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## EaterAZ.com Launches New Site and Editorial Structure

By Dana Arnold on June 29th, 2009 In Media, People, Pitching, Uncategorized

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New and growing-in-popularity EaterAZ.com launched a new and improved Web site today. Reporting local news and gossip regarding the food scene in Phoenix and Scottsdale, the site also provided editorial structure with consistent categories.

To better focus angles/pitches for them, the regular topics covered will include: *In the Spirit*, adult beverages; *Table Talk*, food reviews; *The Dish*, news and gossip; *The Lookout*, reader reports; and *Just Because*, a catch-all, well, just because.

All pitches and press releases should be sent to Deb Strunk, [deb@eateraz.com](mailto:deb@eateraz.com), who is managing the flow of information. Readers can count on sound writing from the site with a familiar name/face as one of the editorial directors - David Tyda, editor at *Desert Living* magazine.

Added bonus: The site actually states within it that they practice “church and state” when it comes to advertising. How refreshing!

## Comments

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