

FIRST LADY HILLARY RODHAM CLINTON
PRESENTATION OF BROADCAST MATRIX AWARD TO KATIE
COURIC
NYWICI MATRIX AWARDS LUNCHEON
WALDORF-ASTORIA HOTEL, NEW YORK, NY
APRIL 19, 1999

Good afternoon. What a pleasure it is to be here to present the Matrix Award for Broadcasting to one of my favorite people, my good friend, Katie Couric. Every time I see Katie, I wonder how she gets up so early and manages to look so good. I'm always impressed with her penetrating and insightful interviews and amazed by the ease with which she can segue from a debate on the pros and cons of Social Security reform to the merits of hair extensions. Speaking of which, I hope you all got to see Katie on "The Rosie O'Donnell Show" recently. From her tiara-topped waist-length red hair, to her pink tulle prom dress -- with pumps died to match -- she was a true vision.

But most of all, I'm inspired by the grace and fortitude with which Katie has faced the 15 months since she lost her beloved husband, Jay Monahan, to colon cancer. In her journal, Helen Keller wrote, "Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, vision cleared, ambition inspired, and success achieved." Katie has experienced trial and suffering of the worst kind. Jay was an admired lawyer and television analyst. But more than that, he was Katie's soul mate, her friend, the love of her life and the devoted father of their two beautiful daughters, Ellie and Carrie.

For their sake, and because she knows that Jay would have wanted her to, she has carried on. But she has done more than merely “carry on.” She has become a woman with a mission -- a mission to make sure that more people get the information they need about colon cancer -- and that fewer die from it.

She has done an incredible job. Last September she came to the White House to challenge the nation to put this killer where it belongs -- at the top of the national agenda. And together we unveiled a new national campaign to increase public awareness. The five-part series she did for the “Today Show” reached millions of people with this important message: Colon cancer is the second leading cause of cancer-related deaths in this country, and screening tests can reduce a person’s risk by as much as 90 percent -- that’s right, 90 percent.

But too many Americans, especially women, don’t get tested. Too many don’t even talk about it with their doctors. Too many women think it’s a man’s disease. And too many young people think they’re immune. Well, they’re wrong, and Katie’s determined to set them straight.

In her spare time, Katie is working hard to raise much-needed research dollars and to create a National Colon Cancer Alliance to provide scientists with the information and the resources they need to fight this killer. She is planning to push for a National Colon Cancer Awareness Month and she has teamed up with 30,000 chain drug stores to conduct a public education campaign.

None of this makes Jay's loss any easier for Katie. But still, every day, she gets up and goes on. With wit and wisdom, energy and enthusiasm, she inspires us all. I'm proud to present this year's winner of the Matrix Award for Broadcasting to my friend, Katie Couric.



April 6, 1999

Dear Neera,

Thank you so much for calling Lori about the Matrix awards. I am so deeply honored that Mrs. Clinton has agreed to do this. It really means so much to me. Now I just have to live up to my promise that it will be fun! It usually does bring together a pretty cool group of women.

Anyway, I thought I would tell you a little about what I've been up to, vis a vis colon cancer. I recently met with Lilly Tartikoff, who's a friend, and Dr. Dennis Slamon, the UCLA doctor who discovered herceptin, a drug that's been shown to be efficacious for a number of women with breast cancer. Anyway, I've been looking for ways to make an impact, and was seeking advice from Lilly and Denny Slamon. We have discussed forming a National Colon Cancer Alliance...gathering the most well respected individuals from the world of research, prevention, screening, to raise awareness and provide scientists with the much needed money to come up with better, more effective chemotherapies or other methods of attack that are less injurious to the healthy, non-cancerous cells. We are really in the embryonic stages, but I feel very excited and hopeful that we can make a huge difference. That's one thing I'm doing...we've contacted Dr. Bernard Levine, who was at the White House event. Another individual we hope, will be Bert Vogelstein of Johns Hopkins, the scientist who has done so much remarkable and important research on the role of genetics and colon cancer.

I am also a host at the annual Revlon Run-Walk here in New York City...organizers have pledged a percentage of what they raise to The Katie Couric Women's Colorectal Cancer Initiative at Mount Sinai School of Medicine. I'm really trying to ensure that everything I do has an impact on colon cancer awareness. That was the condition of my involvement in this particular event.

I'm also going to push for a National Colon Cancer Awareness month....so maybe I'll be knocking on some senators' doors in the near future...tell your boss we'll talk about it someday over senate bean soup!

In February, I was honored by a wonderful group from Westport/Greenwich Connecticut that has spent the last few years trying to bring attention to colon cancer. I spoke at the event, Rosie O'Donnell was the auctioneer, and it raised over 600,000 dollars which went to the Memorial Sloan Kettering colon cancer prevention program. The amount of money raised by Jay's fund at the NCI has reached nearly \$200,000....I will going down to the NCI to figure

out what research program might be able to best use that money.

I have also joined forces with the National Association of Chain Drug Stores to conduct a public education campaign with some 30,000 community drug stores across the country...according to the NACDS, "community drug stores and their pharmacists are viewed as the most accessible health care providers available to the public. Because of our health system's growing reliance on pharmacy, community pharmacies and pharmacists increasingly are serving as a primary health information resource for the public, as well as providers of important prescription drug services." The campaign will be a month long and feature posters of moi talking about colon cancer awareness. Pharmacists would give away educational brochures that contain a mechanism for an individual to obtain a home health test kit to screen for colon cancer (this has not been finalized, but this is the hope) The NACDS will continue to develop materials for chain pharmacists that could help the public understand this awful disease.

This of course, follows the five part series we did on colon cancer back in September....the response we got was quite remarkable...some of the letters I got from people who were moved to get colonoscopies were wonderful. I really feel the series did save lives...(Neera, I might read a few of these letters in my remarks, I'll let you know.) Also, the Good Housekeeping cover story was really really well done (I'm not taking any credit, I realized that sounded conceited...!) but it was quite thorough. Ellen Levine said the response was terrific...you may want to call her to get some information....up to you of course...

I had briefly spoken with NBC about doing a telethon for all cancer research (why does Jerry Lewis get to have all the fun...yeeeesh) but have temporarily shelved that because I'm afraid it would be biting off a bit more than I can chew, and I really do want to emphasize colon cancer, and a telethon to raise money for just that wouldn't fly, I fear.

So, that kind of sums up what I've been up to in a very stream of consciousness way. Please don't feel like you have to focus on colon cancer alone. And when you do, any kind words about Jay, my wonderful brilliant husband will be greatly appreciated. It means so much to me to have him remembered and honored. He's the gutsiest, finest person I've ever met.

If you want to write any general remarks about my overall brilliance, charm and unbelievable wit, feel free to just go crazy. In all seriousness, I do feel one of my greatest strengths is genuine empathy with my interview subjects...unless the interview requires a little verbal sparring and provocation as is often the case with politicians, etc!

Thanks again, Neera. I hope this is helpful...I can't wait to see you in the big apple!! xox Katie



KATIE COURIC

Katie Couric has been co-anchor of *Today* since April 5, 1991. She joined the program in June 1990 as its first national correspondent and then served as substitute co-anchor from February 1991 until becoming permanent co-anchor. She is also a contributing anchor for *Dateline NBC*.

Since joining NBC News in July 1989 as deputy Pentagon correspondent, Couric has conducted a number of newsworthy interviews. Her 1996 interview with Bob Dole and his wife, Elizabeth, concerning Dole's stance on whether tobacco is addictive, made headlines. Couric also conducted the first television interview of First Lady Hillary Rodham Clinton, the farewell interview of Joint Chiefs of Staff General Colin Powell, Anita Hill's first television interview concerning her allegations of sexual harassment against Clarence Thomas, and General Norman Schwarzkopf's first interview after the Persian Gulf War. In June 1992, Couric conducted a two-hour interview with undeclared presidential candidate H. Ross Perot, which included viewer call-ins. In October of the same year, after an interview with First Lady Barbara Bush at the White House for the 200th anniversary of the building, Couric conducted a 20-minute impromptu interview with President Bush.

More recently, Couric co-anchored *Today* from San Diego during the 1996 Republican National Convention and from Atlanta during the Centennial Olympic Games. She also contributed reports for NBC Sports' primetime coverage of the Games. Four years earlier, she co-anchored NBC's primetime coverage of the national elections and, during the summer, she co-hosted (with Dick Enberg) NBC's morning coverage of the Summer Olympics in Barcelona. Couric has also hosted a number of primetime programs and specials for NBC, including "Everybody's Business: America's Children" (December 1995).

From 1987 to 1989, she was a general-assignment reporter at WRC-TV, the NBC Television Station in Washington, D.C. While there, she won an Emmy and an Associated Press Award for her work. From 1984 to 1986, she was a general-assignment reporter at WTVJ in Miami. In addition to covering crime, drugs and immigration issues, she wrote and produced an award-winning series on child pornography. She began her career as a desk assistant for the ABC News bureau in her native Washington, D.C., in 1979. In 1980, she joined CNN as an assignment editor. She moved to Atlanta as an associate producer and later became the producer of a two-hour news and information program. She eventually became a political correspondent.

Couric has won two Emmys, an Associated Press Award, a National Headliner Award and the Society of Professional Journalists' Sigma Delta Chi award. She has also received the Washington Journalism Review Award as Best in the Business and been named one of *Glamour* magazine's Women of the Year.

Throughout her career, Couric's work has focused on countless cancer-related issues. Most recently, she has turned her attention to increasing public awareness of colon cancer. In conjunction with First Lady Hillary Rodham Clinton, Couric has launched a colon cancer initiative aimed at educating the public about colorectal cancer and screening options. As part of that effort, last October she spearheaded a five-part series on colon cancer that aired on *Today*. Versions of the series also aired on *NBC Nightly News* and MSNBC. She plans to continue to raise research dollars and awareness so progress can be made in reducing the deaths caused by this country's leading cancer killer.

Couric graduated with honors from the University of Virginia. She lives in New York with her daughters, Elinor Tully Monahan and Caroline Couric Monahan.

Roger Rosenblatt

Decent Exposure

S O ENDED WEEK 10 OR 20 OR 1,000 OF THE PARADE OF naked lives, with Paula Jones summoning America to Dallas to announce the appeal of her summary judgment and the chatterboxes on MSNBC, CNN, Fox and the Sunday morning *Face the Cokie* shows awaiting word or further word from Linda Tripp, Monica Lewinsky, Lucianne Goldberg & Son, Gennifer Flowers and all the other intimates and tattle-tales who have made of the spring such an infinite delight.

