

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. note	Handwritten To-Do List, 1 - Set Up Meeting, 2 - Yale [partial] (1 page)	n.d.	b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Liz Bowyer
OA/Box Number: 3988

FOLDER TITLE:

[HRC Daily File] Tuesday, October 12 [1993]

2014-0483-S

sb359

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Tuesday October 12th

PHOTOCOPY
PRESERVATION

To Kim

Date _____ Time _____

WHILE YOU WERE OUT

M Judy Ingerson

of American Magazine Conf

Phone 407 239 3991

Area Code Number Extension

TELEPHONED	PLEASE CALL	
CALLED TO SEE YOU	WILL CALL AGAIN	
WANTS TO SEE YOU	URGENT	

RETURNED YOUR CALL ☐

Message _____

Operator _____



AMPAD
EFFICIENCY®

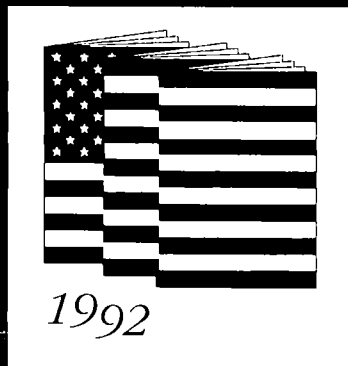
23-023 CARBONLESS

Clinton Presidential Records Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a publication.

Publications have not been scanned in their entirety for the purpose of digitization. To see the full publication please search online or visit the Clinton Presidential Library's Research Room.



*The
American
Magazine
Conference*

OCTOBER 18-21

SOUTHAMPTON PRINCESS
BERMUDA

What's So Special About Magazines?

Every magazine has a distinct personality. A real conversation takes place between the reader and the editor. *Reading a magazine is an intimate, invoking experience*, an activity which is usually experienced alone.

The editorial product of a magazine is the best of all media at fulfilling personal needs and values of the reader. It creates a mood, a focused interest. Magazines communicate positive social values and have been influential in initiating or accelerating political, lifestyle and social movements such as outdoor living, fashion, new technology, and health and fitness and concern for the environment.

A magazine is a tangible enduring companion, a friend that you can enjoy at home, work, traveling, anywhere at all. Magazines are portable, informing and entertaining. The intrinsic informational character of a magazine makes it an integral part of daily living.



TH S. JORGENSEN
 ndve Director - Communications
 972-3723

October 7, 1993

BY FAX -- 202-260-3684

Ms. Ellen Cassidy
 The White House

Dear Ellen:

As you requested, I've put together some thoughts--supplemented by a minimum of statistics--on magazine readership and the role magazines play in shaping public policy. Following are some points you may want to keep in mind for Mrs. Clinton's remarks:

- *Since the first magazine was published in America in 1741, magazines have played a major role in shaping public opinion. In the early 1800s William Lloyd Garrison's The Liberator passionately declared its opposition to slavery and its rallying cry for more than three decades finally was heeded in the outcome of the Civil War. Through its unadorned coverage of the Civil War, Harper's Weekly was credited with strengthening the cause of the Union. After the war, magazines including The Nation, The Atlantic Monthly, and North American Review became significant arbiters of literary taste and shapers of public debate. Farm magazines informed Americans about important new turn-of-the-century inventions. Women's magazines such as The Ladies' Home Journal not only taught women home management, in the 1880s they published floor plans of functional, safe, well-designed houses that could be built for less than \$2,000. In those early years the Journal and other women's magazines campaigned against worthless patent medicines, crusaded for better maternal health and pressed for truth in advertising. During the first World War, magazines such as Good Housekeeping and McCall's led the food conservation effort in the U.S., and even advocated that women work outside the home in factories to free men for the war effort. At that time women's magazines also helped shape the national debate on alcohol, pointing out its devastating effects on the home.*

There are innumerable examples of how magazines have shaped society, particularly in the areas of health care and education, and the quality of life in general. In the past decade, magazines as different as People, Rolling Stone and Scientific American have tried to increase public understanding of AIDS. Self, Prevention and Longevity magazines, among others, have addressed the interests of Americans searching for healthier ways of living. Better Homes & Gardens has devoted many of its pages to the issue of homelessness, and set up a foundation to help alleviate the problem. And many of the women's magazines are working actively to promote breast cancer awareness and funding for research.

