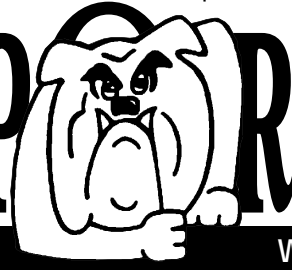


BULLDOG REPORTER



THE MEDIA PLACEMENT NEWSLETTER FOR PR PROFESSIONALS

WESTERN EDITION

FIRST BITES

► **S. F. Chronicle** business editor **Kathleen Pender** (kpender@sfgate.com) shifts to investment columnist to write a new column "Net Worth." Her replacement TBA. Former technology editor **Carolyn Said** (csaid@sfgate.com; pron. "sa-eed") shifts to technology reporter covering e-commerce. She is replaced by staffer **Marcus Chan** (technews@sfgate.com).

► **USA Today** personal finance editor **Ray Goldbacher** (703/276-3484; pron. "gold-baa-ker") shifts to Money editor for USA Today.com. He replaces **Beth Belton**, who leaves. Goldbacher's replacement TBA. Direct personal finance inquiries to **Jim Henderson**, deputy managing editor, at (703/276-6549).

► **Los Angeles Times** special projects senior editor (Mr.) **Kit Rachlis** (pron. "rak-lis") moves to **Los Angeles Magazine** as editor-in chief. Contact at krachlis@lamag.com. He replaces **Spencer Beck**, who leaves. Rachlis' replacement TBA.

► The **Denver Post** shifts the beats of several reporters. Telecommunications reporter **Jennifer Beauprez** (pron. "bo-pray") shifts to Internet e-commerce reporter. No replacement assigned. **Marcia Austin** shifts to the healthcare beat, replacing **Eric Hubler** (ehubler@denverpost.com), who now covers Denver public schools. **Emily Narvaes** (enarvaes@denverpost.com) shifts from the real estate beat to cover residential real estate and demographics, an addition. Reporter **Jim Weiker** joins to cover the commercial real estate beat. Airline/aerospace business reporter **Jeff Leib** (jleib@denverpost.com) shifts from the business desk to the city desk to cover the transportation beat. He is replaced by editor **Greg Griffin**, who shifts to reporter covering international trade, aerospace and airtravel. **Kelly Pate** joins as new reporter covering retail advertising and marketing, a new addition. Casino and gaming reporter **Steve Raabe** (sraabe@denverpost.com) shifts to covering mutual funds, natural resources, and personal finance. Replacements TBA.

► **Newsweek** San Francisco correspondent **Karen**

Breslau (pron. "bres-low") advances to S.F. bureau chief effective mid-August, replacing **Pat King** (415/788-2651) who shifts to S.F. bureau stringer. In addition, S.F. correspondent **Brad Stone** (415/788-2651, ext. 3) who writes for the Science and Technology section, shifts to technology correspondent to focus specifically on technology issues, an addition.

► **San Jose Mercury News** reporter **Scott Herhold** shifts from writing the "Term Sheet" column to writing the "Tech Stocks" column, which examines public technology stocks. He replaces **Adam Lashinsky** (alashinsky@thestreet.com), who leaves to join **The Street.com**'s San Francisco office as Silicon Valley columnist, an addition. Herhold is replaced by **Venture Capital Journal** reporter (Ms.) **Shawn Neidorf** (sneidorf@sjmercury.com; pron. "nye-dorf"), who also covers the venture capital beat.

■ GENERAL BUSINESS, TECH

Give Wired's O'Brien Quirky Angles, Interesting Personalities



If a business story in **Wired** magazine reads differently than those in most of the other major biz/tech pubs, it's because this pioneer tech mag is all about content—not just big company names and familiar faces. "It's easy to find people with impressive titles or fascinating data, but tougher to find

INSIDE INFORMATION

Chart: Wired Contacts 2
 WSJ's LA Bureau Chief 3
 Fox's "Hannity & Colmes" Producer 3
 Daily Deal Silicon Valley Reporter 4
 MyBusiness Magazine Editor 5
 Chart: West Coast Tech Contacts 6
 LA Times Tech Reporter 7

WIRED MAGAZINE EDITORIAL CONTACTS

520 3rd St., 3rd Fl.
San Francisco, CA 94107
(415) 276-5000
Fax: (415) 276-5150
E-mail:
firstname_lastname@
condenast.com
(except where noted)
<http://www.wired.com>
www.wired.com
Editor-in-chief
Katrina Heron
(415) 276-5212
Executive editor
Alex Heard
(415) 276-4939
Managing editor
Martha Baer
(415) 276-5142
Senior associate editor
Amy Johns
(415) 276-5201

