

EDITOR'S NOTES

The Official Publication of the American Society of Business Publication Editors

Jan | Feb | 07 **Mar | Apr | 07** May | Jun | 07 Jul | Aug | 07 Sep | Oct | 07 Nov | Dec | 07

NATIONAL EDITORIAL CONFERENCE

B2B Media Watchdogs To Have Their Day

ASBPE panel will feature editors of publications that cover B2B publishing

Separately, these B2B editors monitor the trade- and association-publishing world for their magazines. Together, they represent the watchdog function that our branch of publishing performs on itself.

And for the first time, they will be together on a panel — at New York's Roosevelt Hotel, as part of Friday's program on the second day events of ASBPE's National Editorial Conference August 2–3.

Tony Silber, editor and publisher of *Folio*, will join Ellis Booker, editor of *Crain's BtoB* and *Media Business*, and Jeremy Greenfield, editor of *min's b2b*, for
See Conference, page 7



Reporting on the reporters. From top left, clockwise: Ellis Booker, editor *Crain's BtoB* and *Media Business*; Jeremy Greenfield, editor, *min's b2b*; and Tony Silber, editor/publisher, *Folio*.

- 2 **Treasurer's Letter: I CAN take it with me**
- 3 **Editors: No use holding out**
- 4 **Webinar uses software to help demystify corporate finance**
- 8 **Live webcasts like ASBPE's aim for one-hour format**

NORTHEAST REGION

Boston, N.Y. chapters plan events focusing on networking, ethics

BY WARREN S. HERSCH
President, N.Y. Chapter
Senior Editor, *National Underwriter Life & Health*

Take your pick: 1) a half-day workshop featuring, among other topics, a presentation about top-flight editors who are helping to transform the industries they cover; 2) a session focusing on Web ethics at ASBPE's next National Editorial Conference, August 2–3; or 3) a network gathering where staff editors and freelancers share war stories.

Like them all? If you live in the Boston-New York City corridor, then you won't have far to travel to attend these events, which are now in the

See Northeast Region, page 5

CALL FOR NOMINATIONS

Seeking Lifetime Achievement, Young Leader Candidates

Deadline for submissions is May 1 for both

It's time to send in nominations for the Society's Lifetime Achievement Award (LAA) and Young Leaders Scholarship (YLS).

The LAA award was established in 2000 to recognize a single individual who has made significant and lasting contributions to the editorial profession and to the industries their publications serve.

Last year, the criteria for ASBPE's Lifetime Achievement Award was broadened to include not only individuals with direct editorial experience but also others who have solidly contributed to editorial excellence in other ways.

"ASBPE believes there are individuals who have mightily contributed to business-to-business editorial excellence who have

not been long-time editors, but who may have been academicians, consultants, or art directors, who should be recognized," committee chair Rob Freedman, ASBPE immediate past president and senior editor of *Realtor* magazine, said at the time.

This marked a significant change to the criteria. Two years ago, for example, the Society honored University of Missouri journalism professor emeritus Dr. Don Ranly, who had been an editorial practitioner in his earlier years, but spent the bulk of his career in academia and on the road, especially teaching business publishing professionals how to engage readers via service journalism.

Nominations, page 6

TREASURER'S LETTER

I CAN take it with me

BY IRA PILCHEN
National Treasurer
Editor, *Student Lawyer*

Hi, I'm Ira Pilchen, and I just died.

Actually, I'm alive and well, but I was — ahem — *dying* to emulate humorist Art Buchwald after viewing his self-delivered video obituary on the *New York Times* Web site. I may not be dead, but I am taking stock of things as I move from my magazine editing job at the American Bar Association to become a speechwriter and adviser in the ABA president's office.

After eight good years at *Student Lawyer*, this career change can feel a bit funereal. There are the misty farewells and accolades from colleagues, the need to focus on issues of succession, and the occasional "deathbed regrets" over missions unaccomplished.

One thing I'll never regret is being active in ASBPE. Here are the most valuable things the organization has taught me:

- **Always determine an article's "RA factor" and express it early and often.** Of all the advice I've learned from ASBPE, this has been the most memorable. As workshop presenter Don Ranly explained, RA stands for "rat's ass," as in "Why should anyone give a rat's ass about this story?" If an article (or any written communication) has a low RA factor, it needs a good rewrite.

- **Magazine articles should clearly be about "you," the reader.** This is a central tenet of service journalism and a hallmark of ASBPE's teachings. As I learned at several workshops, it can even be good to use the word "you" in a headline. Recall the impact of "I Want YOU" in Uncle Sam's Army recruitment posters.

