

PCNY Luncheon

Top editors from leading trend/style publications:

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Good afternoon, thank you for asking me here today, I'm very happy to be here, and I am going to take a little tack, I am going to give you (with no apologies to David Letterman) the Top 10 Things You Need to Know About the Daily News.

#10 – There's still a Daily News Building on 42nd St. but the paper hasn't been there for years. Our offices are on 33rd & 10th overlooking the proposed site of the new stadium, so if they build it we'll be working in a skybox.

#9 - The Daily News Features Department deals with everything in the paper that is *not* hard news, business or sports. Please don't call us to pitch a profile of a marathon runner from Tasmania. Our 12 sections deal with news about celebrities, movies, television, theater, music, books, art, fashion, travel, women's issues, health, food, restaurants and things that *are* happening in the city.

#8 – No matter what anybody else claims, the Daily News still has the largest circulation of any newspaper in New York State. And we have nearly twice the circulation of New York Magazine. You must read our paper every day (it only costs 50 cents) to be tuned into our 3 million daily readers.

#7 – If you read the Daily News on Friday, not only will you get the best movie reviews in the city, reading the reviews won't take longer than seeing the films.

#6 – The Daily News has 2 tabloid magazines: one focused on entertainment and one on lifestyle. They run on Sundays. Can you name those sections? If not, pony up a dollar and check them out on Sunday. Some weekends we put 1 million of them on the street.

#5 – The 2 best restaurant critics in the country write for the Daily News. Pascale Le Draoulec is our reviewer who received the James Beard Award this year, that's the foodie equivalent of a Pulitzer. Irene Sax, who covers our inexpensive restaurants, was named Best Critic by the Association of Food Journalists. They both run on Friday.

#4 – If your life needs a boost, you may want to get lucky at Lotto. Consult our horoscope. Joyce Jillson's new forecasts are longer for every single sign. So everybody in the room is covered. Plus there's a money scope, there's your lucky numbers and power times every day, and you can email our Sunday astrologer Susan Miller for advice on your love life.

#3 – The Daily News publishes a 5-page Fashion Section every Thursday. We tell you where to get the chic looks for less with pictures, prices and stores. We tell you what's

hot on the street and on the runway. Our award-winning fashion and beauty editor Alev Aktar (sp) is a no-nonsense New Yorker, and she's with it.

#2 – If you want to pitch a story, you need to get to the right person. Phil Roura is the Features editor for Arts and Entertainment. Colleen Curtis oversees Lifestyle and Travel. Each section has an editor, too. To find out who does what, call the features department, here's the telephone number 210-1591 (she's gonna kill me!)

And #1 – You'll need a pretty juicy item to get into Rush & Molloy, our nationally syndicated gossip column. Naturally, George and Joanna are most likely to use a story about sex, power, money or murder, so maybe you have one, but they'll take pretty much any other stupid human trick, too.

Thank you.