Assistant managing editor, new products editor
Kristine Kern
(415) 276-5214
Senior editors
Brad Wieners
(415) 276-5251
Jeffrey O'Brien
jeffo@wired.com
People in Business section editor, E-Commerce section editor, Internet section editor
Tom McNichol
(415) 276-5194
Book Review section editor, Hardware section editor, Multimedia section editor, New Products section editor
Bob Parks
(415) 276-5213

Personal finance associate editor
Jessie Scanlon
(415) 276-5209
Associate editors
Michael Behar
(415) 276-5218
Jesse Freund
(415) 276-5208
Research editor
Patricia Krueger
(415) 276-5263
Business editor
Michael Noer
(415) 276-8422
Articles editor
William Goggins
(415) 276-5203
Editor-at-large
Kevin Kelly
(415) 276-5211

Senior writer
Chip Bayers
(415) 276-5206
Columnist
Nicholas Negroponte
(617) 253-5960
Editorial assistant
Christina Ganjei
(415) 276-4949
NYC bureau
4 Times Square
NYC 10036
(212) 286-5253
Fax: (212) 286-5254
Senior writers
Warren St. John
warren_stjohn@condenast.com
Frank Rose

personalities behind [them],” says senior editor **Jeffrey O’Brien**, who assigns and edits biz feature stories (among other things) for the mag. So put away your Top 30 list and pitch him your talkative, animated second-tier CEO or expert who has a unique story to tell.

Focus: Wired has been reporting on the “New Economy” since before there ever was such a term, and has covered it almost exclusively since Conde Nast purchased the pub in 1998. It remains one of the industry’s most prestigious and prolific mags. O’Brien ensures that the pub’s biz coverage meets those high standards, and Wired’s reputation—and its circulation (425,000)—continues to grow. “We don’t have the same mission as Fast Company or Business 2.0 or the Industry Standard,” says O’Brien. “Ours is not to get to all the news, but rather to tell the most compelling stories.”

Getting coverage: O’Brien readily admits he works best with the PR people with whom he has developed a relationship over the years—“people that I’ve met and been able to relate to as people”—and this should be your approach. He will lend an ear to biz-related tech pitches of all shapes and sizes, but he looks for the unique, compelling angle first—so put this element of your pitch upfront.

“[It’s best] to look at the formula in a piece that has nothing to do with [your client], figure out what

seems to have excited me and ask yourself if there’s a similar angle,” he says. Be aware of what usually excites him—articulate, excitable personalities with invigorating stories.

Hot tip: Find the off-center angle in your pitch and highlight it. O’Brien thrives on unique spins, especially for shorter pieces found in the *MustRead* section. “If you’re pitching me [for that section], make sure it is either quirky, offbeat, strange, weird, counter-intuitive or funny—or all of the above. Sure, we print stories that aren’t necessarily any of the above, but we have no trouble finding those.”

Recent stories: “If you see a business-oriented piece in Wired—something that reads like analysis or otherwise takes a hard look at a company or trend—chances are good that I’ve had my paws on it,” says O’Brien. His coverage of late has included everything “from the future of weather modification to the alternative space movement.” Remember when pitching that a company or exec doesn’t have to be famous, just interesting. Give your pitch an offbeat spin, and he will find the story.

Steer clear: Make sure your pitch isn’t about some topic that O’Brien recently covered, even if you have a unique angle. “Please realize that if I covered something, the chances that I’ll get back to it in the short term are tiny,” he warns.

Pitch: Reach O’Brien by e-mail only. Don’t

WALL STREET JOURNAL LA BUREAU CONTACTS

6500 Wilshire Blvd.
#1500
LA 90048
(323) 658-6464
Fax: (323) 658-3828
E-mail: firstname.lastname@wsj.com
Bureau chief
Jonathan Friedland
Deputy bureau chief
Andrew Pasztor
(323) 658-3810

Reporters
Airlines/aerospace, defense
Anne Marie Squeo
(323) 658-3814
Biotech, healthcare, pharmaceuticals
Rhonda Rundle
(323) 658-3803
Casinos and gaming, tourism
Christina Binkley
(323) 658-3813

Economy, regional biz, telecom
Rick Wartzman
(323) 658-3804
Enterprise, small biz
John Emshwiller
(323) 658-3822
Entertainment industry
Lisa Bannon
(323) 658-3818
John Lippman (also media biz)
(323) 658-3806
Bruce Orwall
(323) 658-3809

Utilities
Becky Smith
(323) 658-3811

California Journal
Editor
Michael Totty
Fax: (323) 651-9305 (LA)
Fax: (415) 956-4855 (San Francisco)

follow up. Highlight the part of the pitch that distinguishes it from run-of-the-mill biz stories. Make your CEO or spokesperson available, and make sure he/she is lively and ready to talk. See chart, previous page, for contact information.