- **Ethics matter.** Our profession depends on our integrity with readers. ASBPE's attention to publishing ethics has guided my work in publishing. I am proud to have collaborated on our revised *Guide to Preferred Editorial Practices* (available at www.asbpe.org/about/code.htm) and am thankful for its insights on editorial-advertising separation, dealings with PR agents, attention to proper sourcing, and other integrity-related issues.

- **Design matters.** At ASBPE workshops and awards banquets, I've viewed many examples of magazine design work, both good and bad. By evaluating them, I've developed great ideas for my own publication.

- **If you want ASBPE to do something, do it yourself.** Years ago, I wished the Chicago Chapter's awards banquet could be held at my favorite downtown restaurant, so I volunteered to organize it. Soon, the chapter appointed me its treasurer. A few years later, I was recruited to be ASBPE's national treasurer. Far from distracting me from my full-time job, my leadership positions have taught me skills and exposed me to issues and mentors that have made me a better editor and employee.

Though I'll be leaving ASBPE later this year — at least while I'm out of the editing business—its guidance will never leave me. So long, everyone, and thanks.



Get in on the forum discussion: *Redesigns*

"I've worked at a magazine where we did bring in a well-known design firm, for which I'm sure we spent an exorbitant amount of money, and in the end, we came up with a design that had nothing to do with our content and/or our readership. It didn't make it easy to navigate through our pages, it added elements that our writers then had to come up with that did nothing for our content, and they didn't even create the templates, so for the first few issues, trying to recreate it was a crapshoot."

Add your ideas! Click on the "Forums" button on the home page at www.asbpe.org.

EDITOR'S NOTES

The newsletter of the
American Society of Business Publication Editors

214 N. Hale St., Wheaton, IL 60187
Phone (630) 510-4588; Fax (630) 510-4501
E-mail info@asbpe.org; Web www.asbpe.org

NATIONAL PRESIDENT

Roy Harris, Senior Editor
CFO
(617) 345-9700
royharris@cfo.com

NATIONAL VICE PRESIDENT

Portia Stewart, Editor
Firstline
(913) 492-4300
pstewart@advanstar.com

NATIONAL TREASURER

Ira Pilchen, Editor
Student Lawyer
(312) 988-6048
pilcheni@staff.abanet.org

IMMEDIATE PAST PRESIDENT

Robert Freedman, Senior Editor
Realtor
(202) 383-1012
rfreedman@realtors.org

CHAPTER PRESIDENTS

Atlanta

Mark Arend
Site Selection
(770) 325-3438
mark.arend@conway.com

Kansas City

Bill King
Expansion Management
(913) 338-1503
billking@penton.com

Boston/New England

Alan Earls
Freelance Writer, Editor
(508) 528-6930
alan.earls@comcast.net

Southern California

Mary Slepicka
Dealernews
(714) 513-8419
mslepicka@advanstar.com

Chicago

Renee Pas
Freelance Writer, Editor
(630) 832-8313
reneepas@ameritech.net

Michigan

Judi Lintott
Michigan Municipal Review
(734) 572-7570
jlintott@comcast.net

Cleveland

Esther Durkalski
Paperboard Packaging
(440) 891-2698
edurkalski@questex.com

New York

Warren S. Hersch
National Underwriter
Life & Health
(201) 526-1235
whersch@nuco.com

Dallas/Fort Worth

Tonie Auer
Penguin Media
Consultants
(940) 382-7881
tonieauer@gmail.com

Northern California

Tyler Davidson
Meetings Media
(415) 788-2005
tyler.davidson@meetingsmedia.com

Denver

Frank L. Slejko
Ultrapure Water
(303) 973-6700
frank@talloaks.com

Twin Cities

Lisa Jo Lupo
Freelance Editor
(612) 384-7105
lisa@ljwriting.com

Houston

Phaedra Friend
H Texas
(281) 272-2744
pfriend@htexas.com

Washington, D.C.

Steven Roll
State Tax Report
(202) 833-7242
b2beditor@gmail.com

EXECUTIVE DIRECTOR

Janet Svazas

ASSOCIATE DIRECTOR /

NEWSLETTER EDITOR

Robin Sherman

ADMINISTRATIVE DIRECTOR

Holly Lundgren

WEB EDITOR

Martha Spizziri
mspizziri@rcn.com

NEWSLETTER LAYOUT / PRODUCTION

Robin Sherman, Editorial & Design Services
editorialdesign@bellsouth.net

Editors: No Use Holding Out Growth of 'integrated media' touches all magazines

BY BOBBY HICKMAN
ASBPE Member, Freelance Writer

The future of print magazines lies in embracing integrated media, the most important trend changing the industry, according to Tony Silber, editor and publisher of *Folio* magazine.

