

# SDX

## 1998 AWARDS

THEY HIT THE STREETS, THE VILLAGES, THE WEB. THEY WENT TO RUN-DOWN MOTELS AND SEEDY FLOPHOUSES, INTO HOMES AND OFFICES. THEY INVESTIGATED, INQUIRED, EXPLAINED, AND SHOWED. NOW THE WINNERS OF THE 1998 SIGMA DELTA CHI AWARDS TALK ABOUT THEIR STORIES, AND HOW AND WHY THEY DID THEM.

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## PUBLIC SERVICE

Circulation over 100,000

Jerry Mitchell

Clarion-Ledger, Jackson, Mississippi

*Crimes of the Past*

**T**hirty-two years after an NAACP leader was killed when his house was firebombed, the mastermind of his murder went to prison as investigative reporter Jerry Mitchell continued righting wrongs of Mississippi's past.

Mitchell reviewed the three-decades-old case, in which Sam Bowers, former Imperial Wizard of the White Knights of the Ku Klux Klan, had been tried four times and gotten off with hung juries.

Mitchell discovered that a man who had pleaded guilty to participating in the firebombing of Vernon Dahmer's home had never spent a day in prison.

Mitchell tracked him down.

The man tape-recorded an apology to Dahmer's family, and later turned himself in. He was a prosecution witness in Bowers' fifth and final trial for ordering Dahmer's murder in 1966.

The contest judges said Mitchell deserved not only the SDX Award but also "the admiration of every citizen of Mississippi and of journalists everywhere."

Mississippi Attorney General Mike Moore wrote that Mitchell's "dedicated and tenacious reporting" made reopening the Bowers case possible. And, Moore wrote, Mitchell "exposed the truth and began the process of healing that my beloved state sorely needed."

The Dahmer family said that Bowers' conviction "reinforces the fact that the Mississippi of today is not the Mississippi of the past."

Mitchell is associate director and associate producer of "No Time to Cry: The Vernon Dahmer Story," a documentary that will be broadcast this fall on the Discovery Channel. He was portrayed in the 1996 movie "Ghosts of Mississippi." He is a consultant on a television miniseries based on the Pulitzer Prize-winning book



Mitchell

"Parting the Waters."

"My journey into the crimes of the past in Mississippi and the South began in 1989 when I became fascinated with the Mississippi Sovereignty Commission, a state segregationist spy agency, with records that wouldn't be made public until 2027," Mitchell said. "I gradually developed several sources who shared what was in the sealed files. Those files showed that the State of Mississippi had secretly assisted the defense of Ku Klux Klan member Byron De La Beckwith, who was tried but never convicted in the 1963 assassination of NAACP leader Medgar Evers. I printed that story. Prosecutors reopened the case. Beckwith was convicted in 1994.

"After Beckwith's conviction, I began to focus on the Klan's 1966 killing of NAACP leader Vernon Dahmer."

The most difficult aspect of his work, Mitchell said, "was developing sources within the Klan and getting them to trust me."

The most gratifying part, he said, "has been getting to know the family of Vernon Dahmer, who along with the family of Medgar Evers are perhaps the finest families I've ever met. They never quit believing, fighting to see justice done despite the passage of time."

Mitchell has been threatened because of his stories, "but I never considered getting off the story," he said.

"As a reporter, you can't let people intimidate you. You have to stand for what's right and go on," Mitchell said.

During a break in one of Bowers' court hearings, Mitchell related, Bowers' attorney walked over to Bowers, who was sitting alone.

"Feeling kind of deserted?" the attorney asked.

"Yes," Bowers answered.

"Buzzards still flyin'?" the attorney asked.

"Yes," Bowers said, tilting his head toward Mitchell. "Chief vulture right there."

## PUBLIC SERVICE

Circulation under 100,000

Staff

Winston-Salem Journal, Winston-Salem, North Carolina

*Dividing Lines*

Race relations in Winston-Salem and Forsyth County, North Carolina, had

never been good. But now the attitudes and actions behind those relations are out in the open.

"Our goal was simple: To write and illustrate an unflinching story of local race relations," the newspaper's editors said.

"We went into schools and neighborhoods and bars and offices to find people who would talk to us about race," the editors said. "We went beyond black and white to look at how a growing Hispanic population is changing racial dynamics here. And with the belief that each community's race relations are unique, we strove to provide historical context, detailing, for example, how early religious sects influenced the area's churches and how the schools were first integrated in the 1950s.

"We found stories of hope and courage, and of cowardice and betrayal. We didn't judge, we just told, giving ordinary people a voice in a debate they have too often been left out of. As the series was running, in print and the Journal's Internet edition, the paper opened its Sunday Insight section to letters and comments from readers. Some readers said we were picking at the community's scabs; others said we were telling a story that needed to be told."

The Journal looked inward as well as outward.

"The series did more than open the community's eyes. It also was a wake-up call for the Journal. In the fourth week's installment, we published a segment about the Journal and its record on race relations. If you worked at the paper, it wasn't pretty to read. But it gave us credibility to look at other local institutions," the editors said.

For years, the editors of the Winston-Salem Journal had talked about addressing race relations. As often happens, time and other constraints intruded.

Then in 1997 a Ku Klux Klan rally, school redistricting, and other events spurred them to action.

The newspaper staff planned for six months and then researched, interviewed, photographed, wrote, edited, and displayed the results in 120 stories published over eight weeks. More than 30 staff members worked on the series.

There have been results, but the editors say the full impact will take a long time.

"There's no magic bullet for improv-

ing race relations," the editors said. "It would be presumptuous to expect a newspaper series to reverse 200 years of history. Improving race relations is a soft target. There are no bureaucrats to fire, agencies to reform, or spending to redirect. It happens block by block, neighbor by neighbor. People have to be unafraid and informed. They have to want to try. And people are trying harder in Winston-Salem. Groups that had disbanded, frustrated with the lack of improvement in race relations, have formed again."

The newspaper has distributed more than 3,500 copies of its series reprint, often one or two at a time. Teachers are using it in their classrooms, and area businesses and community groups are using it in their multicultural training.

The Journal's editors encourage all newspapers to look frankly at their communities' race relations. "It is eye-opening and sobering," they said.

"It took guts to hold up a mirror to your Southern community and discuss its history of troubled race relations," the contest judges said. "The effort was particularly noteworthy when pointing out that your newspaper has been part of the problem. Such frankness gave enormous credibility to the series."

## EDITORIAL WRITING

### Editorial Board

New York Daily News

Concluding that the City University of New York's 30-year-old policy of open admissions was a failure, the editorial board of the New York Daily News demanded strict but fair admissions standards and curtailment of remedial classes.

"Open admissions and limitless remediation had turned a once-proud university system into Tutor U.," said Michael Goodwin, editorial page editor. "Taxpayers were being fleeced, and, worst of all, students, most of them minorities, were being robbed of an education on the basis of the patently racist theory that they couldn't meet high standards."

Three months and 10 editorials after the campaign began, the CUNY board made changes that the editorials had called for.

"Daily News editorials are based on solid, original reporting and vivid writ-

ing," Goodwin said. "They challenge the status quo. They're rough-and-tumble, just like New York. They get results."

The judges said the series of editorials "did what editorials are supposed to do: express the opinion of the publication in a way that lights a fire under people who can change things."

"Readers may not agree with the changes recommended, but the reasons for them were specific, well-argued, and supported by good reporting and research," the judges said. "The editorials were forceful and successful in helping to bring about a significant change in the policies of New York City's university system."

## DEADLINE REPORTING

### Staff

St. Petersburg Times

*Deadly Rampage*

At the end of the day, a little boy, three law officers, and their killer were dead.

As the 10-hour "Deadly Rampage" unfolded at four crime scenes in three counties, the St. Petersburg Times dispatched 32 reporters and nine photographers from eight offices.

Some went to the scenes. Others dived into public records in four counties. One flew to Ohio to the killer's hometown. The team also included news researchers and editors.

The writing and editing began a little more than three hours before the first-edition deadline. The next morning, the Times presented 11 stories to its readers.

The judges called it "a highly readable and complete package under extremely tight deadline pressure."

The story began at 10 a.m. when a habitual felon and gun enthusiast named Hank Earl Carr shot his girlfriend's son, probably accidentally, and escalated at 2 p.m. when Carr slipped off his handcuffs in the back of a police vehicle and killed the two detectives who were questioning him. He stole a truck and fled north, and when a highway patrol trooper stopped him a half-hour later, he killed the trooper and kept driving. Less than an hour later, he stopped at a gas station and took a clerk hostage. More than four hours later, he released the hostage at 7:45 p.m. and committed suicide as law officers

rushed the gas station.

"The magnitude of the story did not emerge until the detectives were murdered early in the afternoon," said Paul Tash, executive editor and deputy chairman of the St. Petersburg Times. "Carr's true identity was not known until later afternoon."

There was controversy in the coverage. "One of our reporters, reacting instinctively to the breaking story, telephoned Carr at the gas station while he was holed up with the hostage," Tash said. "Their brief conversation added considerably to the public's understanding, but later became a point of controversy in the community and in newsrooms, including our own."

## NON-DEADLINE REPORTING

### Barton Gellman

The Washington Post

*Shell Games*

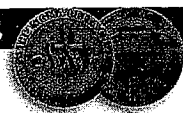
Sensing that there had been a U.S. policy change that was neither announced nor acknowledged, Barton Gellman, diplomatic correspondent at The Washington Post, dug and persisted and then dug some more to expose the real story about weapons inspections in Iraq.

"This is a spy thriller about former U.N. Special Commission chief inspector Scott Ritter and his circuitous, failed attempts to get inside Iraq's security network," the judges said. "Describing the intrigue among two groups, (a) Ritter and Saddam Hussein's security organization and (b) Ritter and the U.S. officials attempting to manipulate him, Gellman crafts a spellbinding, two-day package that can't be put down."

After his two-day bombshell, Gellman continued covering the issue. Months after his first stories were published, the Clinton administration admitted to the major elements in them. In between, though, he was subjected to "continuous attacks from the Clinton administration



Gellman



and other officials trying first to dissuade him from writing, and then to discredit him and his work," Karen DeYoung, the newspaper's assistant managing editor for national news, wrote in nominating Gellman.

"Senior U.S. government officials, including two at Cabinet level, placed strong pressure on my newspaper to withhold the stories, and shunned me for interviews and official travel afterward," Gellman said. "They also briefed other reporters about my stories at least twice, Aug. 14 and 27, without allowing me to attend."

Gellman had solid footing for embarking on the project. He joined the Post in 1988, and in 1991 went to the Pentagon beat to cover the Gulf War. He was bureau chief in Jerusalem from late 1994 to late 1997, then returned to Washington as diplomatic correspondent.

"The idea emerged from beat coverage of the ongoing struggle between Washington and Baghdad," Gellman said. "I had been on the story since the 1991 Gulf War, and it dominated the Clinton administration's foreign policy agenda in 1998. In the spring of 1998, I began to sense an unannounced shift away from the 7-year-old policy of backing arms inspections by the U.N. Special Commission, or UNSCOM, with the use or threat of force. I pulled on that thread, and it led to the others."

His engaging writing style gives the reader a sense of being with him as he follows a labyrinth of cover stories, scheming, and deception.

"Three narratives overlapped through this reporting," Gellman said. "One described Iraq's deception campaign to hide forbidden weapons, which used fronts like the Tip Top Ice Cream truck fleet to shuffle documents and key weapons parts around the country. It also disclosed the U.S. and UNSCOM belief that Iraq had acquired all the components it needed, save plutonium, to build three nuclear warheads."

"The second narrative made public a secret policy shift by Washington to walk away from UNSCOM. Here the stories detailed six occasions on which Secretary of State (Madeleine) Albright and other senior officials intervened to delay or cancel inspections for fear of provoking a confrontation," Gellman said.

"The third narrative described the se-

cret intelligence apparatus that UNSCOM built up for eavesdropping on Iraqi concealment efforts, an operation its author, Scott Ritter, called 'Shake the Tree.' The divided loyalties, false cover stories, betrayals and hidden agendas brought by the U.N. agency's international contributors eventually tore UNSCOM apart."

Gellman did his reporting on the project while he continued covering his beat for more than two months, then spent a month full time on the first stories. Since then, he has broken other stories on U.S.-Iraq policy.

He doesn't know whether his stories have had an impact, or whether they should.

"I don't think these stories accomplished any particular result, and I don't really think journalism should aspire to that," Gellman said. "What they did was to allow a pretty rowdy public debate about what the United States should be doing about Iraq by letting everyone in on what it was actually doing."

For Gellman, the satisfaction was in getting to the bottom of story.

"The best feeling you ever get in this business is that you have penetrated to the heart of something important and previously unknown," he said. "We eventually learned in real narrative detail a kind of subterranean struggle involving Iraq, its friends and enemies at the U.N., and the Clinton administration."

## FEATURE REPORTING

Gary M. Pomerantz

The Atlanta Journal-Constitution

9 minutes, 20 seconds

If a reader didn't know better, he'd think he was strapped into an airplane seat on ASA Flight 529, his arms crossed on the seat back in front of him, his head lowered, waiting for the plane to crash.

The minute details Gary M. Pomerantz gathered interviewing survivors, rescuer workers, witnesses, and toxicologists for hundreds of hours, and poring over investigative reports and court depositions for dozens more resulted in a you-are-there narrative of the last nine minutes, 20 seconds of the flight.

But his reporting didn't stop with the hellish scene in a Georgia field in 1995.

