

PCNY Luncheon  
The Advertising and Marketing Beat  
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**Brian Steinberg, Advertising Columnist *The Wall Street Journal***

Brian Steinberg is the advertising columnist for The Wall Street Journal, which is published by Dow Jones & Company.

Prior to being appointed to his current position in 2003, Mr. Steinberg was a special writer and the media business reporter for Dow Jones Newswires, the Company's real-time, electronic news division. As Newswires' lead media reporter, he covered many subjects and companies and edited "The Pitch," a weekly marketing column, which he originated with another reporter in September 1999. Mr. Steinberg joined Newswires in 1997 as a reporter covering the telecommunications industry.

Mr. Steinberg was a business reporter and columnist for the Capital in Annapolis, Md., before joining Dow Jones. He has also worked as a news assistant in the Washington bureau of the New York Times and as an editorial assistant for Spy magazine. His freelance articles have appeared in the New York Times, the Washington Post, the San Francisco Chronicle, USA Weekend, Entrepreneur and Entertainment Weekly.

Mr. Steinberg was a member of a team of Dow Jones Newswires reporters that won a 2001 Best of Business award in the breaking news, real-time category from the Society of American Business Editors and Writers for coverage of the AOL-Time Warner merger. In 2000, he received a second place award in the feature writing category of the National Headliner Awards and was named to TJFR Group's "Blue Chip Newsroom." He received an honorable mention in the 1999 Dow Jones Newswires Awards for coverage of the U.S. media industry.

He is a member of the Society of American Business Editors and Writers, and he serves as secretary of his Yale University class.

A New York native, Mr. Steinberg received a bachelor's degree in English from Yale University and a master's degree from Columbia University Graduate School of Journalism.

**Opening Remarks**

Thanks very much. Basically I've been in New York since about April or so, after about six or seven years at the Dow Jones News wires covering media and advertising.

It's a new time for advertising at the Journal, we have a new section on Wednesdays that we're featuring that has a Q&A with a big player in the business. We're also doing letters with readers and some kind of hot data and highlights about where money is being spent. As the lead columnist at the paper I work with another person, Suzanne Vranica and also Erin White in Europe covers European advertising.

But basically what we're looking for is what you might guess, we're looking for hard news about advertising, we're looking for where money is being spent, we're looking for bold and counter-intuitive moves in the business, we're looking for information about what media platform is hot, that kind of thing. A lot of times people will call with a new campaign and while that is very interesting it isn't always of the news barrier that the Journal would want to get into the paper. So I would recommend basically if you're calling the Journal for news and you're looking to place a story in the Wall Street Journal, of what interest is it to our readers? We serve our readers first and foremost, that's our primary audience, they want to know where they can invest money, want to know how business works, they want to go behind the scenes on how things get done. So how does your story present those kinds of things? What's bold, new or counter-intuitive about what you're presenting, what your client is trying to say to our audience?

I'd also point out that the Journal is a global paper rather than just a national newspaper; it does reach Europe, Asia, and Latin America. So stories often have a very large reach and stories that involve global brands like Coke or McDonald's or Accenture do reach a lot of different people in different areas of the world and the nation.

Other than that, I would just say that my favorite kind of thing is to mix business with pop culture. That's where you have an instantly recognizable brand or a big brand, some news happening to it and a business perspective that we could lend to it as well. The Journal does that pretty well, I think. My favorite stories that I've done in the last couple of months, there's one I did about Budweiser which, this is more of a creative viewpoint, Budweiser recently ran an ad where they had a woman in about her 60's go out on a topless beach, which is kind of odd for a family-friendly brewer like Anheuser-Busch. So we looked into that, we looked at KFC recently which has had a number of problems on its marketing front. Back in the summer KFC announced that they were leaving one agency for another, we went into that and looked at why that was happening, what was going on in the category, and you've seen over the last several months there've been a lot of problems with the company and it's marketing message, recently the ads were yanked off the air as we've all become 'too healthy' to portray fried chicken as 'great food'.

I don't like waiting for stories to happen, I'd rather get into them before they take place. For example, Subway recently announced this summer they were leaving their agency for another agency, we went and looked at Subway, what some of the competitive landscape was like, what was going on there, and we were able to format a pretty good story about Subway about its marketing message and what was going on before they announced what they were really up to. It's one thing to wait for the news to be handed to you, we try to be very aggressive and try to get into some of these issues before they happen and thus be the early place where you can see news and trends as they evolve and start to happen.

So that's a very basic, thumbnail sketch of what's happening at the paper and I'll wait for more questions after we're done. Thanks very much.