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FORTUNE

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I'm not going to tell you a whole lot about *Fortune*, just the little stuff. I think you'll want to know how to get in touch with writers and reporters at *Fortune*.

At *Fortune* magazine, our specialty is the long form as many of you know. We report very deeply, we write very long and we write very well. We basically write about the big dogs in the business, the CEOs, people who run the companies. We're a little bit different from a lot of places because we don't have any beats, per se. We have people who specialize like Joe Nocera on Wall Street Issues and Bethany McLean, investigative people like Peter Elkind, Patty Sellers does a lot of retail media, but it's a very hard place to get a grip on. To get to know *Fortune* really well you have to read the magazine very closely, you have to examine the masthead, take a look at the bylines, and I think once you do that you can figure it out pretty quickly.

I've been in this business of journalism since 1976, which is a long time ago. I worked in Buford, SC and I started working about this time of year when Jimmy Carter was just elected President. I've been doing meetings like this for about as long and what everybody asks me over the past 28 years is, "How do we get our stories placed? How do you get your story ideas? How do we get an idea with you folks?" And I've just come to the conclusion that over many years it is just a matter of building up long term relationships with writers and editors. Don't expect fast results. I'll give you one example, my good friend Rick Anderson who's sitting way over there and just turned 60 years old this week, he doesn't look it, does he? I think we met at *The Wall Street Journal*, is that it? Really long time ago and the great thing about Rick is he's just not an intense PR guy, he's very patient, he builds up relationships with reporters and writers and editors over a long period of time. One thing he's really smart about is that he gets you hooked up with CEOs and the really important people in the companies that he represents. Sometimes the results are mixed, right Rick? Recently Rick took me out to a lunch with some real estate executives and they were really terrific people, CEOs of Towle (sp?) Brothers, Pulty Homes, and I was very impressed. So we did a few real estate stories, investing stories in our magazine and we called up a few of them and quoted them in the magazine, everything was very positive, and then recently, 3 months ago, we did a cover story on "Is the real estate market collapsing?" or the housing market or some such like that and it was all Rick's fine work, wasn't quite down the tubes, was it? (Inaudible) Anyway, we quoted one of his, I think it was Bob Towle again and he was very very good, so it cuts both ways but the important thing is that Rick was able to get me on the phone then immediately after and argue with me and we'll do business again. But it's a great example of just building up long term relationships, not being impatient, and just giving writers, reporters and editors

what they want. And by the way, that was the best selling cover of the year. So there.

So that's what I do, I'll answer any questions you want once we get down the panel. Goodbye and thank you.