"Initially, my intent was to show read-

ers what it feels like to go down in a plane and also what it means to survive a crash and then live with the experience," Pomerantz said. "But over time my purpose, or ambition, deepened. This series became an adventure of the human spirit. I sought to show readers the extraordinary nature of ordinary people."

Pomerantz traveled thousands of miles to interview 18 of the 19 survivors in eight states, most of them in their homes. In his quest for minute details and to cross-check recollections, he interviewed many survivors several times. He interviewed families of the 10 people who died. He interviewed a mechanic whose sanding of a propeller unintentionally masked a

fatal fatigue crack.

His lengthy interviews with survivors enabled Pomerantz to craft five stories about how people react during and after an extreme emergency such as a plane crash. In the same riveting detail that he used to set the scene for their near-death, Pomer-



Pomerantz

antz explored the survivors' changed lives: the co-pilot trapped inside the cockpit and the uninjured passenger who helped rescue him, the heroic airline attendant, the passengers who have chosen to stay in contact, strangers becoming friends in nine minutes, 20 seconds.

Reporting, writing, rewriting, and editing took nearly 10 months.

"Early in this process I realized that I had a precious gift to offer survivors and family members of those who perished in the crash, namely new information about the crash, and the perspectives of others intimately involved," Pomerantz said. "Once interviews began, survivors talked on and on, typically for two hours and more. They had a hundred questions and more about the crash. My answers were like gold for them."

Pomerantz's seven-part series drew more visitors to the newspaper's Web site than anything else that had been posted in its three-year existence. Copies of the series were requested by airline industry groups, including American Airlines, for crisis management and training purposes, and the Aircraft Rescue and Fire Fighting Working Group, an international

organization of airport firefighters.

"My hope is that the series will accomplish a change in the way people think on two very different levels," Pomerantz said. "One, at a time when American newspapers are riding the stormy seas with declining circulation, I hope this series proves that nothing will bring readers back home to newspapers faster than stories that reveal the extraordinary nature of ordinary people. These days, we in the media are so smitten with celebrities. We're nearly falling over ourselves to write about people rich and famous.

"I'd contend that compelling stories about common people, stories that put ordinary folks under the microscope and reveal their candor and humanity, will allow readers to see themselves in context and connect them with their daily newspapers.

"Second, in an even broader sense, I hope my series serves for readers as an affirmation of the human spirit. How remarkable that passengers and crew put their own lives at risk to help others they didn't know.

"That, to me, is the overarching theme of Atlantic Southeast Airlines Flight 529, not only that people can be good, but that they must be good."

## INVESTIGATIVE REPORTING

Alix M. Freedman

The Wall Street Journal

*Population Bomb*

**A**lix M. Freedman's eight-month investigation revealed that more than 100,000 women in Third World countries had been chemically sterilized, often against their will or without their knowledge, with a method decried by women's-health specialists and believed by the World Health Organization to cause cancer.

Freedman also discovered that the two American researchers behind the controversial sterilization drug quinacrine, their role until then largely unnoticed, were funded by anti-immigrant interests.

Her story was published June 18, and reaction was quick and worldwide. A week later, the Swiss manufacturer announced it was halting production. The next month, Chile, where sterilization with quinacrine

was pioneered, banned its use. In August, the method was banned in India, the largest market for quinacrine. The U.S. Food and Drug Administration asked the



Freedman

researchers to stop distribution and to destroy their supply of the drug, and threatened criminal prosecution if they didn't.

For part of her reporting the story, Freedman traveled with the two American researchers, spending 24 days in Bangladesh, India, Indonesia, and Vietnam. She often peeled off from her escorts to interview quinacrine-sterilized women in the world's poorest slums.

"In Vietnam, she ventured especially far off the beaten track in search of a secluded plantation where she had heard that more than 100 women had been sterilized without their knowledge," her editors said. "She found the plantation, was told to leave by security forces, returned later to conduct interviews and take pictures, and was confronted again by authorities. They confiscated her notes and she had to talk her way out of being arrested. But her perseverance paid off with a powerful account of how hasty sterilizations had been conducted under false pretenses, and how the women and their families had suffered."

In her story, Freedman took care to reflect the need, often desperate, of Third World researchers and women to find an effective, long-term means of birth control in countries where food is scarce and complications from pregnancy are leading causes of infection and death.

Freedman, a New York-based reporter, has this advice for traveling journalists:

"Particularly in the Third World, logistical complexity is the rule. Everything takes far longer than anticipated. Interviews set up in advance often get delayed, or don't pan out at all. In the end, this can turn out to be lucky since it's easier to assess who you really need to talk to once you're on the ground. So the best thing is just to go with the flow without rigid preconceptions of what you'd like to uncover.

"That said, connecting with local journalists and translators is invaluable for tracking down sources and successfully

navigating bureaucracies and cultural mores," Freedman said. "Finally, given the unreliability of air travel in the Third World and lengthy baggage retrieval delays, it's wise to travel only with carry-on luggage, including a full-service pharmacy for all contingencies."

## FOREIGN CORRESPONDENCE

Dean E. Murphy

Los Angeles Times

*Africa: From Silent Shame to Shattering Blasts*

**R**eporting on human suffering in Africa is emotionally as well as physically draining.

"It is not easy to watch children dying or listen to a young girl recount her anguished story of incest," Los Angeles Times reporter Dean E. Murphy said. "In the children's searching eyes, I see my two sons. In the old woman's despair, I see my mother. In the widow's loneliness, I see my wife. Sometimes I just want to go home."

Murphy "cuts through the numbing numbers and makes the people real, their stories personal (and) forges a connection from subject to reader that is unbreakable," his editors wrote in nominating him.

American women volunteered not only money but also time, and a teen-ager decided to join the Peace Corps and ask for assignment to Africa after reading Murphy's story with this lead:

*The death notice arrived in the form of a blood test from an AIDS clinic. Ennie cried her heart out, but when the tears would come no more, she picked up the telephone.*

*"I was raped by my own dad when I was 16," Ennie said the morning after learning she was infected with the virus that causes AIDS. Her last name is not being disclosed to protect her privacy. "The love I had for him failed after that, and I couldn't talk much. He said, 'Sorry if I was the one.'"*

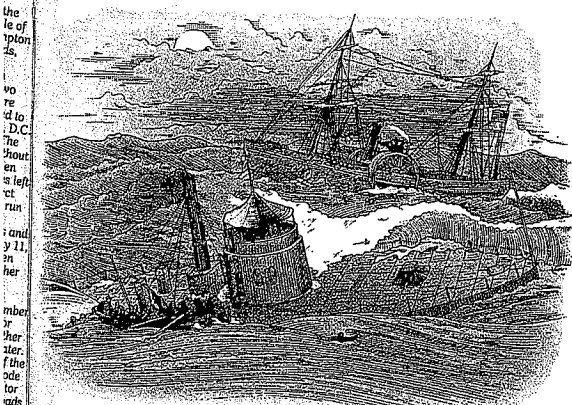
As with other stories, Africa's Silent Shame began with Murphy deciding to look into a topic of interest after he became the Johannesburg bureau chief in November 1997.

"Since arriving on my new assignment  
*Continued on page 24*



## THE MONITOR: LOST &amp; FOUND

## TRUMP TO TRAGEDY IN NINE MONTHS



off the Outer Banks. As the storm raged, the ships became separated. By 10 p.m. the Monitor was in distress from seawater pouring in around the turret which had been jacked up and caulked with oakum.

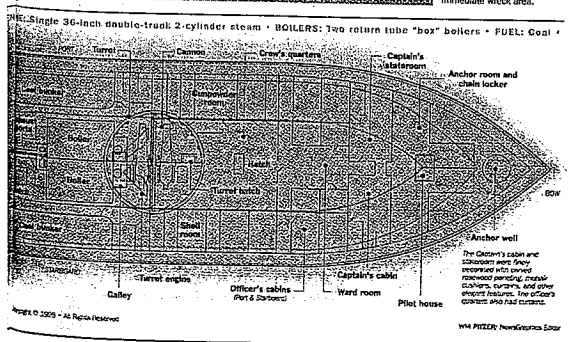
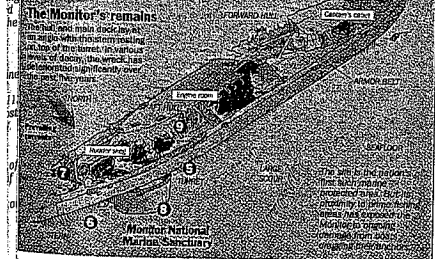
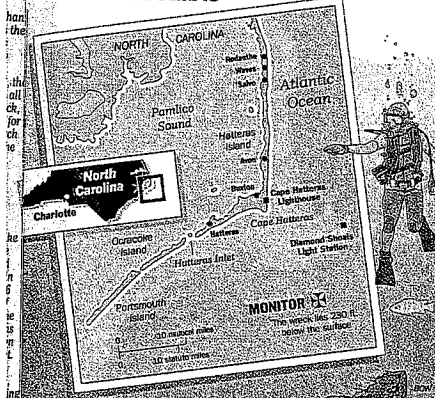
Ironically Ericsson had designed the turret to seal itself when left set down in the brass deck ring. By jacking it up and attempting to caulk the turret, the crew had sealed their doom. The pumps couldn't keep up and

the crew began abandoning ship in boats from the Rhode Island. On Dec. 31, 1862, just after midnight, the Monitor went down off Cape Hatteras. Sixteen crewmen were still on board.

**LOSS OF THE MONITOR**  
Redrawn from a well-known engraving originally published in Harper's Weekly.

Several details have been changed for accuracy. The ammunition box was empty, the lantern moved to the main mast, and the height of the blower stacks and the turret rifle shield have been lowered.

## ROADS TO HATTERAS



## RAISING THE MONITOR

At 230 ft. divers can only work on site for about 20 minutes before starting their return to the surface. Using a special mix of oxygen, nitrogen and helium, technical divers still need about 45 minutes of decompressing as they ascend to the surface. Saturation diving may also be used which allows extended work periods under water, but requires the divers to live in a pressurized environment inside a special chamber. If funding can be found, a rigorous job will lay ahead in the attempt to raise parts of the Monitor wreck. Although researchers are waiting for a final plan from various experts, they have in mind a two-part mission for the Monitor site:

**PART ONE**  
• Short up and stabilize the wreck, probably by stacking keel-like grout bags under the hull, especially around the turret (A) and (B) of where the turret keys.  
• Most of the effort will be concentrated around the aft hull. Much of the forward hull, including the midships bulkhead has collapsed.  
• Later plans call for the attempted recovery of the turret and propeller (7), turret (B), and engine (9).

**PART TWO**  
• Extensive mapping of the wreck, including the recovery of artifacts in and around the immediate wreck area.

## INFORMATIONAL GRAPHICS

William Pitzer, news graphics editor; David Perlmutter, staff writer; Jo Miller, art director; Brenda Pinnell, designer; Jean Marie Brown, metro editor; Tom Tozer, project editor

The Charlotte Observer

Monitor

A three-dimensional double-truck of the sunken battleship USS Monitor, complete with inside-out views and cutaways, was a natural for William Pitzer shortly after he joined The Charlotte Observer as news graphics editor.

"I grew up as a Civil War buff," he said. "Our family vacations were centered around visiting battlegrounds. I was born and raised in West Virginia, a state that was formed as a result of the War Between the States. I'm a graduate of Stonewall Jackson High School. One of my favorite Civil War topics has been that of the ironclads, so I guess working on this graphic was just part of an ongoing process."

The illustration was the idea of Tom Tozer, project editor at the Observer. The graphic took 28 days to complete, and was published two months before a congressional subcommittee was to discuss authorizing \$22 million to salvage much of the Monitor at the nation's first marine sanctuary, which is off the coast of North Carolina.

Pitzer researched and wrote the text as well as designed the graphic. He worked from original blueprints for the ship, which at the time was called the world's first modern warship. He consulted with marine historians at the Mariners' Museum in Newport News, Virginia, and researched records at the National

Archives and at the Navy Museum. He also consulted books about the Monitor, which took 98 days to build and was launched Jan. 30, 1862.

Pitzer created a detailed, to-scale, 3-D model of the ship in Strata StudioPro using dozens of line drawings he created in Adobe Illustrator from the reference material.

The renderings from the model show the ship in photographic detail as it looked when it was launched. He used the model to show how the turret worked and what it looked like to be standing inside the turret, the same view the crew had for the famous battle with the CSS Virginia, also called the Merrimack, on March 9, 1862.

"It shows that newspapers have the ability to offer in-depth graphic coverage that is often reserved for magazines and books," Pitzer said.

A line drawing of the Monitor that is part of Pitzer's informational graphic was redrawn from a famous engraving that appeared in Harper's Weekly in 1865. Working with researcher Jeff Johnston of the Monitor Marine Sanctuary, Pitzer redrew several parts to correct factual errors.

The newspaper had radio and rack ads to promote the graphic presentation, and had a tie-in with Newspapers in Education. The newspaper sold 3,000 extra copies the day Pitzer's information graphic was published. The package helped fuel Monitor conservation efforts, Pitzer said.

Six months after the double-truck graphic was published, Pitzer and staff writer David Perlmutter traveled to the site 16 miles south of Cape Hatteras where the Monitor sank in a storm 11 months after it was launched.

Perlmutter and Pitzer watched and reported on salvage efforts, and were among the first 50 people to touch the propeller and armored deck plates when they were raised.

Building on the previous work, they were able to do a quick turnaround on the salvage story and graphics, visiting the site on Monday and Tuesday and publishing their package on Saturday.



Pitzer

in South Africa, I became interested in gender issues, particularly the challenges facing African women who try to balance tradition and modernity," Murphy said.

