

Working For A Living: The Workplace Beat

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Thank you, can you guys hear me? That sounded funny, 'wrangling cover moms' because I used to wrangle babies at photo shoots at parenting so I just had this vision of... We're in the middle of a horrendous close so I haven't prepared anything and I have a tendency to ramble so just let me know. Keep me on track Lisa.

Um okay so I cover health, I cover pregnancy, those are some pretty big topics at working mother. And I like to think that I provide this really important service for a lot of moms out there who, especially working mothers who are very, very busy and need the information, need it specifically and fast and need it to be useful, that they can use.

So I wish I had more pages in fact but I don't. And I get an awful, awful lot of emails from PR people, many of them are very helpful. I would say the ones that offer new research, new information, statistics, those tend to be the most helpful. Just because you know it is a news column and I like to keep it pretty current and seasonal.

So I, where was I, see I told you I ramble. So those are the most useful and that's what I want to provide to my readers. And the other thing I find is really most helpful are those emails because phone calls, they're often very difficult to take, especially if we're on deadline and I'm a monthly. I don't know how these guys at dailies and weeklies deal with you know PR calls but even I have trouble and we have a lot of lead time. I mean we have a lot of pages but we have a lot of lead time.

So what is most helpful? I find it's most helpful when I get PR releases or queries from people who have actually read the magazine. Because sometimes people will send me things that would never work in working mother. Some sort of product that a 20 year old would find useful, a 20 year old wind surfer (INAUDIBLE) or something. And it would never work in Working Mother, it's not something that a working mother would need or be interested in or be anything I could do anything with. So and we do get those and think 'oh it's very clear this person is not reading the magazine so that's not helpful.

What else can I talk about?

Cover moms? Okay cover moms, that is really fun, I love that part of my job. We often do not feature celebrities. I think that makes Working Mom a little bit different from a lot of the publications out there. We will talk about celebrities you know in the news pages if something significant is happening. If there's a celebrity mom or dad who's doing something great we'll certainly profile them. But that's not the main focus. We like to talk about the real people out there doing the work and balancing family and career and doing it all. And that's to me very interesting, that's what are reader wants to know about.

And the cover moms that we look for are women who are balancing it all. They're real mother, they're not always on the east coast or the west coast, in fact we would prefer it, you know they're sort of middle America to give readers a sense. It is a national magazine so to give readers a sense of, you know, what is out there

For instance the last cover mom that I picked is a redhead and according to our CEO people don't identify with redheads but I thought she was pretty and she's pretty cool. Uh apparently everybody wants to be a blond and they can relate to the brunettes but they can't relate or want to be a redhead. I don't know, it didn't make sense to me but that's what the research team said.

But we picked this woman, she's 35 years old, younger than me, has five children, the oldest is 10. She lives in Massachusetts; she opened a preschool; she used to be an attorney and she decided she wanted a career change. With five kids you can imagine she kind of wanted to be close to home. And she decided to open up a preschool and she teaches at this school. And she came up with this incredible curriculum and you know has three year olds reading. I mean I want to send my son there.

And so I picked this mom, my CEO loved it, everybody loved it. So I just did an interview with her and that's the kind of woman that we want to profile. What else can we talk about?

We rarely do products, people do send products and sometimes... You know it really depends, if it's something that, for example, in my working through pregnancy page, if it's something that a working

pregnant mom might find very useful like some sort of foot cream that can be very soothing for your feet at the end of the day. I gotta tell you, my feet, oh the swelled to like an extra size and a half. I gained 65 pounds, I only weigh 100. It was like a nightmare. And a lot of moms out there can relate to how physically hard it is to be working and pregnant and any little product or tip or information that can help during those nine months when you're carry this baby weight and trying to do it all and your body is completely tired, that's the kind of thing I want to talk about in my papers.

Books, we get a lot of books, I do worry about the trees too. I have to say there are some books that have come in on some sort of new management technique or something and I think, 'well yeah we are working mother I mean we do talk about business but not from that angle so'. Yeah I sort of feel like a lot of what comes across my desk is not useful. It will go in the circular file or you know I try to recycle but, you know, I feel like that really shouldn't have come to me in the first place. What was your question?

Yeah we do, we do mention some books. I mean if it was something that was, for example we just featured a new book by Dr. Robert, Doctors Robert and James Sears and I edited their father Phil Sears for years (INAUDIBLE). He's written like 33 books and he's fabulous and he's like a friend of mine now. And his sons are now themselves pediatricians and fathers and it's amazing to me. And they've come out with a new book and they're promoting it, they've been everywhere like on the Today Show, CNN, blah, blah, blah. But I thought, you know what, I'm gonna, they're like family so I decided I was gonna mention the book but also it was a great book. It was written you know from a dads perspective as opposed to a doctors perspective on what dads should be. And it was sort of very conversational and I thought it was a great product. Anybody else, I guess we'll do the question part later...