■ GENERAL BUSINESS

WSJ's LA Bureau Wants Your Entertainment/Tech Industry News

The LA bureau of **The Wall Street Journal** covers its fair share of regional news events, but your best shot at ink right now is entertainment industry and tech trend pitches. New LA bureau chief **Jonathan Friedland** is particularly keen on Internet-related companies, including Internet stock fraud news, which is “a big issue right now,” he says—so pitch your Internet economy CEOs and experts with info about online investments and valuations.

Focus: The Wall Street Journal reaches 1,700,000 readers nationwide each weekday, and the LA bureau is immersed in Hollywood industry coverage, along with its regular regional coverage of the country's second-largest city. The dot-com explosion has shifted the bureau's focus, especially the trend and regulatory aspects of the cybermarket. The bureau also specializes in the aerospace, gaming, utilities, biotech and healthcare beats.

Recent stories: “We cover a very broad range,” says Friedland. “Some stories we've covered lately range from the reasons why power outages are likely this summer to a profile of the new CEO at Mattel.” In addition, Hollywood stories include the real story behind the movie *M:I-2*: “An editor who came in to reshape the script was one of the movie's real heroes, and he wasn't even credited,” says Friedland. Also, the Disney/Goto.com lawsuit over copyright

infringement got extensive coverage.

Extra opp: “The Journal is also interested in smaller, regional stories,” says Friedland. “If an idea isn't big enough for the national paper, you should direct your pitch to the California Journal,” a Wednesday supplement to the daily that tackles state-specific issues. The CJ is a separate entity, and should be pitched directly. The section covers the entire state, not just LA regional news. Recently, the section reported on high-tech companies in Silicon Valley threatening the maritime business of that region, as well as the reasons for the state's higher gasoline prices. Contact section editor **Michael Totty**.

Approach: Highlight the reasons why a general-interest reader would want to know about your idea—which means it must be trend-related, have a human-interest element (overcoming obstacles to meet a challenge, for example), or be timely industry news for one of the beats mentioned above. For a better shot at coverage, make sure The Journal gets the first-run option. “We pride ourselves on our exclusivity,” says Friedman.

Pitch: Contact beat reporters directly, or pitch regional ideas to Totty. Call first, as each reporter's voice mail specifies the way he/she prefers to receive pitches. Do not follow up. Contact Totty by e-mail. See chart, above, for contact info.

■ GENERAL NEWS, POLITICS

“Hannity & Colmes” Producer Seeks Guests for Heated Debates

You have an excellent conduit for all kinds of guest pitches with Fox News Channel's “**Hannity & Colmes**” producer, **Robert Monaco**. He insists, “There's really nothing that I turn away” for the

issue-driven show and passes anything he can't use on to other network producers—offering your client a chance for air on “The Edge with Paula Zahn” and other news programs as well.



Focus: Conservative radio commentator Sean Hannity and liberal radio personality Alan Colmes offer their takes on controversial topics, personalities and social issues on the 9–10 p.m. show. As for your spokesperson, he/she needs to be articulate and have a taste for a fast-paced, hard-hitting debate.

Formerly an “O’Reilly Factor” producer, Monaco will cover any issue in the news that’s of interest to enough people, so there’s no limit to topic ideas they’ll consider. You can pitch both ideas and guests for one of the show’s four segments, each of which looks at a topic making headlines.

Pick a side: Because segments are often two-way debates between guests, your best bet is suggesting someone who sits firmly on one side of an issue—e.g., a recent NY shooting sparked a “political slugfest” between David Horowitz, author of “Hating Whitey,” and Eric Josey of “100 Blacks in Law Enforcement.”

Tip 1: While political figures like Calif. gubernatorial candidate Dan Lundgren regularly join the show, Monaco says topics range from taxes to teen sex, and he will consider anything that’s provocative enough. Another recent guest was civil rights activist/Harlem mosque minister Benjamin Muhammad.