Folio is "a 35-year-old print magazine for the print magazine industry," Silber said, but his publication is now "online centric," he recently told the Magazine Association of the Southeast.

In addition to the printed monthly magazine, *Folio* has added not simply a Web site and e-newsletter, but also breaking news alerts and Web-only content. "We no longer hold our news for the newsletter," Silber said.

Folio is growing at the industry average, he said, while online media is growing rapidly. *Folio* is not alone in evolving into an integrated media property.

"What's happening at my brand is being replicated by the thousands across the industry," Silber said.

He quoted one publishing executive who said, "I engage with the online part of your brand first. Your challenge is to position your brand for the day when much, or most, of your audience does the same."

Quick growth to e-media

The change in focus just within the past year has been phenomenal, Silber said. Among business-to-business (B2B) magazines in 2005, the fastest growing revenues streams were:

- Print: 45%
- E-media: 30%
- Events: 28%

However, by 2006, E-media pulled slightly ahead of traditional media:

- E-media: 35%
- Print: 34%
- Events: 25%

Some magazines in the technical sector have already hit the "tipping point," Silber said. "For the first time, revenue increases in online media are outpacing revenue decreases in print — in dollars," he added, pointing to such companies as CMP, IDG, Penton, and Pennwell.

Meanwhile, revenues continue to stagnate for print. For 2006, the number of pages at business-to-business publications showed only a 0.74% hike over 2005, while

2006 revenues rose only 0.60% over the previous year.

Digital growth should continue upward

Projected revenues for the current year show that pattern continuing, he said. The expected revenue increases for 2007 include:

- Internet: 22.7%
- B2B magazines: 7.1%
- Consumer print: 4.5%
- Television: 2.1%
- Newspapers: 2.5%
- Radio: 1.7%

In fact, from 2005 through 2010, traditional media is projected to grow by 2.3%, while spending on new media is seen climbing by 15.4%.

Consumer magazines are also showing similar trends, Silber continued. The one exception is regional and city magazines, which continue growing and still get about 90% of their revenues from print.

Digital ads broaden

Advertising is also following the E-media trends, Silber explained. While Internet advertising began with banner ads on pages, it now includes:

- E-newsletters
- Channels
- Webinars
- Blogs
- Podcasts
- Searches
- RSS
- Video
- Mobile device content and platforms

The "old new media," which many companies have embraced, includes e-newsletters, emails, sponsorships, event extensions and custom publishing.

The "new new media" is slowly becoming mainstream with blogs, RSS, Wikis, podcasting, photo sharing, and videos.

Participatory: the newest, new media

However, the "newest new media" is still unfolding and offers a variety of op-



Folio: editor and publisher, Tony Silber, prefers his own magazine to *MAD* magazine. Say it ain't so, Tony.

Some magazines in the technical sector have already hit the "tipping point."

"For the first time, revenue increases in online media are outpacing revenue decreases in print — in dollars."

Folio: editor/publisher
Tony Silber

portunities, particularly with social networking platforms. Participatory, collaborative, and personal media are giving readers more opportunities to customize their online experience — and providing more challenges for magazines to stay on top of the trends.

The new environment that continues to unfold offers opportunities along with risks, Silber continued.

■ Management has a number of decisions to make, such as whether to implement separate sales teams for print versus online advertising.

■ For editorial staff, the online world brings a faster pace as multimedia technologies converge. Some print magazines could soon be obsolete as weeklies are replaced by dailies and 24/7 news coverage becomes increasingly available. Silber predicted that printed news weeklies will not exist in another five

years — and possibly all weeklies will disappear as well

■ Tools are available that enable the staff to see who reads what parts of the Web site or which stories they click on first. You can get instant feedback on what's important to your readers and what belongs "above the fold" — i.e., the top part of the screen.

"There is no use trying to hold out" against integrated media, Silber said. "It's just another form of communication. More than that: it's fun and full of opportunity."

Bobby L. Hickman is an Atlanta-based freelance business journalist who focuses on M&A transactions and the financial services industry. Hickman can be reached at bhickman@bellsouth.net.



DC, NY CHAPTER MEETING

Exploring the Basics

Webinar uses software to help demystify corporate finance

BY CHRISTOPHER M. WRIGHT
Washington, D.C. Chapter Board Member
Contributing Writer

Using Excel to calculate basic corporate financial ratios was the focus of ASBPE's first-ever webinar last December, jointly sponsored by ASBPE's New York and Washington, D.C. chapters.

The presenter was Steve Ross, former associate professor at the Columbia University Graduate School of Journalism, who currently edits *Broadband Properties* and teaches business writing.

