



BARLETT & STEELE AWARDS FOR INVESTIGATIVE BUSINESS JOURNALISM

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**JANUARY 3, 2012 | NOON TO 1:30 P.M.
FIRST AMENDMENT FORUM**

**Donald W. Reynolds National
Center for Business Journalism
Walter Cronkite School of
Journalism and Mass Communication**



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Schedule:

Introduction

Andrew Leckey, President of the Donald W. Reynolds National Center for Business Journalism

Video on the 2011 Barlett & Steele Award Winners

produced by Melanie Asp Alvarez and Jim Jacoby

Panel on Business Journalism in the 21st Century

PANELISTS:

James Steele, Craig Harris, Raquel Rutledge, Rick Barrett,
Michael J. Berens

MODERATOR:

Andrew Leckey

Awards Presentation

2011 Barlett & Steele Awards for Investigative Business Journalism

DONALD W. REYNOLDS NATIONAL CENTER FOR BUSINESS JOURNALISM

More than 10,000 journalists have benefited from free training from the Donald W. Reynolds National Center for Business Journalism since 2003.

Andrew Leckey, the first director of the center, was named president of the Reynolds Center and became the Reynolds Chair in Business Journalism in 2009. He was previously a longtime syndicated investment columnist for the Chicago Tribune, a CNBC anchor and the author or editor of 10 financial books. Linda Austin, former editor of the Lexington Herald-Leader, succeeded him as director.

The Donald W. Reynolds Foundation, a national philanthropic organization founded in 1954 by the late media entrepreneur for whom it is named, funds the center. Headquartered in Las Vegas, Nev., it is one of the largest private foundations in the United States.

The Reynolds Center has been based since 2006 at Arizona State University's Walter Cronkite School of Journalism and Mass Communication. Named for the

longtime CBS news anchor, the school serves more than 1,300 students in a \$71 million building that opened in fall 2008 in downtown Phoenix.

The Reynolds Foundation also funded the Cronkite School's Business Journalism Specialization, launched in the fall of 2009. Available to both undergraduate and graduate students, the specialization that includes business, economics and journalism coursework sends business journalism interns throughout the country each summer and has provided full-time business journalists for major news organizations such as CNBC, Bloomberg News, the Los Angeles Times and CNNMoney.com.

The Reynolds Center holds regional and online workshops throughout the year on a variety of topics aimed at helping journalists improve their financial reporting skills. For information on upcoming training, along with tips for how to cover business better, visit the center's website, BusinessJournalism.org.



About Donald Barlett and James Steele

Don Barlett and James Steele are one of the most widely acclaimed investigative reporting teams in American journalism. They have worked together for four decades, first at The Philadelphia Inquirer, (1971-1997) where they won two Pulitzer Prizes and scores of other national journalism awards, then at Time magazine, (1997-2006) where they earned two National Magazine Awards, becoming the first journalists in history to win both the Pulitzer Prize for newspaper work and its magazine equivalent for magazine reporting. They are now contributing editors at Vanity Fair. The Washington Journalism Review has said of Barlett and Steele that "they are almost certainly the best team in the history of investigative reporting."



THE REYNOLDS CENTER'S BARLETT & STEELE AWARDS

The Barlett & Steele Awards for Investigative Business Journalism were first conferred in the fall of 2007 to celebrate the best in print and online investigative business journalism. The annual contest awards a gold prize of \$5,000, a silver prize of \$2,000 and, starting in 2011, a bronze prize of \$1,000. Submissions from news organizations around the country are judged on investigative enterprise, strong business theme, writing style, clarity and impact. In the words of Barlett and Steele: "Tell me something I don't know."

The judges for this year's awards were Amanda Bennett, executive editor/projects and investigations at Bloomberg News; Myron Kandel, the founding financial editor of CNN; and Steve Koeppe, editorial director of Time Home Entertainment Inc.

Previous winners

2010

Gold: *Reuters* for "Diagnosed with Breast Cancer, Dropped by Insurer" by Murray Waas, whose four-month investigation revealed that a giant health insurer had targeted policyholders recently diagnosed with breast cancer for aggressive investigations with the intent to cancel their policies. An exhaustive study of records, hearings and federal data, as well as dozens of interviews with experts, officials and patients, led to the story.

