

## 'Smallest-attended convention on record'

By **ANDREW JOHNSON**  
*APSE Bulletin Staff Writer*

Like the rest of the media industry, APSE is finding the current economic climate a challenge. The organization has lost 99 members in the past year, the Pittsburgh convention is on track to be APSE's smallest on record and the 2008-09 fiscal year

budget is expected to finish slightly in the red, according to executive director Jack Berninger.

As of June 5, the convention had 48 registrants, although Berninger said he expects the final number to surpass 50. Last year's convention in Minneapolis drew 112 registrants, the previous recorded low. The high-

est attendance is believed to have been 220 in Boston in 1990, though Berninger said no official numbers are available from that convention.

"Because of the difficult times most newspapers are facing, we're looking at the smallest-attended convention on record," said Berninger.

The low attendance is causing an-

other problem: APSE is likely to fall short of the number of hotel room nights it guaranteed the Sheraton Station Square hotel in its contract.

"We knew attendance would be hard to come by for the Pittsburgh convention, so last summer we nego-

*APSE continues on page 13*

### Inside

#### Industry in crisis:

- Economic-related layoffs claim SJI alums. **Page 10**
- Farewell to the Rocky Mountain News and Seattle Post-Intelligencer. **Page 14**
- AJC's Ramos leads parade out of print. **Page 15**

#### APSE news:

- A 'very lucky' Vince Doria is Red Smith winner. **Page 4**
- Small judging turnout raises procedural questions. **Page 6**



*Bill Serre*

Carter, (second from left) and Rosenbush (second from right) are NABJ's 2009 Legacy Award winners for their SJI work.

## For SJI, legacy lives on

By **ANNA KIM**  
*APSE Bulletin Staff Writer*

In 1993, Sandy Rosenbush enjoyed brunch with the first class of the Sports Journalism Institute at Brennan's Restaurant in New Orleans. She remembers having one realization.

"SJI was real," she said. "It was alive and breathing and a family."

Sixteen years later, co-directors and co-founders Rosenbush and Leon Carter will be recognized for keeping the Sports Journalism Institute a reality. The National Association of Black Journalists (NABJ)

annual Legacy Award will be given to the duo at its Hall of Fame luncheon on Aug. 7 in Tampa. Since inception, the Institute has worked to increase the presence of women and minorities in sports journalism.

"Having a diverse newsroom is a reflection of society," said Gregory Lee Jr., NABJ treasurer and 1994 SJI graduate. "Sports departments were a good-old boy network for so long. Sandy and Leon wanted to crash it, and SJI has certainly made a dent."

SJI is an internship program that encourages women and minority college students

to pursue careers in sports journalism. The Institute, in conjunction with the Poynter Institute, provides students with a training week and a paid summer internship at a media outlet. SJI works with NABJ, the Asian American Journalists Association (AAJA) and the National Association of Hispanic Journalists (NAHJ) to provide a talent pool.

Carter, sports editor at the New York Daily News, and Rosenbush, a cross-platform news editor at ESPN and former

*LEGACY continues on page 10*

## Howard, history converge at APSE

By **JORDAN MASON**  
*APSE Bulletin Staff Writer*

When Garry D. Howard becomes the first African-American president of APSE, it will not be the first time he has made history.

Howard was the only African American sports editor of a major daily newspaper in 1994 when he arrived at the Milwaukee Journal Sentinel.

And that is why he appreciates not only what his accomplishment means for him but for African-American sports journalists.

"From a standpoint of looking at the lack of minorities in this business, I think this is a great step because it actually breaks that ceiling, and that's one less thing that we haven't done," Howard said.

He said his upcoming presidency speaks to how far APSE has come in terms of diversity. Howard became the inevitable successor to departing APSE President Lynn Hoppes when he was elected second vice president in 2007.

Hoppes and former APSE President Mike Fannin both described Howard as a people person. And both said that that quality would help him as APSE president.

Perhaps that is why Fannin foresaw Howard as an APSE officer before he was even elected second vice president.

"I remember we were in a hotel room in Vegas and at that time I had just been elected as an officer, and I told him that he was next and that he was going to join me, that we were going to do this together," Fannin said. "And it was the following year he was elected."

Howard knows about leadership.

The Lehigh graduate served as the assistant managing



**Howard**

*HOWARD continues on page 5*

## Bulletin students

**Andrew Johnson**  
Morehouse College  
Fayetteville (N.C.) Observer

**Anna Kim**  
North Carolina  
Buffalo News

**Juan Lopez**  
Nevada-Reno  
Colorado Springs Gazette

**Jordan Mason**  
North Carolina  
ESPN

**Larry Young**  
Southern University  
Houston Chronicle

**Anica Wong**  
Stanford  
Denver Post

**David Ubben**  
Missouri  
The Oklahoman

**Ronnie Turner**  
University of Houston  
Salt Lake Tribune

**Nate Taylor**  
Central Missouri  
Minneapolis Star Tribune

## Thanks to ...

**Program Host**  
Poynter Institute

**Bulletin Printing**  
Courtesy St. Petersburg Times

**Sponsors and supporters**  
APSE  
Chicago Tribune Foundation  
St. Petersburg Times  
Boston Globe  
ESPN  
New York Daily News

**Special assistance**  
**Jennette Smith**  
**Jeanne Nissenbaum**  
Poynter Institute

**Special thanks**  
**Jack Sheppard**  
**Jerry Gifford**  
**Christa Garcia**  
**Kelly Ray Mucerino**  
**Pat Stubbins**  
**Gary Zolg**  
**Dan Smith**  
**Mike Yates**  
**Jaime Hoagland**  
The St. Petersburg Times  
Tampa Yankees  
Tampa Bay Rays

## Schedule

### Wednesday, June 24

**Noon-5 p.m.:** Registration,  
*Grand Station foyer*

**4-5 p.m.:** Executive Committee meeting, *Grand Station I*;  
**Presiding:** APSE president Lynn Hoppes, ESPN.com

**5:15-6:15 p.m.:** AP Newcomers Reception, *Reflections*

**6:30-9:30 p.m.:** Opening Night Reception, Gateway Clipper Cruise, Monongahela River;  
**Transportation:** Walk to boat  
**Sponsors:** ESPN.com and Pittsburgh Post-Gazette

**10 p.m.-midnight:** AP Hospitality Suite, *Fountainview*

### Thursday, June 25

**8 a.m.-5 p.m.:** Registration,  
*Grand Station foyer*

**8 a.m.-5 p.m.:** Mall of Ideas,  
*Grand Station foyer*

**7:45-8:15 a.m.:** Breakfast,  
*Grand Station I*

**8:15-9 a.m.** Breakfast Chat,  
*Grand Station I*; **Presiding:** Lynn Hoppes, ESPN.com

**9:15-10 a.m.:** Family Orientation,  
*Grand Station II*; **Presiding:** Cindy Micco, wife of host sports editor Jerry Micco

**9:15-10:15 a.m.:** Opening general membership meeting, *Grand Station I*; **Presiding:** APSE president Lynn Hoppes, ESPN.com

**10:30 a.m.-noon: General Session:** Sports sections and The Associated Press, *Grand Station I*; **Moderator:** Jerry Micco, Pittsburgh Post-Gazette  
**Panelists:** Margaret Sullivan, Buffalo News; Lou Ferrara, AP

**12:30-2 p.m.:** Keynote luncheon, *Admiral*; **Presiding:** Lynn Hoppes, ESPN.com; **Speaker:** Dave Wannstedt, University of Pittsburgh football coach

**2:15-3:30 p.m.:** **Workshop:** Networked Journalism: Using the web to expand coverage, engage fans, and build community, *Grand Station III*; **Moderator:** Ryan Sholin, director of News Innovation of Publish2

**2:15-3:30 p.m.:** **Workshop:** Art of storytelling in print and online, *Grand Station IV*; **Moderator:** Emilio Garcia-Ruiz, Washington Post



Bulletin file photo

### Attendees have a chance to watch the Pirates play the Royals.

**2:15-3:30 p.m.:** **Workshop:** Free ways to increase your online audience, *Grand Station V*; **Moderator:** Jane Elizabeth, Virginian Pilot

**3:45-5 p.m.:** **Workshop:** Networked Journalism: Using the web to expand coverage, engage fans, and build community, *Grand Station III*; **Moderator:** Ryan Sholin, director of News Innovation of Publish2

**3:45-5 p.m.:** **Workshop:** Art of storytelling in print and online, *Grand Station IV*; **Moderator:** Emilio Garcia-Ruiz, Washington Post

**3:45-5 p.m.:** **Workshop:** Free ways to increase your online audience, *Grand Station V*; **Moderator:** Jane Elizabeth, Virginian Pilot

**10 p.m.-midnight:** AP Hospitality Suite, *Fountainview*

### Friday, June 26

**8 a.m.-5 p.m.:** Late registration,  
*Grand Station foyer*

**8 a.m.-5 p.m.:** Mall of Ideas,  
*Grand Station foyer*

**7:45-8:15 a.m.:** Breakfast,  
*Grand Station I*

**8:15-9 a.m.** Breakfast Chat with U.S. Bowling Congress, *Grand Station I*; **Presiding:** Lynn Hoppes, ESPN.com; **Sponsor:** U.S. Bowling Congress, Strike Ten Entertainment; **Speakers:** David Garber, High Performance director for Team USA, Coaching and the International Training Center; Carolyn Dorin-Ballard, professional bowler; Terry Bigham

**9:15-10:45 a.m.:** **General Session:** Industry cutbacks and the future of our business, *Grand Station I*; **Moderator:** Garry D. Howard, Milwaukee Journal Sentinel; **Panelists:** Marty Kaiser, Editor, Milwaukee Journal Sentinel; David M. Shribman, Editor, Pittsburgh Post-Gazette; Emilio Garcia-Ruiz, Local Editor, Washington Post

**11 a.m.-12:15 p.m.:** **Workshop:** Small newspaper caucus, *Grand Station III*; **Moderator:** Toby Carrig, Antelope Valley Press; **Panelist:** Mary Byrne, AP

**11 a.m.-12:15 p.m.:** **Workshop:** Alternative story forms, *Grand Station IV*; **Moderator:** Michael Anastasi, Salt Lake Tribune

**11 a.m.-12:15 p.m.:** **Workshop:** Multimedia sports packages and tools to improve your site, *Grand Station V*; **Moderator:** Tim Wheatley, Baltimore Sun; **Panelists:** Damon Kiesow, Nashua (N.H.) Telegraph; Patrick Stiegman, ESPN.com

**12:30-2 p.m.:** Red Smith Award Luncheon; *Admiral*; **Presiding:** Lynn Hoppes, ESPN.com; **Recipient:** Vince Doria, Boston Globe/ESPN; **Presenter:** Don Skwar, ESPN

**2:15-3:45 p.m.:** General session: How can you afford to cover the big event anymore? *Grand Station I*; **Moderator:** Joe Sullivan, Boston Globe; **Panelists:** Matt Pepin, Middletown (N.Y.) Times Herald-Record; Josh Barnett, Philadelphia Daily News; Mike Persinger, Charlotte Observer; Reid Laymance, St. Louis Post-Dispatch; Glen Crevier, Minneapolis Star Tribune

**4-5:15 p.m.:** **Workshop:** Alternative story forms, *Grand Station IV*; **Moderator:** Michael Anastasi, Salt Lake Tribune

**4-5:15 p.m.:** **Workshop:** Multimedia sports packages and tools to improve your site, *Grand Station V*; **Moderator:** Tim Wheatley, Baltimore Sun; **Panelists:** Damon Kiesow, Nashua (N.H.) Telegraph; Patrick Stiegman, ESPN.com

**7:15 p.m.:** Baseball game (Pirates vs. Royals). Provide own transportation (water taxi, bus, rail) to the stadium (advance ticket purchase required through Pittsburgh Post-Gazette sports editor Jerry Micco).