Two additional sessions on how to dig deeper into financial statements are set for March 2 and May 2007. Plans call for session DVD versions to be sold by ASBPE.

During the first session, Ross walked the participants through a pre-populated Excel spreadsheet containing 1987 profit and sales figures for 15 large U.S. companies. He uses the old numbers, he said, so that we can compare what actually happened to what the calculations predicted. (In a regular classroom, he then has students pick an industry segment or a group of companies in the same region, and calculate new numbers. He suggested that the online participants do the same.)

Calculating key indicators

Participants, who received the spreadsheet and explanatory material in advance, calculated key business indicators, with Ross providing step-by-step instructions about how to enter formulas and display results — and how to generate story ideas. At the end, participants had a ready-made spreadsheet for assessing companies.

The key business indicators included *profit margin, earnings per share, price-earnings ratio, and return on investment.*

Business indicators are often slippery numbers, Ross said.

For example, *revenue* includes more than product sales, and so does profit. "It also includes the profits and losses . . . made on currency fluctuations and buying and selling assets," he said.

As for *profits*, "are they the same numbers that are reported to the tax people? No, they are not. Can you see what they report to the Internal Revenue Service? No,

you can't," Ross said. Profits divided by sales gives you the company's *profit margin*, he said.

Ross then moved into calculating the *total worth of a company's stock*. "Here is where the misreporting happens," Ross said, "confusing market capitalization with a company's worth on the block. Just because IBM's stock was worth \$68 billion (in 1987) doesn't mean that somebody could buy the entire company for that amount.

"What would happen as soon as they started buying shares?" Ross asked. "The share price would go up, the market value would increase."

After calculating earnings per share (EPS), Ross discussed the *price-earnings (PE) ratio*, the price of one share of a company's stock divided by the company's earnings per share.

The PE ratio is "perhaps, next to profits and profit margin, really the most important key to finding a story," Ross said. "The higher the price-earnings ratio, the higher the expectations of the stock that it's going to do well in the future and expectations are always a story. Find out why such expectations are happening — is it hype or is it real?"

He then contrasted General Electric with a PE of 18.8 (in 1987) with Ford at 4.8. The market was predicting a better future for GE than Ford and was right in that case, but is not always infallible. The old AT&T had an average PE in 1987, signaling average investor expectations, but the company steadily declined until its progeny SBC Communications moved to take it over in 2005.

No earnings, no PE

There is no PE if the company is losing money, Ross said, even though the spreadsheet WILL calculate it.

When a company knows it will lose money in a particular quarter, it will



Steve Ross author of 19 books and a former associate professor at the Columbia University Graduate School of Journalism. Ross currently edits *Broadband Properties* (www.bbpmag.com) and teaches business writing at the Harvard Extension.

sometimes pack all the bad news into that quarter since the stock price is going to take a hit anyway. Investors recognize this is being done and mute their reaction accordingly.

The point for journalists, Ross said, is to not write wild stories (about Ford, for example) about how the company is close to bankruptcy when non-cash writedowns don't threaten the company's viability as a going concern.

Return on investment is another key profitability indicator, the inverse of the PE ratio. "It's what you earn divided by the price," Ross said. This earnings yield is not the same as cash dividends or dividend yield, he noted.

"Remember, most of the money [the company] is using [is] to reinvest and grow the company. Only a little bit comes back in your dividend," he said.

Ross next showed how Excel can calculate the *average profit margin* for an entire group of companies. If a company's margin is below the average, journalists can look for explanations as to why the company compares unfavorably to others, e.g. tougher competition, government regulation, supply-demand imbalance affecting the price for the company's products.

Oil companies, for example, tend to be doing better today than in 1987, Ross said, because oil supplies are tighter now relative to demand than they were then.

Ross wound up the presentation by showing how journalists can sort the information in the spreadsheet (from highest to lowest PE, for example) and generate corresponding charts that can be exported to photo editing software or Web pages.

Christopher Wright is a freelance writer specializing in business and technology topics for national and international clients. See his site at www.sinewaveinvestor.com.

Northeast region

continued from page 1

planning phase (or are seriously being explored) for 2007.

Events in the Big Apple

The New York chapter is hard at work on two important projects.

Half-Day Workshop. The chapter is preparing to kick off its first-ever workshop this spring. Tentatively scheduled for early April, the half-day event, dubbed "Boot Camp for Editors," will include four interactive sessions that aim to enhance editors' editorial, management, and business skills.

Among the planned topics: "How to develop great covers on a limited budget; high-impact articles that drive industry change; finding, evaluating and keeping good writers and editors; and the editor as industry representative.

