

PCNY Luncheon  
Why the Web Matters  
April 23, 2003

**Jon Friedman, Media Editor - CBS MarketWatch** – That’s me, I guess. Thanks for the introduction. As she said, I’m the CBSMarketWatch editor and media editor, which means I cover all the media subjects that MarketWatch pursues put out by colleagues in L.A., Chicago and San Francisco and D.C. We have offices all over the world, in fact, we try to cover everything both in the media, which I specialize in, and everything else from government to personal finance to entertainment, so we cover all of it. We have a pretty small staff but we’re pretty aggressive, we try very hard to be real time as you can appreciate, which is very tough but we do our best. We flash a lot of headlines, we do a lot of what we call Pulse Items, which keep you abreast of the news, and we do webcasts, too, which is important for us to mention. Webcasts are about 5minutes long and people come into the office where we are in New York, down the street, and we do videotaped interviews with newsmakers: authors, CEO’s, fund managers, people who have opinions basically, that people want to know about. So we do those, too. My favorite method is getting contact through emails not through telephone calls because a lot of times these calls do mount up. Email is really the best way. And I shouldn’t say this out loud, but I’m at [jfriedman@marketwatch.com](mailto:jfriedman@marketwatch.com), f-r-i-e-d-m-a-n and marketwatch is one word. So the key thing we try to find in our work is of course breaking news, but the news takes care of itself. In terms of features, we try to pursue investor-oriented subjects when possible. Stories that might influence a company’s stock price or give our readers and viewers some idea of what’s going on in their companies. We are *not* part of Viacom or CBS despite our name; they’re a big investor in our company so we use their name. It’s like having a great rich uncle someplace far away who takes care of you. So we’re MarketWatch.com but we’re not affiliated with Viacom or CBS, they’re a big investor in our company – I should stress that point to all of you. And anytime you have story ideas we want to hear them, we are not averse to hearing story ideas. If you don’t hear back from us please don’t call 1, 2, 3, 4 times to make sure we received your email because we probably did and sometimes things just don’t work out. And also keep in mind the webcast like I said because that’s a good way for you to get your clients some airtime on the CBS MarketWatch network and maybe even some stories, too. Thanks a lot.

Ruth Sarfaty – Heather Perram, executive director of network programming for America Online began her career writing feature articles, creating newsletters and serving as a contributing editor of the Washingtonian and other magazines in D.C. and San Francisco. In 1996 she became general manager of new media for Where Magazines – which we all know—and in 1997 she joined America Online as an editor of the Welcome screen, which working at AOL is sort of the Holy Grail of AOL, everybody wants to be on the Welcome screen. She now leads a team in the development and creation of new programming and works with internal and external partners to develop new ways of presenting content online. Heather also studies cultural and demographic trends to predict topics and activities that’ll appeal to the AOL membership. And Heather’s going to explain why you have Peeps on your tables.