

PCNY Luncheon  
Teen Magazines  
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## **Janet Giovanelli, Editor-in-Chief, J-14**

Hi, everyone. I'm Janet, and to whoever gave me the Skippy before, my triplets love it, so thank you very much.

In case you're not familiar with J-14 I just want to give you a little bit of a background on it. It started a little bit over 4 years ago and the concept was to take, and I hate this word but it's the best way to describe what we were looking to do, to take the "fanzine" that had been around from the 60's and really bring it into the 21<sup>st</sup> Century. I think a lot of the titles that were around hadn't changed very much and the teens were really looking for something different. So what we did is we put together this entertainment magazine and combined some of the elements of the lifestyle magazine and skewed it a little bit younger. So our formula seems to be working, thank goodness, despite what seems to be a downward trend in the industry our number are up. Last year we saw an almost 11% increase in circulation.

First and foremost, as I said, J-14 is an entertainment magazine. We cover celebrities. And I know that probably doesn't help very many of you all that much, but we do have a lot of products as well, and we'll get to that in a few minutes. What we like to do is we like to explore things that are pertinent in a teen's life via the celebrity. So we talk about issues that they're going through in school, with their friends, with their family, through the celebrity as well as offering the latest celebrity news. We're gonna tell you all about Avril's album, Eminem's tour, but also issues that are important to teens.

Our Fashion and beauty coverage is also done via the celebrity. You can get Beyonce's look, you can dress like Avril, if you want to. We only feature products that are affordable to our reader. So if you have a \$75 eye cream it's not gonna go in J-14. I'll take a sample for myself, but it's not going into J-14. Also, we're not gonna cover products that they're simply just not ready for, you know, something that's too revealing or just too old.

So what I've done is I've put together a wish list of how I would like to deal with publicists and I thought I'd share that with you. I think we all wish we had a few more hours in the day, I think mass emails are a tremendous waste of time for us especially but they can be for you as well. An example of that is I received an email about a party planner, I'm thinking Great, teens love to throw parties, let's interview him. So when I contacted the publicist who sent it she had to then talk to the client, get back to me, just to tell me, "Oh, he's not interested in teen press." Well, why did I get the email in the first place, it wasted everyone's time. Other examples are more obvious; I had an email the other day of the top trends in the pet industry. I don't know why I got that, but...

Also, if you're gonna pitch J-14 I think you should be familiar with J-14 and give me a specific pitch. Instead of saying, "I'm representing Jane Doe from this WB sitcom, can we do something

on her,” say “Well, she’s got this really interesting story about dealing with her parents’ divorce and I think that would make a great Bobby’s Buzz,” which is a column we do. If it’s a product, be specific. We do a page called ‘Win It’, so say, “I have this great new teen game I can give you 10 of them for the ‘Win It’ page.” It just basically cuts to the chase, your pitch is not gonna get lost in a pile of other pitches that no one knows exactly where to put it. “I want to give you this product for ‘Win It’”, it will get you coverage for your product, I know where to put it. If you can offer artwork that’s great, it saves everybody time, it saves us money. Celeb tie-in’s are always great for us, “I have this great new video game, by the way Justin loves it!” It’s easy for us to cover it that way.

Also, if you can offer exclusives I think that that is a good idea because a lot of us are covering the same people, the same products, we would like to do it in a way that’s unique so we can offer our readers something that they’re not gonna get elsewhere. It’s not always the easiest thing to do but I think it could really make a difference. You can do it in the way of a contest or just be creative because, not to sound snobby, we don’t have the time to try to be creative to try to cover *your* product. So if you can do that for us it just gives you a better chance of us giving you great coverage. Also, exclusives, again, I think that if you’re pitching the same thing in the same way, whether it’s a product or a person, the more it’s covered in that same way it really loses it’s value. We learned this the hard way, we thought we were getting this great exclusive, we were offered to go on the tour bus with O-town, we’re thinking Great! Our reporter happened to be the only one on the tour bus with O-town for that particular week, but it turned out that so many other reporters had done the same thing whether it was the week before or the week after and after seeing all the magazines that came out after this, it seems the better story would have been, “*I Didn’t Go On the Road with O-town!*”

And lastly, I think we all need to believe in karma because today it might be you who needs me, tomorrow you might be repping Eminem and I’ll be begging you to give me an interview. So I think we should all remember that we’re gonna each need each other at some point, so let’s just play nice. And that’s it, so, thank you.