The last topic will incorporate a discussion on how editors can serve effectively as industry advocates, handle interviews well, generate "buzz" for their publications, and effectively balance business and editorial responsibilities.

Speakers for the gathering remain to be determined, but the New York chapter board anticipates tapping several contributors to ASBPE's latest published book to participate in the second session, "high impact business articles." Titled *Journalism that Matters: How Business-to-Business Editors Change the Industries They Cover*, the 216-page book from Marion Street Press features 17 case studies in which editors from such diverse publications as *Federal Computer Week* and *Nightclub & Bar* prompted reforms through their news reporting.

The program will vary in format. The session on covers is expected to feature an exercise that will call on participants to develop a magazine cover based on a hypothetical feature.

Other sessions will be presented as classroom-like lectures or, with respect to the ASBPE book content, a panel discussion. The event will close with a networking hour, during which drinks and *hors' d'oeuvres* will be served.

National Editorial Conference. While working on the spring workshop, the New York chapter is also spearheading efforts as host of ASBPE's National Editorial Conference, which is scheduled to take place at the Roosevelt Hotel in mid-town

Manhattan, August 2–3. Board members are reaching out to prospective speakers for a session devoted to Web ethics, which will explore ethical challenges facing editors who deal with on-line content.

Also in the planning stage are optional social events that will be held after the conference. These include a Friday evening boat tour of Manhattan's skyline; a Saturday morning walking tour of the Big Apple's most popular attractions; and capping the social activities, a lunch/reception in the heart of midtown.



Warren Hersch (left) is president of ASBPE's New York City chapter. He is also senior editor of advanced markets and sales for *National Underwriter Life & Health*. Hersch is an award-winning editor with 10+ year's experience as a business-to-business editor and writer in the information technology and financial services fields



Alan Earls (right) is president of the Boston/New England Chapter of ASBPE. He has been in business media for 25 years including being former editor of *Mass High Tech*, *S/Freal estate magazine*, and *Industry magazine*. He has been a freelance writer for more than a dozen years. Earls has been active in ASBPE since the 1980s and was national executive vice president in the early 1990s.

While developing content for the spring and summer events, the New York chapter is itself expanding. In addition to its five long-standing board members — Warren Hersch, a senior editor at *National Underwriter Life & Health*; Janice Tuchman, editor-in-chief, *Engineering News-Record*; Ginger Conlon, editor-in-chief, *1to1 Magazine*; Joseph Fleischer, chief technical editor, *Call Center Magazine*; and Keat Foong, executive editor, *Multi-Housing News* — the chapter now has a sixth board member: Deborah Nason.

A freelance writer, Nason focuses on emerging business issues at both trade and general readership publications. She recently relocated to Connecticut after serving as contributing editor and lead writer for five years for the *Blue Ridge Business Journal* in Roanoke, Virginia. During her varied career, she has owned several small businesses and has lived in different parts of the U.S. She also has a masters degree in management and human resource development.

Boston/New England update

During a February 5 board meeting, the Boston/New England board members explored ways to sustain the momentum generated by the chapter's annual "State of the Industry Panel and Holiday Social," which was held on December 14 and garnered nearly 50 attendees.

Ethics Webinar Discussed. One event under consideration is a webinar that would focus on editorial ethics and feature a case study, potentially with audience participation. The virtual event, if realized, would be ASBPE's fourth.

(The first two of a three-part series of webinars focusing on financial reporting were held on December 14 and March 2. The New York and Washington, D.C., chapters co-hosted the first event and the Northern California chapter the second. The final webinar in the series, to be spearheaded by the Cleveland chapter, is planned for early May.)

Weekend Seminars. The Boston/New England chapter is additionally looking into offering courses, potentially as a weekend seminar or "minimasters degrees," in partnership with a Boston-area journalism school.

Another meeting may include a virtual gathering to focus on the benefits and pitfalls of podcasting.

Help for Freelancers. An annual networking event for freelancers, who represent a significant portion of the chapter's 100-plus members, is also

under consideration. This may feature editors who are now hiring and/or would offer suggestions on how and where freelancers should pitch their services.

A more ambitious version of the event calls for a panel of staff editors and freelancers who would share best/worst war stories on working across the editor/freelancer divide.

Hiking Membership and Attendance. The Boston/New England chapter is looking beyond freelancers to boost attendance and its membership rolls. Board members are also exploring ways to attract business editors through a new affiliate category that ASBPE's national editorial board is considering: the corporate sponsor.

ASBPE national president Roy Harris says the organization's membership and marketing committees have a sponsorship plan "in the works" that grants a certain number of memberships to publishers that sign on as backers of ASBPE for a certain amount.