Another charmer, Bob Mulholland, a California Democrat, crawled out from under his rock long enough to declare that he planned to indecently expose the Republicans who sought to indecently expose the President. The White House hit him with a stick, and he slunk back to obscurity.

This unending "search for truth" has been conducted under the assumption that the exposure of private lives is always a purely destructive, if entertaining, exercise. But a small, recent incident proved otherwise. It happened around the time of the "Was he aroused?" TV interview of Kathleen Willey, and was so fleeting (and tasteful) one could easily have missed it.

The incident involved the brief but purposeful exposure of the private life of the *Today* show's Katie Couric. Couric returned to her position as host after a period of mourning following the death of her husband Jay Monahan, an attorney and legal analyst for NBC. Monahan, only 42, died of colon cancer. On the day of her return Couric wore his wedding ring on a chain around her neck. Welcomed back by her co-host, Matt Lauer, she proceeded to thank the thousands of viewers who had sent condolences and then extended her sympathies to those who were struggling with terminal illnesses "and are wondering how the world keeps going."

That's all there was to it. There was warmth but no tears on the part of Lauer, no tears from Couric, no further mention of her loss. She went to work interviewing former Secretary of State James Baker. What made the incident impressive as well as affecting was, in part, that it was so out of step with the modern way of handling personal difficulty. In an age that makes the most—and generally the worst—of any disappointment, much less grief, in which people weep lavishly at the drop of a stock market, and the tendency of television is to devote a special to the heartbreak of psoriasis, here was decent, neoclassical, proper restraint.

Even more impressive was the way Couric chose her words. Too tasteful to dwell on her sorrow and not content merely to acknowledge those who had expressed concern for her and her small children, she expressed concern for others who might be in the same hopeless boat that she and her husband had known. Nor did she offer any easy answers or palliatives, but straight-

forwardly gave her "sympathies," which in her case were literal; she did feel what those others felt. By doing so, Couric made something valuable of a private life exposed. She showed what Tripp, Flowers and all their eager reporters never dreamed of showing—that a life exposed could be useful. Her very reappearance on *Today* indicated "how the world keeps going."

She behaved, in short, like an aristocrat of the spirit, a rare bird these days. E.M. Forster defined this class of human being in his essay "What I Believe." He wrote, "I believe in aristocracy. Not an aristocracy of power, based upon rank and influence, but an aristocracy of the sensitive, the considerate and the plucky. Its members represent the true human tradition, the

one permanent victory of our queer race over cruelty and chaos. They are sensitive for others as well as for themselves, they are considerate without being fussy, their pluck is not swankiness but the power to endure, and they can take a joke."

Forster's definition is nicely democratic, but its special accuracy lies in its three components of praiseworthy conduct. By pluck he means endurance of the sort that neither swaggers nor dresses itself in Hamlet's black. By consideration he means the exercise of just enough attention to others to display genuine feeling, but not so much as to be cloying. It is significant that he names sensitivity first. To be sensitive within oneself and for the benefit of others—that is an aristocrat. Couric's statement comes to

mind. Adding action to words, she is spending her free time raising money for colon-cancer research.

Implied too in Forster's way of thinking is what the aristocrats of the spirit are not—cheap, whiny, petty. They are without showiness, without envy, without narrowness of any kind. They do have certain snobberies. They look down on bullies, bigots and cheats. Their idea of lowlife is a gossip, and the commoners they snub are the cruel, the ungenerous and the unkind.

In the current climate of small-minded chatter, we think of personal lives made public solely as fodder for wisecracks and cheap thrills. Couric's return to *Today* was memorable because it was exposure in the interests of right thinking and right acting. It was unusual, particularly for television, but I do not believe anyone was really surprised by it. To the contrary, her conduct was what most people expect from one another, which, when it occurs, evokes the sort of pleasant recognition reserved for similar satisfactions, like sunrises. We know a lady when we see one.

But it was useful to be reminded that under the prominent and seemingly relentless eruptions of crumminess and noise, a nobility of the species still exists that will occasionally unearth itself for the public good. This is how the world keeps going. ■



JULIETTE BORDA FOR TIME



HEROES OF THE YEAR

SURVIVOR In her New York City office, Couric displays a photo of her late husband with daughter Ellie.

KATIE COURIC AFTER THE DEATH OF HER HUSBAND, SHE GOES ON WITH REMARKABLE GRACE.

BY CLAUDIA GLENN DOWLING/PHOTOGRAPH BY MARK PETERSON

She is our morning star, a brilliant point of light to start the day. So for Katie Couric to suffer the untimely death of husband Jay Monahan last January was a kind of national eclipse. And when she reappeared on the *Today* show a month later, his wedding ring on a chain around her neck, her grace was an inspiration. "I get a lot of letters from people who say I've helped them carry on," says Couric, 42. "The fact that people are inspired and empowered is really gratifying."

She herself gets strength from Ellie, seven, and Carrie, three. "I have two small children who depend on me for a lot more than food, clothing and shelter—they depend on me as an example of how to go on. I do it for

them, and I do it for their father," she says. "You can't get too preoccupied with your own sadness because you have to be thinking about their happiness."

Work is also a welcome distraction. "I describe it as an out-of-body experience," she says. "For those two hours, I'm able to focus on events in Washington or make Halloween decorations." She did face down her personal tragedy professionally in September with a five-part series urging viewers to be tested for colon cancer, the disease that killed her husband. "I want people to know that it could change their lives forever, too," she says. "It fills me to hear, 'Because of your husband, I went to the doctor—you two saved my life.'"

Ellie has been telling Mom she's working too much, but with this year's reported \$7 million contract, Couric won't be able to

sleep late anytime soon. Currently, her little family is living in a hotel in New York City until they move into a new apartment later this year. But such stresses seem "minuscule" to Couric. "Every day is hard to me," she says. For fans who ask how to deal with grief, she has "no cookie cutter solution. The only advice I have is to encourage people to lead their lives so that they would never have to say, 'If I'd only known . . .'" She has tears in her eyes when she talks about her loss, but her smile has its old sparkle. "I'd rather not save anyone's life and still have my husband," Couric says. "Does that sound selfish?" No, just human. That's why millions love her.

Send donations to the Jay Monahan Fund for research to the National Cancer Institute, c/o Dr. Alan Rabson, 31 Cedar Drive, Bldg. 31, Rm. 11A48, Bethesda, MD 20892.

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Katie's Crusade

Still coming to terms with her husband's death from colon cancer, the Today show's Katie Couric is speaking out in his memory. What she wants you to know could save your life.

BY JOANNA POWELL



Styling: Chloë for Brian Bantley; Jacket: by Donna Karan; Sweater: by Jennifer Tyler; Earrings: by Napier

PHOTOGRAPH BY JOSEPH MARZULLO/RETNA

In her handsome corner office at New York City's Rockefeller Center, Katie Couric is trying to get on with her life. Dressed in a baby-blue tailored suit and heavy makeup from her morning duties as cohost of NBC's *Today* show, she's both poised and funny as she gives a rare interview. First, she takes time for a bit of girl talk about shoes. Then she turns serious as the subject moves to her recent loss.

Despite her courageous front, Katie's voice cracks often during our conversation, and her eyes well up with tears. It has been just a few months since the death of her husband, TV legal analyst Jay Monahan, who at 42, lost a swift, brutal fight with colon cancer. As a newly single mother with two small children (Ellie, 7, and Carrie, 2½), Katie is still reeling from the shock.

But in her search for solace, she has found some touchstones. In one corner of her office there is a small antique chest of drawers that was a birthday gift from her husband the year before he died. Once a scientist's display cabinet, it is filled with delicate eggs of various wild birds. Even though some of the eggs have already broken, Katie has protectively made a handwritten sign that reads *FRAGILE* and taped it to the top of the chest. "I'm just so afraid it might get damaged," she says. "It means so much to me."

What also means a lot to Katie is her decision to turn her grief into action—by launching a fight to raise awareness about colon cancer. It is to that end that she is anchoring a five-part series about the disease on the *Today* show from September 14 to 18. And it is why, for this interview, she agreed to talk intimately about her loss—and her ongoing effort to understand it.

Joanna Powell: You've been very private since your husband died. Why are you speaking out now?

Katie Couric: Colon cancer has taken a huge personal toll on my life. Now I'd like to help educate others about this disease. I want everyone to understand that women as well as men get colon cancer. Young people as well as old people get it. And frankly, very few people take advantage of the preventive tools that exist. Too many Americans don't get tested because they don't want to talk about that part of their body.

How can we break the stigma of this disease?

I think we have to use the words, say them. *Colon. Rectum. Bowels.* The more matter of fact you are with the language, the more it helps. You can't be squeam-



Katie with husband Jay in 1995.

"We had no idea what was going on in his body. This cancer is so insidious."

ish about it. It might cost you your life. For the *Today* show's series on colon cancer, we interviewed a Yale-educated doctor who was going to give a talk on colon cancer at the Yale Club in New York City. He was asked to change the subject of his talk to make it more palatable. People educated at a university like Yale cannot deal with colon cancer? I just couldn't believe it.

What do you want people to be especially aware of?

People need to know that colon cancer can strike the young. My husband was barely 42 years old. My executive producer, Jeff Zucker, got it, and he was only 31. Fortunately, he survived. Last weekend, I ran into a farmer I know out in the country. Jay and I always bought produce from him. When I saw him, he said, "I'm so sorry about Jay. You know I lost my fiancée five years ago to colon cancer." I asked how old she was, and he said, "Thirty-eight." I can't tell you how many people wrote to me whose husbands or wives were taken by this disease at very

young ages. At least 13,000 new cases each year involve people under 50.

Does having lost a loved one to cancer make you terrified of developing the disease yourself?

Terrified is probably too strong a word. But it certainly makes me feel vulnerable. My husband was trim, healthy, had never smoked a cigarette. It makes me feel vulnerable for everyone, not just for myself. It's very frightening.

How did you keep going after Jay's death?

As hard as it is for everybody who faces a tragedy in their lives, you really don't have much of a choice. You can stay in bed every day, or for weeks or months at a time, or you can just keep going. Children force you to keep going. You don't have the luxury of putting your head in the sand. My children are a tremendous source of comfort, tremendously motivating for me. Because I have responsibilities. It's not just financial. It's being there for them because they are children.