"The South African police reported the case of a gang of young men in Soweto who were abducting girls from street corners and raping them, apparently with the professed goal of infecting them with HIV. Police said some of the men blamed women for giving them the disease; the rapes were seen as an act of retribution.

"I decided to investigate the link between rape and AIDS and was astonished at what I discovered, particularly regarding the role of some traditional healers in encouraging the sexual violence," Murphy said.

He found an alarming increase in rapes of children, often by relatives who believe that sex with a virgin will cure AIDS, and he discovered that some traditional healers were prescribing pedophilia as a remedy for everything from money woes to illness.

A doctor at the largest medical center in sub-Saharan Africa told Murphy that child-abuse specialists at the hospital had been unaware of the role of traditional healers in some abuse cases until they read Murphy's story. The hospital will target traditional healers in its community education and outreach programs, the doctor told him.

Murphy's story also caught the attention of a woman who at the time was a member of South Africa's Human Rights Commission. His story substantiated informal reports the commission had received, she said, so she was sending the story to President Nelson Mandela.

From his bureau in Johannesburg, Murphy primarily covers countries in southern Africa, but helps the Nairobi bureau cover stories in eastern and western Africa as needed.

War sometimes is why a reporter goes into a country. Murphy went to Angola because of peace and wrote a story headlined, "Angola's Victims of Peace."

"On my first visit to Angola, I had few preconceived notions about the country," Murphy said. "As a primer on my new beat, I thought it would be instructive to explore how life had changed for ordinary Angolans during the country's longest period of tranquillity since independence. I was especially interested in documenting the effect of the massive international

aid effort. In doing so, I came across an unhappy story of two distinct Angolas, one of new privilege and one of old suffering."

In South Africa, Murphy heard a lot of talk about rising crime rates. The government told him that crime has always been at troubling levels but was now being widely talked about only because it was moving into the privileged, white neighborhoods.

"I thought it would be interesting to test the government's claim, but as I began to investigate incidents of crime in white areas, a surprising trend emerged: Some whites were exploiting the country's high crime rate among blacks as a smokescreen for their own criminality," Murphy said. His story, "S. Africa's Affluent Criminals," was the result.

Murphy was one of the many reporters who covered the U.S. Embassy bombings. One of his stories, "Anguished Kenyans Asking: Why Here?" was "a news feature that emerged logically from the aftermath of the twin bombings in Nairobi and Dar es Salaam," he said.

"It was meant to explain to Americans, in a simple and human way, that ordinary Kenyans feel far removed from the global politics that are the bread-and-butter of U.S. foreign policy. Nonetheless, they became the unlucky victims."

Later, as coverage of the bombings abated, the Kenyan press reported that people blinded by the blasts were being taken to Britain and elsewhere for treatment.

"I thought it would be interesting to determine how prevalent the eye injuries were, and in particular, why they occurred," Murphy said. "On a visit to the hospital, I discovered there were hundreds of people not fortunate enough to get international medical care. And their stories had an eerie similarity: curiosity about a loud explosion followed by blinding, flying glass."

Murphy's goal is to bridge the gap between America and Africa.

"The greatest accomplishment of these stories, I believe, is that they attempted to make Africa, its problems and its peoples, all so exotic and irrelevant to many Americans, more ordinary and believable," Murphy said. "By doing so, the universal themes of the five pieces, from exploitation and deception to poverty and misfortune, are able to unfold."

## WASHINGTON CORRESPONDENCE

Bill Adair and David Dahl

St. Petersburg Times

*The Representative, the Millionaire  
and the Luxury Car*

**B**ill Adair and David Dahl got a tip that a U.S. representative from Jacksonville had a new, expensive car in her household that came from a suspicious source.

Dahl, the St. Petersburg Times' Washington bureau chief, and Adair, the newspaper's congressional correspondent, checked vehicle registration records several times, but came up empty-handed. They gave up.

Six months later, Adair and the St. Petersburg Times' news research department checked again. It turned out that the car just hadn't been recorded in motor vehicle files when the reporters had checked before. This time, they found a new, expensive car registered to Shantrel Brown, the daughter of Rep. Corrine Brown.

"We dropped everything we were doing and worked on the story full time," the reporters said.

"The first story disclosed that Brown's daughter was given a \$50,000 Lexus luxury car by an African millionaire," Adair and Dahl said. "The car went to Shantrel Brown three months after Rep. Brown had mounted an aggressive lobbying campaign to allow him to leave the country to avoid serving time in prison."

Brown's activities on behalf of millionaire Foutanga Sissoko included writing two blunt letters to Attorney General Janet Reno, lobbying colleagues in Congress, and meeting with foreign diplomats.

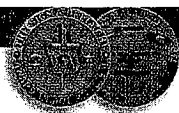
The mother and daughter rode to work in the car, the representative to her congressional office and the daughter to her job at a federal agency, the newspaper re-



Adair



Dahl



ported.

Rep. Brown refused to answer the reporters' questions throughout their investigation, beginning when they approached her in the Capitol. Six days after their first story was published, she tried to have them arrested.

"She alleged that Dahl and Adair impeded her progress on a Capitol hallway while they were trying to interview her on May 21," said Paul Tash, executive editor and deputy chairman of the St. Petersburg Times.

"The charges were groundless; Dahl and Adair were polite and professional, but what was particularly telling about the affidavit was the timing," Tash said. "She didn't call the police the day of the interview or even the same week. She waited until June 9, six days after we published the story titled 'The representative, the millionaire and the luxury car.'"

The U.S. attorney decided not to press charges against the reporters.

The story said millionaire Sissoko and his aides bought the car as a "thank-you."

"For a month after the story appeared, Rep. Brown and her attorney stonewalled about who paid for the car," Tash said. "Finally, on July 3, Shantrel Brown admitted it was purchased by Sissoko's chief financial officer. Our story prompted her to sell the car and (she) gave the proceeds to charity, though she insisted the car was not in return for her mother's efforts on Sissoko's behalf."

In subsequent stories over the next six months, Dahl and Adair wrote about Rep. Brown lobbying on behalf of an overseas gas company that had spent \$27,000 to send her and her aides on a trip to the former Soviet Union.

The gas company also gave \$9,500 to Rep. Brown's campaign.

They also reported that Rep. Brown had a jazz singer on her official payroll who was paid \$17,700 in taxpayer money for 12 weeks of work as a "congressional outreach specialist" to give concerts and motivational speeches.

As a result of the stories, the FBI and the U.S. attorney's office began investigating whether Rep. Brown broke federal bribery and gratuity laws, and the House Ethics Committee began a preliminary inquiry to determine if she broke House rules.

The newspaper received more than 500 letters to the editor because of the stories,

which the reporters considered high since Rep. Brown's district is outside the newspaper's circulation area.

The luxury-car story "matched excellent reporting and strong local news value to tell readers in clear terms about a potential conflict of interest by a member of Congress," the judges said. "It was the kind of story that justifies a newspaper's decision to maintain a Washington bureau—purely Washington and purely local at the same time."

The judges also said: "Adair and Dahl used traditional shoe-leather reporting and scrutiny of public records to compile careful and thorough evidence that accomplished three very important things: a compellingly readable series of stories that told readers about their elected representative in Congress; a dispassionate account of Rep. Brown's questionable activities that didn't rely on innuendo or unsubstantiated rumor; and a consummately fair and culturally sensitive account of the dealings of the West African millionaire, under indictment and threat of deportation, who liked to shower gifts on his well-connected friends and their families."

"Especially noteworthy was the fact that in a story that raised the specter of corruption in public office, not one unnamed source was used, which is no mean feat in such Washington reporting," the judges said.

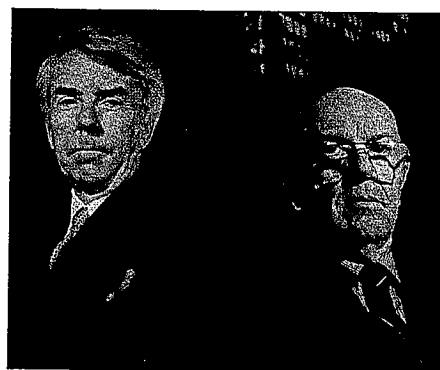
## PUBLIC SERVICE

Donald L. Barlett, James B. Steele  
TIME Magazine

*What Corporate Welfare Costs You;  
Fantasy Islands; Paying a Price for  
Polluters; The Empire of the Pigs*

**S**ubsidies and tax breaks to businesses amount to corporate welfare that costs the average American two weeks' pay every year, an 18-month investigation by Donald L. Barlett and James B. Steele revealed.

The \$125 billion in government handouts, the investigation found, frequently failed to result in promised jobs creation or cost hundreds of thousands of dollars for each new job. Services to local residents sometimes were cut to pay for subsidies to businesses. The deals often were cloaked in secrecy, and involved bribes and threats.



Barlett and Steele

The magazine devoted 42 pages altogether in the four weekly issues in November to the series by Barlett and Steele, who have been an investigative team for 28 years. They were at the Philadelphia Inquirer until 1997.

The lead of their first story shows how they made the handouts understandable for people who carry their money in billfolds, not briefcases:

*How would you like to pay only a quarter of the real estate taxes you owe on your home? And buy everything for the next 10 years without spending a single penny in sales tax? Keep a chunk of your paycheck free of income taxes? Have the city in which you live lend you money at rates cheaper than any bank charges? Then have the same city install free water and sewer lines to your house, offer you a perpetual discount on utility bills, and top it all off by landscaping your front yard at no charge?*

Barlett and Steele conducted hundreds of interviews in 24 states to get to the bottom of corporate welfare, which usually goes by the names enterprise zone, empowerment zone, or economic incentive. Federal, state, and local governments participate in the business breaks, and there are about 11,000 organizations and agencies that keep the system going.

"In most cases, the subsidies not only don't create jobs, they actually result in fewer jobs than before, or create jobs in one place at the expense of wiping out even more jobs elsewhere," Steele said.

Many state, local, and federal officials refused to tell them the amount they had given in grants to specific corporations, and sometimes refused even to identify the beneficiaries, the reporters said.

Still, the reporters amassed specific examples and tallies of the giveaways, and

*Continued on page 28*



Children (above) scavenge through a garbage bin looking for toys they hope a family left when it moved from the motel where they live. For some children, motel residency starts early: A newborn (right) is brought home from the hospital to a motel, where its bed will be a dresser drawer.

## ART/GRAPHICS PHOTOGRAPHY

Daniel A. Anderson

Orange County Register

*Motel Children*

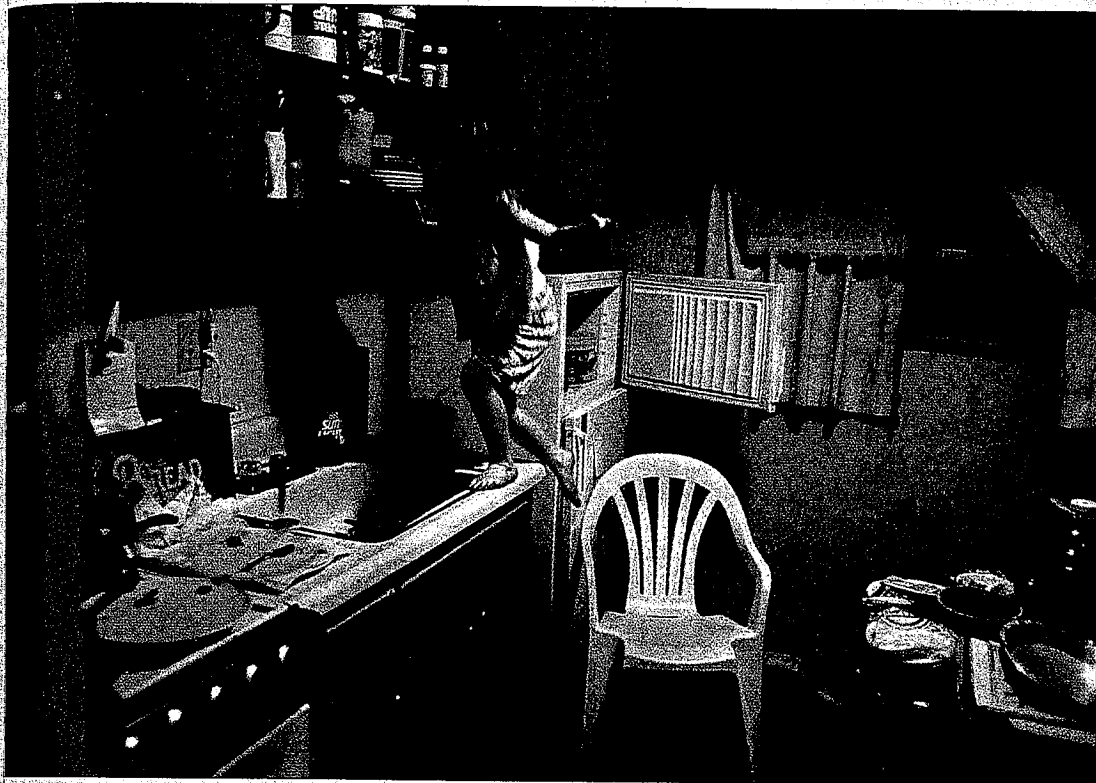
**A**cross the street from Disneyland, in one of the wealthiest counties in the nation, children lived in Third World conditions at a former tourist motel turned low-rent residence.

Photojournalist Daniel A. Anderson told the stories of the motel children, who lived on the edge of poverty and were surrounded by crime, felons, fugitives, drugs, and alcohol. It was an existence where poor nutrition and unstable families were common and regular school attendance wasn't.