Nominations

continued from page 1

The LAA criteria

■ **Significant involvement (25 years or more) with business publications.** Nominees need not currently hold editorial positions, and may be retired, but ideally will have spent the bulk of their careers in senior editorial positions or will have served the industry in some significant way. Nominees need not be members of ASBPE. Past nominees not selected in previous years are encouraged to reapply.

Please provide the nominee's current title and employer/business (if retired, please state such). Provide a description or résumé of the nominee's job history. Include dates, job titles, magazines, and companies.

■ **A commitment to editorial excellence.** This may be demonstrated by general reputation of their publication(s); industry-related awards; internal company awards; teaching, or other forms of recognition and measures of editorial success.

■ **A commitment to the business/professional press.** Nominees should be or should have been involved in lending their experience and time to benefit others in the business press. For example, this may be participation in local or national business press or related organizations; corporate or university teaching; mentoring programs; or significant research or publication of articles on the business press issues.

■ **A commitment to the industry(ies) the nominee's publication(s) serve.** Examples might include committee work with trade or professional associations or standards groups; frequent speaking engagements at industry events; significant research or publication of articles on industry issues; or significant advocacy work with government agencies.

You may nominate as many individuals as you like, provided separate forms are

filled out for each person. Nominees need not be members of ASBPE. **Please return completed your form, which can be found at www.asbpe.org, by May 1, 2007,** to ASBPE, 214 N. Hale St., Wheaton, Ill. 60187. Telephone (630) 510-4588; fax (630) 510-4501; e-mail info@asbpe.org

Young Leaders Scholarship

If you'll be 30 years old or younger as of August 1, 2007, you have a great chance to win one of five ASBPE Young Leaders Scholarships.

The scholarship, sponsored annually by the Society, allows younger editors — who might otherwise be unable — to attend this year's National Editorial Conference, August 2–3, 2007, in New York City.

Winners will also attend the ASBPE Awards of Excellence Banquet at the conference site, the Roosevelt Hotel, the evening of August 2. This dinner banquet honors the best in the business press, including the ASBPE Lifetime Achievement Award winner and the Magazines of the Year.

Winners of the award will also receive a free one-year membership to ASBPE if they are not already members.

ASBPE created the scholarship to foster interest in the Society among younger editors who are advancing in their editorial careers.

Last year's winners (including two from overseas; see story below) were: Anthony Fletcher, editor, *foodnavigator.com*; Sarah Lourie, site editor, *SearchCIO.com*; Shabnam Mogharabi, business editor, *Pool & Spa News*; Jennifer Polanz, managing editor, *Today's Garden Center*; Stephanie Ricca, managing editor, *Landscape Management*; Spring Suptic, associate editor, *Broadcast Engineering and Broadcast Engineering World*; and Natalia Thomson, managing editor, *Southern African Tourism Update*.

The scholarships are open to all business editors, including print and digital. Scholarships pay the conference and hotel

room costs for five U.S.-based applicants, (see sidebar below about overseas applicants). Transportation to and from the conference, any non-conference meals, and other incurred costs are the responsibility of the winners or their individual publishing companies.

Applicants must meet the following qualifications:

■ be 30 years of age or younger (as of August 1, 2007).

■ have worked at least two years as an editor at a business magazine or Internet publication.

■ be sponsored by their publication's chief editor.

■ plan to continue in the business press as a career.

■ not be a past ASBPE Young Leaders Scholarship winner.

Entrants must provide the following:

■ an essay (500 words or less) explaining how you became involved in the business press and your interest in this scholarship.

■ an essay (500 words or less) about what you believe to be the biggest challenge faced by business editors today.

■ an essay (500 words or less), pretending it is 2017 and writing about where you are in your career and how you got there.

■ A short letter from your publication's chief editor supporting your candidacy.

■ Two recent samples of your writing — can be a feature, department, editorial, or other content.

An application form can be downloaded at the ASBPE Web site at www.asbpe.org.

The deadline for entries is May 1, 2007. The entry form can be found at www.asbpe.org. Scholarship winners will be notified on or before June 1, 2007. A listing of all winners will also be posted on the ASBPE Web site.

If you have questions about the scholarship, please e-mail them to hlundgren@association-mgmt.com or call ASBPE headquarters at 630-510-4588.

Young Leaders Scholarships are also for international editors

The Trade Association Business Publications International (TABPI) is offering an International Young Leaders Scholarship (IYLS) open to all business editors, including print and digital, who work outside of the United States.

Co-sponsored by ASBPE, the scholarship's two winners will be allowed to attend ASBPE's National Editorial Conference in New York City, August 2–3, and receive hotel accommodations for free.

Scholarship winners will also receive a travel stipend of up to \$500.