Tip 2: Tie your idea to some topical event. The show booked an attorney for Linda Tripp because her wire tapping charge just went to court in Maryland.

Tip 3: Also, send info from companies that have conducted surveys, such as those on gun possession or school violence.

Pitch: Monaco welcomes pitches via all methods. See shadowbox below for details.

FOX “HANNITY & COLMES” CONTACTS

1211 Ave. of the Americas
NYC 10036
(212) 301-3000
Fax: (212) 301-4229
E-mail: last name@
foxnews.com
(Mon.–Fri., 9–10 p.m.)

Producer
Robert Monaco
(212) 301-3198
Associate producer
(Ms.) Meade Cooper
Production assistant
Heather Powers

■ FINANCE

Daily Deal’s Silicon Valley Reporter Needs Access To Tech Dealmakers

With dot-com fever spreading like wildfire, the **Daily Deal’s** West Coast senior reporter **Olaf de Senerpont Domis** (pron. “deh sin-er-pont do-mees”) needs your help keeping up with the numerous transactions these companies are making. The trail of mergers, acquisitions, venture capital financing, investment and valuation issues, and bankruptcies is a lengthy one, and he “can use any news that has to do with company-to-company transactions”—so pitch your CEOs, investors and corporate lawyers to him with any deal-related news in the tech industry.

Focus: The Daily Deal reports on company transactions and related financial news in major markets including NYC, LA, San Francisco, Boston, Chicago and Philadelphia. It’s controlled circ. of 20,000 reaches major players almost exclusively. The pub targets bankers, corporate execs, investors, accountants and lawyers with news about the day’s most important deal news and transactions, along with info about the people doing the deals. Domis specializes in hardware, specifically “mergers and acquisitions, and venture capital funding in the hardware space.

“I cover Cisco Systems regularly, each of their acquisitions, as well as Intel and other big chip makers,” says Domis, stressing that he primarily needs access to the dealmakers in these major companies, along with those in second-tier networking firms. “I also need info about start-ups that are announcing a new round of financing, and particularly need access to the lawyers who are writing the deals,” he says.

Recent stories: Few Silicon Valley tech companies go unmentioned in Domis’ articles; he writes up to three pieces a day, covering major companies like Excaliber, Nortel, Gateway and Tyco, along with smaller companies’ deals, often relating news to larger buying trends. He analyzes each company’s major transactions, closely follows stock valuations and overall market progress, capped off with notable investment news.

PR friendly: Domis enjoys a healthy relationship with the PR industry, where he often gets tips and leads, mostly in the form of major player contacts. He encourages PR pros to keep the tech-related deal news coming. Don’t forget that he reports on related

topics such as financing, valuations, investing and legal issues of transactions.

Pitch: Contact Domis initially by e-mail. Breaking news is welcome anytime, but allow two weeks for features. He is in the Valley at (650) 508-1667. The Daily Deal's HQ is at 105 Madison Ave., NYC 10016; (917) 256-2162; fax: (917) 256-2193. Non-tech pitches can be sent to reporters@thedailydeal.com.

■ SMALL BUSINESS

MyBusiness Mag Wants Lessons Learned for Small Biz Owners



The National Foundation of Independent Businesses (NFIB) recently launched its first issue of **MyBusiness**, a new mag to be mailed out to all 600,000 of its members nationwide. With a strong focus on small biz issues, it

needs success stories, CEO profiles and biz tips from your harder-to-pitch clients—those from companies of less than 100 employees.

Focus: “Ninety percent of the readers are small business owners,” says editor **Lisa Waddle**, as opposed to the 48 percent owner/partner quotient of Inc. readers and 75 percent quotient of Fortune Small Business readers. “We’re looking for stories about small business owners, saying here’s a problem they faced and here’s how they solved it.” Therefore, most topics of interest to your clients in smaller companies—from finance to marketing to taxes—should also appeal to her.

Your primary contact for the bimonthly mag, Waddle adds that getting ink means primarily reaching decision-makers, “the people buying the products and services.”

• **MyBusiness Manual**—Waddle encourages you to fit your service-oriented idea into this 7–8-page section of small articles—“it’s a great chance for people to pitch us ideas with those themes,” she says. Topics fall into such categories as how to reduce your taxes. Refer to the editorial calendar for themes.