**5:30 p.m.:** Pre-game dinner buffet at stadium

**10 p.m.-midnight:** AP Hospitality Suite, *Reflections*

### Saturday, June 27

**9 a.m.-1 p.m.:** Late registration,  
*Grand Station foyer*

**8:30 a.m.-1 p.m.:** Mall of Ideas,  
*Grand Station foyer*

**9-10:15 a.m.:** **General Session:** Best ideas of 2008, *Grand Station*; **Moderator:** Toby Carrig, Antelope Valley Press; Phil Kaplan, Knoxville News Sentinel

**10:30-11:45 a.m.:** Brunch chat with Professional Bull Riders, *Grand Station I*; **Presiding:** APSE president Lynn Hoppes, ESPN.com;

**Speakers:** Sean Gleason, PBR chief operating officer; Ty Murray, seven-time world champion bull rider

**Noon-12:30 p.m.:** Region meetings: Atlantic Coast, Canada, Great Lakes, Great Plains, Mid-Atlantic, Northeast, Northwest, Southeast, Southwest, West, *Grand Station I*

**12:45-1:15 p.m.:** Closing general membership meeting, *Grand Station I*; **Presiding:** Incoming APSE president Garry D. Howard, Milwaukee Journal Sentinel

**6-7 p.m.:** Banquet cocktail reception, *Grand Station foyer*

**7-10 p.m.:** Awards Banquet, *Grand Station I-II*; **Sponsor:** Pittsburgh Post-Gazette; **Presiding:** Outgoing president Lynn Hoppes, ESPN.com; incoming president Garry D. Howard, Milwaukee Journal Sentinel

**10 p.m.-midnight:** Closing reception, *Fountainview*

## Bulletin staff

**Bulletin Editor**  
**Gregory Lee**  
The Boston Globe  
*Class of 1994*

**SJI Co-Directors**  
**Leon Carter**  
New York Daily News

**Sandy Rosenbush**  
ESPN

**Art Director**  
**Ana Menendez**  
Milwaukee Journal Sentinel  
*Class of 1993*

**Page Design**  
Andrew Bradford  
St. Petersburg Times

**Photographers**  
Bill Serne  
Gregory Lee

**Classroom Instruction**  
**Kenny Irby**  
**Al Thompkins**  
**Keith Woods**  
The Poynter Institute

**David Squires**  
Newport News Daily Press

**Joe Smith**  
Baseball writer  
St. Petersburg Times

**Malcolm Moran**  
Knight chair  
of sports and society  
Penn State University

**Tony Silvia**  
Director of journalism  
and media studies  
University of South Florida,  
St. Petersburg

**Joe Smith**  
Baseball writer  
St. Petersburg Times

**Gary Estwick**  
Titans reporter  
The (Nashville) Tennessean  
*Class of 1999*

**Shannon Owens**  
Columnist/Reporter  
Orlando Sentinel  
*Class of 2002*

**Ed Encina**  
Reporter  
St. Petersburg Times  
*Class of 1997*

**Nick Williams**  
Reporter  
Tampa Tribune  
*Class of 2004*

# Kaplan gets jump, Anastasi right behind in ASPE leadership

By **RONNIE TURNER**  
*Sports Journalism Institute*

Phil Kaplan was elected APSE's first vice president through an odd circumstance, but he comes to the job with a lot of ideas for improving the organization.

Kaplan had originally been nominated for second vice president, but became a candidate for the first vice president position when outgoing second vice president Tim Wheatley was reassigned from the Baltimore Sun's sports department to the head of money and spending.

Under rules of the APSE's charter, Wheatley, who was to become first vice president at the 2009 APSE convention in Pittsburgh, had to relinquish his post because he was no longer a sports editor.



**Kaplan**

Kaplan, deputy sports editor at the Knoxville (Tenn.) News Sentinel, was elected to replace Garry D. Howard, the incoming president, as first vice president when the balloting ended June 1.

Michael Anastasi, managing editor and executive sports editor at the Salt Lake Tribune, received the second-most votes in the four-man race and was named second vice president.

Kaplan will succeed Garry Howard as president at the 2010 APSE convention in Salt Lake City. Despite having to move into the first vice president spot a year earlier than expected, Kaplan plans to work with the other officers on increasing membership and improving the APSE contest.

"I'm extremely honored to join the list of people who have served at APSE and to have the respect for me shown by my colleagues," said Kaplan, who has been at the

News Sentinel since 1996. "We'll have some difficult times ahead of us because of changes in the industry, but I'll (do my job) with a lot of heart."

Anastasi, who spent 11 years at the Los Angeles Daily News before joining the Tribune in 2004,



**Anastasi**

is also a member of the Associated Press Managing Editors and the American Association of Sunday and Feature Editors.

As second vice president, he'll be responsible for managing the newsletter, print and online. "It's a tremendous honor because it's also a tremendous responsibility," Anastasi said. "The APSE and our industry is at a crossroads, and the decisions that the leaders make are going to be (important)."

Noting the shaky financial state of the newspaper industry, Kaplan said that APSE needs to consider serious changes to its contest, such as eliminating awards for special sections.

"(We need to) figure out if there's a more economical way to do this," said Kaplan, who served as a judge in previous APSE contests. "APSE, as a group, will have to decide where we go from here."

Kaplan stressed the need for APSE to work harder to persuade members to remain with the organization and other sports editors to join in the face of massive layoffs and newspapers going out of business.

"Those things (layoffs and newspapers shutting down) I can't stop," Kaplan said. "But what I can do is help APSE grow and be a voice for sports editors and writers and help them stay in this business, a business that we love."



Bulletin file photo

The city is famed for its three rivers (above): the Allegheny and Monongahela, which join to form the Ohio.

## Steel City raises its curtain

BY **LARRY YOUNG**  
*APSE Bulletin Staff Writer*

Pittsburgh, the host city of this year's 36<sup>th</sup> annual Associated Press Sports Editors Convention, isn't hurting when it comes to tourism.

For starters the convention's hotel, the Sheraton Station Square, could be considered an attraction in itself being that it is the city's only riverfront hotel.

"Pittsburgh really has a lot to offer as a host city," said Jerry Micco, assistant managing editor/sports at the Pittsburgh Post-Gazette. "There's a lot to do because we have everything from night clubs to museums and restaurants to great sporting venues."

The sites start as soon as newspaper managers check in to the Sheraton Station Square with the opening night reception which will be held on the Gateway Clipper Fleet, a set of riverboats that sail around Pittsburgh Point and all three rivers.

Within walking distance of the convention hotel is PNC Park, home of the Pittsburgh Pirates and one of the newer and most scenic ballparks in Major League Baseball. The park sits on the Allegheny River just before it meets the Monongahela River to form the Ohio River — hence Three Rivers.

APSE has an outing planned Friday night at the ballpark: \$47 cov-

### Notable Pittsburgh attractions

- Carnegie Science Center
- Kennywood Park
- Mt. Washington and the Inclines
- PNC Park
- Pittsburgh Zoo & PPG Aquarium
- Senator John Heinz Pittsburgh Regional History Center

ers the price of a pregame meal and game ticket to watch the Pirates host the Royals.

"As far as sports go, the Pirates will be the main thing going on here," Micco said. "PNC Park is a great place. If anyone wants to pick up a ticket and go to one of those games, I'm sure they will enjoy it."

If you're already booked Friday, don't fret: The Pirates are on an eight-game homestand through June 27.

"One of the things that makes PNC Park so unique is that they built it in such a way that you have a view of the rivers and the downtown skyline," said Walter Villa, Assistant Sports Editor of The Pittsburgh Tribune-Review. "You have an incredible view from your seat of the city and outlying mountains. It's quite beautiful."

Downtown also boasts the Pittsburgh Zoo & PPG Aquarium, one of only six major zoo and aquarium combinations in the United States.

Prefer an active outing?

Known as a "National Historic Landmark," Kennywood Park provides roller coasters, water rides, thrill rides, classic rides and kiddie-land. It also offers daily BMX stunt and juggling shows.

For those seeking to explore the deep history of the "Steel City," Senator John Heinz's Pittsburgh Regional History Center is a great place to visit.

The history center offers an interactive environment for visitors of all ages with everything from the pre-revolutionary drama of the French & Indian War to the heroics of the Super Steelers.

For our artsy attendees:

Pittsburgh's cultural district—located downtown—offers art and live entertainment, classical and contemporary music, ballet, modern dance, visual art, opera, musical theater, and drama.

During the conference 8-Track, Harry's Friendly Service, Swing, Community Partners and American Celebration will be performing. Tickets are \$39.50. To RSVP, call (412) 456-6666.

"There are seven venues for performing arts," said Margie Romero, Communications Manager for the Pittsburgh Public Theater. "At the time of the convention we will have four performances left of Harry's Friendly Service ending June 28<sup>th</sup>."

# From Red Smith fan to Red Smith winner

By DAVID UBBEN

APSE Bulletin Staff Writer

Eight-year-old Vince Doria didn't know much about sports, writing or any combination of the two. All he knew was that three times a week, a man named Red and the Views on Sports he clacked out onto the pages of the Youngstown Vindicator were unlike anything else that landed on Vince's stoop in the morning.

More than five decades later, Doria is the 2009 winner of the Red Smith Award, named for the longtime New York Times columnist.

The award, given by APSE, recognizes lifetime achievement and "major contributions to sports journalism."

"I can't imagine that anybody has had a better ride than I have had in this business," Doria said. "I don't know why that's happened. I think I'm very lucky."

It's a ride that took him from his native Ohio to Philadelphia and Boston, where he oversaw one of the most legendary sports sections at the Globe for 11 years. It's also a ride that almost never began.

A December 1970 graduate of Ohio State University, Doria took a job as sports editor of the Ashtabula Star Beacon to keep his wallet healthy for the nine months before he tackled the Socratic method as a student in Ohio State's law school. But as September crept closer, Doria realized he'd rather produce papers than pore over piles of them as a law student. So he reneged on his RSVP at law school.

And after nearly 40 years in the industry, that decision has helped him secure a spot in APSE lore, as the 29th Red Smith winner.

Doria helped APSE get the Red Smith award started in 1981 when he was an APSE officer. At that time, Smith was given the first award named for his renowned achievements in sports journalism.

"Maybe winning the Red Smith Award brings you full circle," Doria said.

That circle wasn't without at least a couple run-ins with the Pulitzer Prize winner.

Doria was working in his office one morning in the late '70s while serving as sports editor at The Bos-



Boston Globe file photo

For most of his career, Doria has been seated in the big chair in the newsrooms he's worked in.

## The Doria file

**Now:** Senior VP and Director of News, ESPN

**Then:** The National Sports Daily, The Boston Globe, The Philadelphia Inquirer, The Ashtabula Star Beacon, The Columbus Citizen-Journal.

**What you didn't know:** Best known for his work with the actual paper at the Boston Globe, he also boasts an impressive resume in the Globe

recreational basketball league. In his younger years, he helped his sports staff post a miraculous upset victory over a heavily favored opponent ... with only four players at his disposal. Years later, he attempted to play through a torn Achilles tendon. While heroic, the result lasted approximately three steps.

**Winds of change?** Doria, with Dick

Schaap in 2002, are the only two individuals who spent much of their careers outside newspapers to win the Red Smith Award.

**Quoteable:** "I'm not as smart as I used to be. The longer you're in this business, the more you see there are different ways of doing things, the more you see that you're not always right about everything."

ton Globe. His assistant peered into his office and notified him that a "Red Smith" was on the phone for him. "That's like saying Babe Ruth was on the phone," Doria said.

More shocking was the reason for the call.

"My name is Red Smith," he said, explaining that he wrote some columns for the New York Times.

Doria said he chuckled at Smith's meek approach, making clear that he knew very well who Smith was. Smith's request was simple: credentials for an upcoming Boston Bruins

hockey game. "Why he called me," Doria said, "I'm not sure."

Despite his own success, Doria has patterned much of his own modesty after the first recipient of the Red Smith Award.

"My friends in newspapers now will say to me, 'Boy, you were really smart, doing what you did, when you did,'" he said, referring to parting ways with the world of print for ESPN in 1992 (he'd left the Globe in 1989 to become assistant managing editor at the short-lived National sports daily). "I'd like to believe that,

but I'm not sure that's exactly so."

With a resume like Doria's, one might suspect it could be time for an ease on the career throttle. But according to Norby Williamson, an executive vice president at ESPN, he's still an invaluable asset, proving integral to the development of shows like Outside the Lines and the news magazine E:60. "We might barricade the doors before we let him leave," Williamson said.