How was Jay's cancer discovered?

He was already very sick when doctors diagnosed it in April 1997. He had no symptoms. Jay was tired, but we thought it was because he was flying back and forth to California for his job [as a TV legal analyst]. And we had two small children bringing every bug in America into the house. We had no idea what was going on in his body. This cancer is so insidious.

What are the lessons to be learned?

For one, that there are often very few symptoms until it's too late. I'm not saying everyone in America is walking around with colon cancer, but everyone needs to know that it is a possibility. And they need to rule it out. The only way to be really safe is to be tested. I'd like for people to become more aware of colonoscopy, an exam that allows a doctor to check the colon for abnormalities, and to decide with their doctors whether one is warranted.

Do you think there's anything doctors know now that might have made a difference in saving Jay's life?

My husband's mom, who is now in her 60s, has ovarian cancer—it was diagnosed about three years ago. His grandmother died of breast cancer. There is a growing body of thought that these glandular cancers—breast, ovarian, uterine, prostate, and colon—may be related, that there is perhaps, a genetic link. If we had known this, Jay might have been screened for colon cancer. I now certainly believe you should think long and hard about an *early* colonoscopy, not only if your aunt or grandmother or other relative has colon

cancer, but also if any of these glandular cancers exist in your family. I firmly believe you have to be your own best advocate. We're hearing now that everyone 50 and up should have a colonoscopy regardless of risk factors or symptoms. But all the doctors I know—and I know a lot of them—say they had or will get a colonoscopy by their fortieth birthday. That ought to tell you something.

Problem is, even if you have a family history of colon cancer, doctors often

treatment for colon cancer is a drug that was developed in the 1950's. I hope that more money—government and private—can be devoted to cancer research. If we can put *Sojourner* on Mars, we can come up with something that keeps cancer from destroying so many lives.

How do you feel about the body's ability to "beat cancer"? Is it possible? People talk a lot about fighting it psychologically.

I think you have to have hope and a fighting spirit. On the other hand, this idea that

going to get through it and continue to fly in the healthiest way possible. Talk to your child's teachers; talk honestly with children about the death in an age-appropriate way. Parents can't just forget about it and hope their kids will be okay.

What should you do to keep the loved one's memory alive?

You can't schedule a child's grief. You really have to have a good sense of what's right for your child; you can't force-feed your child. I try to talk about Jay in a very natural way, because he comes up all the time. Yet I don't try to sit with my child in some kind of artificial environment, and have her discuss things with me that maybe she's not ready to talk about. I think you have to pick up cues from them. The other day my daughter Carrie was on her play telephone telling me, "Mom, it's Daddy calling from heaven."

It was heartbreaking, but I wanted to explore it with her, so we started talking. She's only 2½, but I didn't want to just ignore her and what she was saying. It's an awful lot for grown-ups to handle their own pain and loss, but they can't forget about the children. They're going through it too. It's very easy in a situation like this to feel completely and utterly overwhelmed. But I think parents have a real responsibility to pull it together for their children.

Has your mother been helpful to you during this ordeal?

Oh, yes. I'm very close to my parents. I went through a period when I was just impossible to deal with. Because I was just so, so upset and angry and furious with the world. Talk about unconditional love. They've always been there for me.

What about friends? How have they responded?

I think this is really important. A lot of people are at a loss when it comes to helping friends feel better. A lot of people pull back because they don't want to be invasive or intrusive.

Or say the wrong things.

Or say the wrong things. It's painful for a lot of people because it reminds them of their own mortality. But when someone you care about is going through something as traumatic as this, you can't stop trying to get in—even if they push you away, initially, because they're so knocked off their foundation and their world has just fallen apart. If they push you away, and you really care—push back. Keep trying. When you're going through it, you're scared all the time. I had one friend who wrote me a card every week and called me every week, and I never called her back. But I'm so grateful that she kept trying. I'll

"Little things help—like having my husband's money clip in my purse. And being in a room where he spent time."

recommend you be screened by a flexible sigmoidoscopy, not a colonoscopy.

Flexible sigmoidoscopy is effective for only the lower third to half of the colon. My feeling is if you really want to be sure, getting a flex sig is like getting a mammogram on one breast.

After your husband found out he had colon cancer, what did you do to fight the disease?

I can share some of my personal experience, but I want to be careful not to invade my husband's privacy or dignity in any way. Immediately after he received his diagnosis, I began to amass a lot of information on treatment, clinical trials, and experimental drugs. I was extremely frustrated to discover there's no single source for learning about the various experimental treatments for your specific disease. Pharmaceutical and biotech companies are highly competitive and sometimes secretive about the kinds of tests they're doing. The technology is changing at breakneck speed. And it's hard to find sources that are in plain English, not medicalese. It was very troubling to me. Here I was, a reporter. I've spent the last 20 years researching and investigating. But when it came to tracking down information that could potentially save a life, I hit one obstacle after another. I'm heartened to hear that the National Cancer Institute has just implemented a new Web site clearinghouse, so some of this information is easier to access...but I definitely think more could be done.

Do you find it frustrating that cancer is still the No. 2 killer in this country after heart disease?

Incredibly. It's been more than 25 years since Richard Nixon declared war on cancer. And while there have been tremendous strides, the first-line chemotherapy

people who survive cancer are stronger willed or more motivated or have a greater desire to live is really unfair to people who don't beat it. I think cancer, frankly, comes down to biology and luck. The cemeteries are full of people who wanted to live more than anything and couldn't.

It's a very confusing concept—the idea that if you fight hard enough you can cure yourself.

I'm thrilled for people who beat it, because I know they've been to hell and back. But to imply that they are mentally superior to those who don't beat it is just plain wrong.

The other part of your story is surviving the grief after losing your husband. Is there anything that's been especially helpful in your life in the past months?

Talking to other women who have been through similar circumstances. Nobody else really understands. I didn't before it happened to me. As empathetic as friends and family want to be, it's just such a lonely, painful experience. It's very meaningful to have someone who can relate to an earth-shattering event in the same way you do.

Do you have any advice to parents with young children who have lost a loved one?

I'd hate to profess to be an expert. It's definitely baptism by fire when you're in a situation like this. Every child is different, every parent is different, every situation is different. But I do think you need to be very proactive in helping your children through an ordeal like this. And you need to do everything you can to keep them healthy and whole. You can't think that they are just children and they won't be affected, or they'll get over it, or children are resilient. Some of that is true, but I think you have to very consciously take steps to make sure that they're

never forget that. And the people who weren't there and didn't keep on trying. I'll never forget that either.

What did the cards say?

Just "Thinking about you," "I'm here if you need me." That was a very reassuring, comforting thing. I think of the book *Tuesdays with Morrie* (about a college professor dying of Lou Gehrig's disease and his relationship with a former student). He talked about how you're in this dreamlike state and you can't understand how people are just going on with their lives, chatting and going to the grocery store, and pushing baby strollers. That life is going on swimmingly for everyone else.

I think when people acknowledge that life has changed in a horrible way for you, it's very reassuring. I used to say I saw the world through cancer-colored glasses. Everything just looks very different. It's like B.C. and A.C.—Before Cancer and After Cancer. You see references to death on commercials; you see a man being buried in a car, and it's not a big joke. It's terrifying. When death is a distinct possi-

bility in your life, these things are not funny. Even hearing cartoon characters say, "Drop dead." I remember looking at a magazine cover on summer pleasures, and thinking, *Wow, I wish that's all I cared about: what I was going to do this summer, what movies I was going to see.* I think it's important to acknowledge that someone's world has taken a gut-wrenching turn.

Is there any place or item that you shared with Jay that now offers comfort?

Nothing really comforts me, I'm sorry to report. It's only been months since my husband died. And, frankly, I still can't believe it. When I think about it, it just permeates every cell in my body. You can forget about it temporarily. But then the grief comes like a huge wave and like a horrible invasion of your heart and soul.

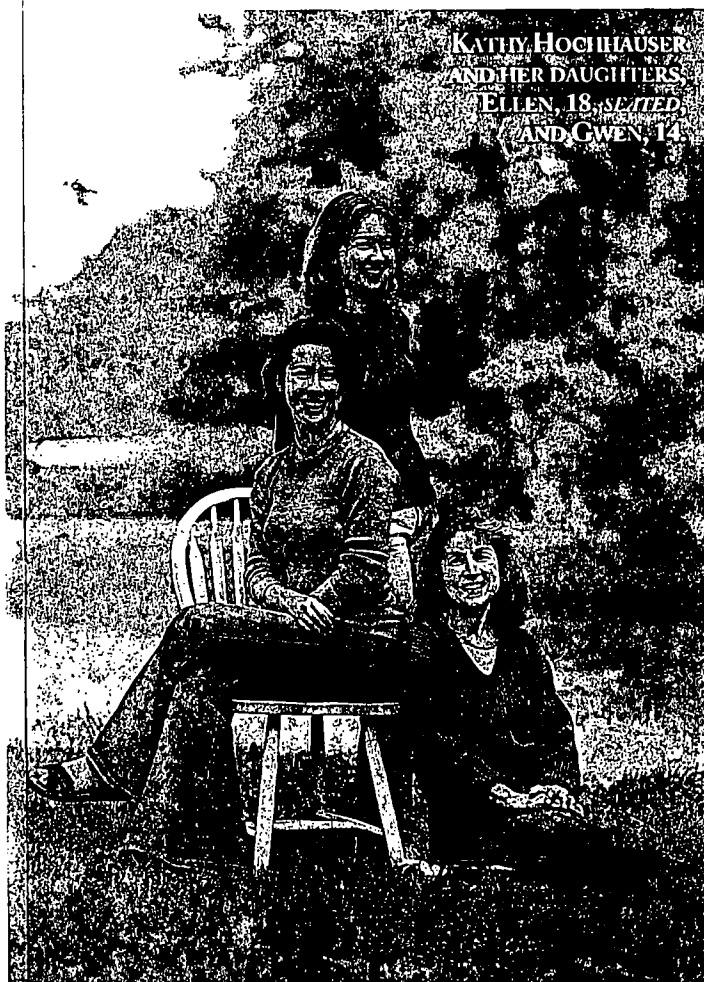
Little things help me—like having my husband's money clip in my purse. And just being in a room where he spent a lot of time. But I don't have any sort of ritual or supercomforting place. I'm still looking for that. My husband had a collection of historic military pieces, particularly from

the Civil War, at our house in the country and I go into that room and look at the things he loved—which, of course, I didn't appreciate as much when he was living. That's a very special place for me. I find that talking about him to those people who cared about him and miss him is really helpful. Sometimes when you lose someone, other people just want it to be in the past and not talk about it. I appreciate having people say how much they cared about him and miss him too.