• **Upfront**—This section makes a good target for short articles on a variety of topics. “Each month we try to cover Internet stuff, management and finance,”

Waddle says. “We also do short, offbeat profiles,” like one in the current issue on a store that sells skeletons, and another on a washboard company whose business boomed thanks to Y2K survivalists.

• **“My Say”**—This column is a great opp for your client who has a provocative personality and a knack for writing. Columnists choose their topics and write a 400–500-word essay in the first person. Waddle suggests ideas with a lesson-learned element and some humor.

Tips for placement:

1. General themes that apply to any business are welcome here—for instance, the May/June issue’s cover story discusses how to find a healthy work-life balance.

2. Don’t write your release to Web-savvy startups. Many readers are mom-and-pops looking for info they can’t find in Fast Company—i.e., it is less Net-focused and isn’t the best place to pitch your IPO info.

3. Always include the size and revenue figures of the company. (FYI: The federal definition of a small business is anything under 500 people, so the mag makes exceptions to include companies with over 100 employees.)

FYI: Because the companion Web site content is free to all viewers, a hit means your story would also reach people outside the base audience. (Plans include making the mag available on newsstands as well.)

Pitch: Pitch Waddle by e-mail or fax first. She will call you if she’s interested. Lead time is two months (see editorial calendar below for upcoming topics). Reach her at 3322 West End Ave., Ste. 700, Nashville, TN 37203; (615) 385-9745; fax: (615) 386-9349; waddle@mybusinessmag.com. Visit the web site at www.mybusinessmag.com.

■ ENTERTAINMENT, TECHNOLOGY

LA Times’ Huffstutter Wants Culture/Tech Convergence Pitches

The gray area between pop culture and technology keeps getting bigger, and **Los Angeles Times** technology reporter (Ms.) **P.J. Huffstutter** is tackling the area of convergence as thoroughly as possible. The lawsuit against Napster (online MP3 trading site) and its users by rock band Metallica, which she covered extensively, signals a much deeper

WEST COAST KEY TECHNOLOGY CONTACTS

Bloomberg News/San Francisco bureau
345 California St., Suite 3500
San Francisco, CA 94104
(415) 912-2980
Fax: (415) 912-2962

Computer hardware reporter
Molly Williams
(415) 912-2993

Software/Internet, securities, games reporter
Greg Chang
(415) 912-2992

Technology reporter
Cesca Antonelli
(pron. "ches cah")
(415) 743-3532

Reuters America/San Francisco bureau
One Sansome St., 30th Fl.
San Francisco, CA 94104
(415) 677-2500
Fax: (415) 986-5147

Senior Silicon Valley Correspondent
Andrea Orr
(650) 461-3400
Silicon Valley correspondent
Duncan Martell
(650) 461-3401

Technology correspondent
Therese Poletti
(415) 677-2542

New York Times/ San Francisco
455 Market St., Ste. 1190
San Francisco, CA 94105
(415) 362-3912

High technology and computers reporter
John Markoff
markoff@nytimes.com

Seattle Times
1120 John St.
Seattle, WA 98109
(206) 464-2111
Fax: (206) 464-2261

Technology editor
Mark Watanabe
(pron. "wah teh nah bee")
mwatanabe@seattletimes.com

Technology reporter
Roger Yu
(206) 464-3119
ryu@seattletimes.com

Personal tech reporter
Peter Lewis
(206) 464-2217
plewis@seattletimes.com

Dallas Morning News
508 Young St.
Dallas, TX 75265
(214) 977-8222
Fax: (214) 977-8776

Technology reporter
Alan Goldstein
(214) 977-8219

Denver Rocky Mountain News
400 West Colfax Ave.
Denver, CO 80204
(303) 892-5000
Fax: (303) 892-2841

High technology reporter
(Ms.) Dana Coffield
(pron. "cau field")
(303) 892-5242
coffield@rockymountainnews.com

Houston Chronicle
801 Texas Ave.
Houston, TX 77002
(713) 220-7171
Fax: (713) 220-2811

Computers/high-tech reporter
Dwight Silverman
(713) 220-6873
dwight.silverman@chron.com

The Oregonian
1320 Southwest Broadway
Portland, OR 97201
(503) 221-8327
Fax: (503) 294-4079

Technology editor
Ben Santarris
(503) 221-8542

High technology reporter (personal computer and semiconductor industry)
Elisa Williams
(503) 221-8505