Doria may be quick to credit fortune as the reason for his success, but few around him are willing to do the

## Advice for print sports editors:

*We may not know the future for newspapers, or how people will consume news and information in the years ahead. But your journalistic skills — the ethics of reporting, the aggressive pursuit of news, the insistence on accuracy, the clarity of writing — will, I believe, always be central to the process of informing people. As the landscape shifts, hold on to those principles. They will be in demand.*

## Vince Doria, ESPN

same. However, it's a mindset that's endeared him to his colleagues.

"He's one of the most popular people in the building," said John Walsh, executive vice president at ESPN. "When you hear the name, it puts a smile on your face."

Don Skwar, a senior news editor at ESPN and former APSE president, isn't so sure about Doria's "aw shucks" shrug either. "Luck seems to find people who are really good," said Skwar, who also worked with Doria in Boston during the 1980s and succeeded him as sports editor at the Globe.

During that time in Boston, Doria amassed one of the most respected sports staffs ever, featuring Bob Ryan and Jackie MacMullan, who currently do work for ESPN, and former Sports Illustrated senior writer Leigh Montville. But it was his usage of that talent that separated him from his peers.

"It's the reason why he's won this award, in my mind," Skwar said. "He knew exactly the buttons to push, and he had plenty of good buttons."

# Hoppes preaches change, then practices it

By ANICA WONG

APSE Bulletin Staff Writer

When APSE president Lynn Hoppes announced he was leaving the Orlando Sentinel after 17 years for a job at ESPN.com, he knows that some people would have questions.

"Am I running away from something?" asked Hoppes, who began his job as senior director of Page 2 and columnists at ESPN.com in May. "I am running towards something. This is a vibrant company. It has a lot of really talented and smart people and they are focusing on good journalism. It was a case for me of not having to spend every day thinking about cuts and layoffs."

Although some speculated that Hoppes was jumping from the sinking newspaper ship, Phil Kaplan, sports editor at the Knoxville News Sentinel, believes Hoppes' transition to ESPN is far from that.

"It is kind of a great marriage for him," said Kaplan, who has worked with Hoppes on several APSE projects. "He does a lot of great thinking of the ways of presenting sports coverage on a multimedia platform. It gives him a great chance to present sports in different storytelling formats."

Hoppes oversees ESPN.com's Page 2, the feature section that also highlights columnists, including "The Sports Guy" Bill Simmons.

While an editor position is not new to



APSE file photo

**Hoppes on his move: 'Am I running ... from something? I am running toward something.'**

Hoppes, who was the Sentinel's sports editor, the move to Connecticut and getting familiar with ESPN's terminology and work environment has taken some time.

But he is certain that by taking this position, he has continued to focus on what he values most: good journalism. Hoppes was the man behind many of the Sentinel's award-winning sports and special sections, where his passion

for quality reporting and writing was unmistakable.

His dedication also is evident in his leadership of APSE over the last year. In Hoppes' tenure, there have been changes that member editors say helped bring the organization into the 21<sup>st</sup> century. For example, Hoppes was the first APSE president to blog. Kaplan said that the communication between Hoppes and the other

editors is especially important at a time when newspapers need all the help they can get.

"In this time when people have very little time to contact people and call people, we are all in a rush to do our daily jobs," Kaplan said. "By creating this open contact, it really helps a lot."

Kaplan was so inspired by Hoppes' openness to new ways to get people interested in APSE that he created a Facebook page for the organization. "I just think that Lynn understood what we were up against," Kaplan said. "He realized that in order for APSE to survive, we would have to look at our model and how can we ... survive in this changing time."

One such way is through the Facebook page, which shows that the group is "not your father's APSE," according to Kaplan, and is instead ready to connect with members on various levels, not just at the annual conventions the organization holds.

Tim Wheatley, a former APSE vice president, thinks that these changes are not only necessary, but a sign of the times.

"We need to be probably less focused on the contests," said Wheatley, head of money & spending at the Baltimore Sun. "APSE needs to be a resource for training, educating, providing help because the power of the body of the organization is much greater than the individual members."

HOWARD continues from page 1

## Howard's plan: 'Stay focused'

editor of sports for the Milwaukee Journal Sentinel for 14 years after he served as the executive sports editor upon his arrival at the paper. But even his leadership experience does not mean he is not susceptible to the challenges that come with being APSE president.

Fannin said each president has his own unique challenge in addition to the ones that are typical of the job. But Howard is not scared of challenges that he may face as APSE president.

"My mother Ann told me a long time ago, 'If you stay focused and you stay prepared, then you'll do well,'" he said. "That's what I hope to do — just what Ann Howard said — stay focused, be prepared, and hopefully things will take care of themselves."

Howard has specific plans as soon as his term begins. The first thing he would like to do is modify the APSE Web site with the help of Indiana University.

"It's going to be faster, it's going to be more interactive, it'll be better presentation," he said.

Howard wants APSE to maintain its partnership with the university that will become the home of the APSE headquarters. He believes this alliance will allow APSE to save money and stay relevant in the minds of college students.

Howard also hopes to have the winter convention in nearby Indianapolis in 2010 or 2011.

But, most importantly, Howard wants to be accessible to APSE members and help them be effective at their duties.

And the quality that endears him to members such as Fannin and Hoppes will certainly help him do that. "I consider myself a people person," he said. "And hopefully I can bring the group even closer together."

## APSE, Indiana University team up

### School will provide national headquarters

By JORDAN MASON

APSE Bulletin Staff Writer

Garry D. Howard believes APSE's partnership with Indiana University to establish its national headquarters is a wise investment.

Howard, incoming APSE president, has many reasons for endorsing the partnership, and Tim Franklin, director of the Indiana University School of Journalism, believes the alliance is simple common sense. "The goal of the national sports journalism center is to be the premier center for the study of sports journalism in America," he said. "It makes perfect sense to have the nation's largest professional sports media organization based there."

This APSE office will be staffed by the IU School of Journalism and

will feature a tribute to past APSE presidents and an APSE Hall of Fame. Franklin called the establishment of APSE headquarter a "a win-win for both for IU and for APSE."

Howard said his first plan of action as president is to improve the APSE Web site. The School of Journalism will not only help with this endeavor but will host the Web site. "That's a huge step for us," he said. "We've had a good website but this is going to take it up even further."

Howard noted that the partnership would save APSE some money. IU will provide free conference space and logistical help at APSE conventions.

Franklin was particularly excited that IU will sponsor training seminars for APSE. "Part of our mission is to do professional training for current sports journalists," Frank-

lin said. "And with all of the change that's going on in the industry, especially on the multimedia side, I think we can play a role in hosting training conferences for APSE members down the road."

This is where Franklin hopes to contribute personally. He said the great minds at the School of Journalism could help contribute to APSE, adding to the potential to educate at the headquarters.

But APSE is not the only one who will benefit from the new headquarters.

Franklin said APSE can attract young journalists at IU and that he hopes to have APSE members on campus talking to students regularly.

"I want to make sure that this alliance with Indiana University School of Journalism works very well," Howard said.



APSE file photo

Contest chair Howard (at the winter meetings) says, "Not having a contest is not an option, period."

## Fewer judges, more issues

### Officers consider procedure changes

By DAVID UBBEN  
APSE Bulletin Staff Writer

Only 70 judges showed up at APSE's winter contest judging in Las Vegas, an all-time low. Around 100 sports editors make up the usual crowd that decides who will receive sports journalism's most prestigious awards, but after the nation's economy imitated print journalism's distress, far fewer judges could afford the trek to the desert. Contest organizers took steps to ensure the 2009 contest's success with a shorthanded staff, but the steep drop forced officers to take a second look at the future of the contest.

"To think that we're going to turn this around tomorrow is folly," said Tim Wheatley, outgoing APSE vice president.

Any failure won't be because of a lack of effort. On May 14, APSE announced a partnership with Indiana University's School of Journalism, and the tentative plan is to move the

contest judging site to Indiana, a more central location, permanently.

"We're going to get a great deal of help from the school of journalism as far as helping put on the contest," incoming APSE president Garry Howard said. "They may help catch some of the materials and help us on the organizational side."

Last February, contest officials took other steps such as providing daily lunches for judges to save time and pre-delivering papers to judges' assigned rooms in order to compensate for the reduced number.

"Those in charge just did a great job of administering the contest," said Mike Sherman, sports editor of *The Oklahoman*. "They were doing everything they could to support what we were trying to do."

But even if the number of judges continues to slide, Howard is optimistic for the contest's future. Contest chair in 2008, Howard isn't above enlisting local professors or delegates from The Association for Women in Sports Media as additional judges.

"Not having a contest is not an

option, period," Howard said.

Officers also have discussed the possibility of judging the contest remotely, if the situation becomes more desperate. "The complications with that option come with judging sections, which require more discussion," Wheatley said.

The number of judges presiding over each category could also be trimmed to two or three if the total number of judges slips below 70, a number Howard considers manageable.

But the number can't be the only concern. Fair representation is in the foreground of contest officials' minds as well. Their aim is to provide an even mixture of sports editors from small, medium and large papers, as well as incorporate editors who are new to the business and can provide fresh perspective.

"Newspapers have been, in my opinion, slow to realize we have problems," Wheatley said. "But there are other ways to do things, and I think we've got smart enough people to figure out what those ways are."

## The No. 1 bobblehead ... er, sports columnist

By ANICA WONG  
APSE Bulletin Staff Writer

Oregonian columnist John Canzano has another award to sit next to the bobblehead that sports his likeness.

After finishing second in the APSE writing contest the past two years, Canzano was named the 2008 Associated Press Sports Editors top columnist in the over-250,000 category. "You have something good happen to you and you call your parents - they don't know what (the award) is," Canzano said laughing. "The recognition from my peers is cool."

Canzano is comfortable telling you what he sees and how he feels. His voice can be heard through his columns and also on his daily radio talk show, a recent addition to his resume. But what he wants to be known for are his stories about people, not necessarily about athletes. "I'm not a sports nut," he said. "I love people and I love writing about people and finding out about people. I'm lucky that what interests me also interests other people."

When he was nine, Canzano wrote his life story on a typewriter his parents bought him. The story was only a page long and "wasn't very good," he said. But that early taste of journalism got him hooked. Since graduating from California State University, Chico, Canzano has worked at six newspapers, including the *San Jose Mercury News*, the *Fresno Bee* and the *Oregonian*.

It wasn't all fun for Canzano. In 1999, he covered Indiana Hoosiers basketball for a local newspaper. After the season was over, Canzano, burned out, quit his job. He went to work for a Barnes & Noble bookstore and was in charge of the magazine racks. During this time, Canzano decided to go back to graduate school to become a teacher, and just as he was signing his teaching contract, someone reached out to him. Charlie Waters, executive editor of the *Fresno Bee*, told Canzano to pack up and head west to work for the *Bee*.

"He was the number one influence on my writing," Canzano said of Waters. Canzano's first foray into sports column writing was at the *Bee*, where he was the lead columnist from 1999-2002.

Since then, he hasn't looked back. "I had no idea that I was going to be a sports columnist," he said. "I just kept doing the best that I could and let the industry take me where it goes."

And his best has gotten him named to the list of great sports columnists.

"I've worked with a lot of different columnists," said Ken Goe, a sports reporter at *The Oregonian*. "He is probably the most observant columnist."

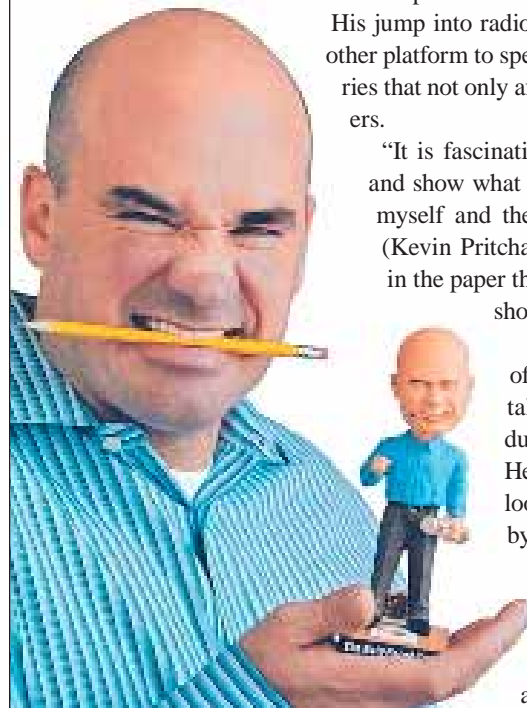
Now with a dramatically shifting industry, Canzano has learned to adapt.

