

Opening remarks

**New New York Dailies (and a Familiar Weekly)**

June 23, 2004

**TIME OUT NEW YORK - Mike Wolf, Music Editor**

I'll assume that everybody is somewhat familiar with *Time Out*, it's a very general interest publication. There are several different sections that handle art, dance, music, film, general events that go on around town.

It's a weekly, and I think like everybody else up here, and most every editor in town, we deal with an enormous amount of information on a week-to-week basis and everybody puts in incredibly long hours, so in general, at the risk of speaking for other section editors at the magazine, I think it's very important to understand the time constraints and the circumstances that everybody at a magazine like *Time Out* is working under and to try to tailor the information and the pitch for anything to the factors that are playing on the other side.

And as (moderator) Lisa (Kovitz, PCNY) said, I did publicity for a while so I also understand what it's like to have a list of 500 names and you make 500 phone calls and leave 500 messages and not a single one calls you back. There are ways around that and I think in general it has to do with knowing the people that you're contacting, making sure that your pitch or your product or whatever you have is suited to the angle of the magazine. *Time Out* skews a little bit toward the young and, I guess you would say, hip population of New York but we cover almost everything under the sun that happens in New York.

We have recurring special issues every year. Maybe some of you have seen the Sex Issue, that's one of our big, popular ones every year. But we also break down neighborhoods all over the five boroughs and cover film festivals and things like that. So anything that's going on in New York falls under our umbrellas and we want to know about it.

That's it, thanks.