

Opening remarks

New New York Dailies (and a Familiar Weekly)

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METRO NEW YORK- Jon Barrett, Features Editor

I think we're the youngest paper here, we just started a little less than two months ago in New York. We are but the latest paper in a chain of about 39 papers around the world owned by Metro International which is a Swedish-based company. So our company's been doing this for a little while but we're new to New York.

Like *amNewYork* we're a free daily, we're passed out on the subways and on the commuter trains. We skew very heavily to an 18-34 demo and that's really important for us. I'm in the Features sections and I have a lot of people calling me, say, for the Health section telling me about oncology or something and that's not something I can really do. It's something that's interesting and something that I think our readers *should* be interested in, but I'd be more interested in something like STD's or -- you know what I mean. The demo is very important to us, so when you're calling me about a story or calling me about an idea, that's one of the things going through my head right away.

As Features editor I have a section every day that's specific, today I think it's the Travel section, which I've worked with Lisa on in the past. Right now I'm working on our Home section for tomorrow. On Friday we have an Entertainment section, which I don't do, but it's our weekend entertainment section. I think it's six pages long. Also, *Time Out* does a page in our Entertainment section every day. On Mondays we have a Careers section and on Tuesdays I have Body and Soul which is my fitness and health section.

The best thing you can do to try to get a story with me is to give me art. We have a pretty small staff so it's hard for us to go out and shoot everything, but if you have a fantastic photo that'll really make it a lot easier for me to include it in my paper. I like to think of our paper as kind of like the Internet news that you hand to someone on the subway, like Yahoo! News given to you as you get on the subway. So, we're very graphics-heavy, very art-heavy, very small stories. We're never going to go bigger than something that you can read in 20 minutes during a commute. So that's really what we're aiming for.

I also do Style, every day I have to do Style, which is kind of new to me so I'm learning a lot about fashion. But I have to fill that every day and there's a lot of stuff out in New York but I'm interested in learning more so if any of you are working in the fashion industry. Fashion or style, I've done books that have to do with style, we have a thing on the side that's called "To Die For/To Lie For" that we have to fill every day -- it's some cool item that you just can't live without or some cool item that you can really afford that kind of compliments the cool item that you can't live without but might be really expensive.

So we have a lot of different things we're looking to fill every day and we're always interested in hearing from you all. The best way to reach us is probably email. Our email addresses are listed on the top of all the pages we edit, so Donnette Dunbar, who does our Entertainment section, ddunbar@metro.us is on the top of her page. I'm on the top of all my pages, I also have a section that I supervise but don't work on called the "Stuff" page, which kind of compliments our Style section but it's more tech and gadget

oriented, Catherine New is the editor of that page and she's always looking for things to fill that page.

So there's a lot of space to fill and we're always interested in hearing from you all.