

PCNY LOOKS AT THE RADIO DIAL

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***PUBLIC RADIO'S MARKETPLACE* - Amy Scott, Reporter**

Hi, can you hear me alright? I don't even know if this is on, I should be used to these, but I'm not.

Well, if you're not familiar with *MarketPlace*, we're a business show that is on weekdays in the mornings and the evenings, usually drive time. Public Radio can be kind of confusing for people because there are local stations that buy programming from many different outlets, so NPR is probably the most familiar to you. *MarketPlace* is produced by American Public Media – which is the new name for Minnesota Public Radio, which you may have heard is a large producer and distributor of Public Radio programming. And then there's the BBC, Public Radio International. So one of our pet peeves, just so you know, is being referred to as NPR's *MarketPlace* because we're not. We're a distinct entity, we're produced in Los Angeles, which we like to think gives us a little bit of a different flavor than other Public Radio. We try to do business from the perspective of those of us who are not analysts, who are not economists, who maybe don't even read the *Wall Street Journal* or own stocks but who know that the stuff that happens in the business world so vital to all of us. For my own part, I was never interested in business reporting until I was in grad school at Berkeley and one day decided not to change the channel on *MarketPlace* and started listening and hearing stories that really related to me. I think and hope that's what happens with most of our listeners who assume that they might not be interested in a business show.

The kinds of stories that I do, my beat is sort of the culture of Wall Street, so while I do talk to a lot of analysts and I do the straight business news stories, I'm really looking for stories that get into this bizarre culture here in New York that effects the global economy so much but is a little bit opaque and hard to understand. For example, yesterday we did a story about the New York Stock Exchange considering opening two hours earlier. We didn't want to do a story about how that's going to bring more market share to the New York Stock Exchange, we wanted to do a story about what would it be like to get up two hours earlier, for these people who are already working at four and five in the morning. So, stories with that kind of flavor are what we're looking for.

I think, unlike the other panelists, I think mostly we have editors and producers represented, pitching to a reporter is a different story because sometimes I can't – you may pitch a story that I find interesting but I have nothing to do with whether it gets on the show. I think if you're pitching to reporters it's great to get them to want to pitch the story themselves, if you get me interested then I'll try to convince my editor. But to send pitches to *MarketPlace*, the show, there's a general email: pitches@marketplace.org. Peter Clowney is the editor who reads those and he does read them, he's not afraid of persistence, and the main thing we're looking for is the sense that you understand what the show is about, that you actually have heard it before, that you know the kinds of stories we do and can explain why this one would make sense.

The other thing, I don't want to get into pet peeves too much, but I have a few, one of them is very long emails because I, like most people, don't have time to read them, so to get hooked a very brief paragraph is enough for me and if I want to know more I will usually follow up and try to get more information. We get a lot of very sexy, spectacular pitches, but we are a news show so if you can identify the news angle and when this would air and why it has to air today or that day, that's also very helpful at convincing us to be interested.

I also produce a segment called "The Job Files" and I know Lisa because of a segment she pitched to me which was a Harlequin Romance editor. It's a 45-second, every other week segment on interesting jobs and it's when we get to sort of play, there's no reporter narration. It's just something, a segment about what people do to make a living. So if you ever have any ideas you can send those directly to me, I have my business cards here but my email address is ascot@marketplace.org.

And I think that's all. Thank you.