Submission requirements and criteria for the International YLS are the same as the regular U.S. ASBPE scholarships (see story above).

Transportation to and from the conference, any non-conference meals, and other incurred costs are the responsibility of the winners or their individual publishing companies. The scholarship

is not transferable to other persons or events.

The deadline for applications is May 1, 2007. Scholarship winners will be notified on or before June 1, 2007. A listing of winners will also be posted on the TABPI Web site, www.tabpi.org, where you can also download a submission form.

If you have questions about the scholarship, please e-mail them to info@tabpi.org.

Conference

continued from page 1

an “in the trenches” review of how are publications are doing .

Team of rivals

Although the panelists are competitors, the discussion will include the following:

- How to maintain the balance between editorial and advertising in an environment of small staffs and extra advertising pressure, especially on print publications.
- Is it important for editors to be brand managers? What is that job description? Must they oversee the marketing message of all their print and digital products?
- How can editors streamline their editorial and production workflows, given increased workloads due to additional pressure for more revenue? Is software the answer? Can publishers be convinced to give editors a larger piece of the action?
- What is the job description for an editor today and tomorrow? What kind of extra training must the editor now have and how will they get it?

About the panelists

Ellis Booker is editor of Crain Communications' *BtoB*, the magazine for marketing strategists. Published monthly, it reaches more than 45,000 readers. *BtoB* offers daily and weekly Internet products as well. Booker is also editor of *BtoB Media Business*, for business publishing executives. The publication offers a weekly e-mail newsletter and the annual Top Innovators in Business Publishing Awards.

Jeremy Greenfield is editor of *min's b2b*, a weekly print newsletter that covers the trade publishing industry. He's also editor of *minonline.com*, the *min* brand's official Web site, which features information on both consumer and business-to-business publishing. Greenfield also contributes to the yearly *min* magazine, which celebrates the year in magazines, brands, and people.

Tony Silber is editor and publisher of *Folio*: and *Circulation Management* (CM). He was part of the acquisition team at Red 7 Media, which purchased *Folio*: and *CM* in August 2004 from Primedia. Before the acquisition, Silber launched *M10*, the executive-level magazine and information service for the magazine industry. Prior to *M10*, Silber was publisher and editor of *Folio*: and *CM* under the Primedia umbrella.

NATIONAL EDITORIAL CONFERENCE SESSIONS

B-to-B Editing at the Crossroads

The following represents a working agenda. ASBPE's program committee is lining up high-powered speakers and fine-tuning session ideas, to be announced soon.

Day One, Thursday, August 2

When Worlds Collide: Creating Print and Digital Synergies

A day-long series of sessions takes editors from an understanding of the basics of the online shift into the realm of how-to and management issues.

■ Stepping Back: An Overview of Digital Technologies and Business Models

This session provides a foundation in the latest technologies in the Web 2.0 environment, with explanations of their implications and their strengths and weaknesses

■ **Putting It All Together: Life at 1to1 Magazine** — Editorial and digital managers of a Connecticut-based customer strategy publication discuss their development in print and digitally, including how their study of technologies evolved into a formal plan.

■ **By the Numbers: What Makes Online Tick?** — The fast-changing world of audience measurement holds vital significance for the development of online publishers, and for us as editors. This session looks at the sometimes surprising ways our journalism, and the way it is reported and delivered, may be changed by advertiser demands in this area.

■ **Web Ethics: A Different Ball Game** — From the way advertising messages are placed to questions of conflicts of interest, the transition to online publishing challenges our sense of right and wrong as we represent our readers. This session helps familiarize editors with the ethical differences presented by print and online publishing. The session includes discussions of tips and tactics, and an open Q&A period.

Day Two, Friday, August 3

Real Publishing: The Art and Craft of Business Editorial

Our second day focuses on experiences in achieving editorial excellence, along with career enhancement across all levels of the editorial staff.

■ **How They Did It: Azbee Magazine of the Year Case Studies** — Top editors of the two award-winning magazines discuss their strategies and methods for achieving editorial excellence.

■ **New Product Launches: Making Them Pay** — Ideas live or die on their justification. This program helps editors with the steps needed to analyze a market and then develop a business plan that leads publishers to view the proposal favorably.

■ **B2B Media Watchdogs Have Their Day** — Hear what three editors who cover business-to-business publishing have to say on a variety of important issues.

■ **Extreme Makeovers: An Azbee Excellence Clinic** — This interactive, roundtable session examines publications — perhaps yours — and provides immediate feedback on how to improve them. We divide the discussion into categories, with conference speakers, award-winning editors, or other experts choosing the publications to discuss from suggestions submitted by attendees. All magazine editors meet face-to-face with the experts, who lead the discussion and the critique. (The conference brochure, to be mailed this spring, will tell attendees how to submit their materials.)

