

PCNY presents

THE NEW YORK BUREAU: NEWSPAPERS

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LISA ANDERSON's bio

Lisa Anderson has been the New York bureau chief of the Chicago Tribune since 1992. As such, she supervises three NY-based national correspondents. She also functions as a national correspondent herself, covering a wide array of topics including national issues, cultural trends, disasters, politics and terrorism. In addition to domestic coverage, in recent years she also has reported from Kosovo, Afghanistan, Pakistan, Sri Lanka, Egypt and sub-Saharan Africa. Prior to joining the Tribune in 1983 as a features writer, Anderson worked as a business and features writer for Fairchild Publications' WWD and W magazine in New York and as a researcher at WCBS-TV in New York. Born in Troy, N.Y., she has a BA in English from Manhattanville College in Purchase, N.Y. Lisa lives in Manhattan with her husband, Eric Ober, an independent television producer and their teenage son.

REMARKS: Thank you for coming. My name is Lisa Anderson. I am the Bureau Chief in the New York bureau of *The Chicago Tribune*. Has anyone here ever seen *The Chicago Tribune*? OK, for those who have not seen it before this is what it looks like, this is what happened when the White Sox won the Series.

The Chicago Tribune is the primary newspaper in the center of the country. It's an old paper and at the moment we have national bureaus in Washington DC where we have quite a large bureau, Austin TX, Los Angeles, Chicago and Atlanta. With those locations we can basically cover events in most places in the country. In addition, the newspaper has foreign bureaus in London, Baghdad, Rome, Johannesburg, Cairo, Beijing, Moscow, Buenos Aires, Havana, New Delhi, Mexico City and Jerusalem although that may change at any moment since newspapers are taking a nosedive as you might have noticed.

Here in New York City we have always had a bureau, it used to be in the Daily News Building on 42nd Street, which I'm sure you're all familiar with. At one point *The Chicago Tribune* owned *The Daily News*. We still own here in New York WPIX-TV Channel 11. Here in New York now we have four correspondents, two of them are specialists; they specialize in finance and cultural issues, the other two are generalists with subspecialties. About 90% of the work we do in New York is enterprise aside from breaking news.

Although we're based in New York, all correspondents in this bureau travel regularly in the region, in the country and also overseas to supplement our foreign bureaus. So far this year the New York-based correspondents for *The Tribune* have also reported from such places as Martha's Vineyard, Arkansas, New Hampshire, Pennsylvania, Niger, Sri Lanka and Iraq. During the Iraq War in 2003, for example, all of the correspondents were working overseas. Two of them were embedded with troops, one was in Cairo and one was in Germany.

The specialists, there are two. Their names are Leon Lazaroff and Stevenson Swanson. Leon specializes in Wall Street; he does a Wall-Street-based column called "Your Money," which feeds all Tribune family newspapers. He also does breaking

financial news. Recently he's written about oil, the vaccine industry, luxury goods, it's a very topical Wall Street-based column. Stevenson Swanson is our cultural correspondent primarily. He feeds all feature sections of the newspaper, that includes our "Daily Tempo" section which is a variety section, food, home, travel, arts, our Sunday magazine and new specialty sections called "At Play" and "On the Town." Steve also covers breaking news as needed. Recently he's written about the news toys on the market, the Chicago Symphony's performance in New York, Jennifer Aniston in her new movie *Derailed* which is set in Chicago, Spanish architect Santiago Calatrava's exhibit at the Metropolitan Museum and he's about to do, for example, a travel story on the 300th birthday celebration of Benjamin Franklin in Philadelphia.

Kirsten Scharnberg is one of our generalists; she's also our Baghdad specialist. She's done three tours of duty in Iraq. She was with the 101st Airborne during the 2003 war. Recently she's written about the New York governor's race, she's profiled prosecutor Pat Fitzgerald, she's covered the famine in Niger and currently she's writing about the upcoming 100th anniversary of the New York City taxicab. She's also written about cosmetic surgery in Florida and the plight of fishermen in Massachusetts. She likes to write especially about military affairs, politics and disasters. She was one of our Katrina reporters.

This is just to give you an idea about what people are interested in.

As for me, aside from running the bureau I specialize in politics, disasters and cultural trends. For the last year I focused, for example, on the battle over the teaching of evolution in public schools. I was in Sri Lanka for the tsunami, New Orleans for Katrina, Kansas for the hearings on science standards and recently Harrisburg, Pennsylvania, for the intelligent design trial. I cover cultural trends as diverse as "Hot Mamas," which was a story about how the image of women is changing in the wake of "Desperate Housewives," especially the image of mothers, to "Potty Parity for Women," getting more public bathrooms stalls compared to men, and of course the growing cultural impact of religious conservatives in the United States.

In general, the best way to contact members of the bureau is probably by email, the worst way is by fax. Increasingly we just don't use fax the way we used to. A phone call is always fine, but if you're smart you'll ask the person at the time, "Are you on deadline?" And if they are, you'll say, "Great, when can I call you back?" If they say "No," make it snappy, short and to the point and if you know what you're talking about it's a real advantage. A lot of times we'll get phone calls from PR people, sometimes young people in the office who have been given something to deliver but really have no idea what it is or why we should be interested. So that would be a big help if you could inform them as to why someone might want to write about whatever it is that you're interested in our looking at.

Thank you.