His jump into radio has provided him with another platform to speak his mind and tell the stories that not only affect him, but also his listeners.

"It is fascinating to pull back the curtain and show what is the conversation between myself and the Blazers' general manager (Kevin Pritchard) after I have ripped him in the paper that day," Canzano said of his show, "The Bald-Faced Truth."

Even though he's at the top of his game, Canzano has taken a 13.8 percent pay cut during the industry downturn. He's also rescued some of his look-alike bobbleheads created by a Triple-A baseball team.

"I went into Goodwill and I saw a couple of my bobbleheads on a shelf," he said. "Talk about humility."



# Despite many adversities, Globe reclaims Crown

## Sports staff remains steady during uncertain times

By LARRY YOUNG  
APSE Bulletin Staff Writer

While newspapers nationwide have gone through economic turmoil, few have endured the agony that the venerable Boston Globe has known, as the paper's fate hung in the balance for weeks while it fought off threatened closure by The New York Times, its parent company.

Now, a new contract proposal could—if ratified (the vote came after presstime for The Bulletin)—spare the paper. But much damage has been done. And perhaps the paper's sports department has been hit the worst, losing nationally recognized staff to buyouts and retirements. Despite this, the section still had the ability—and the talent—to achieve APSE Triple Crown status in the contest judging for 2008.

The Globe's newsroom has 340 workers, down from 379 in January. Its sports section began 2008 with 21 reporters and is down to 18. It also lost two assistant sports editors last year.

In fact, Globe sports editor Joe Sullivan said the sports section has been losing people since 2001.

Like all papers, the Globe has seen profits drop as well as circulation. According to the Audit Bureau of Circulation, the Globe's paid daily circulation fell 13.7 percent, to 302,638, while its Sunday edition dropped 11.3, to 466,665, compared to the same period last year.

The Globe reportedly lost \$50 million in 2008, and is on track to lose \$85 million this year. Members of The Guild voted on June 8 whether to ratify a package that includes significant wage and benefit cuts.

And the situation could worsen. "We've had the equivalent of 50 full time positions taken out of this newsroom recently," said Sullivan. "In sports we lost four part timers and one full timer. For us that changed things dramatically."

On the sports desk, the biggest loss was Jackie MacMullan, a nationally known journalist who regularly appears on ESPN. Sullivan said that in 2008, MacMullan accepted a buyout in exchange for her retirement.

"Losses like that take away from your staff's institutional knowledge," said Gregory Lee, Globe senior senior assistant sports editor.

Sullivan said there could be more buyouts and layoffs to come, but he knows the sports staff will push on.

"With these layoffs we finally reached our breaking point with how we are going to put out the paper and support our Web product," Sullivan said. "What hurts us the most is that we don't have enough time to stop and think because we're being reactive all the time. We're in a constant push here from Patriots to Red Sox to Celtics."

On the business side, the newspaper's executives have been in a constant push just to keep things going.

The Globe's Guild recently placed a measure on a ballot that would slash pay and benefits to cut operating costs by \$20 million. If ratified, members of the Guild will take an 8.3 percent pay cut and a five-day unpaid furlough each year, equal to 2 percent in lost wages. The deal would freeze employee pension contributions and ended lifetime job guarantees that employees hired before 1992 had, affecting roughly 190 Guild members.

"It was really a month-long negotiation that went into overtime and beyond before they finally reached a tentative agreement," Sullivan said. "If they hadn't come to an agreement, they (The Times) were threatening to close the paper. I think it was hard for people to imagine that the Boston Globe could go out of business but it was really staring us in the face," he said.

But as new life was breathed into the Globe, its sports editors still struggle with a shortened staff, and tough decisions on coverage are part of the struggle.

"With two fewer reporters we can no longer do what we used to do," Lee said. "Because this is such a pro-centric town, local teams and small college sports have taken a hit in coverage. But despite our losses, we still produce high-level sections. It's a testament to our team that we earned the Triple Crown."

Because of the industry's changing landscape, Sullivan said the sports staff along with the rest of the Globe has decided to focus on making its Web site better. One way of doing that is changing copy editors' shifts, from four 10-hour shifts for an editor each week to five eight-hour shifts.

"We think if we commit more bodies to it (the Web site), we can make it fresher around the clock," Sullivan said.

"The newspaper itself and our section is changing," he said. "Our section is getting smaller ... (so) we think it makes sense to commit people to the Web so we still have a really good sports section and a really good Web site."



Sullivan

## Triple Crown section

**Boston Sunday Globe**  
**Baseball 08**  
MARCH 23, 2008 • SECTION D

**FRANCO FOR FRANCONA**  
Terry Francona has two World Series titles, a new \$12 million deal, and the respect of his players and peers. So why doesn't he receive the acclaim he deserves? PAGE D2

**THE HISTORY OF BENCH**  
The Boston Red Sox's bench has been a source of controversy since the team's first season in 1901. Here's a look at the team's benching history.

**EVOLUTION OF JOE MAN** Innovators called for change in manager's role. **GOING VALUE** Bob Ryan examines exactly how much a manager is worth. **MAIN CHARACTERS** Weaver, Martin, Durocher just a few of the colorful players. **READ OUR FAVORITE BLOGS** AL, MI, CAPTAIN BODER, JEFF PIERCE, BEAR

**SPORTS** Six bring a little taste of home to Japan's famed Tokyo Dome. **www.boston.com**

**Sports**  
The Boston Globe's Sports Section

**Standing alone**  
Celtics take control of East with history

**Soaring with Falcons**  
Atlanta's new stadium is a shining example of modern architecture.

**Also today**  
Punting coach: Higher standards

**Francona embraces rival Torv**  
The Sox manager's new deal is a sign of respect.

**Warehouse Sale**  
March 6-7, 2008

**Sports**  
The Boston Globe's Sports Section

**Eighth wonder**  
Pheleps caps historic Games with record gold

**Halladay's complete effort gets Blue Jays past Byrd, Sox**  
The pitcher's performance was a key factor in the win.

**Also today**  
Ready, set, go!

**Save 200 Gallons of Heating Oil this Winter**  
The Green Star Control System. **SAVE \$85**

# APSE begins programs for students

By JORDAN MASON  
APSE Bulletin Staff Writer

Ask Joe Sullivan, Boston Globe assistant managing editor/sports and chair of APSE's Scholarship Committee, and he will tell you it was then-APSE president Mike Fannin.

Ask Fannin and he will tell you he was one of many.

It is only fitting that no individual in the APSE can be pinned as the creator of the APSE Scholarship.

But, even without an undisputed lead man, APSE awarded its first scholarships to four college students at the 2008 convention in Minneapolis.

Each student received \$1,500 after being selected from a field of 21 by a committee of sports journalists; selectins were based on quality of journalism, academics and need.

And while Sullivan hopes that this is the first of many scholarships to be awarded, he concedes that there is a degree of satisfaction from awarding this first one.

"I must admit that we're more concerned with just getting it up and going and we haven't really looked down the line yet," he said. "I think right now our goal would be to keep it going."

Fannin, whom Sullivan credits with the creation of the scholarship, maintains that it was a collective idea. But it was Fannin who said he saw a surplus in the budget and decided to set aside money for the scholarship.

Sullivan said the scholarship development was generally smooth because "the people who agreed to be on the committee with me are all tremendous people who are willing to pitch in and help." But it was not an overnight success.

The success of the first scholarship venture helped APSE develop a partnership with the Scripps Company. Phil Kaplan, deputy sports editor at the Knoxville News Sentinel, is leading the charge of connecting an internship program with Scripps-connected journalism schools. In that program, two students from Hampton University were awarded internships and scholarships for this summer. Scripps will pay \$1,000 for the scholarship and a \$3,000 stipend. The students are Shemar Woods, who will intern at the Riverside (Calif.) Press-Enterprise, and Aaron Wright, who will intern at the Baltimore Sun.

"This event will not cost APSE a penny," Kaplan said. "If all goes as planned I may possibly put a similar program together at Ohio U (also a Scripps Journalism school)."



## Andrew Johnson

Morehouse College, 2009 graduate  
Fayetteville (N.C.) News & Observer

Johnson fancies himself a gentleman of many faces: a Christian, sports journalist, and Renaissance man, to name just a few. But in a few years, Johnson imagines that he'll take on a new face — that of a preacher. For Johnson, a jump from the press box to the pulpit would not be out of the question. "I believe my calling is to go into the ministry," Johnson, 21, said.



"If I can translate my communication skills in my writing to teaching in the pulpit, the two would go hand in hand. I can take what I learn in journalism and (use) it to lead a church."

Johnson, a native of Montclair, N.J., was inspired to pursue a career in sports journalism by an uncle, David Cummings, senior deputy editor at ESPN the Magazine.

Johnson began his career as a writer for Morehouse College's student newspaper, The Maroon Tiger, during his junior year. He covered tennis, football, golf and basketball, but hopes to expand his horizons during this summer's internship.

— Ronnie Turner

# Finding stars

## on a bright, sunny day

The Sports Journalism Institute Class of 2009 convened at the Poynter Institute in St. Petersburg, with classes, event coverage and live blogging from May 29-June 7. This class, SJI's 17th, covered the minor league Tampa Yankees, major league Tampa Bay Rays and received instruction in topics ranging from ethics to multimedia multitasking. Did we mention they blogged incessantly? Check them out at [2009sji.blogspot.com](http://2009sji.blogspot.com).

Photos by Bill Serne

## Anna Kim

University of North Carolina, senior  
The Buffalo News

Kim, 20, says she loves sports and always knew she was going to be a writer. She just never thought her two passions would meet.

Then Kim read a feature on Joe DiMaggio by Gay Talese. It was the first sports feature she had read and from there, Kim has become almost romantic when it comes to sports writing.

The Chapel Hill, N.C., native is an historian of American sportswriters and the

stories they tell. She enjoys writers ranging from Red Smith to current Sports Illustrated stars Gary Smith and S.L. Price. "I really just delved into the history of the games and the writers that chronicled them," Kim said.

So strong is Kim's love of sports journalism that her parents said she must have been adopted, given how she loved watching Tar Heel basketball on television. "Everyone in my family has a passion," she said, "but I think my parents recognized that mine happens to be watching people with a small orange ball putting it in the hoop."

— Nate Taylor



## Juan López

University of Nevada, Reno, sophomore  
Colorado Springs Gazette

How passionate is Juan López about being a sports writer? Let's just say he would pass up a big-time job on Wall Street to be

an unpaid beat writer for his favorite NFL team, the Tennessee Titans. Juan, a native of Milwaukee, has been interested in sports writing since sixth grade. He'd always been a good writer and being able to make sports his topic was the perfect fit.

Don't catch Juan on the basketball court if your game is not up to par. He has game and loves to play pickup games with friends. But it's not all games for Juan, who is the first person in his family to attend a university. Nervous at first, Juan is now ready to start his junior year next fall. He's fulfilled that dream of attending college, but it's not his biggest childhood dream. Says Juan: "As a kid when I was asked what I wanted to be when I grow up, I replied, 'president of the United States.'"

— Andrew Johnson



## Jordan Mason

University of North Carolina, senior  
ESPN

The only things changing faster than the world of journalism today are the career aspirations of 21-year-old Jordan Mason.

Not that the two are unrelated.

Growing up in Plano, Texas, Mason wanted to work in the company of columnist Kevin Blackstone at the Dallas Morning News. As a senior in high school, he achieved that goal, covering high school football around the Dallas area in an

internship program.

Feeling that dream was too close to his fingertips, Mason turned his eyes higher, hoping to eventually work for a national sports outlet. This summer he'll be interning as a production assistant at ESPN, helping cut highlights for network programs. Now, it's time to look even higher.

"It's not that I'm turning my nose up at all," Mason says. "I'm just a type of person who has to have a higher goal to chase after."

Today, that goal means working as a columnist back at his hometown paper in Dallas, or on the national stage. But give him another five years.

