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GOOD HOUSEKEEPING

Nancy Bilyeau, Articles Editor

Good Housekeeping -- Over 100 years old, we do have an institute, it's not just hype. We have engineers and chemists and nutritionists and all sorts of technically trained people who evaluate products for the advertising sales people. The want The Seal, the advertisers, and they have to submit their claims, what they're promising they can do and the institute specialists evaluate their claims. That's sort of the short version. But we also work with all the people at the institute on the editorial pages. I work with them on the Family Pages, I submit things a lot to them and say, "Is this safe, can I put it on my Family Page, do you think the claims are good, what do you think of this study they submitted with it," and so forth. We have a high bar for things going on our news pages. But also, I thought I would get kind of micro with you, for the Family News page our standard is something new, something innovative. But also we do like things that are just cute and an example is a small company called Cloud B sent in a Sleep Sheep. They just sent it in with a press kit and it was very cute, a prototype, and you put a battery in and it gives you four different sounds, you attach it to a crib, mother's heartbeat, whale songs, so forth. And we just thought it was adorable and we all sort of played with it, and then we called the PR person and said, "We love your Sleep Sheep!" And she was very happy that we did that and sent more. And I ran into my editor-in-chief's office, I had other things, I said, "By the way, what do you think of Sleep Sheep?" She said, "That's cute and I want one for my grandson, too." So it's going into an upcoming issue. You're all going to be thinking, "Hmm, cute..." I just wanted you to know that we have all sorts of agendas. We need things that are newsy and are of great value to our readers, but we also like to see things that photograph well and we think our reader would enjoy looking at and getting a little bit of entertainment copy on.

A couple of other things, lead time, yes, here's the Christmas issue. I saw you had Katie Couric, here's our cookies. I don't work in the food, I sometimes eat the samples. I started working on the type page in August and it's hard for us and it's hard for you because a lot of people haven't quite finalized, the companies haven't finalized what toys they're going to be pushing hard and we're calling and it's 90 degrees but we just don't have a choice. We work way in advance because of press time and so forth. So working in advance, as my colleague said, is really important. The other day when I went by the fax machine and it was completely quiet I realized there are no more faxes, it's all email. And email is good, I read email, but I have to be honest. Sometimes I look at an email and I think I'll get back to it and I don't, I'm sure you're all aware of that. What helps is if you put in the header of the email something that will grab attention. I did a little survey of my coworkers at *Good Housekeeping* what works, and the woman Mary Kate Hogan who does "Real Deals" among other things said that if she sees an email header that says, "Company B Releases Product C" then she's gonna glaze over, but if it says "Great Product for 'Real Deals' Page", she'll look at it. So that's just a tip, to make the

names of the emails something that will be clear. It doesn't have to be a joke or anything, just clear and something we can use. The health editor really looks at submissions from PR companies and she even has a dedicated email address that she said I could share with you. You can send emails if you have health products or health news or anything in that area to GHHealthnews@hearst.com. Just the way she works, I'm sure she wouldn't mind me sharing this, she prints out emails as well as press releases and press kits and every so often when she has to do her news pages she looks in the basket where she's put them all and she sifts through them and then she decides which ones she's gonna follow up on. So I thought you might find it interesting to see how we work, we're all small staffs with very few assistants. I have one third of a very wonderful assistant. I pretty much don't even answer my phone just because I have so many stories to do. I'll finish by saying in this issue I did the toy guide but I also did a long article on a real life family of 11 because *Cheaper by the Dozen*, a Steve Martin movie, is coming out around Christmas time so we did a news peg feature story on that: a woman and her husband who have 11 children -- they're Mormons -- and just looking at a real-life *Cheaper by the Dozen* family in 2003. I worked with a woman at Fox, I don't know if the movie company people are here, but they gave me a little help with the movie.

I hope that's helpful, that you very much for having me.