

# SHOP TALK

By Laurie Ledgard

A bi-weekly look of the news business and the business of news.

## Another Riverfront Recapture kudo

**R**iverfront Recapture has a new honor. The League of American Communications Professions gave the organization's annual report a top ranking in the league's 2001 annual report competition.

An astonished Joe Marfuggi told me Riverfront Recapture's annual report placed 9th on the list of the top 100 reports in 2001 submitted by for- and non-profit companies and organizations.



Riverfront was ranked higher than Office Depot, Shell, Bank of America, Coca-Cola, AT&T, and even Yale-New Haven Hospital with a score of 88 out of a possible 100. Scoring categories included first impression, cover art, artwork, clarity, creativity and narrative.

Riverfront's report received a perfect 10 out of 10 points for clarity, and nine points in seven other categories.

Marfuggi credits graphic designer Carole Wade, with whom he has been doing "kamikaze" annual reports for the last 16 years. At least, when he can reach her.

A number of years ago, Marfuggi said, Wade sold her house and her business to live on a sailboat in the Caribbean. But Wade doesn't always hang her anchor there.

"In the early winter I have to e-mail her and God knows where she's going to be," Marfuggi said.

After a lot of e-mailing back and forth, a final design is decided on. Wade flies to Hartford from wherever she is in the world (this year it was Spain) and stays just long enough to oversee production and printing. Then she's off again, and back to her sailboat.

Marfuggi recently sent Wade several e-mails to let her know about the annual report competition, but so far she hasn't answered.

Wade is somewhere — out there — sailing the seven seas.

**CT-N the innovator:** The Connecticut Network, our very own, homegrown C-SPAN, will receive the Connecticut Quality Improvement Award's 2002 Silver Innovation Prize.

The award acknowledges CT-N's "groundbreaking" approach to televising state government proceedings since the network was founded three years ago.

CT-N is one of 39 Silver Award winners this year. These awards, as well as 22 Gold level awards will be presented at the 15th Annual Conference on Quality and Innovation on October 17.

The awards recognize organizations within the state that excel in managing quality improvement for business success and growth.

CT-N's innovative work is found in the breadth of state government programming it offers, the technology the network uses to bring that programming to air, and its incorporation of interactivity into the viewing experience through its Web site.

The network says its efforts "serve to address the growing problem of Connecticut's citizens becoming increasingly disconnected from their own state government."

**Online stylebook:** Here is another reason to love the Internet.

The Associated Press 2002 25th anniversary edition of the *Stylebook and Briefing on Media Law* is available online.

The latest edition of the stylebook goes on sale in August, and includes some brand new entries and guidelines that reflect the changing landscape of news. In the new edition readers will find entries for Taliban, mullah, jihad, and new Internet-related listings, such as MP3, firewall and virus.

For the first time, and an annual \$20 fee, the stylebook can be accessed online. The Web edition includes the ability to create custom entries and a custom stylebook.

The site is located at [www.apstylebook.com](http://www.apstylebook.com). The spiral-bound print edition of the book — something I haven't seen since college — can be purchased at the site for \$12.50.

**Adieu:** Almost 900 journalism and media jobs were cut nationwide in May and June according to the employment Web site [www.journalismjobs.com](http://www.journalismjobs.com).

In New England that included the closing of Maine's great alternative weekly, *Maine Times*, and the subsequent loss of 15 staffers.

Also, 15 staffers were cut from Harvard Business School Publishing, and Essex County Newspapers cut 46 full-time workers. Portland, ME, station WPXT, a WB network affiliate, did away with its 10 p.m. news broadcast.

The Associated Press reported the Reuters news agency cut 650 management jobs worldwide to save \$150 million a year. Worldwide, Reuters employs about 19,000 people, and has lost 1,800 jobs in the past year.

From January to June a total of 2,827 media jobs and journalists have been cut from newspapers, Web sites, television stations and wire services, according to the figures at [journalismjobs.com](http://journalismjobs.com).

Kindly offer any news about your media organization to Laurie Ledgard, [ledgard@hbjournal.com](mailto:ledgard@hbjournal.com), (860) 236-9998, ext. 29, or mail to the Hartford Business Journal, 56 Arbor St, Hartford, CT 06106.