Internet reporter
John Snell
(503) 221-8215

Technology and innovations reporter
Steve Woodward
(503) 294-5134

Technology and telecom reporter
(Ms.) Su-Jin Yim
(503) 294-7611

Los Angeles Times
Times Mirror Square
LA 90053
(213) 237-5000
Fax: (213) 237-4712

Assistant business editor, technology
Russ Stanton
russ.stanton@latimes.com

Technology reporter
(Ms.) P.J. Huffstutter
p.j.huffstutter@latimes.com

Technology reporter (San Francisco)
Charles Piller
charles.piller@latimes.com

Orange County Register
625 North Grand Ave.
Santa Ana, CA 92701
(714) 796-7000
Fax: (714) 796-3681

Technology reporter
Chris Farnsworth
(714) 796-7083

Arizona Republic
200 East Van Buren
Phoenix, AZ 85004
(602) 444-8000
Fax: (602) 444-8274

Computers/high-tech reporter
Jonathan Sidener
(602) 444-8169

San Antonio Express-News
P.O. Box 2171
San Antonio, TX 78297
(210) 250-3000
Fax: (210) 250-3121

Technology and science reporter
Don Sheron
(210) 250-3243
dsheron@express-news.net

San Francisco Chronicle
901 Mission St.
San Francisco, CA 94103
(415) 777-1111
Fax: (415) 896-1107

Technology editor
Marcus Chan
(415) 777-8440
technews@sfgate.com
Consumer technology, database software reporter
Benny Evangelista
(415) 777-6051

Semi-conductor, computer hardware, macintosh products reporter
Henry Norr
(415) 777-8490
hnorr@sfgate.com

Biotechnology reporter
Tom Abate
(415) 777-6213
abate@sfgate.com

Staff writer, technology
Carrie Kirby
(415) 777-5130

San Francisco Examiner
110 Fifth St.
San Francisco, CA 94120
(415) 777-2424
Fax: (415) 777-2525

Technology reporter
Alan Saracevic
alan@examiner.com

San Jose Mercury News
750 Ridder Park Dr.
San Jose, CA 95190
(408) 920-5000
Fax: (408) 288-8060

Assistant business editor, technology
Cindu Goel
(pron. "cin do goal")
(408) 271-3756
cgoel@sjmercury.com

Computers columnist (PCs, peripherals and applications)
Dan Gillmor
(408) 920-5016
dgillmor@sjmercury.com

Personal technology reporter
Mark Schwanhauser
(408) 920-5543

Personal technology reporter
Mike Langberg
(408) 920-5084
mschwanhauser@sjmercury.com

Technology GA reporter
Kyrstin Ha
(408) 278-3457

Financial Times/ San Mateo bureau

Regional tech correspondent
Tom Foremski
(650) 372-9849

convergence well around the bend, and she welcomes the help of PR pros with an inside track on tech/entertainment (particularly music) overlap. Even though the best stories have a broad appeal, she says that this trend is breaking so fast that even if the news is small, "It doesn't mean I won't cover it."

Focus: The Times sports a readership of nearly 1,100,00 daily (1,385,780/Sun.), and is becoming the standard for national tech/entertainment coverage. The beat grows so fast that the daily imported Huffstutter, formerly a regional tech reporter with the Times' Orange County bureau, to its downtown HQ to take full advantage of her insight. Her extensive beat, covering the digital music and games industry, is a prime target for tech-savvy entertainment pitches.

Recent coverage: Huffstutter's coverage of the Napster lawsuit has led to a variety of file-swapping stories, reporting on companies like FreeNet and Gnutella, which have taken the Napster dispute to new heights with their "floating" storage capabilities. She also profiled Sega Enterprises (video game maker) former president Shoichiro Irimajiri, who recently resigned from the money-losing corporation. She also covers tech-related stock market news and covers new technologies from an industry angle.

"Any news that covers a cross between music and technology interests me," says Huffstutter. "Also, any tech gaming trends."

Steer clear: Huffstutter will report on products as they relate to a trend, but she doesn't review products for consumer interest. "I also don't cover Web site launches," she says.

Pitch: Contact Huffstutter by e-mail, preferably in the morning. See chart, previous page, for contact info.

MEDIA NEWS

► **George** magazine relaunches its website **Georgemag.com**. The mag, as well as the site, is a guide to the personalities processes, and issues that form our political culture. Georgemag.com also features online bulletin boards for its readers to debate current issues, live political news, as well as online subscription ordering capability. Contact online editor **Brian Weiss** at (212) 767-6153.