— David Ubben



## Nate Taylor

University of Central Missouri, senior  
Minneapolis Star Tribune

The way Nate Taylor came to love sports wasn't uncommon. He idolized Michael Jordan, was brainwashed by Nike and loved the local Kansas City Chiefs.

One day he realized writing made others lovers of the game, too.

Nate remembers a book signing for Joe Posnanski's "The Soul of Baseball" — and the company that joined him. "There were all these old women," Taylor said. "They were like 'Joe, you make

me read the sports section everyday.' Wow! I realized you can grab people through sports that you didn't know you could grab."

Nate, 21, gives credit to his high school journalism teacher Karen Black for helping him realize his dream of being a sports writer. He joined the high school newspaper and went on to write for his university newspaper and The Kansas City Star.

One of his recent features delved into the life and struggles of a former athlete. "After that story ran, so many people told me it affected them," he said. "Even though it's games and it's fun, it has impact on people."

— Anna Kim



## Ronnie Turner

University of Houston, senior  
Salt Lake Tribune

Ronnie Turner didn't always have much interest in sports. He was more of a historian.

"I used to talk to my great grandma about all

types of things," said Ronnie, who was born and raised in Texas. "After she passed, my great-aunt gave me this huge crate that had nothing but encyclopedias in it. I've always been a bookworm so I read these encyclopedias from cover to cover. I learned a lot of things

in history way before they would teach it to me in school."

His love for history persisted, but a curiosity about sports arose when Ronnie, now 22, was a sophomore at Yates High School and a journalism teacher offered him a chance to cover a football game — his first sports reporting assignment. His career had begun, and since his senior year at Yates, Turner has worked parttime for the Houston Chronicle. He still looks back at that day in 10<sup>th</sup> grade. "I'd probably be getting ready for law school right now if I hadn't taken that offer," he said.

— Juan López



## David Ubben

University of Missouri, 2009 graduate  
The Oklahoman

David Ubben, 21, has come a long way from his first assignment as a high school sophomore covering a football game for his school paper.

The Fayetteville, Ark., native remembers running up and down the sideline with no recorder and no notepad. "I had no idea what I was doing," he said.

Now David is a graduate of the Missouri School of Journalism with his own

Web site and a summer internship with The Oklahoman. Just seeing the 25-foot ceilings and golden elevators of The Oklahoman building told him he was moving up in the world of journalism. "Their building is unbelievable," he said. "I was like 'What is this?'"

David said he is happy to be there even though the environment can be intimidating. This time last year he was preparing for the LSAT and considering law school after a summer studying in Australia left him with no internship and doubting his future in the business. But Ubben has rediscovered his passion for journalism and is hoping to get a newspaper job after his internship this summer.

— Jordan Mason



## Anica Wong

Stanford University, 2009 M.A. candidate  
The Denver Post

Growing up in Delta, Colo., Anica Wong dreamed of studying at Colorado State University and becoming a veterinarian.

Only one of those dreams came true.

"I volunteered at a vet hospital my freshman year two days a week giving radiation to dogs," said Anica, who earned her undergraduate degree at CSU. "But I couldn't see myself doing that the rest of my life."

As a sophomore,

she worked as a general assignment reporter for the campus newspaper, the Rocky Mountain Collegian. She eventually moved to the sports desk where she covered everything from cross-country to football.

"I love covering the obscure sports," she said. "The sports that aren't mainstream bring me the most joy."

In graduate school at Stanford, Wong, 22, became a true backpack journalist, learning to shoot and edit video. "Combining the two is super powerful," she said. "People are more likely to watch a video than read through a story."

Still, she prefers writing to producing video. Wong interned at Trail Runner magazine last summer. She will be working at the Denver Post this year.

— Larry Young Jr.



## Larry Young Jr.

Southern University, senior  
The Houston Chronicle

The power is in the details. For Larry Young Jr., that's his writing style.

While working for his college newspaper,

The Digest, Young wrote a feature about Southern University's athletic director, Greg LaFleur. The story, which was picked up by national news outlets, was filled with details, making the story resonate with readers all over the country. At the time, LaFleur was donating a kidney to

his dying father. He had to get up at 5:30 a.m. to walk and get in shape to prepare for the surgery, even if he had worked 15 hours the day before.

"He wasn't saving his dad's life," Young, 21, said. "He was preserving his best friend." Young, who grew up in Baton Rouge, also wrote for the local newspaper, The Advocate, and participated in the 2009 New York Times Student Journalism Institute. He hopes that his SJI internship with the Houston Chronicle will help him reach his goal of becoming an NFL writer for ESPN. "I'm still growing as a writer," Young said.

— Anica Wong



LEGACY continues from page 1

# SJI founders are honored by NABJ

editor for Sports Illustrated and the Washington Post, mapped out SJI at the 1992 NABJ convention in Detroit. At the time, Rosenbush was the president of APSE and Carter was the chair of NABJ's Sports Task Force.

"We decided to take advantage of our respective platforms to try to add to the number of people who looked like us in the business," Rosenbush said. "We wanted an opportunity for those like ourselves, and we wanted the industry to realize that without diverse viewpoints and life and cultural experiences, you can unwittingly fail to serve huge segments of the population."

The program spearheaded by Carter and Rosenbush has since trained more than 200 student-journalists. Of those students, more than 150 graduates have gone on to work at newspapers or in television throughout the country.

This year's 17<sup>th</sup> class was held at the Poynter Institute in St. Petersburg, Fla., from May 29-June 7. SJI's classroom sessions have been held in universities (the first three years of SJI), at APSE convention hotels and, for the past four years, at Poynter.

"The cost savings of having a fully equipped classroom at our disposal, plus the great teaching staff of Poynter available without cost, has saved SJI," Rosenbush said. "We literally cut our costs in half moving here, and I doubt SJI would be in business without Poynter's partnership."

"The reason we are still involved with it today is because we have seen tremendous success stories," Carter said. "And when you see students one, two or three years later, you get to see that they have progressed, improved and gotten good jobs. That makes it all worthwhile."

Alice Bonner, faculty member at the University of Maryland and former director of journalism education for the Freedom Forum, helped garner support and grants at the program's outset.

The program has continued with funding from the Tribune Foundation, Hearst Newspapers/Houston Chronicle, Associated Press Sports Editors and the New York Daily News.



Bill Serne

Like their students, Rosenbush and Carter dress for success in SJI classes.



Bulletin file photo

"Leon Carter and Sandy Rosenbush were the two real champions who formed the bridge and kept it," Bonner said. "The program increases visibility and says to those who hire in sports departments that these leaders among the top leaders in journalists care enough about diversity to invest in a group of students every year. They don't give money and walk away. They give attention to students and watch over their careers."

A number of those graduates submitted nomination letters to the NABJ on behalf of Carter and Rosenbush for the Legacy Award. Among them was Ohm Youngmisuk, a 1994 SJI graduate, who works as the NFL features writer for the New York Daily News.

Youngmisuk said that when he needed guidance three years after graduating from the program, he turned to his mentors.

"I was talking with Leon and Sandy and probably driving them crazy asking them what I should do," he said. "At that time, Leon was the assistant deputy sports editor at the Daily News. They had an opening for a backup NBA Knicks writer, and Sandy

told Leon, 'Why don't you bring Ohm in for an interview?'"

Youngmisuk began working at the Daily News in 1997, where he continues to work under Carter.

"If I had never known them, I know there'd be no way I'd be in New York today," Youngmisuk said. "I've covered World Series, Yankee championships, the Knicks, the Nets, Giants and Jets. I've seen Super Bowls. I've seen unbelievable things that wouldn't have been possible without Sandy and Leon."

Duane Rankin, a 1993 SJI graduate and reporter and columnist for the Erie (Pa.) Times-News, said he also felt strongly about nominating the pair to be recognized for their work.

"They made you believe that it is possible to make it in the business," Rankin said. "And that was the one thing that stuck with me. They gave you the idea that if you worked hard and went about it the right way, you could make it. Then it was up to you to take that and move forward with it. Thanks to them, quite a few of us have."

**SJI's second class set up publishing and classroom headquarters at Dana Point, Calif., during the 1994 APSE Convention. That's Youngmisuk (front row, center) at left; today he's on Carter's Daily News staff.**

## SJI's list/employment

The industry crisis has left many journalists out of work. SJI grads are not exception. If you have an opening, please consider one of these SJI alums.

**Name:** Bryan Chu

**Years in biz:** 3

**Where he worked:** San Antonio Express-News (enterprise, NBA, police, courts, multimedia journalist); San Francisco Chronicle (college basketball and GA); Albany Times Union (sports and news); Denver Post (sports internship); Torrance Daily Breeze (sports internship)

**Specialization:** enterprise, NBA and college hoops

**Contact info:** bryanchu8@gmail.com

**Name:** David Hinojosa

**Years in biz:** 16

**Where he worked:** Dallas Morning News (8 years); The McAllen (Texas) Monitor (7 years); currently, a freelance writer based in Dallas.

I mostly covered high school sports in my career, but I've covered FC Dallas, the Cotton Bowl, the occasional Cowboys game and Olympic gold-medal gymnasts, Carly Patterson and Nastia Liukin, when they were juniors. I've done freelance work for the Associated Press, ESPN.com, the Dallas Morning News and Fort Worth Star-Telegram. I'm looking to expand my freelance opportunities in the Dallas-Fort Worth/North Texas area. I'm available as a stringer and/or to help bolster your coverage of any events in the North Texas area.

**Specialization:** A versatile writer who loves and is capable of covering almost any sport.

**Contact info:** dhinojosa@aol.com or (214) 773-7061 (cell). References, resume and clips available upon request.

**Name:** Michael Cunningham

**Years in biz:** 11

**Where he worked:** South Florida Sun-Sentinel (7 years); Milwaukee Journal Sentinel (3 years); The Courier-Journal (1 year).

**Specialization:** General sports columnist; covered the Miami Heat, Miami Dolphins, Milwaukee Brewers and Green Bay Packers.

**Contact info:** mrcunningham1@yahoo.com. References, resume and clips available upon request.

**Name:** Yvette Lanier

**Years in biz:** Recently graduated with a journalism degree from Michigan State University. (May 2009)

**Where she worked:** The summer of 2008, was a sports intern at The Denver Post.

In spring of 2008, held a reporting internship at the Lansing (Mich.) State Journal. Held reporting internships at Lexington (Ky.) Herald-Leader and Parsons (Kan.) Sun. Recently completed a spring internship at Consumers Energy in Jackson, Mich., working as a corporate communications writer.

**Specialization:** computer skills: Final Cut Pro, IBM Lotus Notes Applications

**Contact info:** lanieryv@aol.com

**Name:** Cynthia Blade Chavez

**Years in biz:** 2

**Where she worked:** San Francisco Chronicle (sports); South Florida Sun-Sentinel (sports); Yakima Valley Business Journal

**Specialization:** writing, editing

**Contact info:** ckchavez@gmail.com

**Name:** Ivan Orozco

**Years in biz:** 2

**Where he worked:** San Diego Union Tribune I've been unemployed since Nov. 21, 2008 when I was part of a wave of layoffs by the Union Tribune.

**Contact info:** ivan.orozco@yahoo.com or (619) 405-6659

## In the students' words

Every person who has gone through the Sports Journalism Institute departs with feeling that he or she is now part of something larger than one individual. The institute is not just a program for fledgling reporters learning how to sharpen an ever-evolving craft. It is designed—through Leon and Sandy—to preserve lasting relationships and bonds in an industry that can change from week to week.

**Jonathan Abrams**  
The New York Times  
Class of 2004

Mr. Carter's dedication to take a short leave of absence each year from his post as the sports editor of the New York Daily News to mentor these young journalists at the Poynter Institute speaks well to his devotion toward newsroom diversity. But it is his ability to treat the students as professionals, and demand professional work, that places him in an elite class of mentors.