Are you still close to his family?

Yes. Jay was one of seven children, and I often speak to his siblings as well as to his parents. They're all wonderful. I also like to talk to other people who knew him well and were profoundly affected by him. Someone sent me a letter telling me about Jay's experience in the Navy. I just got his transcripts from college and read his guidance counselor's recommendation and his entrance essay. It was very revealing. He wrote things that I didn't know about him. It's nice to have, but sometimes so hard to read. *(continued on page 188)*

The Stories of Three Families Left Behind



"HE NEVER LOST HIS SPIRIT"

In 1993, Kathy Hochhauser and her husband, Ken, were feeling hopeful about their future together. The parents of two daughters—Ellen, 12 at the time, and Gwen, 9—they were strong-willed people whose marriage had been troubled: the couple were in counseling. But now they were trying to put the bad times behind them.

Then, one day, Ken, a 45-year-old accountant at a computer company in Framingham, MA, noticed blood in his stool. "I urged him to go to the doctor, but he put it off for a few months," says Kathy, now 50, a public school secretary. When he finally had a colonoscopy, an examination of the colon, the news wasn't good: A tumor was found. Ken had surgery immediately, but the cancer had already spread to his liver. Although he would get chemotherapy and radiation—including an experimental drug—the doctors indicated that he didn't have long to live.

"He was a fighter; he was going to prove them wrong," recalls Kathy. And he did. For three years after the surgery, he lived life to the fullest. "He'd be nauseated after a chemotherapy session, but he'd insist on playing basketball," says Kathy. And he rallied enough to attend Gwen's bat mitzvah in November 1996. "He even found the strength to dance with me," says Kathy.

She and Ken grew closer than they had ever been. Kathy drove him to and from treatments and nursed him through the long nights. "He never lost his spirit," she reports. "Two weeks before he died, I asked him if there was anything I could get for him, and he grinned and said, 'A pastrami sandwich.' I went to the deli right away."

On July 3, 1997, Ken, at age 49, lost his battle against colon cancer. Kathy had grieved a lot during the years she cared for Ken, but now she couldn't stop thinking about what could have been done to save her young husband's life. For 25 years, Ken had suffered from chronic bowel problems, and Kathy now says she wishes he'd been screened earlier. "If only one person reads this and goes for a checkup," she says, "none of what we went through will have been in vain."

—Sandra Forsyth

KATIE COURIC

(continued from page 127)

Do you share them with your daughters?

I'm putting together a book of all the letters people have written about Jay, so that my girls feel like they know a lot about their father and what an outstanding person he was. I'm also writing them a letter all about our courtship—and how we met and why I fell in love with him. The idea is that when they're older they can read about him and appreciate him. I've asked people to write to my girls, and I've received the most beautiful letters.

Do the letters make you feel better, or is it all a painful exercise?

It's definitely painful, but part of the process. I think it will ultimately help. But for now it reminds me how much I miss him. Some of the letters I just can't read. Someday I will.

When you first went back on the Today show following Jay's death, you wore his wedding ring around your neck on a chain. Lately, you haven't been wearing it. Why did you stop?

The safety chain broke. I didn't stop for any symbolic reason. I just worry that without the safety clasp, I would lose it. It made me too nervous. And now I'm not sure if I'll wear it again. It's a very outward symbol of one's grief, and I wore it because it made me feel very close to him, by touching it. It was a hard decision: whether he should wear the ring—or I should. I didn't know what to do. All of my friends told me it was okay for me to keep it. And I found a lot of solace in it. I don't think he would mind.

Has throwing yourself back into work helped you cope?

You do what you have to do. I have children to support. And kids just automatically make you stronger. Work was a way for me to keep going while Jay was sick. For two hours I could distract myself, and I think it serves the same purpose now.

What is your advice to couples who have been spared a life-threatening illness?

Cherish each day. Get under the covers with your kids on a Saturday morning. And even if your spouse drives you crazy sometimes, remember what made you fall in love to begin with. My daughter is obsessed with *The Wizard of Oz*, and there's one thing that Dorothy says toward the end of the movie that always affects me so much: "If I ever go looking for my heart's desire again, I won't look any further than my own backyard." ★

COLON CANCER

(continued from page 129)

end. The device transmits images of the colon to a video screen, which the doctor watches throughout the procedure. Any polyps that are discovered can be removed during the test. Colonoscopy finds 97 percent of colon tumors, and the ACS now recommends it for *everyone* age 50 and over.

The unique advantage of colonoscopy is that it's the only cancer test that can

actually *prevent* a *lignancy*.

"There's a very strong argument that people who have this test regularly will never, ever get colon cancer, which means it's much better for preventing this disease than mammograms are for breast cancer," says Robert J. Mayer, M.D., director of the Center for Gastrointestinal Oncology at the Dana Farber Cancer Institute in Boston. That's because virtually all colon cancers begin as mushroom-shaped or flat premalignant growths called polyps. "About five to ten percent may become cancerous, so if they're found and removed during colonoscopy, you probably won't get cancer," explains Jose Guillem, M.D., associate attending colorectal surgeon at Memorial Sloan-Kettering Cancer Center in New York City.

It appears that one colonoscopy is enough to protect people at average risk for an entire decade, because polyps grow very slowly, taking about five to seven years to become the size of a pen-

cil eraser, and up to seven more years to turn cancerous.

Elizabeth Ely, 55, an interior decorator in New York City, is grateful that she had a colonoscopy, because it saved her life. Although she didn't have a family history of colon cancer or any symptoms (in fact, she felt great, she says), her doctor encouraged her to get tested because of her age. Last March, a colonoscopy revealed a malignant rectal tumor. "I was absolutely shocked," she recalls. "I never believed anything would be

YOUR RISK AND YOUR AGE

Your chance of getting colon cancer increases dramatically as you get older. Check this chart against your age to pinpoint your risk of developing the disease, which strikes at an average age of 66:

Ages	A Woman's Risk	A Man's Risk
Birth to 39	1 in 2,000	1 in 1,667
40 to 59	1 in 147	1 in 114
60 to 79	1 in 31	1 in 24

Source: American Cancer Society, Cancer Facts & Figures, 1998

wrong with me. I've always been well." She had surgery to remove the tumor, and was relieved to learn that it was an early-stage cancer. She was deemed cured after the operation. "I'm very lucky," says Ely. "Now I'm telling my clients, friends, and relatives to have the test if they're fifty or over."

Another, more famous survivor: former President Ronald Reagan, who had part of his intestines removed in 1985 after doctors discovered a malignant tumor through colonoscopy.

What's Your Life Worth?

Despite the lifesaving power of colonoscopy, Medicare and a number of other health plans won't pay for it. "This is unjust to the American public," says Michael D. Moseson, M.D., a clinical as-

YOUR RISK AND YOUR FAMILY HISTORY

A person who has no cancer in her family has a one in 17 chance of developing colon cancer over a lifetime. That risk increases if your relatives have had certain kinds of cancers. If you fall into any of the categories listed below, you should get a colonoscopy (total exam of the colon) by age 40, or ten years before the youngest age at which a family member received a diagnosis of colon cancer. If there are several cases of colon cancer in your family, consider getting a genetic test at a major cancer center to check for an inherited syndrome. Testing, which can cost anywhere from \$250 to \$2,400, can help determine the age and frequency at which you need to be screened.

1. You have a distant relative—an uncle, aunt, or grandparent—who has/had colon cancer.

Your risk: 1.5 in 17

2. You have an immediate family member—a parent, sibling, or child—who has/had colon cancer.

Your risk: 2 or 3 in 17

3. You have two or more immediate family members who have/had colon cancer, or have one relative who developed the disease before age 50. *Your risk: 3 or 4 in 17*

4. You have one or more immediate or distant relatives who have/had breast, ovarian, uterine, or prostate cancer. *Your risk: 1.5 in 17*

—L.C.C.

CLINTON IN CHINA · AT&T's MEGADEAL · 'ARMAGEDDON'

New Week

July 6, 1998 \$2.95

TV's morning
star on 'Today,'
her life now and
that \$7 million
contract

Katie's Story



Katie Couric of the 'Today' show

The 'Today' co-anchor has a huge new contract, millions of adoring viewers and a painful private life. A close-up of the star next door.

BY RICK MARIN AND YAH LIN CHANG

The Katie Factor

SHE IS NOT A MORNING person—one of Katie Couric's many appealing qualities. She gets up at the last minute, 5:15 or 5:30, and straggles bleary-eyed into work an hour later. Hair and makeup people, and just one cup of the show's powerful coffee, transform her from a harried 41-year-old single mother into the bright-eyed co-anchor of the "Today" show.

"Today" is one of TV's best-oiled machines, and Couric is several of its eight cylinders. Which is why, NEWSWEEK has learned, she will sign a new four-year contract with NBC this week. The deal puts her up there with Tom Brokaw, giving her \$7 million a year



5:30 a.m.: On the way to the studio through empty streets, Couric crams in the back of a town car

and a major role in NBC's election coverage in 2000. She's also a morning star still in mourning for her husband, Jay Monahan, who died of colon cancer five months ago. But you'd never know it from following her around the set one day last week. She grills journalist Seymour Hersh on his allegation that Presi-

dent Nixon beat First Lady Pat, then suffers through a segment on rattan storage units with her usual dauntless energy.

Couric wants her private life private. She won't discuss her salary. "My parents brought me up never to talk about money," she says. And since Jay's illness she's shunned inter-



Pulling it together: Not a morning person, Couric gets a last-minute tweak in makeup while executive producer Jeff Zucker looks on

Couric is competitive at everything from landing the big interview to playing Home Jeopardy

view requests, until now. "Under the circumstances, I'm very conscious of not exploiting something that's been very difficult," she says. "Not sharing things that I feel are not appropriate to share with the public."