Silver: *Milwaukee Journal Sentinel* for "Side Effects: Money, Medicine and Patients" by John Fauber, whose stories uncovered conflicts of interest that can compromise a doctor's judgment. An example was a surgeon receiving millions of dollars in royalties annually from a medical device company while serving as editor of a medical journal that published favorable research on the company's projects.



2009

Gold: *The Miami Herald* for "Borrowers Betrayed" by Jack Dolan, Matthew Haggman and Rob Barry, whose nine-month investigation and resulting series uncovered poor oversight by Florida mortgage regulators that permitted thousands of individuals with criminal records to conduct business in the state's home loan industry.

Silver: *Bloomberg Markets* for "AARP's Stealth Fees" by Gary Cohn and Darrell Preston, who found through public documents and scores of interviews, that the world's largest organization for seniors collects hundreds of millions of dollars annually from insurers who pay for AARP's endorsement of their policies.

2008

Gold: *BusinessWeek* for "Prisoners of Debt" by Robert Berner, Keith Epstein, Brian Grow and Geri Smith, who revealed how large financial firms regularly collaborate with doctors and hospitals to turn unpaid medical bills into high-interest consumer debt.

Silver: *The Seattle Times* for "The Favor Factory" by Hal Bernton and David Heath, who uncovered thousands of purchases that the U.S. Congress has forced the military to make in recent years, including a \$4.5 million Navy vessel that sits unused by a Seattle pier.

2007

Gold: *The New York Times* for "A Toxic Pipeline" by Walt Bogdanich and Jake Hooker, who documented China's role in supplying a counterfeit drug ingredient that killed at least 100 people in Panama and is suspected of killing thousands of others around the world.

Silver: *The Baltimore Sun* for "On Shaky Ground" by Fred Schulte and June Arney, who tracked how Baltimore's arcane system of property fees initiated in Colonial times had evolved into a system of greed and lax oversight that preyed on the poor and elderly.

1. The 2010 Gold Award winner Murray Waas; 2. The 2009 Gold Award winners, from left, Jack Dolan, Matthew Haggman and Rob Barry; 3. Two of the 2008 Gold Award winners; Brian Grow, left, and Robert Berner; 4. One of the 2007 Gold Award winners, Walt Bogdanich, (left) poses with Don Barlett; Matt Purdy, Bogdanich's editor at The New York Times; and Jim Steele.



2011 GOLD AWARD



Public Pensions, A Soaring Burden *The Arizona Republic* Craig Harris

This series focused on questionable public-pension practices and their cost to taxpayers. The project, which included 67 public-records requests, uncovered elected officials making more in retirement than when they were employed and pensions paid to convicted felons removed from office for official wrongdoing.

“This is an important subject that many had taken shots at before, but what’s new is the clarity with which it addressed the issue and its rigor in expressing a complicated analytical story,” the judges said of the series that led to sweeping statewide pension reform. “It was fair and comprehensive in reaching out to those on all sides, dug deeply into public records and told us something we didn’t know.”

CRAIG HARRIS is a senior reporter for The Arizona Republic in Phoenix, where he has worked nine years. He has been a reporter for 20 years at six daily newspapers, including the The Olympian in Olympia, Wash.; The Oregonian in Portland, Ore.; The Statesman Journal in Salem, Ore.; The Courier-Journal in Louisville, Ky.; and The Seattle Post-Intelligencer. He is a 1989 graduate of the University of Oregon, where he received a bachelor’s degree in journalism.



2011 SILVER AWARD

A Case of Shattered Trust *Milwaukee Journal Sentinel* **Raquel Rutledge and Rick Barrett**

The series revealed how a firm with a decade of serious regulatory violations of sanitary conditions was allowed to operate while the Food and Drug Administration did nothing. As a result of the stories, the FDA revealed the name of the bacterium that it found in the manufacturer's contaminated alcohol wipes. Following a permanent federal injunction against the firm, the product is no longer manufactured.