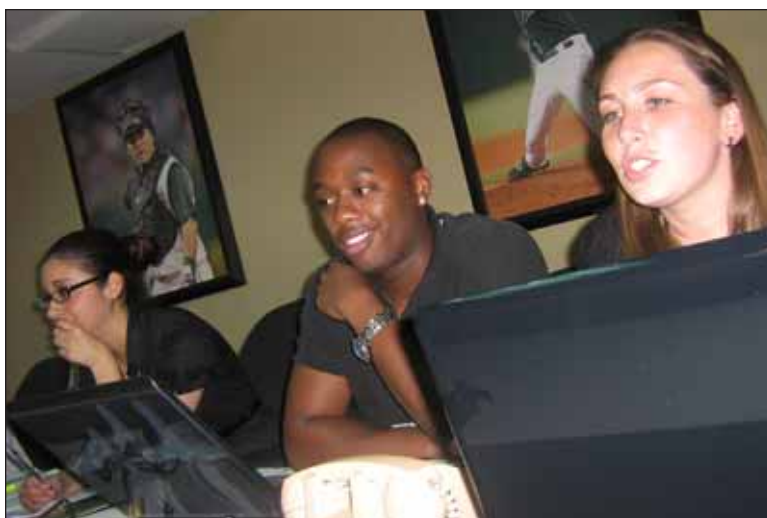
Additionally, Mr. Carter teaches not just journalism, but he presents a realistic depiction of what is expected of professional journalists, a paramount asset to college journalists who hope to one day work in such a field.

Like Mr. Carter, I met Ms. Rosenbush, a former sports editor at The New York Times and assistant managing editor at Sports Illustrated, at SJI in '07. Before I attended the institute, SJI alums said I would love Sandy and her advice. They were right. She worked closely alongside me and the other students to teach basic and finer techniques of writing, which, I can confidently say, many of us would only learn outside of a collegiate classroom and after several years of professional experience. She is a cheerleader for young journalists and her cheers are more helpful than she could ever imagine.

**Baxter Holmes**  
Los Angeles Times intern  
Class of 2007

If we look at the numbers, more than 200 SJI graduates have helped sports departments across the nation become more diverse and garner more awards by allowing minorities (including women) into their departments. While I worked at the Houston Chronicle, I became the first female recipient of the Greater Houston Football Coaches Association's Distinguished Service Award. In 13 years, no other woman had won it. Only one other woman has been honored since I was in 2005.

But more important than numbers — for as journalists we know numbers do not tell the whole story — Mr. Carter and Ms. Rosenbush have guided me through tough decision-making times. They have always been open and receptive to career changes and life changes. The two of them are consistent, loyal,



Bulletin file photo

### The Class of 2007 attended a Tampa Bay Rays baseball game.

dedicated and just good. Mr. Carter has a distinct demeanor that though commands respect still exemplifies grace and humility. Ms. Rosenbush's candor often overshadows her compassion. She has an authenticity to this day I admire and try to emulate.

**Niki Herbert**  
Classroom teacher  
Class of 1999

Making a first impression is one thing. Making a lasting one is another. Leon Carter and Sandy Rosenbush did both for me.

They ignited my career and the careers of many other young African-Americans, other minorities and women through SJI. More importantly, they continue to inspire me and others to strive for greatness, to seek the truth and to do so in a professional manner.

With Leonard Hall of the Freedom Forum, Sandy and Leon started SJI in 1993, exposing college kids from different backgrounds to the newspaper business and successful people in it who just happened to look like me.

I was in that first class. Let me break it down.

Leon and Sandy walk in the classroom, introduce themselves and then Leon begins putting the fear of God in us by telling us the importance of this. From there, he became known to us as Sergeant Carter. He would say, "This separates the men from the boys." When I attend a news conference or cover a game, that thought is in my mind.

Sandy was more low key than Leon, but she was just as influential. Together, they showed us the way. Challenged us. Created an environment we'd have to face if we planned on making a living in this profession.

Together, Leon and Sandy gave me hope and told me to run with with it. Sixteen years later, I'm still running.

**Duane Rankin**  
The Erie (Pa.) Times-News  
Class of 1993

Leon and Sandy have helped launch the sports journalism careers of many grateful female and minority reporters through SJI over the past 15 years. SJI helps women and minorities get a leg up in a sports journalism world that is still run by white men. Leon and Sandy are changing the face of sports desks by giving members of those underrepresented groups a chance to prove themselves.

I participated in SJI in 2007 and in my case, Leon and Sandy took a chance on a kid whose only writing experience was from one year on his school newspaper (Rutgers' The Daily Targum). During the classroom



Bulletin file photo

### Former students often return to help SJI classes and give dreaded "sports checks." Above, Anthony Witrado tests the Class of 2005.

training part of my SJI experience, they pushed me to become a better writer. They pushed me to get to the punch quicker in game stories and to use anecdotal leads to captivate readers in features.

**Stephen K. Lee**  
The (McAllen, Tex.) Monitor  
Class of 2007

I am far from reaching my potential and the pinnacle of the sports journalism landscape, but I am grateful to be where I am today at the age of 25. Much of that is thanks to Carter and Rosenbush.

Not only do they demand the best from their students while they are in the program, but the program is a family that urges members to strive for excellence and gives them the support they need. Countless times I've made a late evening phone call to Carter, Rosenbush or other SJI members for guidance on a story, my writing or newsroom politics.

Carter and Rosenbush are dedicated to the family they've raised and DESERVE to be honored for their dedication and service not only to minorities in journalism but also to journalism itself.

As the sole black person in the newsroom at the Fresno Bee, I am responsible for carrying myself with a level of professionalism in my work that is second to none and raises no question as to why I am employed. Yes, my parents and a supportive upbringing established my work ethic, but it was encouraged and seconded by Carter and Rosenbush. Without them, the Bee might be without my voice and coverage would surely suffer in its diversity.

**Daniel Lyght**  
Fresno Bee  
Class of 2003

Leon Carter and Sandy Rosenbush have been very instrumental to my success as an up and coming journalist.

Without the opportunity to start my career and get my foot in the door, I don't know how I would have been able to gain experience and obtain



Bulletin file photo

### Rosenbush shares a moment at the Poynter Institute with Ronald Clark during the 2006 class.

makes them such distinctive candidates is their collective success in supporting the careers of generations of great sports writers and editors.

All credit to Leon and Sandy for taking action and attempting to help diversify the sports reporting world through SJI. Their passion to see more women and young persons of color advance is admirable.

I specifically appreciate their dedication to providing college students with a less academic and more realistic approach to newsrooms, the stern expectations and often cut throat journalism job culture that awaits them.

With their support, I have developed the confidence to be more independent-minded and assertive in defining my career. After seven years of mixed newsroom experiences, I opted to pursue more creative control of my writing and made a career move to launch a magazine.

Two and a half years later, it continues to be the exciting, challenging adrenaline rush that I was counseled such an ambitious project would be.

**Jo'el Steven Rouse**  
Founding editor,  
InOtherWordz Magazine, Houston  
Class of 1999

I am so in debt to them that since 2002, I have taken a leadership role within SJI to make sure this program remains in existence.

I have participated in other journalism programs. However, none has had their programs on the backs of two people for 16 years. They are the people who secure funding for the program. They are the ones who upgraded the current teaching environment to the Poynter Institute four years ago for no money at all. The results of the program are overwhelming.

**Gregory Lee**  
Boston Globe  
Class of 1994

the contacts needed to start my professional network.

Learning from two of the best in the business provided the chance to expand my horizons and without their help, I would not be in the position I am in now. I am currently on a year-long internship with the Chicago White Sox baseball team.

**Jerome Hubbard**  
Chicago White Sox  
Class of 2008

The individual career accomplishments of Leon and Sandy are well-documented. Yet perhaps what

# On the same team? Not really, but papers are sharing

## Economic pressures have induced radical changes

By NATE TAYLOR  
APSE Bulletin Staff Writer

Jeffrey Martin, a sports reporter for the Wichita Eagle, remembers getting odd looks from co-workers in the newsroom over how he answered his phone: Hello, this is Jeffrey Martin for The Kansas City Star and The Wichita Eagle.

Their looks seem to be telling Martin, "You know you work for The Eagle, don't you?"



Martin

"It's the little things like that where you still don't know how to handle that," said Martin, the Kansas State beat writer for both The Eagle and The Star. "It's not me being dishonest, but it's also not entirely true."

Martin is one of a growing number of sports reporters who are in the middle of what many newsrooms have been forced to do with their sports sections. In June of last year, both newspapers, which are owned by McClatchy, agreed to share content.

The Star received Martin's Kan-

sas State coverage, and The Eagle received J. Brady McCollough's University of Kansas coverage.

The sharing of content was a result of both newspapers, under economic pressures, having to cut staff.

The situation was the same for two former rival newspapers in North Carolina owned by McClatchy.

Also in June, the Charlotte Observer and the Raleigh News and Observer merged their sports sections to cover the entire state with fewer staff members from each newspaper.

The agreements by McClatchy are not unique.

Sharing content has become normal for newspapers that are in close proximity.

As the economy slumps and advertising revenue declines, sports editors have had to look at alternatives to gathering news.

Editors are at the point now where they are building networks with newspapers that used to be rivals.

In just the past year, the Washington Post and the Baltimore Sun agreed to share day-to-day coverage of certain Maryland news and sports. Then last February, the Dallas Morning News and Fort Worth

Star-Telegram, fierce rivals, started sharing sports coverage.

The arrangement called on The News to exchange its beat coverage of the Dallas Mavericks and the Dallas Stars for the Star-Telegram's coverage of the Texas Rangers. The deal allowed the two dailies, among the largest newspapers in Texas, to cut costs. They also share coverage of college and other sports events.

Holly Lawton, assistant managing editor/sports of Kansas City Star, says newspapers are sharing content in order to stay cost-effective. It's a change that editors and reporters are trying to adjust to, Lawton said.

"If you have to save money and both papers have to get rid of people, this is a way to minimize that impact and still keep readers as happy as before," she said. "It was a hard transition to make in the beginning because it's a big mindset change to make."

Even with the need to cut costs, some people like Lynn Hoppes dislike the arrangements. Hoppes, a former associate managing editor/sports for the Orlando Sentinel, had to deal with the pressures of the industry changing when he ran its sports section.

For him, though, it came to a point where continuing to lose members of his staff wasn't worth sacrificing control of content.

"I wanted people [from The Sentinel] to explain to me if all the sharing is going to save somebody's job," said Hoppes, now senior director of Page 2 and columnists at ESPN.com. "At the end of the day, the answer was no. I'm asking then, 'Why do we do it?' And they don't really have an answer to it."

Some papers are making money through content arrangements.

For example, the New York Daily News is selling its Yankees game stories and notes to the Newark Star-Ledger, and the Boston Globe is selling its road coverage of the Red Sox to the Hartford Courant.

Malcolm Moran, the Knight Chair in Sports Journalism and Society at Penn State, shared Hoppes' reservations about content sharing. Moran called the idea, regardless of the reason, troubling because competition suffers.

"No matter how committed the journalist is, there is nothing that can duplicate that edge when you know someone out there is covering the same subject matter as you," said Moran, a former sports reporter at USA Today, the New York Times and Chicago Tribune.

"Every time there is a loss of com-

petition, the overall industry is not better off."

Less competition for news is one of the problems Martin sees as well. He always saw The Eagle and The Star, the larger of the two newspapers, as competitors.

The rivalry among beat writers at the two newspapers helped him thrive, Martin said. He added sharing content also hurts the readers.

"It's watered down the option for the readers, which I think is important," Martin said. "It's weird because now the two big papers on my beat are now occupied by the same voice essentially. I think that's where people lose in content sharing."

Still, Martin said he sees the benefits from content sharing. He has more job security now, and he has learned more under two sets of editors. And even while still trying to adjust to the different settings, Lawton said the agreement between The Star and The Eagle has worked well in its first year.

As more newspapers agree to a similar arrangement, sports editors like Lawton will rely more and more on content from former competitors. In an industry uncertain about its future, Lawton said she is certain that shared content is here for good.

"Once you go to this type of agreement," she said, "you don't go back."

## Cutbacks have forced sports sections to reinvent themselves

By DAVID UBBEN  
APSE Bulletin Staff Writer

The math just doesn't add up. Sports editors whose staffs have been cut must take on the task of doing the same amount of work with fewer resources. Most editors discover in the weeks that follow layoffs that it's a task that is often impossible, especially at newspapers with smaller staffs.