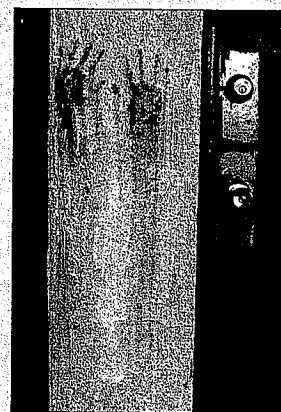
Stories told through Anderson's lens included two small children visiting the grave of their mother, who died from a drug overdose at the age of 27; a family cooking a meager meal in an electric skillet held over a sink of water in the bathroom; children playing in grocery carts in the flooded motel parking lot; a small child crying after the police took his mother away on drug charges; a disappointed boy whose mother bought a cake mix but had nowhere to bake it for his eighth birthday.

Over six months, Anderson and reporter Laura Saari often visited the two motels they chose to focus on from among more





Things for children to do when they live at a motel include climbing around the kitchen (left), which doubles as her room, and catching raindrops (middle of page). A child's muddy hand prints mark the entry to a motel room (below).



than 100 in Orange County. Anderson's 35 photographs document a world that many passed by daily but few knew existed.

One of the most difficult aspects of the assignment, Anderson said, was that sometimes families with whom he had developed a relationship moved out during the night.

"Anderson's photo essay portrays children doing their sad storytelling with visual emotions, intimacy and vividness," the judges said. "Conceptualizing a photo essay on such a salient topic is truly ingenious and innovative, and executing the project with persistence over obstacles in what is often called a 'closed community' is a textbook example of enterprising photojournalism.

"Low-income housing programs have often been subjects of journalistic scrutinies, but focusing on the children suffering in such settings is a fresh journalistic look," the judges said. "Anderson's touch of color and composition are superb, too."

Public reaction was strong to Anderson's photographs, for which he was a



Pulitzer Prize finalist. More than 1,100 people responded with letters to the newspaper, more than \$200,000 was donated, and 50 tons of food were distributed.

The day after the photographs and story were published, the Orange County Board of Supervisors ordered an audit

of services for motel children and allocated \$1 million to expand the low-income housing program or start a new program to help families move out of motels.

A non-profit agency started a \$5 million fund drive to build a shelter for motel families. The county child-abuse prevention center started an experiment to place social workers in a motel room to offer substance-abuse counseling, medical care, and job training.

A non-profit group run by a woman out of her garage grew sixfold, with dozens of new volunteers, thousands of dollars in donations, and six garages full of donated items. With donations, the group obtained a medical van and a tutoring facility on wheels.

Before the story and pictures were published, Orange County Sheriff Mike Carona would lecture civic groups about the motel children and get no response. After publication, people at his lectures started talking about ways to help.

"It was like somebody turned on a light switch," Carona said.

explained how they cost average taxpayers.

The series "took our commitment to public-service journalism to a new level" and was "the most ambitious investigative undertaking in the magazine's 75-year history," said TIME Editor-in-Chief Norman Pearlstine, who suggested the prize-winning pair explore the cost and scope of corporate welfare nationally.

## MAGAZINES

George Anastasia

Inquirer Magazine

*In Their Own Words*

**T**he next time you send a personal e-mail, think about how it would read if you suddenly disappeared or were charged with murdering the recipient.

The e-mails between Anne Marie Fahey and Thomas Capano weren't particularly revealing, until Philadelphia Inquirer reporter George Anastasia put them into the context of a troubled affair between an anorexic woman and a high-powered, married lawyer.

She disappeared and hasn't been found.

He was convicted of murdering her.

Anastasia's magazine story was a scene-setter for the 14-week trial. He narrated the story, but much of it they told themselves through e-mails.

"The messages, some highly emotional and others light and almost flirtatious, painted a picture of a complex relationship that ended in murder," Anastasia said.

"What's more, the picture grew out of the words of the two principals, the victim and the then-suspected murderer," he said. "Those messages served as the engine that drove the story of the last six months of Anne Marie Fahey's life. When coupled with grand jury testimony, FBI affidavits, and interviews with family members, they provided an outline of what the sensational trial that was about to begin was all about."

Anastasia has specialized in organized-crime reporting for 12 of the 25 years that



Anastasia

he has been at the Inquirer. Although the Fahey/Capano case was not Mob-related, Anastasia asked to cover it because of the nature of the crime. There was no body, no murder weapon. He also was intrigued by the way the investigation was being conducted.

"The Feds took over the case and approached it in much the same way they attack a Mob family, spreading a wide net and progressively pulling it tighter and tighter until someone agrees to cooperate," he said.

Anastasia's coverage, which had begun more than a year before he wrote the magazine story, didn't stop with the guilty verdict. He is covering the appeal and a wrongful-death lawsuit filed by Fahey's family, and he is writing a book about the case, "The Summer Wind," due out this fall from ReganBooks/HarperCollins.

The contest judges said they were "extremely impressed by Anastasia's writing style: tight, powerful, confident, and interpretative without a word wasted."

"That talent was coupled with his thoroughness in researching the background, leading events, and psychological motivations of Anne Marie Fahey and Tom Capano," the judges said. "Anastasia gives the impression he fully delved into these two personalities before putting the first word on paper."

"Also, the use of e-mail exchanges between Fahey and Capano added greatly to the flow and tension of the story," the judges said. "Anastasia was wise enough to recognize the places where the story was best told in Fahey's and Capano's own words."

## RADIO

Annie Wu, Lakshmi Singh, Julianne Welby, reporters; Kathy Merritt, news director

WAMU-FM

*Leadership in D.C.*

**T**o understand where leaders come from in Washington, D.C., the staff of WAMU's weekly magazine program, "Metro Connection," went to archives, to veterans of the civil rights movement, to churches. They interviewed dozens of people, some of them to make sure they weren't simply accepting widely held beliefs about the nature of leadership.



Wu, Merritt, Singh, Welby

The four-part series on WAMU, which is licensed to American University, started with Annie Wu tracing the influence of civil rights leaders in the predominantly African American city, many of whom got their start by marching for voting rights.

Reporter Julianne Welby examined why the business community seems to have so little influence, and found its influence is behind the scenes and very effective.

Wu looked at the role of black churches, and found that pastors have been "king makers," people whose endorsements were crucial if a candidate was to get the votes of their congregations.

Reporter Lakshmi Singh covered the growing impact of Latino leaders in the city.

"The idea for Leadership in D.C. started evolving during the 1996 election campaigns," said news director Kathy Merritt. "We talked then about doing a series of stories about what it takes to become a leader, especially in the nation's capital."

"But we were swept up in the presidential elections and never got the chance to focus on the leadership issue. It was a different story in 1998. Longtime D.C. Mayor Marion Barry was deciding whether to run for re-election, and other district politicians were jockeying for position should Barry choose not to run. It was the perfect time to take our idea and apply it during the mayoral campaign."

"We wondered what it was that propelled some people into the world of local politics and how their backgrounds prepared them for serving in leadership roles. When you look at D.C., the civil rights movement and black churches were obvious places from which leaders had emerged, but we also wanted to examine the business community and the growing Latino community."

"Reporter Annie Wu's enthusiasm for



the project kept it alive, and she produced two of four reports," Merritt said.

Each report took weeks to prepare. Some daily assignments were bypassed because there are only four staff members, Merritt said.

The segments included archive tapes of early civil rights speeches as well as natural sounds, like a hissing grill at a café and envelopes being stuffed by volunteers.

"The most gratifying aspect of this series was response from listeners who appreciated the thoughtful approach we took to the work and who felt they learned something new about their community," Merritt said. "It's also gratifying to work on a project that has a direct impact on the place where you live. Local news is vitally important, and it's not often given the time and attention it needs. We strive to do that, and this series is one example of the importance we place on serving our local audience."

## SPOT NEWS REPORTING

Robert Berger

CBS Radio News

*African embassy bombings*

The listener, the judges said, "felt as if he were in Kenya" because of Robert Berger's use of narrative and natural sound to report from the scene after the bombing of the U.S. Embassy in Nairobi, Kenya.

Berger, who has been CBS Radio's resident reporter in Israel for 10 years, boarded a hastily chartered jet in Tel Aviv and became the first American network radio reporter to reach Nairobi, said Charles F. Kaye, executive producer of CBS News/Radio.

Within minutes of his arrival, he was on the air.

"The most difficult aspect of the assignment was dealing with the emotional toll such an assignment takes as rescuers desperately tried to free people trapped beneath the wreckage and constantly came upon more victims," Berger said.

"The most gratifying aspect was serving such a crucial role on the front lines,



Berger

getting information quickly and getting it right, and reporting back to CBS on an hourly basis," Berger said.

Berger reported from Nairobi for three weeks.

"Berger, who is fluent in Hebrew, was able to develop excellent sources among the Israeli military rescue forces and intelligence officials who were taking part in the operation," Kaye said. "Many of Berger's significant beats on the story were attributed to unnamed Israeli officials."

Berger's reports included the emotional voices of Kenyans reacting after the explosion, the clinking sounds of tons of glass being gathered for disposal, and the music inside a church at a funeral for a victim.

The natural sounds delivered "not just the facts but the emotions of those involved," the judges said.

## CONTINUING COVERAGE OF A BREAKING EVENT

Staff

ABC News Radio

*Crisis in the White House*

ABC News Radio's live coverage of Bob Livingston's unexpected announcement that he wouldn't be House speaker was "flat-out great radio, perfectly conveying the surprise and drama of that event," the judges said.

The stunned reactions of the reporters were among the dramatic moments in a year that had no shortage of drama.

As Livingston came to the part of his speech in which he announced he was stepping down, "Uh-oh" can be heard in the background of the broadcast as the direction of his speech became clear.

When he finished his speech, the shock that went through the House is reflected by the reporters' descriptions of the reaction and the tone of their voices. "I saw a man on the side actually stagger when he heard the news," a clearly surprised Vic Ratner reported while the House was voting on impeachment of President Clinton.

Jackie Judd, special-assignment correspondent for ABC News, had broadcast the first report anywhere on the allegations involving Clinton and former White House intern Monica Lewinsky.

Judd's report on ABC News Radio at 12:45 a.m. Eastern on Jan. 21 was heard

by 200,000 people, and by later in the morning the yearlong maelstrom had begun. At year's end, the ABC News team captured the tension and the emotion as the House voted Dec. 19 to impeach Clinton.



Judd

The entire ABC News Radio staff contributed to the coverage through the year.

The reports that formed ABC News Radio's entry "went beyond cataloging the milestones of the year of Monica, Bob Livingston, and Kenneth Starr," the judges said.

"The reports included in this entry contained information we did not hear anywhere else, as well as the most cogent analysis," the judges said.

## EDITORIALS

Mark Plotkin

WAMU-FM

*The Man Who Would Be Mayor*

Mark Plotkin drew on his long tenure covering local politics in Washington, D.C., when Marion Barry decided not to run again for mayor.

Plotkin, political commentator at WAMU-FM, did three commentaries on the campaign of Anthony Williams, who was drafted by a grass-roots movement. A political as well as residential newcomer, Williams had been the chief financial officer of the District of Columbia.

Plotkin's first commentary was his impressions of Williams and his performance as chief financial officer. Next, Plotkin expressed second thoughts about Williams. In his third commentary, Plotkin analyzed how Williams had beat his Republican challenger before the election was ever held.

As Plotkin had predicted, Williams won in the Democratic Party primary and the general election.



Plotkin



Plotkin said he hopes his set of commentaries "gave a feel for the pulse and tenor of the campaign.

"Maybe it gave a clue to why Williams won and gave an indication of how he would govern," Plotkin said.

The commentaries served "to highlight some of the defects of his political persona, which are now coming to play as he serves as mayor," Plotkin said.

Plotkin has presented weekly commentaries and interviews on WAMU, which is licensed to American University, since 1989. His weekly "D.C. Politics Hour with Mark Plotkin" is heard by about 36,000 people in the District of Columbia, Maryland, and northern Virginia.

In addition to commenting on local and regional politics, Plotkin has been an active participant in District of Columbia politics for 19 years. He was twice elected to the D.C. Democratic State Committee, serving from 1985-89. He was an elected member of the Advisory Neighborhood Commission 3B from 1981-85, and was chairman of the commission for two years. He is an outspoken advocate for statehood for the district.

## INVESTIGATIVE REPORTING

RADIO

Beth Fertig, reporter; Dean Cappello, editor

WNYC

*The Young and Homeless*

An agenda item for a Greenwich Village community board caught reporter Beth Fertig's eye. So she went to the meeting and was given a report that, to her shock, said there were only 500 shelter beds available for New York's 10,000 to 15,000 homeless youth.

She and then-news editor Dean Cappello decided to tell the homeless teens' story from the streets where they lived.

Finding the homeless teens was more difficult than Fertig had expected.

"Unlike homeless adults, who beg for change on the streets or sleep in the subway stations, kids are much harder to spot," Fertig said. "Being teen-agers, there is much more pressure to look and act like everyone else. Any money they scrounge up is spent on fashionable clothes. And they congregate on the streets just like any other kids."

The director of an outreach program eventually steered Fertig to Sly, a formerly homeless man who became her passport into the world that homeless teens have created for themselves on the streets of New York.

Fertig set out to do a two-part series. In the first part, she gave an overview and interviewed homeless teen-agers. Many didn't know about Covenant House, the only shelter, or didn't want to go there.



Fertig

She did one part on Safe Home, a house for homeless teens with HIV. The report said homeless youths are at high risk for contracting HIV. Although some of the teens were reluctant

to talk to her, boys named Freddy, Gremlin, and John spent time with her, and the station put some of Gremlin's artwork on its Web site.