► **KCOP-TV/UPN 13** (Los Angeles) airs an ongoing news program, "A Call For Action." The 15-minute special segment airs immediately following

UPN News 13 prime time and explores compelling issues facing L.A. related to education to law enforcement. The live segment offers viewers an opportunity to comment and ask questions directly by phone, email or fax providing immediate feedback from one of L.A.'s key decision makers.

► **Fortune** magazine increases the size of its back-of-the-book "*Fortune Investor*" section to 10-14 pages, up from its previous 6-8 pages, an expansion shepherded by assistant managing editor **Clifton (Cliff) Leaf** (212/522-6692). The change is designed to meet the needs of what Leaf describes as a sophisticated readership. In addition, Leaf oversees the newly expanded "Personal Fortune" business lifestyle section run by senior editor **Erik Torkells** (212) 522-0652.

► **KXAS-TV** (Dallas-Fort Worth, Texas) launches "**NBC 5 Midday Sunday**", the only Sun. midday program in the Dallas/Fort Worth market. The 30-minute program provides its viewers with the latest news, weather and sports information. Direct editorial inquiries to community affairs director **Nada Rudduck** at (817) 654-6359 until a permanent contact person is established. Details TBA.

SEEKERS & SOUGHT

Media Relations Opening! Pondel/Wilkinson Group, West Coast's leading Corporate/Investor Relations firm, seeks media relations associate. Must have solid media relationships, strong writing skills and comfort working on financial/business stories. Chance to work with leading edge companies and learn investor relations from professionals recognized as among the best in the business. Salary commensurate with experience. Fax resume to 310-207-5444 attention: Judy or email to jsfetcu@pondel.com

Wanted Senior PR Account Manager: Cintara (formerly Tollner Design Group) is a full service branding agency, based in Downtown San Jose, is looking for a senior level account manager to lead its PR division. Last year, the agency began building a PR division and is now seeking more senior and specialized talent to manage its growth in PR. The ideal person will have at least five, hard-core years of PR experience -- preferably with sufficient agency background. Knowledge of branding is a plus. Good contacts with the high tech media, and must have the confidence to pitch stories to the press and sell ideas to clients - which can consist of fast moving startups. Candidates should have successful experience managing accounts. Immediate opening. Please submit resumes to Cintara President Lisa Tollner at lisa@cintara.com, or send fax to 408/293-5389.

PR/Advertising Manager: for law firm based in San Francisco. To serve as Firm's "Public Information Contact", implement the Firm's national advertising and public relations strategy, and serve as the main point of contact for advertising. Minimum of five years public relations experience required; legal industry and advertising experience a plus. See website for complete description (littler.com) and apply to: littlerjobs@littler.com

Corporate Communications Manager: WellPoint Health Networks Inc., one of the nation's largest publicly traded managed care companies, seeks an experienced manager to plan and implement communication programs that will enhance brand awareness and recognition of WellPoint and its family of companies. Will manage all press relations and develop positive story ideas. Requires 3-5 years' public relations experience; Bachelor's preferred. Excellent communication skills with the ability to express ideas, both verbally

and in writing, are essential. A thorough understanding of the healthcare industry is beneficial. Great compensation and benefits! Forward resume to: WellPoint Health Networks Inc., HR, WPJ0114CC, 21555 Oxnard Street AC-VE, Woodland Hills, CA 91367; E-mail: darcie.crawford@wellpoint.com; or FAX: (818) 712-6864. AA/EOE/M/F/D/V.

Publicist Wanted: Burgeoning Company with wonderfully promotable "story" seeks Bay Area publicist. Visit AIRBORNEHEALTH.Com . Reply via comments page.

Seekers & Sought is a listing of jobs looking for people & people looking for jobs in PR & communications. Insertion deadline for the July 7th issue is June 20th. The cost for each listing is \$2.00 per word. Add \$10 for a blind box. Ads run in BR and appear free to all visitors at <http://www.bulldogreporter.com>. Phone Wendy Mahoney at (510) 596-9309, fax (510) 596-9331, e-mail wmahoney@infocomgroup.com.

MEDIA MOVES

■ DAILIES ■

SCOTTSDALE CITIZEN: Amalia Lopez de Lacarra joins as new editor/associate publisher. Email amalia@mcpub.com. This is a quarterly magazine covering events and issues of interest to residents of Scottsdale, Arizona.

THE (Fairfield) DAILY REPUBLIC: Politics and government reporter Sylvia Rodriguez leaves. She is replaced by general assignment crime reporter Inga Miller. Miller's replacement TBA.