Chip Souza, sports editor at The Morning News of Northwest Arkansas, a 37,000 daily circulation paper in Springdale, Ark., lost one of eight full-time employees and had his cor-

respondent budget cut to zero.

"We've got to sit back and reinvent ourselves," Souza said. "We've got to re-evaluate everything."

Sometimes that means deeper analysis of the most popular local teams—other times, an emphasis in enterprise stories national outlets either can't provide, or don't care enough to provide. Whatever the solution, most can be boiled down to a single concept: making their product indispensable to the community they inhabit.

"If we're going to spend money, we want to spend it on good stories about

people here," said Holly Lawton, assistant managing editor/sports of the Kansas City Star, who terminated seven jobs and lost two more to attrition. "People can get national stuff a lot of places, but they can't get an in-depth story on the new Chiefs rookie first round draft pick anywhere else."

Other editors are forced to decide not just how they cover sports in their communities, but take on the more difficult task of deciding what they can cover.

With a now-nonexistent correspondence budget, Souza's staff will have to sacrifice a significant amount

of high school sports coverage in the fall. Of course, this would be a bigger problem had The Morning News not cut several pages from the section as well.

Ironic, considering Souza's section just had its best finish ever at the APSE contest, placing in the Top 10 for daily sections and collecting a pair of honorable mentions in Sunday and special sections. But don't expect a repeat performance. Souza said the paper will no longer pay for the yearly APSE dues required to compete.

Other papers, after cutting wire editors they decided were not essen-

tial, have been forced to abandon agate copy or Associated Press content after being given less pages within the paper. Involuntary staff trims require suddenly ownerless responsibilities to be re-distributed among the remaining staff, but while circulation and profits have dropped, employees' willingness to exceed their usual responsibilities has risen.

"A couple of years ago, there'd be a lot of, 'Geez, do I have to do that?' There's not much of that anymore," Lawton said. "Everybody kind of gets that they need to pitch in and just do whatever needs to be done."



Moran

# Wall St. Journal seeks to carve sports niche

By NATE TAYLOR

APSE Bulletin Staff Writer

Sam Walker heard the same message from readers time after time. If The Wall Street Journal just had a sports section, readers wouldn't have to subscribe to two newspapers.

Walker, who has been with the Journal since 1998, had the same feelings as those readers. So when News Corp. bought The Journal in 2007, he pushed executives to make sports coverage a bigger part of the newspaper.

More than two years later, those readers who badgered Walker now have their sports section. In March, the Journal expanded its sports coverage to one daily sports page as part of an attempt to reach readers interested in more than the traditional business and financial news.

The page, which Walker manages as sports editor, runs Monday through Saturday (the Journal does not publish on Sundays). Previously, the Journal only had one sports page a week, on Fridays.

"Now, we feel we have a new perspective on it that will bring a lot more to sports coverage," Walker said.

Since March, The Journal has used the new page to produce long-form, analytical stories to go along with a statistics-driven approach with graphics to get its readers to



Bulletin file photo

**NBA Commissioner David Stern, left, talks with MLB Commissioner Bud Selig, center, and Sam Walker of the Wall Street Journal at the 'The Futures of Sports' round table discussion May 6, 2009 in New York.**

think about the numbers behind various sports and events.

The newfound focus on sports has caught people's attention, said Tim Franklin, director of the National Sports Journalism Center at Indiana University.

"I think the Journal is trying to compete head on with The New York Times," said Franklin, a one-time sports editor at the Chicago Tribune. "This is geared to a more sophisticated sports reader, and I think their hope is that they can steal a few readers."

Even if The Journal is attempting to become more of a general-interest newspaper, the sports page does not aim to be like most traditional sports

sections that a metro daily would be. The Journal does not cover any teams regularly on a beat, and it fills its page with long-form features instead of sidebars and notebook-type items. There is also more coverage of sports on the Journal's Web site that covers a variety of topics.

Walker said he wants the sports page to influence sports rather than simply regurgitate the news from the previous day. The Journal will not have game stories and it does not have an agate to reflect the scores from games played. It is a looking-ahead approach that Walker said more sports sections need to adapt to.

"I think the state of sports coverage generally is getting worse," Walker

said. "Our philosophy is that we need to look forward. We want to start the conversation with our stories."

Walker said the newspaper does not do game stories and that he attacks game coverage with his reporters having live chats online. For the most part, the sports section is dedicated to topical issues, he said.

Darren Everson, a sports reporter for the Journal and an SJI alum (Class of '95), said he likes the concept, which allows him to flesh out stories.

"It's giving readers more to read," Everson said. "Maybe you see an idea that you thought about but you've never really seen explored fully. That's something that you might spend some time reading as opposed

to just skimming a game story."

Before the new page, much of the Journal's sports coverage was devoted to the business side of sports. Walker said he wants to move beyond that; in fact, he said in these tough economic times, those types of stories could depress readers more than enlighten them.

Franklin agreed with Walker's strategy. "They want to be different, and I think that's smart," Franklin said. "There's so much sports news and information that is out there, but I think the Journal is trying to carve its own niche that says, 'We don't care about the game-by-game stuff.'"

Like Franklin, Malcolm Moran, Knight Chair in Sports Journalism and Society at Penn State, said the Journal is smart to rely on more in-depth stories, particularly at a time when daily sports sections are losing space. "They can take advantage of an increasing void (with) local papers now devoting less space to those types of long-form story topics," he said.

So far, Walker said he has heard mostly good comments from readers. In addition, he said, the number of hits on the Journal's Web site has increased.

"We want this to be fun," Walker said. "We want this to be a place where fans want to come and have fun reading the big issues in sports."

APSE continues from page 1

## Economy hits APSE's bottom line

tiated the initial room pickup down to what we thought was a reasonable number, and this spring negotiated down the room rate," said Berninger. "Despite those efforts, we're looking at finishing in the red because of a room-night shortfall."

Berninger said that last year's convention resulted in APSE being charged \$15,510 for lost room nights because contractually guaranteed rooms went unused in the economic downturn. But because the organization spent

less than budgeted on some areas of the convention (including food and audio/visual), the event finished in the black, said Berninger.

Unused rooms also hurt APSE's bottom line during its sparsely attended winter meetings in Las Vegas, said Berninger.

"Though the fiscal year 2008-2009 has not ended, we're looking to finish slightly in the red," Berninger said. "This is mainly because we went over the

budget for the winter meetings. That overage was caused by a room shortfall."

Membership is another lagging area for the organization. APSE currently has 568 individual members, down from 667 a year ago, and from the record of 744 in 2007, according to Berninger. The resulting drop in dues revenue is not good for APSE's bottom line either.

Through it all, incoming APSE president Garry Howard of the Milwaukee Journal Senti-

nel is excited about the organization's future, and is committed to regaining some of its lost members and making smart decisions on spending money.

"It's very important that we are cognizant of the budget," Howard said. "We have to be more vigilant at how we spend our money. We have to look at how we can make our convention more affordable. If we can do those things, I believe APSE can be around for another 30 or 40 years."

### Feeling the pinch

Other media organizations are adjusting to the economic downturn:

■ ASNE canceled its 2009 convention, scheduled for Chicago in April. "ASNE's leadership concluded that the challenges editors face at their newspapers demand their full attention," president Charlotte Hall said.

■ ACES, the copy editors' organization, said it is seeing fewer checks and more empty seats at conventions. Membership has dropped by as much as 20 percent, according to an informal survey of 12 of the 40 or 50 journalism associations in the U.S.

■ The Association for Women in Sports Media, which had its highest convention attendance in more than 10 years at the 2008 meeting in Miami, saw nearly a 50 percent drop in registrations for its 2009 convention in Philadelphia in May, according to Lydia Craver, chair of the '08 convention.

# Presses stop for last time in Denver, Seattle

By ANICA WONG

APSE Bulletin Staff Writer

The day after the Rocky Mountain News folded in late February, one of its well-known sports columnists, Dave Krieger, had a new job. He had been recruited by the rival newspaper, the Denver Post. So that Saturday, Krieger, who had worked for the Rocky for 27 years, covered a basketball game and filed his column to a new email address, one that ended with denverpost.com.

"In one sense it was a good thing," Krieger said. "It didn't leave me much time to dwell on what was going on at the Rocky. It was work as usual."

It has been anything but work as usual in the print industry the past year. From Denver to Seattle and beyond, some papers have stopped publishing, some have reduced their publication schedules and others have cut back on home delivery. For those who spent large portions of their lives at these places, life goes on, but not without some emotional tugs.

Less than a month after the Rocky closed, the Seattle Post-Intelligencer ceased its print editions and moved to all online publishing ([www.seattlepi.com](http://www.seattlepi.com)). With its print format, the P-I had 13 people on the sports staff; as an online site, there is a sports producer (the former assistant sports editor), a full-time reporter and two freelance columnists (former full-time sports columnists for the paper).



Bulletin file photo

The Seattle Post-Intelligencer's Marsha Milroy (left) gets word of the newspaper's closing and conversion to online from Cecelia Goodnow.

"We no longer have beat writers covering each sports team in the area," said Greg Johns, the only full-time sports reporter for the P-I.

In Denver, the Post is trying to convert as many Rocky subscribers to Post readers as possible. Hiring familiar Rocky faces would help this process, which is why Krieger and 10 other Rocky reporters were brought on board.

According to Editor & Publisher, the Denver Post retained 95 percent of the Rocky's home-delivery subscribers, a feat accomplished because of the joint operating agreement between the two papers; when the Rocky folded, the Post was automati-

cally sent to Rocky subscribers.

In its push for more readers, the Post got a little help in the shift from a local celebrity: Jay Cutler. The drama surrounding trade rumors of the Denver Broncos' quarterback (who was dealt to Chicago) hit the newsstands the Sunday after the Rocky closed.

"The Jay Cutler drama all started the next day and it was all of a sudden weird because it was the biggest story in the NFL," said Lindsey Jones, the Broncos beat reporter for the Post. "The Post owned that story and it probably helped that transition."

The Post had adjustments to make, including printing a Saturday paper,



The last edition of the Rocky Mountain News wasn't the end of the line for some sports staffers.

a role that had been fulfilled by the Rocky under the newspapers' joint operating agreement. "Now we are putting out another full newspaper every week," said Post sports editor, Scott Monserud. "And obviously our staff isn't getting any bigger."

Jones agreed it is a challenge in planning. "Now all of a sudden it's an extra day of stuff," he said.

Barry Forbis, longtime sports editor of the Rocky, sees something lost with only one newspaper in Denver.

"Truthfully, the two newspapers were great for each other," Forbis said, "not just on the sports side, but in every area. They pushed each other."

For Forbis, the loss is also personal. He worked at the Rocky for almost 20 years as sports editor and now is out of a job.

In Seattle, it is still too early to predict how the P-I will do online. The site uses wire services for most game coverage and because there aren't many staff writers to write breaking-news stories, Johns, the only full-time sports reporter, updates his blog constantly.

"By greatly reducing the staff size from 160 to about 20 for an on-line only effort, (the Hearst Corporation) did so with the hope of seeing if a small news operation could be profitable on the Internet," Johns said.

This concept is being contemplated elsewhere.

In Denver, three Rocky sports reporters started a blog about the Colorado Rockies soon after the paper closed. They are not yet sure whether the site will be sustainable.

"If I had been covering politics for a newspaper for 15 to 20 years, and I wanted to continue covering politics, I will probably have access to people who I want to have access to," said Steve Foster, the former assistant sports editor at the Rocky and one of the reporters for the Inside the Rockies Web site ([www.insidetherockies.com](http://www.insidetherockies.com)) "In sports, it is potentially a little bit different because you still have to be credentialed by teams you want to cover."

## Newspapers turn to unpaid furloughs to make ends meet

By JUAN LÓPEZ

APSE Bulletin Staff Writer

There may not be a more frightening phrase nowadays for a journalist — unpaid furlough.

You can't answer your work cell phone, check your company e-mail or converse with co-workers, and these federal guidelines aren't the worst part of this economic consequence, said veteran sports columnist Joe Biddle.

"(I) lost a week's paycheck," said Biddle, 64, who has covered more than 20 Super Bowls and 12 World Series.

With journalism redirecting resources online and cutting staffs, a growing number of companies are turning to unpaid leaves to cut costs.



