

Opening remarks  
**New New York Dailies (and a Familiar Weekly)**  
June 23, 2004

**NEW YORK SUN - Ken Magill, Acting Business Editor/Marketing and Advertising Columnist**

Hi.

Yes, and if any of you wants to become Business Editor of the *New York Sun* and get me back on days, I would be forever thankful.

The *New York Sun*, I'm hoping most of you have seen it by now, has been around for two years. It's a great paper, it is a general interest daily, it runs five days a week Monday thru Friday. We have various special sections that rotate throughout the year and unfortunately I don't have any of them with me. I've been involved with the Business ones, we've done Personal Finance and things like that. But if you want, I'm sure I can find out what some of those special sections are.

The thing you'll want to know about the *New York Sun* is that it is, I think, a fairly intellectual paper, it's a very visually appealing paper. It is aimed at a high-end audience, it focuses on world issues but it's very New York City-oriented. We have very strong arts coverage. We also have strong local event coverage, we have an Out and About column on the back that's very popular.

As for when we run wire and when we choose to cover something, as with any start-up a lot of it is just resource-oriented. As the Business Editor, a story will break and in my own section I'll look and see what AP has done and see if I need to do something differently or not.

As far as pitching goes, you just gotta look at the masthead and see who's in charge of what and give us a call. I was told that I was going to be asked what the editors liked and didn't like and I was asked to ask the *New York Sun*'s editors, "What do you hate?" I asked them and the complaints were pretty pedestrian as far as I was concerned, and pretty common. There's stuff you hear all the time, if you send them a press release don't call them 50 times asking of they got it, but that seems to be a common complaint. Other than that, not much.

Circulation: 55,000 paid in Manhattan is what I'm told according to our last ABC audit.

The politics of the newspaper is probably important to some of you, the *New York Sun*'s editorial page leans right-of-center. It's pretty obvious, I think everybody who has paid attention to that knows it. It doesn't, from what I've seen, now I have not read every single editorial although I've been a subscriber since it began, but somebody may be able to point out *an* editorial that defies what I'm about to say, but it doesn't seem to get into the social right- and left-wing issues. It tends to get into the fiscal issues, monetary policy and economics. And also, the conservative bent of the paper does not slip into the business page, I can tell you that much, and it doesn't seem to flow into the rest of the paper.

That's kind of it for right now and I'm sure you'll have a ton of questions.  
Thank you.