"This brilliantly written series was prompted by the death of a two-year-old boy in Houston and led to the exposing of a serious problem in a plant located in its own region," said the judges. "It is a systematic examination of the manufacture of a commonplace item and the sluggishness of regulation designed to protect consumers by investigating and correcting fatal flaws."



RAQUEL RUTLEDGE is an investigative reporter for the Milwaukee Journal Sentinel, where her investigation into fraud in Wisconsin's day care subsidy program won the 2010 Pulitzer Prize for Local Reporting. Her investigation also won the Worth Bingham Prize for Investigative Journalism, George Polk Award and Goldsmith Prize for Investigative Reporting and other national recognition. Raquel is currently the Louis Stark Nieman Fellow at Harvard University, where she is examining federal regulation and oversight of the nation's food supply as it relates to public health. A graduate of the University of Wisconsin-Milwaukee, Rutledge joined the Milwaukee Journal Sentinel staff in 2004 from the Colorado Springs Gazette, where she spent nearly seven years covering education, the military and city hall.

RICK BARRETT has been a business reporter at the Milwaukee Journal Sentinel for 11 years, covering Harley-Davidson Inc., Oshkosh Corp. and other large manufacturers. His beat also includes agriculture and telecommunications. Among other issues, he has written extensively about labor disputes and the changing nature of manufacturing. A graduate of Central Michigan University, he previously worked at the Wisconsin State Journal, as well as Gannett newspapers in Florida and Michigan, and was a news photographer in Little Rock, Ark.

2011 BRONZE AWARD



Seniors for Sale *The Seattle Times* Michael J. Berens

The series investigated the growing trend toward seniors being moved from nursing homes into less expensive “adult family homes.” The investigation uncovered more than 230 deaths that indicated neglect or abuse in these homes but were not reported to the state.

“This is groundbreaking, exhaustive reporting of a little-known abuse of elderly patients in which they are sometimes treated as commodities rather than patients,” the judges said of the series, which prompted significant reform at the state and county levels. “At a time when the aging population offers business opportunities, there are also opportunities for tragic abuses.”

MICHAEL J. BERENS works on the investigative team at The Seattle Times. He previously worked at the Chicago Tribune and The Columbus Dispatch. His reporting has garnered multiple national awards, including the Worth Bingham Prize for Investigative Journalism and the White House Correspondents’ Association’s Edgar A. Poe Award. He has also been honored by the Association of Health Care Journalists, the Society of American Business Editors and Writers, and Investigative Reporters and Editors.

REYNOLDS CENTER REGIONAL AND ONLINE TRAINING

Learn more about the 2011 recipients and previous winners of the Barlett & Steele Awards for Investigative Business Journalism at the Reynolds Center’s website, BusinessJournalism.org.

Also, don’t miss the center’s upcoming online and regional training. Events in 2012 include:

Online Training

Jan. 23-26

Investigating Private Companies and Nonprofits

Feb. 8-9

How Not to Be Bamboozled by Local Economic Studies

Feb. 28

Getting LinkedIn – Sourcing through Social Networking

March 27-28

Using EMMA to Find Great Stories in Municipal Bonds

May 1

Business Editing in Depth – 10 Things You’d Better Know

May 14-18

Unlocking Financial Statements

June 26-28

Economics 101

Regional Training

St. Louis, Feb. 22

Follow the Money – Tracking Companies’ Influence on Politics

Indianapolis, March 15

Be a Better Business Watchdog – CAR for Business Journalists

Boston, June 13

Follow the Money – Tracking Companies’ Influence on Politics

REYNOLDS CENTER STAFF PARTICIPATING IN TODAY'S PROGRAM



Andrew Leckey was named president of the Reynolds Center and became the Reynolds Endowed Chair in Business Journalism in 2009. He was the first director of the center at its launch in 2003. Leckey was previously a longtime syndicated investment columnist for the Chicago Tribune, a CNBC anchor and the author or editor of 10 financial books. He received the National Association of Investors Corporation's "Distinguished Award in Investment Education" and was the first director of the Bloomberg Business Journalism Program at the University of California, Berkeley. He is frequently interviewed on business and business journalism topics, most recently by The New York Times, Newsweek, The Guardian in London and the PBS "NewsHour," as well as China's CCTV and Oriental Outlook magazine.