The two parts were finished when Fertig was on the local talk show discussing homeless youth. The brother of one of the teens she interviewed called to say he was worried about his brother, Victor. Fertig later interviewed Victor's mother, and made the interview the third part of her series.

Reporting on the issue was gratifying, Fertig said. "I care a lot about teen-agers," she said. "They have such a difficult time as it is, making that awkward transition from child to adult. But when they start out with a disadvantage—abusive parents, drug abuse in the family, or poverty—they need all the resources they can get. It really disturbed me to see so many kids fending for themselves. I wanted the public to know that this population does exist."

For a follow-up, she did a memorial to Gremlin, who died from AIDS, by returning to Safe House to interview people who had known him. The station put pictures of him, more of his artwork, and some of his poems on its Web site as a tribute.

"The reporter's tight, well-written script matches the compelling words of the young people interviewed for the series," the judges said. "The interviews with parents added an important dimension to telling a complete story; the high quality

of the production helped hold the listener's attention; and the reporter's enterprise and rapport with her subjects are impressive."

## FEATURE REPORTING

RADIO

David Isay, Stacy Abramson, producers; Nathan Smith, Charles Geter, hosts/reporters

Sound Portraits Productions for NPR

*The Sunshine Hotel and Charlie's Story*

Step inside the Sunshine Hotel and let the genial resident manager, Nathan Smith, take you on an audio tour of one of the last flophouses on the Bowery, a notoriously seedy section of New York City. Meet the men who pay \$10 a night to call one of its cubicles home. Picture the narrow halls, chicken-wire ceilings, bare light bulbs, bed bugs. Hear the men's dignity come through as they talk. Share their pride in being part of what Smith calls "the last of the last," living in a kind of housing that won't be around forever. And be mesmerized by Smith's upbeat, often funny, narration.

National Public Radio, which broadcast *The Sunshine Hotel* on "All Things Considered," received more e-mail about the story and more requests for copies of the tape than for any other story in 1998.

It was a story Isay and Abramson almost gave up on after six months of trying to gain entry into a flophouse, where outsiders often are unwelcome because of drugs and other goings-on inside by residents who often are loners.

Isay and Abramson had talked about doing an oral history of the flophouse area, which is near their studio.

Then they met Smith, who welcomed them and their sound equipment to the Sunshine Hotel, which has changed little in a half-century.

The 25-minute story was boiled down from more than 50 hours of taping at the Sunshine Hotel over six months.

After *The Sunshine Hotel* was aired, Random House approached the producers and suggested a companion book. They are working on "Flophouse," which will be oral histories of residents of the six remaining flophouses on the Bowery, with pictures by photographer Harvey Wang. It is to be published next spring.

Charlie's Story was a sidebar to *The*



Sunshine Hotel and was aired three months later.

Isay and Abramson gave a tape recorder to Charles Geter, who had lived at another Bowery flophouse, the Palace Hotel, for 25 years. Over two years he tried to get others in the Palace and around the Bowery to let him interview them.

But the story really was about Geter's self-discovery and gain in confidence, and his determination to finish the project because he had finished little else in his life. His determination came after he was diagnosed with HIV.

The two pieces "introduced the public to voices that would otherwise never have been heard and stories that would otherwise never have been told (and) showed the amazing stories that are around us when we take the time to listen," Isay and Abramson said.

They said they felt like *The Sunshine Hotel* was a "blessed story—no reason why we should have gotten access to this hotel and had all of these amazing men to talk to. We were given a tiny door of time to sneak in and record this dying history. Right after we finished the piece, Nathan was diagnosed with cancer and had a heart attack, so we had a small window of opportunity that opened up to us, and we were privileged to be able to jump in and out and preserve this history."

## PUBLIC SERVICE

Large market

Laure Quinlivan, reporter, writer;  
Jeff Keene, photographer, editor;  
Mark Shafer, executive producer;  
Stuart Zanger, news director

WCPO-TV, Cincinnati

*I-Team: Stadium Investigation*

**R**eporter Laure Quinlivan adhered to the investigative reporter's creed: Follow the money.

Her paper trail, which was built largely by using Ohio's open-records law to obtain canceled checks and invoices, told a far different story than Hamilton County's official reports on construction of Paul Brown Stadium.

She learned that the county had fallen far short of its promise to award 15 percent of the work to businesses owned by minorities and women. Forty percent of Cincinnati's population are minori-



Zanger, Quinlivan and Shafer

ties, and women make up more than half of the population.

Since WCPO's investigation, the county has hired a compliance officer.

She also found that minority-owned businesses had been paid far less than the county's reports said they had.

While the camera rolled, she showed one contractor a county report saying he had been paid hundreds of thousands of dollars. That was news to him. He'd only been paid a few thousand dollars.

It turned out that a stadium contractor had listed the man, an electrical contractor, as a subcontractor. But it wasn't electrical work he was hired for; he made calls to line up deliveries of concrete.

The check was made out jointly to the contractor and to him, and he was instructed to endorse it and send it to the other payee. Then he was paid a small portion of the total amount. The county listed the full amount next to his name.

"This investigation originated in a discussion between (news director) Stuart Zanger and myself," said Mark Shafer, executive producer. "We were looking for projects that could have a significant and positive impact on our community, projects we could commit the I-Team to investigate for months and possibly years to come.

"About the same time, our viewers had told us they were vitally interested in knowing how their elected officials were spending nearly a billion dollars of their tax money on new professional sports stadiums," Shafer said. "It seemed to us that the I-Team could be the perfect watchdog, and because of her tenacity and expertise researching documents, Laure Quinlivan was the natural choice as the reporter for this project."

Quinlivan spent four months on the three-part investigation of minority contracts, and since then there have been reaction stories and new angles.

"The hardest part was and is getting information from the county," Quinlivan

said. "Often, our public records requests are not fulfilled or only partly answered. Hamilton County hired a public relations consultant to filter all requests for information, interviews, and public records. Our November reports featured a nervous-looking county commissioner who did not like how he appeared on TV. Since then, he and the other two Hamilton County commissioners responsible for the stadium will no longer do on-camera interviews with me, no matter what the subject. They will only provide written answers to written questions, which makes it more difficult to produce a good television report."

The initial stories had an immediate impact.

"This project resulted in an organized protest by minority and building trades groups at the very next county commission meeting," Zanger said. "The commission changed its procedures for checking contracts, hired a real compliance officer and started a minority, women, and small-business program. In addition, the Cincinnati City Council conducted an investigation of the county's contract procedures, which verified the findings of WCPO's investigation."

There was other reaction as well.

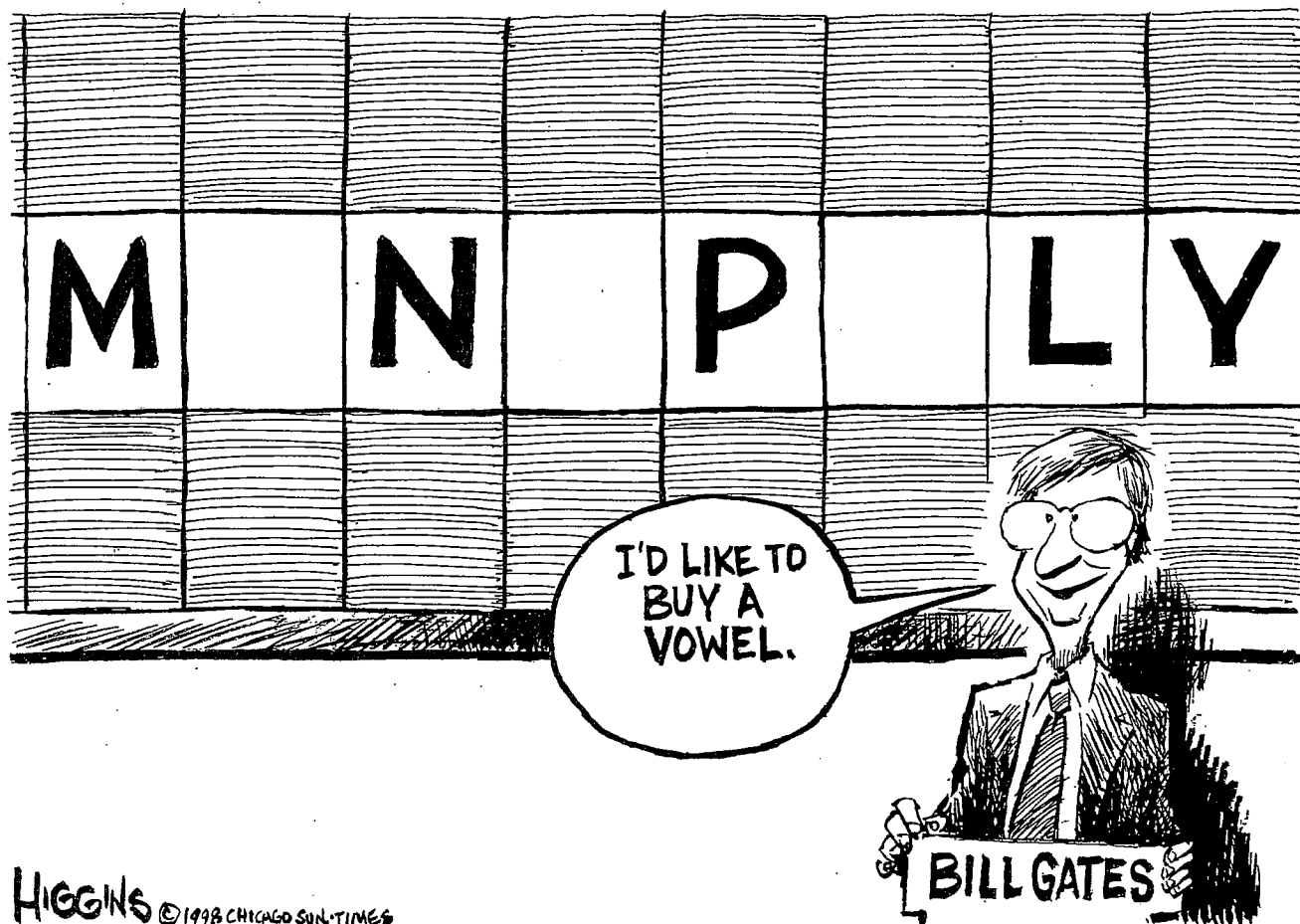
"The community reacted quickly and vocally, and not just the minority community," Shafer said. "The head of the Greater Cincinnati Building Trades Council, an organization representing construction unions in our city, joined hands with the Baptist Ministers Conference to mount a loud and immediate protest. Together they demanded accountability from the county commissioners about how contracts were being awarded and taxpayers' dollars were being spent. 'Where is the money?' they chanted in the Commission Chambers. 'Where is the money?'"

"This investigation was fodder for heated discussions, often split along racial lines, on radio talk shows in our community for days, and one of the commissioners did all he could to discredit both the I-Team and individual minority contractors who did not get the work the county said they did," he said.

Shafer said the I-Team's investigation had two main accomplishments.

"In my opinion, the most important thing our investigation accomplished was

*Continued on page 34*

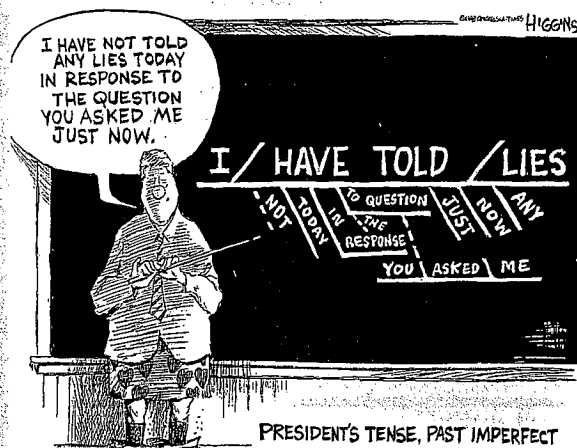
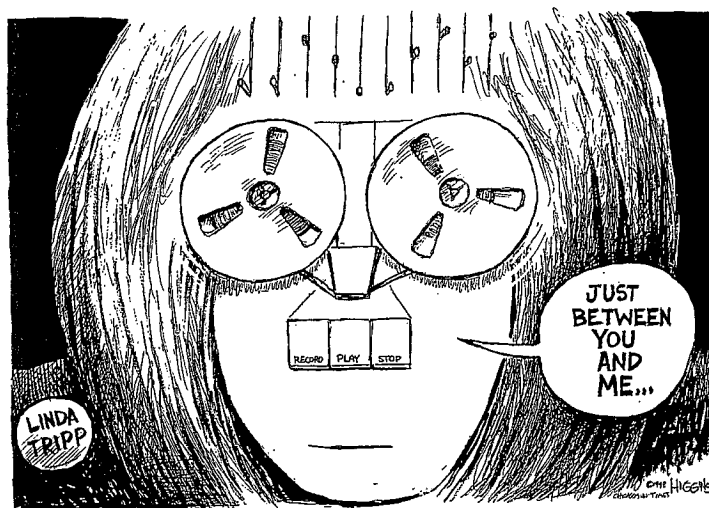


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CHICAGO SUN-TIMES HIGGINS





## EDITORIAL CARTOONS

Jack Higgins

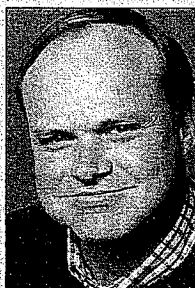
Chicago Sun-Times

*Higgins' Opinion*

I was born and raised on Chicago's South Side. There you cannot escape being involved in politics, from cradle to grave and beyond.