Biddle

Newspaper giants like Gannett Co., Freedom Communications Inc. and MediaNews Group have all imposed furloughs in recent months. Some companies impose furloughs over consecutive days (an entire week, for example), while others allow employees to

spread furloughs over a designated period.

Biddle, who said he "didn't even know furloughs existed," until he took one in February, added that furloughs restrain the finances of a more susceptible cluster of writers. "The ones I feel sorry for are the younger people in this profession who are living from paycheck to paycheck," he said. "This presents a severe handicap."

In Norfolk, Va., sports reporter Larry Rubama has taken three one-day furloughs in the last six months.

Still, Rubama said he chooses to

find positives in the midst of a gloomy situation.

"I'd rather have a furlough than not have a job at all," said Rubama, a high school sports reporter for The Virginian-Pilot. "A lot of my colleagues aren't working anymore so I look at it that way and do see it as a blessing because now I'm able to spend time with my kids."

Despite multi-million dollar losses this year alone — from the Boston Globe to the Rocky Mountain News (The 150-year-old Denver-based newspaper printed its final edition on Feb. 27), veteran journalist recruiter

Reginald Stuart labeled this cost-cutting measure as a fad.

"You have to always remember, these things do end," said Stuart, a corporate recruiting consultant for the McClatchy Company. He has worked as a reporter for the New York Times and the Philadelphia Daily News and recently served as the president of the Society of Professional Journalists.

"Young people in particular need to keep that in mind," Stuart added. "They are learning early on how tough it can be. That will help them appreciate later on what good times really are."



Star-Ledger photo

Star-Ledger's Van Esselstyn relishes opportunity.

## New leaders take top sports roles

By ANNA KIM

APSE Bulletin Staff Writer

The roles of sports editors are evolving rapidly alongside the rest of the industry. So while three sports departments hired individuals to fill sport editors vacancies, two individuals assumed newly created titles all together.

Three new editors include Tim Stephens, the sports topic manager at the Orlando Sentinel; Trif Alatzas, head of sports at the Baltimore Sun; and Drew Van Esselstyn, the sports editor at the Newark Star-Ledger.

Tim Stephens was named the sports topic manager at the Orlando Sentinel in late April. Stephens succeeded former editor Lynn Hoppes, who departed for ESPN.

"The title is designed to be more reflective of how our jobs are changing in the digital world," Stephens said. "I'm essentially the associate managing editor for sports, which is the same job we always had. But I think the new title reflects how my job has changed. We are digital company that produces a newspaper rather than a newspaper that, by the way, has a Web site."

Stephens joined the Orlando Sentinel in 2003 as a senior copy editor before being promoted to assistant sports editor and then deputy sports editor in 2007.

At the Baltimore Sun, Trif Alatzas took over as head of sports in early May after serving nine months as business editor. He took over the post of Tim Wheatley, the former assistant managing editor sports and current head of money and spending. Under a recent reorganization, the Sun does not have assistant managing editors.

Along with overseeing coverage of the sports scene, Alatzas said his responsibilities as head of sports include a greater emphasis on leveraging content online

"Obviously with what is happening now in the industry, it's about various ways of delivering news," he said. "Our job is to create the content, cover the local sports scene and provide the news — whether that is on the internet, print, mobile devices or even social media."

Van Esselstyn was named the sports editor of Newark Star-Ledger in early February after serving as deputy sports editor for two years. Former sports editor Tom Bergeron was named the executive sports editor. Van Esselstyn previously worked at the Miami Herald and the Washington Post.

"I was grateful for the trust that those here had placed in me, both in terms of people who work for me and people I work for," Van Esselstyn said.

# Some sports captains jump ship ...

By RONNIE TURNER

APSE Bulletin Staff Writer

Any other time, it would have taken wild horses to drag Lynn Hoppes from his life in Orlando, Fla. to a new one in Bristol, Conn.

But given the precarious state of the newspaper industry, growing uncertainty over job security and the opportunity to work for one of the giants of sports journalism business, it didn't take wild horses to persuade Hoppes to resign his post as managing editor and executive sports editor at the Orlando Sentinel and take a position at ESPN. Hoppes, the outgoing president of the APSE, left the Sentinel in early April to become the senior director of ESPN's page 2 and columnists.

He joins colleagues Ronnie Ramos (Atlanta Journal Constitution) and Glenn Schwarz (San Francisco Chronicle) as APSE members who both left the newspaper business in April.

Ramos was lured away after five years at the Atlanta Journal Constitution by the NCAA, where he'll serve as managing editor of new media strategies and content development. Schwarz took a buyout and retired after 40 years at the Chronicle and the last 22 as sports editor (he was at the San Francisco Examiner from 1969-2000 until it was absorbed into the Chronicle).

Schwarz, 61, is nearing retirement age,

so his departure from the newspaper business differs slightly from the circumstances surrounding Ramos and Hoppes.

Still, the uncertainty of job security played a big role in their decisions.

"It was time because I was looking at what was going forward of my family, the business, and myself and I thought that I needed to take stock of what I had and what I would want," Hoppes said. "So, I decided to pick up and move."

Ramos' situation is interesting, as his position as sports editor at the Journal Constitution was eliminated during the newspaper's restructuring movement in June 2007. He spent nearly two years as the Journal Constitution's senior editor/operations in the news and information department before being hired by the NCAA.

Schwarz had an offer to stay with the Chronicle, but it came with a demotion and a lot of uncertainty over the future of the financially strapped newspaper. The Chronicle's pension plan also was set to expire soon, so he decided to "cash in" while he could.

"My offer to stay was to return to writ-

ing and become a sports columnist," said Schwarz, who plans to pursue another job in the news business at some point. "After 22 years of being a sports editor, I figured that it was time to take the buyout."

Hoppes has a much smaller role at ESPN than he had at the Orlando Sentinel, but he said that he also doesn't have to deal with the negative vibes associated with the newspaper business.

"It's kind of cool not having to talk about layoffs, budget cuts and production space," he said. "What you have is (people) talking about journalism, covering great stories and being more creative because ... you don't have to think about the negative; you can focus on the positive."

Award-winning sports journalist Malcolm Moran, director of Penn State's John Curley Center for Sports Journalism, said that the departure of veteran sports editors and writers would only further damage the newspaper industry, which is relying more on less experienced and lesser-paid journalists and writers.

"It's very scary," said Moran, who worked for nearly 30 years as a sports journalist. "Even if you're operating on the assumption that eventually the economy will shape up or something will come up, ... the loss of institutional memory is staggering. The loss of that institutional memory may take a long time to recover, if ever."



Ramos



Schwarz

## ... while others earn new assignments in newsrooms

By ANDREW JOHNSON

APSE Bulletin Staff Writer

As newspapers continue to downsize nationwide, three talented and experienced sports editors moved up. Tim Burke of the Palm Beach Post, Emilio Garcia-Ruiz of the Washington Post, and Tim Wheatley of the Baltimore Sun all received promotions to new positions.

Burke served as vice president for online digital media, but will now become vice president for audience development and executive editor, overseeing the newsroom and the company's Web sites.

"I think it's a heck of a time in our business to take on this new challenge," Burke said. "I'm certainly excited about this new opportunity especially from a news standpoint."

Burke arrived at the Post in 1994 as sports editor. He later became deputy managing editor until he was promoted to vice president for online digital media. He

is satisfied with his new role at the Post, but is thankful for how sports prepared him as a journalist. He has even thought about a return to the sports section.

"Never say never," Burke said. "My overall thoughts would be that was the best job I ever had. It prepared me so well for some of the things I have done."

Garcia-Ruiz's move to local editor was one of many changes made by Post executive editor Marcus Brauchli, who is restructuring of the newsroom to streamline print and digital news operations. Brauchli also is empowering journalists to work across departments and platforms.

Garcia-Ruiz will now supervise news reporters. As sports editor he pioneered print-online integration for the Post.

Wheatley, assistant managing sports editor for the Baltimore Sun, moved to head the business section. Wheatley also relinquished the title as APSE second vice president. Wheatley has been at the Sun

since 2006 and has worked in sports for 27 years. He is now in charge of working with web content, money and spending.

"It was a smooth transition," Wheatley said. "I am fully comfortable doing what I am doing right now."

Even though Wheatley enjoys his new position, he said: "I have mixed emotions at times. I miss sports, but I love the opportunity to work with the web now."

Serving as second vice president for APSE was a great experience for Wheatley. "My goal ... was to have something posted (online) on a daily basis," Wheatley said. "I wanted a story posted Monday-Friday. I was happy with my work on the Web site and I owe a lot of credit to Chuck Grimes, the Web master for the Dallas Morning News."

Wheatley hasn't cut all his ties with APSE. "I am still working on the APSE site," he said. He is also doing a seminar at the convention on improving Web sites.



Bulletin file photo

A lot has been planned for sports editors who will attend next year's convention. Mike Anastasi, of the Salt Lake Tribune, says 'it's going to be an enjoyable experience for everyone.'

# Next stop: Salt Lake City in 2010

By **RONNIE TURNER**

*APSE Bulletin Staff Writer*

With its many tourist attractions and the prestige of having hosted the 2002 Winter Olympics, Salt Lake City shapes up as intriguing host city for the 2010 APSE convention.

But when it comes to image, Salt Lake City, Salt Lake Tribune managing editor and executive sports editor Michael Anastasi admits that it sometimes doesn't get a fair shake because of its Mormon culture.

"Salt Lake City was founded as a Mormon City, and that's a part of its heritage that it's proud of," said Anastasi, who is charge of planning next year's convention. "It has a heritage, but I think that what Salt Lake City looked like in 1925 or 1965 is nothing like what it looks like today. Immigration from surrounding states has changed the face of this state.

"There's a Salt Lake City of myth and a Salt Lake City of fact. The Salt Lake City of fact is that you can have a good time, and (everything's) all here. We'll make sure that people are set up, and they'll have a memo-

## Salt Lake City attractions

The Great Salt Lake Marina State Park  
The Mormon Temple  
Brigham Young University  
(in nearby Provo)  
Snowbird Ski & Summer Resort  
Solitude Mountain Ski Resort  
Spring Mobile Ballpark  
(home of the Salt Lake City Bees)  
Saltair Pavilion



Salt Lake City Bees

Sports editors can take in a Salt Lake City Bees game.

orable time."

Salt Lake City was chosen as the 2010 convention city in 2007, giving Anastasi ample time to prepare. Several factors are working in their favor: Salt Lake City County has 17,112 hotel rooms, the area is home to four ski resorts, seven national parks are within reach, and the Salt Lake City International Airport is a short distance from downtown.

"The access to Salt Lake City is one of our biggest pluses," said

LaRee Devitt, convention and client services assistant at the Salt Lake City Visitors and Convention Center. "We have a lot of non-stop flights that come into Salt Lake on Delta, and the proximity of the airport to Salt Lake City and the area ski resorts compare (well) to some of the other areas in the nation. If you fly into Denver, you have to travel two hours to (ski resorts in) Vail or Breckenridge; you fly into Salt Lake City, and you're in proximity of 35

to 40 minutes and on the slopes."

The 2010 ASPE convention will be held in the Marriott City Center. Anastasi said that he "pretty much (has) the entire program planned out already," but has not yet nailed down a rate as there's a chance that the prices will lower slightly in the months to come.

Anastasi also plans to do whatever necessary to prevent participants from having to overspend.

"I, and some of my other editors,

plan to offer our services on our own time to pick people up to mitigate expenses because I know that every penny counts," he said. "Whether you're fortunate enough to have the company's support or you're doing it on your own, we're going to do everything that we can to mitigate those expenses."

Among the activities that Anastasi has planned is an excursion to the casinos of Wendover, Nev., trips to the ballpark to watch the Salt Lake City Bees, the Angels' Triple-A affiliate, watching a nationally televised Real Salt Lake soccer match, and driving on an open road course.

Anastasi also noted Salt Lake City's proximity to national parks, mountains, national forests and ski resorts.

"I've been to conventions. All things that people like to do, they can do in Salt Lake City," he said. "That's the bottom line.

"Is Salt Lake City (like) New York City? No. But there aren't a whole lot of cities in America that are Salt Lake City. I think it's going to be an enjoyable experience for everyone."