We're in the back of the American Festival Cafe, across the plaza from "Today's" storefront set in Rockefeller Center. Couric comes here a lot. Nobody bothers her, although right now the place is almost empty anyway. Still wearing her gray suit and heavy makeup from the show, she looks a little more lined than in the artificial morning glory of "Today." She draws a "zone of privacy" regarding aspects of Jay's death that she will not cross, but is voluble and forthcoming on almost every other question. Given her reticence until now, why do this interview? "I had very mixed feelings about it. You don't want to be celebrated because something bad happened to somebody you love. But Jay wouldn't want what happened to him to affect me professionally. He'd want me to do it, to keep going for me and for the children."

By most accounts, including her own, Couric had the perfect life. Great job, Married nine years to a smart, good-looking guy: a neat, disciplined yin to her messy, high-

powered yang. Two cute daughters: Ellie and Carrie, now 6 and 2. And Jay's career was on the upswing. The transition from Washington lawyer to TV legal commentator in New York had been rocky. That he was struggling in a game in which his wife was already an all-star player wasn't easy for either of them. But he'd landed a regular unpaid guest gig on CNBC's "Rivera Live," and a staff position at MSNBC. A couple of months before Jay died, Geraldo Rivera had asked him to be his substitute host. "He was the smartest lawyer on television, period," says Rivera. "Including me." Meanwhile, the "Today" show's ratings were up 13 percent since Bryant Gumbel's departure. Couric had seniority and, in Matt Lauer, a more simpatico partner than the often imperious and condescending Gumbel. Then things started to go wrong.

In October 1996, Jeff Zucker, her executive producer and control-room confidant, was diagnosed with colon cancer at the unusually young age of 31. "I got everything at an early age and I got that too," says Zucker, who first took over at "Today" when he was 26 and, after a brief foray into prime-time news, came back four years ago. Couric found Zucker his doctor, never dreaming that, less than a year later, her husband

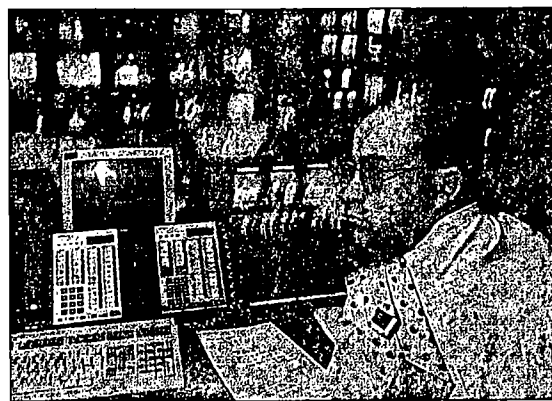
would be diagnosed with the same disease.

"The two most important men in my life getting it was just so hard to believe," she says. "I would wake up every day and say, 'I can't believe Jay got it.' I still can't believe it." Zucker survived. Jay was dead at 42.

Couric did everything in her power to try to save his life. "At 9 o'clock she was off the air; at 9:05 she was on the phone with doctors," Zucker says. She used 20 years of reporting experience to find out everything she could about the disease. "The feeling of powerlessness when you are a can-do person is so overwhelming," she says. "I tried to learn everything I could about every treatment." Lori Beecher, a close friend who books interviews for Couric on "Date-line," says the two of them "tried to pretend like we had medical degrees." Couric did not sit around "being sad," Beecher says. She funneled her enormous energy into helping her husband. "I can't tell you how many doctors and biotech companies and hospitals we talked to. One doctor said he used our book [of research] to help other people find clinical trials. But unfortunately it wasn't in time to help Jay."

The end came unexpectedly fast, a terrible surprise. Two weeks before Jay died,

Study break: Co-anchors Couric and Matt Lauer prepare for the next segment. A more simpatico partner than Bryant Gumbel, Lauer has a cult following of his own.



Running the show: One of Couric's closest colleagues, Zucker, monitors the action from the control room



Working it: Couric plays to the crowd, often venturing out again for pictures and autographs after the show

four of Couric's girlfriends took her to the Bahamas for a long-weekend birthday present. "It had been a difficult period," says Beecher. "We decided it would be a good thing to take her away. We're fond of saying that we kidnapped her, so she had no choice in the matter." Couric had not cut back her grueling schedule, and Jay continued to work despite his debilitating chemotherapy. Jay died on a Saturday. Just two days earlier, he had intended to discuss the Monica Lewinsky case on "Rivera Live" by phone. Moments before the show, Couric called the control room and said he wasn't up to it. "It was a shock to us," producer Steve North says. "He was always saying he'd be back soon." These last days, the nadir of her ordeal, Couric will not discuss.

She took a month off. Upon returning to "Today," she said a few words of thanks to those who had sent their sympathies, offered condolences to anyone enduring a similar plight and then did her job. She grilled William Ginsburg and congratulated Tara Lipinski on her gold medal. She participated in the morning-show white noise known as Happy Talk. As Al Roker recalls, "Her demeanor put us all at ease." That is her talent. Putting us all at ease.

There are non-Couric reasons "Today" is

the No. 1 morning show, often doubling the ratings of "Good Morning America" and "CBS This Morning." One is the way Zucker lasers in on his viewers, demographically. First, 22 minutes of commercial-free hard news upfront, when male viewership is highest. From 7:30 to 8:30: a mixed bag of hard and soft features for the show's core female audience. Finally, in the last half hour, when practically the only people still watching are old enough to be Matt and Katie's parents, come the health-oriented pieces on heart attacks, memory and staying "forever young." The other morning shows have tried to copy this formula, but lack the personnel to pull it off.

An even canner "Today" strategy is the fish-bowl set on Rockefeller Center—revived by former exec producer Steve Friedman in 1994. (Legendary NBC president Pat Weaver did it first in 1952.) Studio 1A, 18,000 square feet enclosed by bulletproof plexiglass windows, has become a major tourist destination, as important as the Empire State Building or "Cats." The Friday summertime concerts draw thousands. Fans show up at 5 a.m. with placards and all manner of goofy gimmicks advertising their affection for Katie, Matt and Al. All three know how to work the crowd during

their 8:30 forays outdoors. Couric goes out afterward and spends another 15 minutes doing pictures and autographs.

The swelter of a New York summer morning last week dampened the crowd's homemade "Today"-show T shirts, but not their excitement at being so proximate to their beloved Katie. "She seems like the lady next door," says Nancy Blankinship, visiting from Madera, Calif. Pam Shumaker, a principal from Merrill, Mich., whose school did a project on the "Today" show, adds, "She makes you feel important." Couric's personal tragedy, and the dignified way she's dealt with it, have only enhanced her appeal. "Katie has always kept her private life private," says Ann Gardiner, a teacher from the same school. Suzanne Minarovic, from Milwaukee, agrees: "When that happened, it was something you could relate to. Everybody's got someone in their life who they've lost."

People like Couric for being a "real" person. And for a major celebrity about to make a \$7 million salary, she is. She's in close touch with her parents in Arlington, Va., where she grew up the youngest of four. "She had a very average bringing-up," says her mother, Elinor. (Her father, John, a retired journalist and PR man, advised Katie

'He Was Everything I Look for'

HER FIRST DAY BACK ON "Today" after Jay's death, Katie Couric wore her late husband's wedding ring on a necklace as a silent amulet of mourning. She has refused to talk to the press about her grief, worried about seeming to exploit personal tragedy for professional gain. But last week she gave her first interview in almost a year to NEWSWEEK's Rick Marin. Alternately tearful and funny, Couric discussed her life, loss and why, despite her new \$7 million annual salary, she still plans to fly coach.

NEWSWEEK: You used to say the worst thing that ever happened to you was not making captain of the high-school cheerleading squad.

I was kind of embarrassed that I was so uninteresting, because I hadn't suffered. But I long for the days when my existence was so mundane. It's very hard to live out a personal tragedy on national television. Every day my heart was breaking. That was the end of the innocence for me.

You'd prefer to be able to deal with this privately.

Sometimes I just forget how public a figure I am. So many people in the crowd [outside the "Today" show window] are really kind and say I'm in their prayers, and I just say thank you and move on, because it's sort of sacred. It's hallowed ground for me. It's not something I want to engage in.

You came back to work a month after your husband's death. Did you think about taking more time off?

I wanted to return my family and me to a sense of normalcy. NBC was great, and I'm not just sucking up—they were incredibly supportive. I hope that other people's bosses are as compassionate as mine were to me. I wonder about that. Because you really need it. The last thing you need is being insecure in your job, especially when you're the only breadwinner.

Are the show's sad stories harder to report now?

Not really. ... Sometimes. When I asked the woman who lost her daughter in the Oklahoma City bombing about closure, I was very affected by that. It's sort of fleeting empathy, out of necessity. I may be doing a tragic story, then 10 minutes later a "Cooking Light" segment. So you have to compartmentalize.

You were on the air just two days



Private grief: Leaving the funeral with her two daughters, Ellie (left) and Carrie



before your husband died—

I'm not gonna go there. That's so personal, if that's OK? I'd be glad to talk about him as a person, but I don't really want to talk about his illness.

What would you like to say about him?

[Fighting tears] He was so smart and funny, a million times smarter than I am. He was much more reserved and standoffish, and that's why I was attracted to him. He was everything I look for in another person.

Let's shift gears. Why are you worth \$7 million a year?

You want me to justify my salary? I thought you might ask me about that. Because I'm one of those people who wonders about the distortion in salaries in this country—why pro-basketball players make this

outrageous sum of money and teachers don't make much at all. But having said that, the network makes a lot of jack off us. My personality plays a role in the show's success, not that it would collapse if I left. But people have this strong connection to you and form these bonds with you that are almost familial. It takes a long time to win the audience's trust and affection. Maintaining that continuity I think accounts for the way I'm compensated.

Plus your ability to pull the trigger with a smile.

I don't think you have to ask hard questions in nasty, vitriolic ways. I find that people rise to the occasion when they're asked really pointed questions.

Most people.

Dan Quayle seemed so flustered [this morning] when I said, "Are you running?" I guess because I said it so simply, without some long intro. I



'So smart and funny': Husband Jay Monahan, relaxing with Couric in 1994, died of colon cancer in January. He was 42.

hate interviewers who ask long questions to show how intelligent they are. I try to cut to the chase whenever possible. Just talk like a normal person, you know?

You hate being called "perky." I think it has this sexist, patronizing undercurrent. Bob Costas is short and cute, but I've never heard him called "perky."

