

Opening Remarks
PCNY Looks at Sunday
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DAILY NEWS - Colleen Curtis, Managing Editor, Features

So, we are the exact opposite at the *DAILY NEWS* as my colleagues here because although we have about 2.4 million readers every week, we are absolutely a local publication. It's the most exciting city in the world but all of our readers live pretty much within a 50 mile radius of where we're standing right now. And all of the stories we cover need to be targeted to them. So that's the challenge of pitching the *DAILY NEWS* because we need a local angle.

In all of our stories, even travel is how New Yorkers travel which is different than other people travel because we have so much here that's available to us. So that's always what we're looking for is, "How do I make this relevant to the New Yorkers?" Among New Yorkers there are so many of us that we have a wide range of readers, we have readers of all ages, we have readers of all income levels, we have readers who live in all of the different boroughs and in all the outlying areas. So while it's local it needs to have a broad appeal.

What I wanted to talk about today mostly is our new Sunday Features package, which we're very excited about. The marquee element of it is our Sunday Now section, which debuted on June 6 of this year, and we've combined two features supplements that we'd run for the past five years called Showtime and Lifeline. This section has a mix of lots of arts and entertainment, a lot of movie coverage. Our readers are, I think, among the most frequent moviegoers in the country so we just can't have enough information about movies for them, but it needs to be exclusive, it needs to be smart, it needs to be lively, it needs to be things that they haven't seen someplace else. We have music coverage, we have book reviews in this section, we have five food pages every week, we have some fashion and style stories, we do celebrity stuff, lots of celebrity pictures that people like. This, generally, is not something that the publicists want they want their clients included in but the readers think it's fun. And we do special sections here, where we will cover holiday coverage - we do a lot of that in the Sunday section.

Again, our Sunday paper is bundled with *USA WEEKEND* and with a really big color comics section, so with our Sunday package we're not looking for edgy and provocative. We're looking for what people are going to sit down and read as they have their coffee, after church or before they go out and spend the day with their family. So this is not where we're looking for really racy coverage, we want something that people can feel comfortable with, we know because we see them on the subway, that people use this and take it around with them during the week and they refer to it. So the editorial has to hold.

Also on Sunday we have a Travel section which is 12 pages every week. It's copied in the main section of the paper, it used to be a separate pullout but now it runs with the rest of the paper. We have a new Gossip column on Sunday, it's called "Gatecrasher" which runs Saturday and Sunday which is a new columnist whom we're developing named Ben Widdicombe. And then there's Features in the main paper on Sundays where we run any health coverage that we wanted to do that doesn't really fit into the lifestyle package. This is where we'll do our holiday gift guides, we run a big

Christmas package every year which normally runs the Sunday before Thanksgiving. We haven't started thinking about it, we won't start thinking about it until after the conventions leave New York this year so I can't give you any direction about that yet.

In terms of pitching we're looking for exclusivity, we're looking for things that haven't appeared someplace else. Sometimes people will pitch us and say, "Oh, the *TIMES* wrote about this last week." They're our direct competition in many ways, whereas a lot of local papers think following the *TIMES* is absolutely fine we want to beat the *TIMES*. So that is not something that works for the *DAILY NEWS*.

We like to think that our readers read the *DAILY NEWS* pretty much exclusively. The news they get from us or they get from TV, so we look at TV a lot of times as our competition in terms of celebrity access and trend stories. We like to get people in the Sunday paper who are going to be on *THE TODAY SHOW* or *GOOD MORNING AMERICA* on Monday. That's what we're striving for and were usually successful because we have a fantastic relationship with our readers, we know who they are and they are longtime and very loyal readers to us.

That's about it!