

PCNY Luncheon
Why the Web Matters
April 23, 2003

Elizabeth Shepard, Editor-in-chief - CondeNet (Concierge.com and Epicurious.com)

– Thanks very much, it's really a pleasure to be here. So, you essentially said most of what I was going to say just in the introduction! I am the editor-in-chief of both Epicurious and Concierge and for those of you who may not know, Epicurious is the longest running and the largest food site on the Internet. We receive more than 20 million page views a month, we publish all of the recipes from Gourmet, Bon Appétit and Parade magazines in addition to our own original content so we have restaurant reviews, we do cookbook reviews, we do profiles of chefs. We're really a terrific amalgam of what comes from the Conde Nast magazine brands and also our own original material. Concierge is our sister site, it's our travel site and it's the online home of Conde Nast Traveler and that's a full service site insofar as you can get 3 years worth of articles from Traveler Online, you can book your trip, you can get great travel packages, you can search for what you're looking for in old magazine issues that you might not have been able to find. And then we also have original content on Concierge as well, we publish something called the Insider Guides where we sent writers out into some of the top rated destinations to give people an insider's guide to what goes on in that area. So, yes, I've been with the company since 2000, longer with Epicurious than Concierge, my background in addition to what was said is also in food and travel. And we actually do a lot of work with public relations people more so in Epicurious than in Concierge because we do have a more robust original content are in Epicurious, so some of the things that people will contact me about are new restaurant openings or special tasting menus, we have a monthly wine column that we're very proud of so I get a lot of information from the press about new wines that are launching in the U.S or special distribution, allocated distributions of wines in certain areas. I do a lot of work directly with our advertising clients, too, so there's always that kind of overlap between the editorial and the PR and the advertisers. Most people that I work with contact me by email or regular mail and at Concierge they do as well, but since I'm not the person who does a lot of the traveling for Concierge, I would kind of have to give trips or opportunities away to members of my staff, those requests tend to come in a little less frequently. That's kind of the introductory spiel, did I cover the grounds, do you want me to wait for questions? OK, thanks!

Ruth Sarfaty – Great! Dean, you're next. Editor-in-chief of MSNBC.com, the leader in breaking news and original journalism on the Net, Dean Wright got his start as a reporter and supervisor at, among other places, the AP Washington bureau, held a range of editorial positions at many dailies including the Baltimore Sun, Louisville Courier Journal and so on, San Jose Mercury News, which I'm told is one of the first to have gone online. After spending 4 years at MSNBC.com as managing editor of news where he helped launch the website, Dean left to join America Online where he helped direct the integration of editorial content from Time Inc magazines into AOL -- a process that's still ongoing, I should point out. Wright returned to MSNBC in January as editor and lives in Washington State. Dean?