When you were with Bryant Gumbel, he insisted that he was the "anchor" and you his "co-anchor."

What was *that* about? I always thought that if you were a co-anchor you needed another "co." I guess it should have been "anchor" and "junior anchor."

Things have changed in the 18 months since Bryant left.

I think I've been liberated a bit. Bryant was very much in charge of the program, even though I tried to assert my-

self as much as possible. I always felt a little like I shouldn't speak unless spoken to because he was so clearly running the ship. Now I don't feel inhibited. I like my relationship with Matt [co-anchor Lauer] because neither of us is trying to take charge.

What are your flaws?

I'm moody, definitely. I can be very tough on people.

Because you're tough on yourself?

Oh, I think that's a cop-out. I just can be tough on people. I can have a very short fuse.

Matt Lauer jokes that when you open your wallet, moths fly out. Is it true you save coupons from California Pizza Kitchen?

[Laughing] They gave them to me!

Katie, they give them to everyone.

My parents are children of the Depression. What can I tell you? It rubbed off. I think I'm very generous with my friends. But I worry about spending money. I don't think I'm gonna be a bag lady. That's a real phenomenon for some widows. I am frugal. But without getting too psychobabbly, it's my way of maintaining a sense that I'm just like everybody else. ["Today" executive producer] Jeff Zucker said that with my new contract I could probably fly first class. I said, "Even for personal trips?"

You fly coach?

My husband got mad at me because I bought coach tickets for a family trip to Barbados. But hey, I'm a coach kinda girl.

to go into TV.) Her children are not raised by servants, though she does have a live-in babysitter. "Katie has probably seen every Disney movie known to man, she plays such an active role in their lives," says Lisa Gregorisch, a close friend who was her bureau chief at WTVJ in Miami a dozen years ago and is now executive producer of "Hard Copy." Couric didn't discard her old friends for newer, more glamorous ones. Cathleen Lobb, who's known her since they were resident advisers at the University of Virginia, says "she can't stand social-climbing, name-dropping-type stuff." Stories of her kindnesses to friends in need are legion. She colors her own hair, from a discount drug-store bottle. The green sweater-set she wore on the show last week came from the Gap.

The mistake is not in thinking of Couric as the ex-cheerleader next door, but in thinking that's all she is. "The dichotomy of Katie is that she's bubbly on one hand and smart as a whip on the other," says Gregorisch. "Never underestimate Katie Couric." Every profile of her trots out the anecdote about former CNN president Reese Schonfeld's hating the 23-year-old cub correspondent enough to decree, "I never want to see her on the air again." Schonfeld now runs the Food Network, which might say something about his eye for news talent. Not to Couric.

"I stunk," she says. And unlike many young, attractive female TV reporters, she was never taken under the wing of a seasoned male Svengali. "I had nobody on my way up saying, 'We're gonna make you a star,' and I think that really helped me. It forced me to work." She covered drive-by shootings in Miami, the mayor's office in D.C. "I really cut my teeth. I was also a producer, an assignment editor. I learned different areas of the business and to respect what everybody else does. It kept me from being a prima donna."

Tim Russert, NBC's Washington bureau chief, spotted Couric when she was a local reporter on the network's D.C. station. He gave her the Pentagon. "Within a matter of months, she owned the place," Russert says. CBS Pentagon correspondent David Martin had an office adjacent to hers. "There were mornings when I couldn't get into my office because there'd be a line of military officers at her door," he says. "One guy actually brought her flowers." Charm made up for knowing "almost nothing" about her new beat, Martin adds, "but if she hadn't been a good reporter, it wouldn't have worked." On her honeymoon, she pored over Jane's Fighting Ships, the military-hardware directory, studying the difference between a frigate and a destroyer.

"Driven but not a workaholic," she calls herself. And competitive, in everything from landing big interviews to playing Home Jeopardy with friends. In tough interviews, Couric is always pleasant. "We all

know the question that needs to be asked, so instead of beating around the bush, she just asks it," says Zucker. "She's not *playing* an interviewer on television." With an evasive Jerry Seinfeld, she crumpled her question sheet in frustration and threw it on the floor. But the true Couric touch was to blurt, "But I need those questions!" and climb down off her director's chair to retrieve them.

Breaking through that fourth wall of artifice is her most marketable skill as a broadcaster, and it's something she does consciously. "I try to make people feel like there's no glass between us," she says. "I used to be terrified that I would draw a blank in the middle of an interview, so I'd write out every question and memorize them. Now I just trust my instincts, which makes it much more spontaneous. You have to say, this is who I am off camera and



Cutting up on set: Just don't call her perky

on, and the two people aren't different. As corny and queer as this sounds, people can smell a phony a mile away." All that in 15 minutes—the average length of time Couric is on air during the show.

Off camera, the nice raise won't visibly improve Couric's life. She'll keep rising at an

obscene hour, wade through dense packets of homework for the show every night, raise her daughters alone. Little things she relied on Jay for—paying bills, cleaning up—she must now take care of herself. She'll have to report on subjects like the loss of a loved one or single-parent households that are, Matt Lauer says, "like an arrow to her heart." Even so, in September, she wants to do a series on "Today" about colon cancer to raise awareness. "I can't bear to see other families going through this," she says. "She gives herself daily pep talks," her friend Gregorisch says. After rumors of her huge NBC contract got out, Gregorisch asked Couric, "Now can I put you in 'Winners and Losers'? [a regular segment of her show, "Hard Copy"], and she was like, 'Which one would I be?'"

With ELIZABETH ANGELL in New York

How 'GMA' Went DOA

TV audiences treat morning-show anchors like family members. They even feud with them. Just ask ABC.

ABC BETTER HOPE Times Square gets "Disneyfied" fast, because next year "Good Morning America" moves to a street-front studio in the maw of Broadway. It won't be the upscale confines of "Today" in Rockefeller Center, where Katie and Matt and Al cavort with what seems like half of South Dakota, but it'll have to do. "We have to be more in touch with our audience," says executive producer Shelley Lewis.

That's an understatement: not since Deborah Norville replaced the beloved Jane Pauley has a wrathful audience punished a morning show as it has "GMA." No. 1 just three years ago, "GMA" registered a 2.9 rating this May, barely above perennial also-ran "This Morning" on CBS, with "Today" far ahead at 5.3. It was the lowest non-holiday rating for "GMA" in 18 years. This is not fun: executives know morning is the only time of day when overall viewership is actually up, and such shows can be highly

profitable. Weak ratings also hurt the lead-in into "Regis and Kathie Lee," produced by Disney, ABC's owner. This is corporate synergy they don't need.

How did it happen? Long-time co-anchors Charles Gibson and Joan Lunden were "part of the American family," says Morton Dean, their newsman. Lunden was the mom, wrestling with children and career just as the baby boomers were. But after her divorce, her glammed-up, out-on-the-town image turned viewers off. And she was never much of a journalist; Gibson did the heavy lifting. Mean-

while, down the street, Katie Couric was grilling heads of state and Bryant Gumbel was grilling salmon steak.

In 1995, ABC moved the show from the entertainment division to news, which had disdained "GMA" as a lightweight. Cultures clashed, producers came and went. Viewers howled when Dean was replaced by Elizabeth Vargas, who everyone knew was being groomed to replace Lunden. Lunden left, to be replaced by Lisa McRee. Last May Gibson went out and Kevin Newman came in.

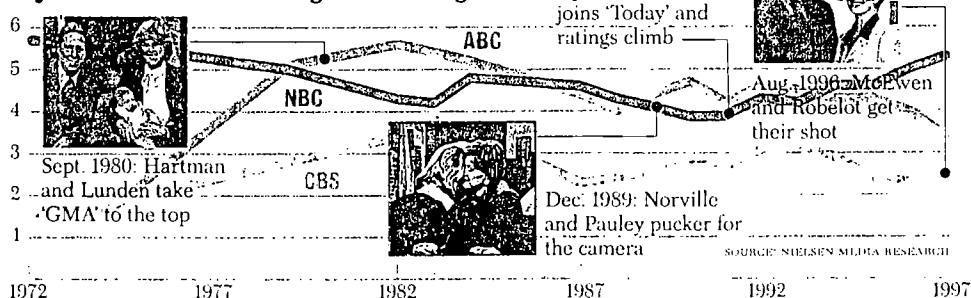
That's a lot of changes, but the network didn't have

much choice. "'GMA' was a wonderful program for its time," says current ABC News president David Westin, "and the time passed." But the audience hasn't had time to adjust. McRee and Newman are trying, but the ratings continue to fall.

CBS, for its part, has flourished since the days of "Captain Kangaroo," and, after a near mutiny from affiliates, gave back most of the first hour to local stations, before Mark McEwen and Jane Robelot come on full-time for the second hour. They've narrowed the gap with "GMA" and were up 9 percent last season. And they'll stay indoors. "We aren't going to beat them on their turf," says executive producer Al Berman. And given how strong the "Today" team is, as one "GMA" staffer says, "If Matt and Katie did the show from the back seat of a car, it wouldn't matter."

RICHARD TURNER

Daytime Drama: The Morning-Show Ratings Race



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COMMUNICATIONS, INC.**
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January 14, 1999

First Lady Hillary Rodham Clinton
Room 100 Old Executive Office Building
Washington, DC 20500

Dear Mrs. Clinton:

On behalf of New York Women in Communications, I am writing to you about the Matrix Awards luncheon on April 19, 1999. Katie Couric is this year's Matrix Award winner for Broadcasting and she would like you to present the award to her.

NYWICI is the premier professional association of leaders in all facets of the communications industry. Our membership encompasses senior executives, young professionals and students. NYWICI dedicates itself to promoting excellence in communications and advancing the role of women throughout the industry.

The Matrix Award luncheon honors remarkable women of achievement in eight categories of communications: advertising, books, broadcasting, film, magazines, newspapers, new media, and public relations. Over 1,200 people attend the lunch. Matrix is to communications what the Oscar is to film. Although your travel schedule prohibited you from attending the 1996 Awards luncheon, you videotaped your address to the audience.