Note: For Friday afternoon and for Saturday morning, August 4, optional adventures are being developed to help attendees network as they get a feel for the many wonders of New York.

Azbee FAQ

Winners in all categories, both national and regional, will be notified via fax and email in April, although the specific honors (i.e., gold, silver, or bronze) are not disclosed at that time. These finalists will also be announced on the Society Web site.

Awards received by winners in our four regions will be announced at ASBPE regional ceremonies to be held this

spring/summer, prior to the national Azbee Awards of Excellence banquet.

Awards received by national winners will be announced at the **Azbee Awards of Excellence Banquet** at New York City's Roosevelt Hotel on Thursday, August 2. The program, from 5:30–10:30 p.m., begins with the Azbee Award reception, followed by the dinner, and recognition of all winners.



EDITOR'S NOTES
Mar | Apr | 07

Live webcasts like ASBPE's aim for one-hour format

Developing a one hour webcast? ASBPE does it, and that's just about right, it seems.

Research of one Web service provider's business-to-business (B2B) publishing clients showed attendees are averaging 49 minutes of listening time to live webcasts.

The survey by ON24 also showed B2B publishers have increased the number of webcasts they produced from January–June 2005 to January–June 2006.

The findings, the company noted, were based on webcasting events — live or on-demand, audio- or video-streamed — held on ON24's webcasting network by a subset of 35 publishers. The webcasts were limited to those planned, scheduled and held from January–June in 2005 and 2006. To minimize instances when an event console may have been left on after an event had concluded, ON24 excluded webcasts that lasted over 60 minutes. The findings have an error rate of +/- 2–3%.

ON24's B2B publishing clients have included CMP, Penton, Reed Business, VNU, IDG and TechTarget.

Webcasting growth

Live Webcasts Preferred by Publishers. In 2006, 85% of all webcasts produced by publishers were live, an increase of almost 10% over 2005. During this same period, on-demand only webcasts declined to 12.76% as a proportion of all

webcasts in 2006.

Audio and Video Webcasts Experienced Growth. Whether live or on-demand, publishers produced 31.81% more audio webcasts and 43.96% more video webcasts in 2006 over 2005.

Conversion Ratio Above 55%. The average conversion ratio of registrants to attendees (people who registered AND attended) remained above 55%, with a slight drop from 61% in 2005 to almost 57% in 2006. The average number of attendees was more than 500.

Number of Minutes Attended. From 2005 to 2006, attendees spent close to 40 minutes viewing webcasts regardless of webcast type (live or on-demand).

Video vs. audio

Video Webcasts Attracted More Attendees. The average number of attendees for video webcasts increased 47% from 442 in 2005 to 650 in 2006, while the average number of attendees decreased by 9.58% for audio webcasts from 309.56 in 2005 to 279.88 in 2006.

Interactivity

Most Webcasts Include Interactive Features. Of all webcasts, 93% in 2005 and almost 88% in 2006 included polls or surveys, while almost 89% and 86% of all webcasts included Q&A for the same periods.

Polls & Surveys Engaged Attendees of Live and Audio Webcasts. From 2005–2006, audience response rates to polls and surveys increased by almost 14% for audio webcasts and 22% for live webcasts.

Q&A Participation Increased Slightly. Q&A participation levels by attendees across all webcasts increased slightly from 6.68% in 2005 to 7.21% in 2006.

Live vs. on-demand.

Archiving Extended Reach of Live Webcasts. Providing an archive of a live webcast increased the percentage of attendees who viewed that content to nearly 46%.

Attendees Viewed Live Webcasts Longer. Attendees viewed live webcasts in 2006 an average of 49 minutes compared with 34 minutes for on-demand webcasts.

Publishers Held More Live Webcasts. Publishers planned, scheduled, and held almost 48% more live webcasts in 2006 than they did in 2005. During this same time, publishers decreased the number of on-demand-only webcasts by 18%.

The results of this inaugural report (the first in a series to be released on a biannual basis) are contained in a document entitled "ON24 Insider on Publishing: Key Webcasting Findings for the Publishing Industry, January 2007."

For more information, visit www.on24.com/industrysolutions_publishing.html.

ASBPE's newly revised and most comprehensive Guide To Preferred Editorial Practices

Download at www.asbpe.org



American Society of Business Publication Editors
214 North Hale Street
Wheaton, IL 60187

PRSR STD
U.S. Postage
Paid
Documentation

New ASBPE Book

*Journalism That Matters:
How Business-to-Business Editors
Change the Industries They Cover*

To order go to www.asbpe.org