■ BIZ/TRADE MAGS ■

BUSINESS 2.0: Reporter Kim Cross, who previously managed "The Numbers" section, advances to associate editor, a new addition. She now oversees the "InDepth" section, and helps coordinate features and packages, in addition to reporting and writing for the "InDepth" and "Get a Life" sections. E-mail at kcross@business2.com. Research director Jenny Nelson (jnelson@business2.com) takes over "The Numbers" section in addition to her current duties.

PC WORLD: Senior editor Harry McCracken advances to executive editor/features, replacing Brad Grimes who left the mag to start his own business. McCracken will oversee the features, columns, and How-to coverage for the print monthly, as well as continue to pen his monthly "Web Savvy" column (which debuted in the April 2000 issue). McCracken's replacement TBA. McCracken is based in the mag's Boston office. Contact (617) 482-8470. Acting managing editor of MacWorld Paul-Michael King joins as assistant managing editor, replacing Kimberly Stein, who advances to managing editor. Formerly financial editor at Chase H&Q investment bankers Anne McDonald joins as senior associate editor in the print reviews department, covering digital cameras and speech/voice recognition. Former Gale Group/Information Access Co. editor Dennis O'Reilly joins as new senior associate editor in the "Here's How" print department, covering modems, routers, office suites, word processors, travel, email, and Web authoring software/sites.

■ BROADCAST ■

CYBER MEDIA: The show has ceased production. Host Kim M. Bayne plans to host a new public radio program this summer with another reproduction company. Contact at kim@wolfBayne.com.

■ ONLINE/WIRES ■

SMART MONEY.COM: Reporter Joe Hagan leaves to join Worth magazine as staff writer. His replacement TBA.

CNET.COM: Editor-in-chief of Computer Currents Robert Luhn joins CNET as the executive editor for hardware, software and Internet services. He replaces Jessica Branson, who leaves. Editor-in-chief for Window Systems magazine Rich Castagna joins as executive editor for small business, an addition. Editorial director from etown.com David Carnoy joins as executive editor for Wireless, a new addition. Replacements TBA.

\$5,000 Reward for Info Regarding Bulldog Reporter Photocopying Violations

Are you holding an illegal copy of Bulldog Reporter? Be advised that BR is protected by federal copyright law, which forbids regular cover-to-cover reproduction of any publication without the publisher's permission. Recent cases of such violations have resulted in six-figure fines for offenders. Infocom Group offers a \$5,000 reward to anyone providing evidence of illegal photocopying or faxing of its publications that leads to successful prosecution or settlement. Anyone knowing of illegal photocopying will be guaranteed confidentiality. Please contact James Sinkinson at (510) 596-9333.

So that subscribers may copy material in BR legally, Infocom Group provides site licenses and bulk pricing. Site licenses, which allow your organization to distribute BR to staff or clients, are available through Infocom Group for a yearly fee. With bulk subscriptions, Infocom Group can send multiple copies of BR.

BR is also covered by an agreement with Copyright Clearance Center, which provides for multiple photocopies at \$2.95 per page. Contact the Center at 222 Rosewood Drive, Danvers, MA 01923, (508) 750-8400; fax: (508) 750-4744. Infocom Group's publisher I.D. number is 00-5050870.

For further information on any of the above, please contact Brian Pittman at (510) 596-9326.

Richard Carufel / Editor
Deanna Cunningham / News Editor
Brian Pittman / Editorial Director
Katherine Field / Contributing Writer
Meliza Wells / Product Manager
Cindy Levitas / Art Director
Kimmy Cheung / Controller
James Sinkinson / Publisher

Bulldog Reporter[™] covers PR and the news media for communications professionals. Comments/ story suggestions welcomed. Send to *Bulldog Reporter*, 5900 Hollis St., Suite R2, Emeryville, CA 94608-2008, (800) 959-1059, fax (510) 596-9331.

Bulldog Reporter[™] is published semimonthly, 24 times per year by Infocom Group, 5900 Hollis St., Suite R2, Emeryville, CA 94608-2008. Copyright © 2000 by Infocom Group.

Subscription price is: 1 year, \$439. Add \$20 postage per year to Canada and Mexico, for other foreign orders add \$40 per year. Back issues: \$20 each.

POSTMASTER: Send address changes to Bulldog Reporter, 5900 Hollis St., Suite R2, Emeryville, CA 94608-2008.