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GREATER NEW YORK

For Women on the Web, a Different Point of View

After helping develop email sites Daily Candy, Thrillist and Tasting Table, Bob Pittman, founder of Pilot Group and former AOL-Time Warner chief operating officer, decided to home in on an audience that hit closer to home.

"I'm 56," said Mr. Pittman. "Nobody ever cares about me."

On Wednesday, with the women of WowOWow.com—

Joni Evans, Lesley Stahl and Cynthia McFadden—Mr. Pittman will launch PureWow.com, a daily email for women older than 35.

Whoopi Goldberg and Candice Bergen will help with a party at the R Lounge at the Renaissance in Times Square.

Wow moments will include a children's choir concert and a balloon pop, where guests can

win prizes.

Much like Mr. Pittman's other sites, PureWow.com offers news in a condensed, actionable format on nine subject matters such as food and drink. "These women are starved for information, but they don't need to be bothered with too much," said Mr. Pittman. "The kiss of death is when you get an email or find something on the web and some-

one says, 'I'll read it later.'"

While the women of WowOWow aren't directly involved in the new site, they like to think of PureWow as a "sister publication."

"We are like the guardians of the content," said Ms. Evans. "The team comes to us to see if something is Wow-worthy, but Bob has the special sauce."

—Priya Rao

Typed employees	50
Construction	52
Hospitality and restaurants	28
Retail trade	27

Source: Ernst & Young/Partnership for New York City survey of 708 employers

Study Sparks Fevered Debate

By MICHAEL HOWARD SAUL

City Council Speaker Christine Quirren—who asked the partnership to do the study—contin-

uation became less onerous with Rick Lazio's abandonment of his third-party bid, Democratic candidate Andrew Cuomo ratcheted up his effort to rally black voters against the Buffalo developer.

"While my heart beckons me forward, my head tells me my continued presence on the Conservative line would simply lead to the election of Andrew Cuomo," said Mr. Lazio, a former GOP congressman from Long Island.

Mr. Lazio, who had tried to re-launch his political career after working as a lobbyist for J.P. Morgan Chase, made clear he wasn't endorsing Mr. Paladino. Instead, he described both candidates as "flawed individuals."



Rick Lazio, above, drops out; Andrew Cuomo, below, seeks black support.



group, hired a labor activist affiliated with the WFP as his field director and endorsed Eric Schneiderman, a liberal Democrat running for attorney general.

"Andrew Cuomo's shift in strategy is a better measure of how serious this race is than the divergent polls," said Fred Siegel, a political historian and biographer of Rudolph Giuliani. "Rather than try to win over centrist voters, Cuomo is concentrating on the turnout of his base, while hoping that Paladino, on his own, discourages centrists from supporting the Republican."

But Mr. Cuomo's effort to stir outrage against Mr. Paladino could be thwarted by another minor-party candidate for gover-