This year our 1999 Matrix Award winners are:

Advertising	Linda Srere President & CEO, Young & Rubicam
Books	Nan Talese Author, Doubleday
Broadcasting	Katie Couric Anchor, Today Show, NBC News
Film	Meryl Streep Actress
Magazines	Dorothy Kalins Editor-in-Chief, Meigher Communications

First Lady Hillary Rodham Clinton
January 14, 1999

Page Two

<i>Newspapers</i>	Debby Krenek Editor-in-Chief, The New York Daily News
<i>New Media</i>	Esther Dyson Edventures Holdings
<i>Public Relations</i>	Joyce Herhenhan President, GE Foundation

Each winner is asked to select one person whom they know personally and admire greatly to present the award. Katie Couric identified you as her first choice. Some of the past presenters include: Katherine Graham, Gloria Steinem, Sherry Lansing, Ann Richards, Marian Wright Edelman, Jane Pauley, and Arthur Sulzberger.

This year, Ann Jackson, Group Publisher of InStyle Magazine, is hosting the luncheon. Lynn Sherr, Betty Hudson, and Ellen Levine are members of the Matrix Awards committee and former Matrix winners themselves.

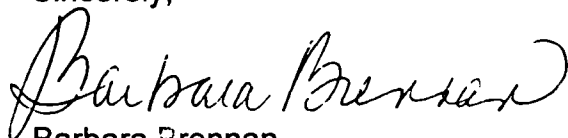
Over the past 29 years, NYWICI has honored Geraldine Laybourne, Nora Ephron, Amy Tan, Maya Angelou, Rosie O'Donnell, Diane Sawyer, Cathleen Black, Maureen Down, Bette Midler, and Janet Robinson to name a few. Enclosed is information about the Matrix Awards and a complete list of winners in all the categories.

It's difficult to describe the energy, inspiration and good will that Matrix generates. Anyone who has been involved in the event will tell you the same. Mrs. Clinton, your presence at the Matrix luncheon to celebrate Katie Couric and the achievements of other remarkable women would make the event even more extraordinary than ever.

The Matrix committee and Board of NYWICI will do whatever needs to be done to honor your time and make this a great experience for all involved. We do want you to say yes.

Thank you for your consideration.

Sincerely,



Barbara Brennan
NYWICI President

Enclosures

Catherine L. Carlozzi / Communications Consultant

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Facsimile Transmission

Please deliver to addressee immediately

Date: March 30, 1999

To: Nera Tanden

From: Cathy Carlozzi

**Number of pages
to follow:** 12

Notes: Following are a copy of the information sheet we sent Patty Doyle and Katie, plus copies of remarks by Arthur Sulzberger Jr., Senator Mary Landrieu, Barbara Walters, and Isaac Mizrahi, who were among last year's presenters. If you need anything else, call me. And thanks for your help.

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Matrix Awards

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E-mail nywici@aol.com

Monday, April 19, 1999

Waldorf=Astoria

Women Who Change the World

Matrix Committee:

Luncheon Chair
Ann W. Jackson
InStyle Magazine

Deputy Chair
Hope Henning
InStyle Magazine

Awards
Betty Hudson
Spencer Stuart

Lynn Sherr
ABC News, 20/20

Arrangements
Trica Jean-Baptiste
Days Inn of America

Development
Myma Blyth
MORE Magazine
Ladies Home Journal

Lori Kapner
Addison

Graphics
Judith Bookbinder
Hearst Magazines

Program
Catherine Carlozzi
Carlozzi Communications

Julia Denny
Resolutions

Public Relations
Debra Shriver
Hearst Magazines

Advisors
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Lifetime Television

Elizabeth Crow
Mademoiselle Magazine

Joannie C. Danielides
Danielides Communications

Kathy Slavin Eisberg
InStyle Magazine

Sheri Lapidus
InStyle Magazine

Jacqueline Leo
Consumers Union

Nancy Megan
Promotion Management

Carrie Tuhy
InStyle Magazine

1999 NYWICI Matrix Awards Luncheon Information for Winners and Presenters

LOGISTICS

The 1999 Matrix Awards VIP Press Reception and Luncheon will be held:

Monday, April 19

The Waldorf=Astoria Hotel

(Between E. 49th & 50th Streets, Park & Lexington Avenues)

West Foyer and Ballroom, 3rd floor

(Use the Waldorf Tower entrance, on 50th Street near Park, and elevator bank.)

11:15 am - 2:00 pm

NYWICI is delighted to provide a forum for Matrix winners to meet with select members of the press and express their feelings about participating in the awards. The **VIP Press Reception and photo session** will take place in the **West Foyer from 11:15-11:45 am**, followed by the **dais lineup** for the luncheon. We will be on a very tight schedule, so **it is imperative that all winners and presenters be in the West Foyer no later than 11:30 am.**

The awards program will begin promptly at noon and is scheduled to end at 2 pm. Your NYWICI Matrix host will be glad to arrange for local transportation, if needed.

PRESENTATIONS

Awards presentation format: Matrix Chair Ann Jackson (group publisher, *InStyle Magazine/Time Inc.*) will introduce the presenter, who will make his/her remarks and call the winner to the podium. The presenter will **take the award from the stack inside the podium**, hand it to the winner, and the pair will pose briefly for a photo. The presenter will return to his/her seat, and the winner will make her remarks. Your Matrix host will advise you of your order in the lineup once it has been established.

Content of remarks: Our theme is "Women Who Change the World." If you are a **presenter**, we would like you to provide an overview of the winner's accomplishments that qualify her as a leader and Matrix winner. If you are a **Matrix winner**, we would like some insight into your vision of leadership, how you feel about being a leader, and how a leader (especially a woman in communications) can make a difference. Personal anecdotes are good in both presentations. Samples of some of last year's presentations are enclosed.

Length: Each winner and presenter will be **strictly limited to two minutes** of podium time. Given the large number of speakers (19), we must stay on schedule. If the event runs too long, the audience may begin to drift out, which would unfairly penalize those who appear later in the program. As a guideline, two minutes equals 250-300 words (total) for the average speaker. To ensure that your remarks will fall within the limit, we strongly recommend rehearsing and timing it.

-more-

as I said, 3 mins.
really

Special assistance: If you would like the services of a professional speechwriter or to rehearse with a media trainer, we will be happy to refer you to NYWICI members who provide these services. Please notify your Matrix host by **March 31**.

Audience: There will be approximately 1,200 attendees. The audience comprises mid- to top-level management (65% female; 35% male) from a variety of communications fields, including broadcasting, publishing, journalism, advertising, marketing, new media, public relations, corporate communications, film/photography, graphic design, and education.

Our producer must have copies of all winners' and presenters' remarks in advance to determine production timing. **Please submit a copy of your presentation (as close to final as possible -- we know most people "tweak" their presentations until the last minute) to your host no later than Wednesday, April 14.**

Do not hesitate to contact your Matrix host if she or NYWICI can assist you in any way.

Arthur Sulzberger Jr.

JANET ROBINSON INTRODUCTION

*The Matrix Awards
Monday April 20
The Waldorf Astoria*

There are times when the smartest thing you can do is to simply count your blessings.

In 1983, a first-grade public school teacher decided that 11 years was enough. Reasoning that the skills of a good educator were the same as those needed by a good salesperson - strategizing, planning, presenting, coaching, teambuilding - she sent her resume out to ad agencies and publications, most of which reacted with the skepticism appropriate for a candidate with no sales experience.

One didn't. Someone at Tennis magazine, then part of The New York Times Company, was either really smart or really lucky - I don't care which - and hired Janet Robinson as an account executive.

Ten years later, Janet moved to the newspaper business, as a vice president of advertising at The New York Times. A year and a half later she was running that department and a year and a half after that she was named The Times' President and General Manager, responsible for all the newspaper's business operations.

That's not a career path. That's a miracle.

From the day she walked into our shop, the men and women at The New York Times knew they had been blessed. Her subordinates in advertising, her colleagues in our newsroom, her superiors in corporate all knew that in Janet we had found a person who embraced our values, who drove us to excel, who nurtured what is good about The Times while finding solutions to problems that long bedeviled us.

If the last few years at The Times have been about anything, they've been about change. The six-section color daily we now produce and that all of you in this room read, I trust, was simply the most public manifestation of the generational changes we've undertaken. We've changed how we manage, how we operate, how we produce, how we sell.

From our national advertising and circulation strategy, to our new sections, to our performance management structure, to our increased profitability – Janet's fingerprints are all over our most successful initiatives. Turns out she was right those many years ago – those first-grade teaching skills were quite transferable.

Could we have accomplished all we have without Janet Robinson? That's a thought I don't even want to entertain. And the good news is, I don't have to.

Because I've been blessed.



To: [unknown], INTERNET:LEAPB@aol.com
To: [unknown], carlozzi_communications
From: JuliaDenny, INTERNET:JuliaDenny@aol.com
Date: 4/15/1998, 12:27 PM
Re: Mary Landrieu's Intro for Sally Minard

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by arl-img-7.compuserve.com (8.8.6/8.8.6/2.10) with ESMTP id MAA07221
for <carlozzi_communications@compuserve.com>; Wed, 15 Apr 1998 12:26:50 -0400
Received: from JuliaDenny@aol.com
by imo26.mx.aol.com (IMOV14.1) id 3YTVA20031;
Wed, 15 Apr 1998 12:26:40 -0400 (EDT)
From: JuliaDenny <JuliaDenny@aol.com>
Message-ID: <9b480258.3534dfc1@aol.com>
Date: Wed, 15 Apr 1998 12:26:40 EDT
To: carlozzi_communications@compuserve.com, LEAPB@aol.com
Mime-Version: 1.0
Subject: Mary Landrieu's Intro for Sally Minard
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
X-Mailer: AOL 3.0 16-bit for Windows sub 38

Trying to move stuff forward. Here are the remarks. I have asked for some personal hook, but Senator is on vacation and out of touch this week. Her speech writer understands and will make sure the Senator understands, but for now, this is what we have for the press kit. Mercifully, it's short. At least with electronic delivery, you can easily convert it to clean paper copy. It's the least I could do.

Good afternoon, friends and honored guests. This is an occasion I have looked forward to because it is a celebration of excellence and achievement. I am thrilled--and honored--to present today's special achievement award to Sally Minard, not just because she is a dedicated and special person, but because she is my friend.

As you know, our program theme is "Women Who Lead in a World of Change" and today's award is for such achievers. But that title is only a shorthand description of what this award really means. It is given for exceptional accomplishment, for dedication to the mission of this organization, for excellence in performing all things, and mostly, for providing inspiration to those who follow.