An election always seemed to be in the offing. I was only 10 years old when I got my first job. My assignment was to put on a White Sox cap, sit near the entrance of the polling place, and slip palm cards to people as they passed by on their way to vote. I thought it was exciting. I didn't question the legality of my actions. At the

end of the day the precinct captain would buy us ice cream and pop. It was like a game. Did we win? Of course! The Democrats always won! Eventually I moved into the world of journalism; when I was 11, I got a paper route.



Higgins

A passion for local politics and art placed me in political cartooning. It served for me as an immediate means to express my exasperation. And because it was local, the reaction was always swift and strong. In Chicago they

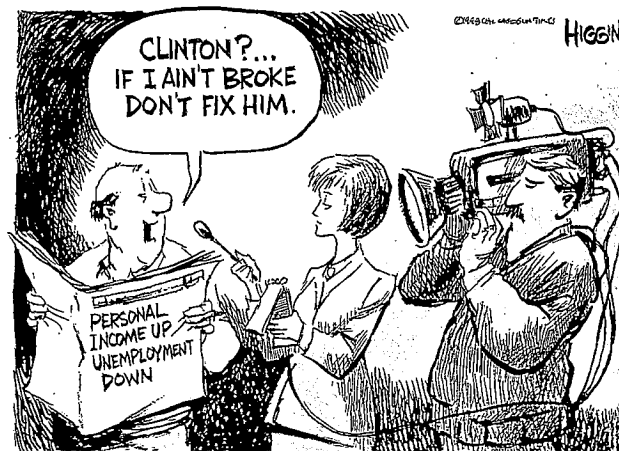
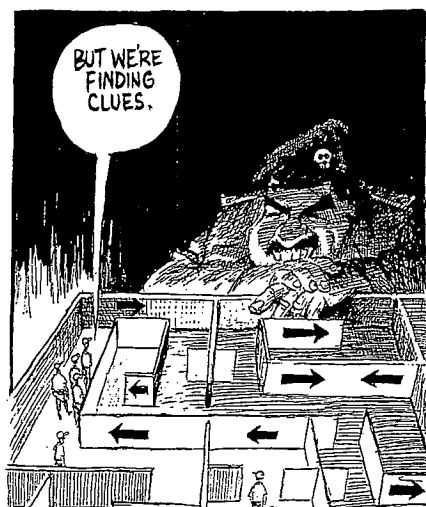
don't stab you in the back, they fillet you from the belly. Now my salad days of ice cream are over. My precinct captain won't even speak to me.

If he did, he'd probably tell me that "Tip" O'Neill had it right. "All politics is loco." That is what he said, isn't it? This year we heard that the president's wife threw at him an ashtray he doesn't use for cigars he doesn't smoke.

But that's OK. Americans have the ability to compartmentalize. Look at the polls! Look at the market! Look at Microsoft! Give that man a cigar.

Moral outrage took a beating this year. Better put some ice on that.

—Jack Higgins





that it put our county commissioners on notice," Shafer said. "I believe they've learned a hard lesson: that they can't simply make promises to their constituents, fail to keep—or apparently even try to keep—those promises, and not have to answer for their actions. I believe the other important benefit of this investigation is that it's created new opportunities for minorities in our community, by forcing the administration to deal with them in a more honest fashion and not simply ignore them in favor of the folks they've always done business with."

## PUBLIC SERVICE

Small market

News Team

KELO-LAND TV, Sioux Falls, South Dakota

*Spencer Tornado Telethon*

**R**esidents of a town nearly demolished by a tornado needed money more than anything, so KELO-LAND TV decided to put on its first telethon a few days after the storm. The goal was to raise \$100,000 in 90 minutes.

Callers inundated the station's phone lines. Some people took their contributions to the station when they couldn't get through busy phone lines, and had to park three blocks away. Pledges were e-mailed from Florida, Texas, and overseas. A local cell phone company brought in free phones to open more lines. Children emptied their piggy banks and shyly

brought the coins. A little girl donated her rare Beanie Baby, which a caller bought for \$500 and then anonymously returned to the donor.

The telethon raised \$650,000 in four hours. The next day, the phones resumed ringing.

The final tally was \$1 million raised for the Red Cross, the McCook County Ministerial Association, and the Governor's Tornado Relief Fund.

It was not an ordinary telethon with rows of operators in the background, celebrities brought in from out of town, or entertainment.

Instead, residents told their tragic stories in live interviews from Spencer, the town 50 miles west of Sioux Falls that was struck by the tornado. The station showed video of the tornado and the damage it caused to houses and farms. There also were studio interviews with people donating money, such as a woman who drove for an hour to the station because she couldn't get through on the telephone.

Employees from every department at the station—news, production, engineering, sales, promotion, accounting, and programming—participated in the telethon.

Planning for the telethon began less than 48 hours after the tornado ripped through, killing six people and injuring more than 150—half the town's population. Ninety percent of the homes and many farms were destroyed.

Less than 48 hours after planning began, the telethon started.

"The survivors had nothing left," said Mark Millage, news director at KELO-LAND, whose signal reaches all of South Dakota and parts of Minnesota, Iowa, and Nebraska. "Somebody had to organize the effort to help. Our station slogan is 'leadership you can count on.' We had a responsibility, with some of the most loyal television viewers in the country, to provide the leadership."

## CONTINUING COVERAGE OF A BREAKING EVENT

Brian Leary, reporter/producer;  
Steve Colvin, photographer/editor

WCVB-TV, Needham, Massachusetts

*Inside Cuba: The Havana  
the Pope Didn't See*

**W**ith the help of a friend in Havana and without the knowledge or assistance of the Cuban government, reporter Brian Leary and photographer Steve Colvin interviewed a variety of Cubans for five daily segments. Their stories, Leary said, "introduced viewers to Cubans from all walks of life who collectively told a story of their nation which in many key respects was at odds with reports from America's mainstream press in the days leading up to the papal visit."

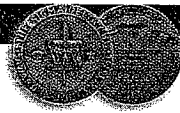
Many other reporters were drawn back to Washington for the breaking story of Monica Lewinsky, but Leary and Colvin stayed after the historic visit of Pope John II.

Leary and Colvin interviewed people and prepared their package in only a few hours each day for broadcast that night, in addition to two daily stories on the papal visit. Their special reports, which Leary described as diaries because they were shot, edited, and broadcast within a few hours each day, showed a Cuba of contrasts.

Leary said: "It was a story of a nation still largely committed to the ideals of Castro's radical social experiment, but troubled by the perversion of those ideals by the dollarization of the Cuban economy; a nation badly hurt by the U.S. trade embargo and the loss of the (former) Soviet Union's economic sponsorship, but one whose paternalistic health-care model would be the envy of many; and a nation



The staff of KELO-LAND TV



nominally Catholic, but one whose Catholicism seems too complicated, too personal, and anti-hierarchical for the papal visit to pose the kind of threat to the Castro regime which many in the press had predicted."

The judges said the reports made a "powerful and poignant series" with "beautiful photography and seamless editing" and that Leary and Colvin "caught ambiguities and contradictions in life in Cuba beautifully."

The station's decision to cover the pope's visit was influenced by historical ties between Cuba and Boston. The Bank of Boston has had a significant role in Cuba for much of this century, Leary said, and Boston's Cardinal Bernard Law has been instrumental in the Catholic Church's attempt to increase humanitarian aid and to improve relations with Cuba.

"Our stories showed a Cuba (Havana and its neighborhoods) that's more complicated than many American viewers may have realized," said Leary, a former practicing attorney who has been a reporter/anchor at WCVB for 19 years.

"People are not lined at the docks desperate to jump on a crowded raft to America," Leary said. "Those of both peasant and intellectual stock quickly and proudly point to the successes of the revolution: universal health care and education.

"But even intellectuals who supported the revolution, most notably the three women we met who fought in the hills with Castro, have become dispirited by the perversion of the socialist ideals, suggesting that Castro's greatest threat comes from friends, not historical foes," Leary said. "As the U.S. weighs the merits of maintaining or lifting its economic em-

bargo, hopefully our viewers have a fuller appreciation of these Cuban neighbors just 90 miles from our shore."

## SPOT NEWS

Curt Rierson, photographer; Jeremy Hubbard, reporter; Brian Bracco, news director; Nigel Walwyn, producer

KMBC-TV, Kansas City, Missouri

*Fire in The Bottoms*

Sometimes, reporter Jeremy Hubbard said, it pays to stay out until 2 a.m. Saturday morning.

He and photographer Curt Rierson were on their way home from being out on a Friday night when they saw fire roaring in The West Bottoms, a historic industrial district of Kansas City. They arrived just as fire trucks did.

No other television news team arrived until daybreak, so KMBC had the only footage of the first three hours of a fire that would be the worst in 30 years in Kansas City.

As the fire burned out of control for eight hours, the station called reporters, photographers, and producers to come to work on what producer Nigel Walwyn said was "a beautiful Saturday with festivals going on in other parts of the city." Four photographers, four reporters, three producers, the executive producer, the assignment manager, and the news director worked on coordinating and providing the coverage.

"I must say, not one person complained about having to be at work when most people were out enjoying the day," Walwyn said. "No one wanted to be anywhere else but at the scene or in the newsroom covering this fire. It's not often you call people in on a weekend, have them work almost a double shift, and not hear as much as a whisper of discontent."

The station's newsroom ordinarily is not staffed on Saturdays. Starting at 5 a.m., the station broke in to regular programming with fire updates. Once the fire was under control there was still a lot of burning.

The station's only sched-

uled newscast on Saturdays is at 10 p.m., but because of a late baseball game, the news didn't start until 11:30.

The fire was the lead story, but it didn't begin with the usual introductions by anchors.

"I told producer Nigel Walwyn not to do the traditional newscast," said Brian Bracco, vice president and news director at KMBC. "This story needed special treatment. We also did not use anchors to introduce the stories. The newscast was produced with a series of wipes (reports) as our team of reporters told the story. I believe the writing in those stories was some of the very best I have heard. We went nearly 10 minutes before an anchor was introduced into the newscast. It was 10 minutes of words and pictures."

The sounds and pictures of roiling smoke and flames, and of walls collapsing at the large, vacant brick building, filled viewers' television screens as the newscast began.

"Our work was able to put the viewers as close to the raging fire as possible in lieu of being on the scene," Walwyn said. "Our crew was on the front lines with the firefighters as they fought a tough battle. The pictures and sounds from this event took the viewers where only firefighters are allowed. The impact of this fire was undeniable, even from your living room."

The contest judges agreed.

"The intensity mounted throughout the news even though it was the same event," the judges said. "It kept our attention for 12 solid minutes."

The photography was "creative, solid, and persistent," the judges said. "The natural sound package at the beginning of the newscast was strong. It told the story without a voice track."

The judges praised the editing for being fast-paced. "Obviously, a lot of work went into editing several packages," the judges said. They also praised the reporting. "Reporting was solid and the reporters knew when to let pictures speak instead of voice track," the judges said. "Each reporter had a specific angle, and there was little repetition."

As Hubbard began covering the fire, he worried about being able to get someone on-camera to describe the drama and emotion.

"But we lucked out," Hubbard said. "We spotted an older fireman hurriedly unrolling a fire hose and barking out in-



The staff of KMBC-TV



structions to the other firefighters. We ran up to him with our camera and just started asking questions. He told us everything—what the building housed, how many crews were being called in, how they were going to attack. He also explained he had never seen anything like this before.”

The fire was arson. The federal Bureau of Alcohol, Tobacco and Firearms “demanded we turn over all our tapes (unaired),” Bracco said. “We refused. They persisted. We refused. Lawyers were called. They did not get our (unaired) tapes.”

The story’s biggest accomplishment, Hubbard said, was how it drew the station’s workers together.

“I think this work probably accomplished as much for all of us inside the newsroom as it did for anyone who had been watching,” Hubbard said. “It showed us how to work together as a team, how we can all pitch in to make a big story work. We have always had a great team here at KMBC—we always work together. But this was a real team effort. As much as anything, I think that’s what it accomplished.”

## EDITORIALS

John Stossel, correspondent; Frank Mastropolo, producer; Victor Neufeld, executive producer; David Sloan, senior producer; Alan J. Esner, videotape editor

ABC News “20/20”

*The Trump Card*

**V**era Coking’s home of 30 years stood where Donald Trump wanted to build a limousine parking lot for his Trump Plaza casino in Atlantic City, New Jersey. She refused to sell, so Trump got the Casino Reinvestment Development Authority to use eminent domain to condemn her house.

Reporter John Stossel got an exclusive interview with Trump, who previously had refused to be interviewed about his battle with Coking, an elderly widow. Stossel’s was the only network interview Coking gave during the condemnation battle.

“Governments have used eminent domain laws for years to condemn private property for ‘public use’ to build things like hospitals, roads or water systems,” producer Frank Mastropolo said. “But

since the 1980s, a little-known but growing trend has developed. Governments have increasingly condemned private homes and businesses and turned them over to private individuals for private profit, all in the name of economic development and job creation.”



Stossel

The story was produced in three months and used film from ABC affiliate WPVI-TV in Philadelphia, which had covered the story since 1983, when Penthouse magazine’s casino project first tried to get Coking’s house. Trump continued the attempt after he bought the project. The footage shows the casino being built around Coking’s home, then being demolished as Trump started all over.

The contest judges said Stossel’s piece was “powerful commentary and superb television” and that the interviews “were direct and well-edited.”

“The viewer heard from all sides,” the judges said, “but the point of view, ‘the big guys and the government against a single, elderly woman’ was clear and effective.”

