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## **Examiner.com assigns Judy Rosella Edwards to Peoria beat**

*Peoria small business reporting gains international audience*

PEORIA — December 30, 2009 — Thanks to the thousands of Examiners who contribute timely, informative and entertaining content about the city they live in, Examiner.com is one of the fastest growing Web sites in the nation. The site has assigned Judy Rosella Edwards as the Peoria small business reporter for [Examiner.com](http://Examiner.com)

The industry leader in local content, Examiner.com goal in April 2009 was to reach more than 100 major markets by the end of the year. "We're inspired and excited to be among very few companies with a positive story to tell right now," said Fritz Anderson, Examiner.com President and co-founder, said at that time. "We're adding new markets every month, with plans to be in more than 100 major markets by December."

By October, there were Examiners on board in 129 major local markets. By December, Examiner.com was reaching more than twice that, bringing on board news from more than 240 major local U.S. markets.

### **The Local Connection**

"Every day we hear discussions about whether hyperlocal content will ever be scalable, sustainable or profitable as a business entity," said Rick Blair, current CEO of Examiner.com and formerly with AOL. "Examiner.com is rapidly becoming the solution to the hyperlocal puzzle. In the last year we have created the depth of content consumers and advertisers expect. With the acquisition of NowPublic, we have the technology to further engage our community of over 17 million unique visitors per month and distribute our stories in new and innovative ways."

In September, Examiner.com acquired [NowPublic](http://NowPublic), a crowd-sourced, participatory news network that mobilizes an army of reporters to cover the events that define our world. In its short history,



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NowPublic has become the largest news organization of its kind with contributing reporters in more than 6000 cities and 160 countries. The Guardian has named the Vancouver-based NowPublic.com one of the top five most useful news sites on the Web and TIME Magazine named it one of the Top 50 Websites for 2007.

### **Reporter Vetting**

Examiner.com is not blogging. It is real reporting. As part of the online process, reporters submit an article they have written. During the last stage of the vetting process, reporters write a 200-300 word article on one of their three preferred subject areas. Writers create their own bio and are at liberty to promote their own business.

"I came on board with newspaper journalist experience," Edwards said. "I have written for three different newspapers during my career, and I am a regular contributor to [Genealogy Weekly](#). That writing experience got me in the door. I liked knowing I was joining a team – a huge team – of real reporters who understand the difference between news and information."

### **On Board**

"For me, the beauty of local reporting is the chance to tell the story about local businesses that never gets told," Judy Rosella Edwards said. "Examiner.com issues a monthly editorial calendar with very broad suggestions for topics but each reporter seeks out their own stories. We submit what we want, when we want. There is no longer a push to write about business on Tuesday if there is no news. But, if there are three really exciting small business stories happening on Saturday, I can conduct interviews and write about all three of them. I know what the local reader is interested in and I do my best to give them that."

Blair concurs, "Examiners are creating exceptional and unique content every day, and the voice of this local passion is only growing. Examiners speak directly to the interests of our readers and their communities, and it is this direct connection that will continue to fuel interest in Examiner.com."



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## How it Works

The entire publishing process is digital. Examiners are provided access to publishing tools, Web training, a live help desk and a competitive pay model. The pay is based on the number of people who read the online stories.

“If local readers find one interesting story about Peoria, they are likely to read the others. Someone reading about tattoos in Poughkeepsie might not look for the Peoria small business article about Monica Vest Wheeler opening her own publishing company. But, they might read Peoria tattoo Examiner [Beth Wells-Landry](#)'s article, ‘Considering getting a tattoo? Be prepared and know it is an important decision.’” Edwards explained. “Then they find the small business article about [Phoenix Rising Antiques & Objets d’Art](#). The more local Examiners there are in Peoria, the better for all of us.”

Examiner.com has job openings for additional Peoria examiners. Anyone interested should complete an [online](#) application and use Examiner ID Referral Number **30043**.

### *About Examiner.com*

Examiner.com is a division of the Clarity Digital Group, LLC, wholly owned by The Anschutz Company, a Denver-based investment company with a broad array of assets in print and digital media; live sports and entertainment; hospitality; film production and exhibition; wind energy development and transmission; as well as ranching and oil/gas exploration.

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