmail.com, 703-341-5926,
or Robert Freedman, rfreedman@realtors.org, 202-383-1012