A month after “20/20” aired Stossel’s story, the New Jersey Superior Court ended Coking’s 15-year battle by ruling that she could stay in her home. “It was the first time in the city’s long history of condemnation for casino interests that a condemnation had been overturned,” Mastropolo said.

## INVESTIGATIVE REPORTING

Eric Engberg, reporter; Vince Gonzales, Dick Meyer, producers

CBS News

*Tomb of the Unknown Soldier*

**T**he judges called this “a classic example of investigative reporting,” and tracking it down involved using the Internet, old-fashioned reporting, and the U.S. Freedom of Information Act.

Reporter Eric Engberg and producer Vince Gonzales came up with strong circumstantial evidence, later confirmed

with DNA tests after exhumation, that the identity of the Vietnam veteran in the Tomb of the Unknowns should have been known when his remains were found and probably was known when he was buried there in 1984.

In June 1997, Gonzales was a reporter in the CBS bureau in Los Angeles. He had been assigned to do a veterans story, so he checked out Internet sites. He came across a 7-month-old posting from U.S. Veterans Dispatch, a Vietnam veterans’ advocacy group, that speculated that the remains in the tomb could be those of Lt. Michael Blassie, an Air Force pilot whose plane was shot down near An Loc in 1972.

Gonzales did an extensive search of military casualty files at the Library of Congress, the National Archives, and the Defense Department Center for Electronic Records. He then sent federal Freedom of Information Act requests to a dozen Pentagon agencies.

When it seemed certain that the remains were Blassie’s, CBS News assigned correspondent Engberg and producer Dick Meyer to help Gonzales dig more.

The investigation took seven months.

Their progress was impeded by a governmental tradition of destroying records about remains chosen for the Tomb of the Unknowns. The veterans buried there are to be representative of all of the unidentified veterans from the various wars. The remains of the Vietnam veteran were designated X-26.

But the Reagan administration went beyond that. It ordered destruction of all records about the selection process.

Engberg and Gonzales “peppered every possible Defense Department command and agency with FOIA requests,” Engberg said. “The FOIA staffers were uniformly professional and diligent.”

In the records, they discovered that someone didn’t get the order to destroy the files, or else ignored it. By that time they had uncovered most of the information with their painstaking searching and interviewing.

But included in the files were two logs showing that when the unidentified re-



Engberg

remains tagged X-26 were found near An Loc, they were found with Michael Blassie's identification card, which later disappeared.

"Among the several hundred documents uncovered by our FOIA requests were unit rosters and other reports from the U.S. Army advisory team which had led efforts to recover Blassie's remains in 1972," Patricia Shevlin, senior producer of CBS Evening News, wrote in nominating the story. "CBS called each of these ex-servicemen to see if they had any recollections that might establish the identity of the pilot to a certainty."

Engberg and Gonzales tracked down an American officer who supervised the jungle search for the shot-down pilot's remains, and another officer who had accompanied a South Vietnamese platoon on the search and had seen the picture identification. Both were certain the remains were Blassie's.

Not everyone cooperated with Engberg and Gonzales's search for truth.

"Key officials in the Defense Department at the time (1984), two of whom were still government employees at the time of our investigation, refused to speak to us at all," Engberg said. "The Army officer in charge of the military identification laboratory in Hawaii in 1984, whom we found had been pressured by higher-ups to find a suitable set of remains for the tomb, has refused repeatedly to grant CBS News an interview."

Engberg said their hunt for the American officer who supervised the search near An Loc was a lesson in complete searches.

Wartime records referred to the officer as Major Darnell.

"We looked without success for this 'Darnell' for months in the hopes of hearing his firsthand account of why he was so certain the remains found were those of Lt. Blassie," Engberg said.

"Frustrated at our inability to find 'Darnell' in any military records, we finally asked the Army Records Center in St. Louis to check every possible name with similar spelling of the rank of major who was in Vietnam at that time," Engberg said. "This was Gonzales's idea, and it demonstrates the benefits of casting a wide net when running any sort of name check. The major who oversaw the discovery of the pilot's remains was William Parnell, not Darnell, and he was retired

from the Army and living 30 miles from the CBS News Washington Bureau."

TELEVISION

## FEATURE REPORTING

Jim Douglas, producer/photographer; Mark Daly, reporter

KARE-TV, Minneapolis

*Home for a Baby Loon*

Jim Douglas has been a producer/photographer for 29 years and has won four Emmy Awards, but the reaction to the loon story was the most enthusiastic he's ever seen.

Douglas and reporter Mark Daly told several stories in their five-minute piece about a baby loon that needed a new family after its father was mortally wounded by a motorboat on a federally protected lake and its mother took up with a male loon that arrived soon afterward but tried to kill the chick.

"At first glance, this may appear to be an insignificant story about a little bird," the station said in nominating the loon story. "But in actuality, it is much more. The story celebrates one man's passion, his professional skills, and his love of nature. It's a story about life and death. And it's a story about man's careless indifference toward a precious resource. In the end, we witness beauty, sorrow, compassion, and a reason to hope."

The plight of the baby loon, named Peewee by its rescuers, would have gone unnoticed if Richard Simonsen, an amateur still photographer, had not set out more than a year ago to document a pair of loons.

The pair had become accustomed to Simonsen in his boat, and when the pair had a chick he was allowed to photograph the family together on Moose Lake in the Boundary Waters Canoe Area Wilderness of northern Minnesota.

A few days after the chick hatched, Simonsen and his wife, approaching the nesting site in their boat, watched in horror as a motorboat ran over the bird family, even though Simonsen frantically tried to wave the boat away. The mother and chick dived, but the father stayed on the surface to protect his family and was hit.

Simonsen used his cell phone to call his friend Jim Brandenburg, a nature photographer, to get his help to take the injured bird to medical care in Simonsen's seaplane. Brandenburg in turn called



Daly and Douglas

his friend Douglas.

The father loon died on the way to medical care. Then the mother rejected the chick in favor of her new male companion.

Douglas spent six days at the lake while Simonsen tried to find another loon family to adopt the chick. In the end, a pair with its own chick approached, Simonsen placed Peewee in the water, and the new family swam off together.

The story raised ire among people who oppose allowing motorboats in the pristine natural wilderness area and heightened awareness about the loon, which is a protected species. It tugged at heart strings and it produced admiration for Simonsen and his efforts.

With the happy ending came time to prepare the story for broadcast. Daly spent a day logging tapes and a day writing the story, with much participation by Douglas. Douglas spent the next day editing the tape for broadcast that night.

Douglas said he and Daly have "a unique working relationship."

"Frequently I go into the field alone to produce and shoot the story, and upon return, I hand the tapes off to Mark. We talk about the report and I offer a few suggestions, and then he writes an exquisite script. His ability to weave a tale, without literally experiencing it, is remarkable."

Daly and Douglas used Simonsen's videotape of the motorboat running over the bird and Brandenburg's videotape of the rescue of the injured father loon. They also transferred some of Simonsen's stunning still photographs onto videotape and used them in the report. Working in the booth together, they finished their story minutes before it was aired.

"Believe it or not, the most difficult aspect of producing and shooting this story was the emotional drain I felt when it seemed that the orphaned chick would

die before Richard and Jim could find an adoptive family," Douglas said.

"Although they fed him minnows several times a day, we all knew loons do not survive in captivity, regardless of age. There was a great sense of urgency with the passing of each day to find a pair of adult loons that would accept Peewee. We weren't prepared to witness the tragedy of the father loon's death compounded by Peewee's eventual death by starvation. And in the process of shooting the story there were days when I wondered if I could stay with it.

"One evening Richard, Jim and two U.S. Forest Service folks took Peewee to a lake where an adult pair of loons had been seen," Douglas said. "As Richard held Peewee in his hand, tape-recorded loon calls echoed over the lake. Peewee chirped loudly, and I felt my eyes misting over. I struggled to hold my shot steady and conceal my emotions from my boat mates. That evening we returned to the shore having failed to locate any loons."

## PUBLIC SERVICE

Linda Lenz, Veronica Anderson, Debra Williams, Elizabeth Duffrin, Dan Weissman, Grant Pick, Lisa Lewis

CATALYST magazine

*School Reform: What Matters Most*

**S**chool reform was mandated in Illinois in 1988, and two years later Linda Lenz, former senior education reporter at the Chicago Sun-Times, founded CATALYST: Voices of Chicago School Reform. The publication documents school improvement efforts and analyzes what Chicago and other school

systems are doing.

When the local education-funding community launched the Successful Schools Project, CATALYST was chosen to receive a grant to produce a series.

"What Matters Most identifies the building blocks of a good elementary school and measures the policies and practices of the Chicago Public Schools against those standards," said Veronica Anderson, managing editor. "It also offers models of success for schools and administrators. Snapshots of reform efforts in other cities complement local analysis."

Each of the seven parts of the series is about a single aspect of having a successful school.

"It took 12 months to research, report, and write What Matters Most," Anderson said. "For each installment, writers were freed up from other duties for at least eight weeks to work on this project."

The topics were strategy, strong principal leadership, ongoing teacher development, active parent participation, effective local governance, smaller learning environments, accountability standards, and ideas from readers.

The grant enabled CATALYST to commission a special design, use four-color printing, and mail the newsletter to a wider audience. CATALYST has 4,000 subscribers; an additional 8,000 copies were sent to educators, civic leaders, and business people.

Condensed versions of What Matters Most were published on the op-ed pages of the Chicago Tribune and the Chicago Sun-Times, and newspapers and magazines around the country used Lenz's analysis of 10 years of reform as background for stories about recent accolades won by Chicago schools.

The Chicago School Board bought 600 copies of the installment on parental involvement, and an activist law firm distributed copies of the issues about small schools and accountability to 200 people at education-policy luncheons hosted by the firm.

The judges called What Matters Most "a class act" and said it "was obviously painstakingly planned from the grant-writing stage through the reporting,

choice of illustrator and photographers, package design, and final editing.

"Beautifully executed—Chicago should consider itself a lucky city."

## RESEARCH ABOUT JOURNALISM

James S. Ettema,  
Theodore L. Glasser

*Custodians of Conscience: Investigative Journalism and Public Virtue*

Professors James S. Ettema of Northwestern University and Theodore L. Glasser of Stanford University built upon a decade of research to explore what they call "the tensions and contradictions that characterize modern American journalism."

The authors of the book interviewed investigative reporters who are identified by their peers as the best in their field and analyzed the stories that brought the reporters fame and respect.

Ettema and Glasser said they lay no claim to inventing "custodians of conscience" to describe investigative reporters, but they could not find the source for the words, which describe what they found.

The interviews usually lasted at least a day. Ettema and Glasser got beyond the mechanics of reporting and into the thought processes of the reporters.

Ettema and Glasser said they "sought to understand how journalists resolve, practically if not conceptually, the paradox of a press committed to exposing wrongdoing and at the same time adamant about its disinterest in questions of right and wrong.

"This assessment provides, in turn, the grounds for a larger set of arguments about why the future of news requires a deeper appreciation for the connection between



Ettema



Glasser



The CATALYST staff



human knowledge and human interest," Ettema and Glasser said.

John McWhorter, reporter and producer at KUAC-FM in Fairbanks, Alaska, wrote on behalf of the contest judges: "When it comes to affecting society, reporters often hide behind the idea that they are merely reflecting broader beliefs.

"In their book 'Custodians of Conscience, Investigative Journalism and Public Virtue,' authors James Ettema and Theodore Glasser document that by pursuing stories that raise moral indignation, reporters help set our social agenda. It's not a subject that we often think about, but one to which the authors give balanced and useful attention.

"They surveyed the nation's best reporters and give the rest of us insight to improving our own work," McWhorter wrote. "Finally, they've turned a good read by minimizing the stuffy language so common in academic research. From the very first word, the book is well-written, thoughtful, and entertaining. It should be required reading for all serious reporters."

## PUBLIC SERVICE

Marja Mills, producer; Steve Duenes, designer, producer; Chicago Tribune print journalists, reporters

[chicagotribune.com/go/children](http://chicagotribune.com/go/children)

*The Miracle Merchants*

The Chicago Tribune put child-sponsorship organizations to the truth test and displayed the results—and more—online.

"Many child-sponsorship agencies claim through their television advertisements and print solicitations that they can work miracles in the lives of children for only a few coins a day from a sponsor," said Steve Duenes, designer and a producer of the project.

Tribune reporters and editors sponsored children through four different charities, and then reporters went to find the children to see the impact that their sponsorship had," Duenes said. "The Tribune found the idea that a sponsor could dramatically change a child's life was largely a myth."

Duenes and Marja Mills, a reporter who was a producer for this project, both started out on the print side of the Chicago



Duenes and Mills

go Tribune. Tribune reporters did the reporting for the project, which was published as a massive report in the newspaper, then adapted for the Web.

"The quantity of material made the project a challenge," Duenes said. "The newspaper ran two, 16-page special sections with no ads, and that was a sliver of what had originally been reported. We had to sort through all of that and translate it for our medium while maintaining the same message that we were telling in the newspaper."

The conversion from print to Web wasn't just a matter of picking up the stories, Mills said.

"Even though we have unlimited space on the Web, we still want to be selective and use good news judgment about what we publish," Mills said.

The Web staff considered treating The Miracle Merchants more like other stories it puts on the Web, Duenes said.

"We did consider spending a lot less time on it and giving it the kind of treatment that we give to many ordinary news packages because it was difficult to align our editing and production schedule with the print side's," Duenes said. The Web staff spent five months on the project.

The response to The Miracle Merchants on the Web was mixed.