This award is not given lightly. The criteria are rigorous and the committee that selects the recipients is demanding in applying those criteria. Those who receive this award are very special people who have achieved something well beyond anything expected of them. They are dreamers, achievers, and most of all, doers.

I have never met anyone with a more positive "can do" attitude than Sally Minard.

Sally, you never falter in anything that you do. Your unbounded enthusiasm and optimism are contagious. As a founder of Lotas, Minard, Patton, McIver Advertising, a premier advertising firm with a long roster of blue chip clients, you have set the standard for women in the field of communication and advertising. And, as a mother of two children and the spouse of a successful investment banker, you truly are a woman who is "leading in a world of change."

Sally, you are recognized today not only because you have done extraordinary things, but because you are an extraordinary person. You truly are a flame that enkindles the spirit of others.

B. Walters

Bette Midler says her idea of a superwoman is someone who scrubs her own floors. My idea of a superwoman is someone who charts her own course! .. who throws herself into life, making us laugh, and cry, and think.

I can remember when I fell in love with Bette Midler: The first time I saw her on Broadway, when she emerged from an enormous clam shell. She was the most hilarious creature I had ever seen. As the divine Delores Del Largo, part human-part mermaid, flapping her tail and darting around the stage in a wheelchair, no less, I was convulsed. I first interviewed Bette in 1980, after the huge success of "The Rose," based on the wrenching story of Janis Joplin. At that time, as great a success as she was, she told me she was almost on the verge of a nervous breakdown. Then she had a long, dark period in films and finally reinvented herself to become an international superstar, admired by her peers and adored by audiences around the world. She also found herself, gained a confidence, and I think, finally an appreciation of herself -- and well she should. Bette's is a career that has brought her two Academy Award nominations, two Emmys, four Grammys and a host of other awards -- not to mention numerous Web sites generated by her fans. Talk about leading in a world of change!

The Divine Miss M is a superwoman who leads with her heart. One of my favorite Midler moments is a scene from "Beaches," in which Bette plays the flamboyant young actress, CC Bloom. CC has no trouble winning fame, but she has a lot of trouble winning love. When her best friend, Hilary, settles for a ho-hum marriage and then criticizes CC for being so outrageously ambitious, they blow up at each other. CC screams, "I belong to myself. I'm doing what I set out to do. I'm living the life you didn't have the courage for!" Bette's own courage shines through her portrayal of CC and of other larger-than-life women in films like "The Rose," "Gypsy," and "For The Boys." That strength combined with her zany sense of the absurd have made comic

classics out of *"Down and Out in Beverly Hills," "Outrageous Fortune"* and *"The First Wives' Club."* I have now had the joy – and it is that – of interviewing Bette three times on my Specials and also on my daytime program, *"The View."* I could interview Bette every day, because she is so damn smart, so creative and a simply terrific lady.

I also enjoy the private time with Bette and her husband, Martin. There is an original and enduring marriage – and then there is Sophie, the spitting image of her mother – and what a mother Bette is! To meet Bette off camera is to see her totally different from her on-screen persona, with those spike heels and that inimitable walk. Bette is a bookworm, an amateur interior decorator and a committed housefrau – yet, there is always that other side of her that is sheer magic. There are also her thrilling performances on television, like her most recent Special and portrayal of Mama Rose in *"Gypsy."* It doesn't get any better than that.

Bette's also one of those rare people who puts her money and her time where her mouth is. She was one of the first celebrities to lead the fight against AIDS. And when she moved to New York, she was appalled to see so many of the natural areas and parks in disrepair. Singlehandedly, she started to clean up these areas, getting volunteers to help her with what she calls her "New York Restoration Project." Last Halloween, Bette held her first benefit for this cause, the Hula Ball, and boy was it fun! She not only threw the party, she also performed for us, and it was Bette at her best – hula dancing and all. I hope the party will become an annual event.

Bette's been called a "force of nature as a performer." But she's more than that. She's a force of nature as a human being. Sure, she belongs to herself – but she belongs to us, too. I am proud to have her as a friend. With the greatest pleasure, I present the 1998 Matrix Award for Film to Bette Midler.

ISAAC MIZRAHI

Those of you who have seen the movie "Unzipped" remember that it is the story of an extremely well-dressed woman from Brooklyn who talks very affectionately about someone known as "Isaac".

That's my Mom.

My mother is very pleased about the way I have turned out, not only because she likes me to be creative and fulfilled but because it reflects well on her. This is perhaps the true meaning of the Yiddish verb "kvell." Yes, it means to be proud of. To be happy for. To be bursting with pride. But the second meaning may be even more to the point: See that terrific person? I'm responsible for him.

Ask my mother about me, she will kvell. At length. And when she can't talk, she gives off this oven-like heat.

The night I won my first CFDA award was one of those times. There was my mother, sitting quietly and anonymously in the audience, giving off enough heat to singe a chicken.

I accepted the award. The program continued. And the woman next to my mother understood what that heat was and turned to her and whispered:

"Half a rye, heavily seeded, thin sliced."

This was Rochelle Udell.

And this is Jewish geography, making its way from Brooklyn like salmon across treacherous waters to the holy land of Manhattan, and coming to rest, in a moment ripe for kvelling, with this honor for Rochelle.

Let's start in Brooklyn, where Rochelle's father ran a bakery. I used to stop there on my way home from Yeshiva and buy a little poppyseed cake -- just the kind of instant gratification that has disappeared for me now that I have a personal trainer, a nutritionist, and an image as an international sex symbol.

And my mother used to order from Rochelle's father for her card parties.

And Rochelle used to make the deliveries.

Like they say....we're all connected.

I'm delighted to be connected to Rochelle because she's still --- like me -- the kid from Brooklyn. I don't mean in the corny Marjorie Morningstar sense of having a dream and making it happen and pinching yourself and saying you can't believe it all came true. Let's get real. This is New York, this is 1998, we're all assimilated and fatally hip --- and if we don't have therapists to tell us to get on with it, we have fashion critics and media columnists who will gladly show us how we look at the worst possible angles.

Let me give you a snapshot, just some highlights of Rochelle's résumé:

- * She started at New York Magazine, when it was born out of The Herald Tribune.
- * She art-directed the new MS.

- * She art-directed Vogue, House & Garden, GQ, Harper's Bazaar, Esquire, and Self.
- * She started Calvin Klein's Advertising Agency.
- * She art-directed Brooke Shields when she had nothing between her and her Calvins.
- * She's proudest of an ad that was done in 1985 for condoms. It ran with this text: "I love sex. But I'm not willing to die for it." - an amazing achievement to get it into magazines and on air, and change the cultural thinking twelve years ago.
- * She started Condé Nast Japan.
- * She founded CondéNet, the internet service, and originated Epicurious.
- * She collaborated on and designed almost 100 books.
- * She's art-directed over 60 TV commercials.

Then, in 1996, Rochelle became Editor of SELF. She has made SELF into the must-read for women who want to look good and feel great.

I am very proud -- and so, I'm sure, is my mother -- that Rochelle asked me to introduce her today. Perhaps better than anyone, I know what this

honor means to her. I can't take the responsibility for creating her, but
boy, do I kvell for her.

I give you my good friend...Rochelle Udell.

Catherine L. Carlozzi / Communications Consultant

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Facsimile Transmission

Please deliver to addressee immediately

Date: April 5, 1999

To: Nera Tanden *gwan*

From: Cathy Carlozzi

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Catherine L. Carlozzi / Communications Consultant

973/857-1197 phone/fax

M E M O R A N D U M

Date: April 5, 1998

To: Nera Tanden

From: Cathy Carlozzi

Subject: 1999 NYWICI Matrix Awards



The Matrix Planning Committee met last week, and my cochair and I also met again with the staff at the Waldorf=Astoria. I wanted to pass on a few pieces of information and add to the list of questions we have about Mrs. Clinton's participation. Could you please see that this gets to Patty Doyle or whomever else handles these matters? At this point, the event is exactly two weeks away and it would help us enormously to get answers to these and earlier questions. I understand, of course, that security plays a critical role in how much information we can receive.

We all understand the various reasons why the First Lady might want to avoid the press reception, as you indicated, especially given some of the mayor's recent remarks and the attendant press coverage. Just as a point of information, Matrix will not be an open press event. The press will apply to the PR people at Hearst, which is handling public relations for this event. Hearst will select and credential 20-25 members of the press, who will be confined to specific areas in the Ballroom. Only three to four will be permitted into the reception before the luncheon and then only two at a time, escorted by Hearst people. Only our own NYWICI photographer will have free access to the reception and luncheon.

The reception will begin at 11:15 am and be attended by winners, presenters, and their guests; high-level corporate sponsors; the NYWICI board; the Matrix Planning Committee and some members of their various subcommittees (all NYWICI members); and a few former Matrix winners. All will be on a list and checked in. We will clear the reception room of everyone except those who will be on the dais (35 people: winners, presenters, the event chair, the NYWICI president, the Matrix Planning Committee members, and Gerald Levin of Time Warner) and our board members promptly at 11:40 am to take the Matrix photos. At 11:50 am, the dais will be lined up and I will give a final briefing about timing. We will march onto the stage at 11:55 am, and the program will begin at noon. (This is necessary to get through our agenda of 19 speakers and two videos before 2 pm.) Remarks and presentations by our chair, our president, and Mr. Levin will last about 15 minutes. We will then have about a 15-minute period for eating and networking. The award presentations will begin promptly at 12:30 pm.

Questions

- If Mrs. Clinton is not attending the reception, we would still like to have her participate in the photo session, join the dais line-up, and enter the Ballroom with us. Is this possible? If not, I'll need to discuss with someone how best to handle her entry.
- Understanding that the First Lady will probably have a pretty full agenda while she's in New York, it would help us to know whether she will have a breakfast engagement on the morning of our event. Street closings around the hotel will have a major impact on our timing and the arrival of our attendees. The Waldorf staff tell us this most likely will not be a problem if the First Lady plans to be back in the hotel before 11 am. We make transportation arrangements for many of our winners and presenters and need to advise the limos about drop-off and pick-up.
- When the First Lady is introduced, is there any kind of protocol we need to observe?
- We understand that it is protocol for Mrs. Clinton and Donna Hanover to have an official meet & greet. If Mrs. Clinton is not attending the reception, I assume that the two sets of staffs will make the requisite arrangements for this.

Nera, I appreciate any information you can pass on and am ready to answer any questions that you or Mrs. Clinton's other staff members may have.