"The message board got a fair amount of traffic," he said. "Responses varied quite a bit as there were people who thought we had performed a great service, and others who felt we were needlessly digging up dirt."

The Web version "mined new ways of exploiting the interactive potential of the Web," said Ben Estes, editor of Internet Tribune. "Users could read letters the organizations sent to sponsors, for example. Then they could click to see and hear reporters' commentary about whether specific promises in the letters held up upon visiting a sponsored child in her

Brazilian slum or Malian village. Navigating their way through the site, users also could see portions of the organizations' TV ads, read more about how the children's charities do business, listen to a cybercast with sponsorship officials, and read follow-up stories as some of the organizations changed the way they do business in the wake of the yearlong Tribune inquiry."

## DEADLINE REPORTING

Jim Krane, Hans Chen, Tami Sheheri, staff writers; Chip Beck, special correspondent; Hoag Levins, executive editor; Mark Sauter, director of content

APB Online ([apbonline.com](http://apbonline.com) or [apb-news.com](http://apb-news.com))

*FBI releases Sinatra files*

Only four weeks after APB Online was launched, the FBI released 1,275 paper pages of its files on singer Frank Sinatra. APB Online had the pages on its site within hours, along with a main story by Jim Krane.

APB Online and its content provider, APB News, describe the Web site as "the source for police and crime news, information and entertainment." Its name, APB, is cop lingo for all-points bulletin. Its mission statement is "To Inform and Serve," a modification of the law enforcement motto "To Protect and Serve." Its page headings resemble a police report.

But in content it is serious. "We think APB's Sinatra project is a leading example of the new type of quality journalism possible on the Web," said Mark Sauter, director of content at APB Online. Since then, APB Online has started posting a new FBI file on someone famous every week.



The APB Online team



The FBI decided not to post the Sinatra files on its own Web site, and instead directed reporters and others to APB Online's site. There were so many visits to the site the first day that the server crashed twice and had to have its capacity expanded overnight. Major newspapers, television news reports, and others referred to APB Online's coverage in the following days.

"This project helped put us on the map as a credible national news organization," said Hoag Levins, executive editor. APB News has 35 employees in its New York City newsroom and 132 correspondents and contributors around the nation.

Precision preparation, if not certainty that it would succeed, enabled APB Online to make it all work.

The FBI announced on a Thursday that it would release the files the next Monday. Eleven news organizations, including APB News, had filed U.S. Freedom of Information Act requests for the Sinatra files. APB News was first in line to get the paper files.

"The team was assembled on Thursday and worked through the weekend preparing for Monday," Levins said. He went with one team to Washington on Sunday morning. Another team, led by special projects editor Jim Krane, worked out of APBNews.com's New York City newsroom.

The Washington team arrived at the FBI building at 6 a.m. the day of the release. It got three copies of the files. One went for scanning and two went to a makeshift newsroom in a hotel room two blocks from the FBI office.

"We then executed the rest of our plan which, if it worked, was designed to allow us to get the entire 1,275-page Sinatra file online in a readable form by later that same day, accompanied by a stream of news stories with links to the exact page of the online Sinatra documents," Levins said.

"Our technical staff worked out a plan that, in part, involved retaining a firm in Washington that specialized in the high-speed scanning and transmission of engineering documents," Levins said. "Back in New York, our Web software engineers had prepared special digital structures that would allow the incoming scanned GIF files to automatically be slotted into a sequential, pageable document. We had not tested the whole process

because we were inventing it on the fly."

APB Online's SDX Award is in a new category this year for stand-alone news organizations. The judges said that of the seven entries, only APB Online "combined old-fashioned, breaking-news teamwork with the rich media and instant distribution power of the Web to produce a user experience that newspaper or broadcast media couldn't match."

"Extra kudos for relevance to the site owner's mission and core audience—while beating the old media at its own game," the judges said.

## ONLINE NON-DEADLINE REPORTING

John Hashimoto, senior editor in charge; Gregg Russell, senior editor; Bruce Kennedy, senior writer/reporter; Andy Walton, associate editor/reporter; Steven Goldberg, writer/copy editor; Jackson Wang, senior designer; Adriene Schrotter, senior multimedia designer; Dave Rickett, senior editor/technology section; Lea Ann Leming, senior editor/culture section; Aleksander Wierzejski, Samantha Gileno, Elizabeth Walton, associate editors; Mike Alberghini, Web editor

CNN.com/Cold War

CNN adapted its 24-episode documentary "Cold War" for CNN.com, and then added features available only on its Web site.

There are interactive games based on Cold War history; message boards for debate and discussion; sections on Cold War culture, technology, espionage, and The Bomb; weekly interactive chats with Cold War history-makers; "Route Cold War," a journey through Colorado, New Mexico, Nevada, and California, where many of the Cold War laboratories, test sites, missile silos and mountain fortresses were located; and a site where terms are defined, key players are profiled, important events are highlighted, and interactive maps are displayed.

Work on the Web site began six months before its premiere in September. "All told, we spent 13 months on the project," said John Hashimoto, senior editor in charge of the online version. "The series and site

covered every significant Cold War event, beginning with the Potsdam summit in 1945 through the collapse of Soviet communism in 1991.

"The scale and scope were daunting," Hashimoto said. "For one, we had to match the comprehensiveness and intelligence of the Cold War series itself. The series producers, led by acclaimed documentarian Jeremy Isaacs, devoted five years to the making of Cold War. By comparison, our team was asked to create and complete the site in about a year.

"Thus, we had to familiarize ourselves with the history, the television series, the raw material from the television series, and the many other sources of Cold War documentation available online—in short order," Hashimoto said. "And we had to convert all that into an easy-to-navigate, in-depth, multimedia-rich Web site updated with new features weekly."

The Web site received more than 12 million page views while the series was being broadcast.

The Cold War Web site is CNN Interactive's "most extensive original reporting effort," Hashimoto said.

Stories such as Andy Walton's nine-part "Route Cold War" and Bruce Kennedy's "Broken Arrows and Bent Spears," in which the untold story of nuclear accidents was revealed, "enhanced our reportage with interactive storytelling and perhaps, nudged forward storytelling for the new media age," Hashimoto said.

CNN.com "used the deep team and resources of the site's parent, and the multimedia and hyperlinking capability of the Web to offer a lively, educational overview of an important era," the judges said.



Top row, left to right: Andy Walton, Kennedy, Russell, Hashimoto. Bottom row, left to right: Schrotter, Elizabeth Walton, Goldberg

# 1998 Sigma Delta Chi Awards Judges

David Aeikens St. Cloud Times St. Cloud, Minn.	Jerry Ceppos Knight Ridder San Jose, Calif.	Kevin Gerrity The Kansas City Business Journal Kansas City, Mo.	Julie Kramer WCCO-TV Minneapolis	Tom Norman Tri-City Herald Tri-Cities, Wash.	Michael Sprague Whittier Daily News Whittier, Calif.
Tanya Arja Bay News 9 Pinellas Park, Fla.	Gus Chambers Montana Public TV/Radio Missoula, Mont.	Ali Ghanbari WJW-TV-Channel 8 Cleveland, Ohio	Tom Kunkel Project on the State of the American Newspaper	Edward O'Brien Montana Public Radio- KUFM Missoula, Mont.	Paul Steinle Quinnipiac College Hamden, Conn.
Patty Arroyo Sorensen Pacific Broad- casting Agana, Guam	George Coburn Wheeler News Service Madison, Wisc.	David Goldberg Atlanta Journal-Consti- tution	Rick Larson Tri-City Herald Tri-Cities, Wash.	Tim Olson KHQ-TV Spokane, Wash.	Bernadette Sterne Newtalk K-57 Maite, Guam
Cynthia Baldwin Lyndon State College Lyndonville, Vt.	Bob Cole The Kansas City Business Journal Kansas City, Mo.	Gordon Govier WNWC Radio Madison, Wisc.	Jae-won Lee Cleveland State University Cleveland, Ohio	Melissa O'Neil Perdue Tri-City Herald Tri-Cities, Wash.	Richard Sullivan Indianapolis Star & News
Allison Barker The Associated Press Charleston, W. Va.	Wendy Culverwell Tri-City Herald Tri-Cities, Wash.	Jason Hagey Tri-City Herald Tri-Cities, Wash.	Mike Lee Tri-City Herald Tri-Cities, Wash.	Laura Papetti KHQ-TV Spokane, Wash.	James Szatkowski Cleveland State University Cleveland, Ohio
Steve Barrett WFTS-Channel 28 Tampa, Fla.	Daniel Dauterive Montana Public TV Missoula, Mont.	Deb Halpern WFLA-Channel 8 Tampa, Fla.	Michael Levy The Plain Dealer Cleveland, Ohio	Jacque Pearson DNS Publishing Kansas City, Mo.	Nick Tate Atlanta Journal-Consti- tution
Tom Bennett Atlanta Journal-Consti- tution	Sacha DeVroomen Bell- man Freelance writer Minfort Heights, Ohio	Robert Hannon KUAC-FM Fairbanks, Alaska	Bill Lueining The Kansas City Star Kansas City, Mo.	Miriam Pepper The Kansas City Star Kansas City, Mo.	Carrie Teegardin Atlanta Journal-Consti- tution
Sam Bishop Fairbanks Daily News- Miner Fairbanks, Alaska	Patrick Dobson PitchWeekly Kansas City, Mo.	James Heaphy Delaware Valley News New Brunswick, N.J.	Jerry Lyst Indianapolis Star & News	Michael Perkins Drake University Ames, Iowa	Natalie Tennent WCHS-TV Charleston, W. Va.
David Blackwell Port Lauderdale Sun- Sentinel	Jeffery Drake PitchWeekly Kansas City, Mo.	J.B. Hess Indianapolis Star & News	Andre Malok Star-Ledger Newark, N.J.	Andrew Phillips Star-Ledger Newark, N.J.	Doug Underwood University of Washington Seattle
Dieter Bohrman Tri-City Herald Tri-Cities, Wash.	Mary Jo Draper KCUR Kansas City, Mo.	Gary Hill KSTP-TV St. Paul, Minn.	Ian Marquand Montana Public TV Missoula, Mont.	John Raess San Jose Mercury News San Jose, Calif.	Gary Varvel Indianapolis Star & News
Eric Boles DNS Publishing Kansas City, Mo.	Jerry Dunklee So. Conn. State University New Haven, Conn.	Bill Hirschman Fort Lauderdale Sun- Sentinel	Anthony Marquez San Jose Mercury News San Jose, Calif.	Robert V. Reha High Plains News Service Billings, Mont.	Joe Vince Indianapolis Star & News
Karen Boros University of St. Thomas Minneapolis	Ken Eich University of Missouri Columbia, Mo.	Deb Hurley Metro State College Denver	Jerry Masek Ohio Lottery Commission	Sherry Ricchiardi Indiana University Indianapolis	Adrienne Wells KHQ-TV Spokane, Wash.
Alan Boye Lyndon State College Lyndonville, Vt.	David Fairchild DNS Publishing Kansas City, Mo.	Anne Hurst San Jose Mercury News San Jose, Calif.	Sally Mauk Montana Public Radio- KUFM Missoula, Mont.	Rem Rieder American Journalism Review	Paul Wenske The Kansas City Business Journal Kansas City, Mo.
Lara Bracamonte KHQ-TV Spokane, Wash.	Jan Falstad The Billings Gazette Billings, Mont.	Anne Imse Denver Rocky Mountain News	George Maupin KHQ-TV Spokane, Wash.	Ron Riley University of St. Thomas Minneapolis	Linda Wienandt Bakersfield Californian
Lee Brown California State University Long Beach, Calif.	Allen Feters Fox-13-WTVT Tampa, Fla.	Dorene Jackson Indianapolis Star & News	Jay Maxwell Channel 4000 Minneapolis	Bruce Rodgers PitchWeekly Kansas City, Mo.	Laurie Williams Tri-City Herald Tri-Cities, Wash.
Wynne Brown Knoxville News-Sentinel Knoxville, Tenn.	Mike Fish Atlanta Journal-Consti- tution	Brad Jacobsen University of St. Thomas Minneapolis	Steven Mayer Bakersfield Californian	Donna Rowlinson Fort Lauderdale Sun- Sentinel	Eric Whitney High Plains News Service Billings, Mont.
Anthony Buccino Freelance editor Nutley, N.J.	Jayne Flores Freelance journalist Agana, Guam	Brian Kaberline The Kansas City Business Journal Kansas City, Mo.	Joe McGowan Retired	Dana Rosengard Lyndon State College Lyndonville, Vt.	Felix Winternitz Cincinnati City Beat
Oren Campbell The Daily of the Univer- sity of Washington Seattle	Susan Gallagher Lyndon State College Lyndonville, Vt.	Steve Karlan Freelance Miami	Nate McGurk TransWorld Radio Pacific/Asia Asan, Guam	Michelle Rubin PitchWeekly Kansas City, Mo.	Jackie Yamanaka Yellowstone Public Radio Billings, Mont.
Frank Cecala Star-Ledger Newark, N.J.	Dan Garvey California State University Long Beach, Calif.	Patrick Kenealy IDG Ventures San Francisco	John McWhorter KUAC-FM Fairbanks, Alaska	Sherry Simpson University of Alaska Fairbanks	David Yarnold San Jose Mercury News San Jose, Calif.
		Julia Kennedy Bakersfield Californian	Frank Morris KCUR Kansas City, Mo.	Carl Skalak Freelance and Cuyahoga Community College Cleveland, Ohio	
		Mike Knaak St. Cloud Times St. Cloud, Minn.	Joy Morrison University of Alaska Fairbanks		