- *Magazines are an important source of information about a variety of subjects, ranging from buying an automobile to managing finances to health advice. Studies of "media involvement" have shown that people turn to magazines more than other media as their main source of knowledge information and usable ideas on these subjects.*

MAGAZINE PUBLISHERS OF AMERICA

919 THIRD AVENUE NEW YORK, NY 10022 • (212)872-3700 FAX (212)882-4217

PAGE.002

COMM/RESEARCH: # 2 / 8

EPA ADMINISTRATOR-

FROM MAG.PUBL. ASSN.

10-8-93 : 9:24AM :

SENT BY: ADMIN. OFFICE EPA
 OCT 7 '93 13:07

1) Magazines Educate and Inform The Citizen and Consumer

Type of Editorial	1991 Editorial Pages Distributed* (000)	%	1991 Editorial Pages Distributed (000)
Culture/Humanities	31,256,072	15.9	337
Food & Nutrition	17,317,582	8.8	187
Sports, Hobbies	16,965,667	8.6	183
National Affairs	15,119,268	7.7	163
Health/Medical Science	14,202,370	7.2	153
General Interest	14,188,299	7.2	152
Home Furnishing/Mgmt.	11,174,498	5.7	120
Amusements	11,112,690	5.6	120
Wearing Apparel	10,389,500	5.3	112
Travel & Transportation	8,657,366	4.4	93
Miscellaneous	8,541,318	4.3	92
Beauty & Grooming	7,919,980	4.0	85
Foreign Affairs	7,588,262	3.8	82
Business & Industry	6,507,772	3.3	70
Children	5,118,899	2.6	55
Building	4,886,951	2.5	53
Gardening & Farming	3,476,854	1.8	38
Fiction & Stories	2,497,391	1.3	27
Total Editorial	196,920,739	100.0%	2,122

*Editorial pages by subject matter for each of the 74 measured magazines (not including supplements) multiplied by the circulation for that magazine equals editorial pages distributed. This indicates the total editorial impact of the 74 magazines on the reading public.

Sources: Editorial Pages — The R. Russell Hall Co.

Circulation — The Audit Bureau of Circulations, first six months 1991, SDO5 - December 27, 1991.

Household — Sales & Marketing Management Survey of Buying Power, 1991.

■ The 74 magazines measured by The R. Russell Hall Co. published 1.9 billion editorial pages in 1991 on a wide variety of topics. For example, the editorial pages of magazines helped to create the interest and concern about health and nutrition among the general public, and in 1991 alone these magazines contributed over

one billion editorial pages on this subject.

Those 74 measured magazines provided an astounding 2,122 editorial pages per U.S. household in 1991. See the section on Readership to find out who is reading all these editorial pages.

■ The "Study of Media Involvement VI" revealed that of four media, magazines were, by far, the medium that consumers most counted on for their main source of knowledge, information and usable ideas. This was true across the board for seven major areas of their lives, from cars to financial issues to health.

2) Magazines Contribute Most Knowledge And Usable Ideas

Interest Area	Percent of U.S. Adults			
	Magazines	TV	Newspapers	Radio
Automobiles	39%	17%	23%	3%
Beauty & grooming	57	20	7	1
Clothing & fashions	56	18	18	0
Food	41	15	26	1
Health	41	29	12	4
Money matters	39	14	25	3
Travel	39	17	27	2

Source: "Study of Media Involvement VI," Audit & Surveys, 1991.

3) Magazines: The Most Effective Medium for Knowledge and Usable Ideas

Medium	Percent of U.S. Adults
Magazines	45%
Television	18
Newspapers	20
Radio	2
No opinion	15
Total	100%

Source: "Study of Media Involvement VI," Audit & Surveys, 1991.

■ Of the four media, magazines are by far the most effective medium for knowledge and usable ideas—45% of U.S. adults vs. 18% for television.

Nearly Everyone Reads Magazines

*Magazine
Handbook*

Not only does nearly everyone read magazines, but magazine readership is heaviest among demographic, thought and lifestyle leaders.

Adults...

■ 164 million adults, or 89% of the U.S. population 18 years of age and older, read one or more of the 172 MRI-measured magazines during the average month.

■ They read *an average of 10.3 different issues* per adult reader during the month.

Men...

■ 76.7 million adult men, or 87% of U.S. men read at least one issue. They read *an average of 9.3 different issues* during the average month.

Women...

■ 87.3 million adult women, or 91% of U.S. women, read at least one issue. They read *an average of 10.4 different issues* during the average month.

Source: 1992 Spring MRI weighted to population.

*Media Research Inc.
mediamark
frequently cited*

14) Index of Public Activity

Activity in Past Year	Media Comparatives	
	Magazine	TV
Voted in election	109	92
Wrote magazine/newspaper editor	132	70
Wrote/telephoned radio/TV station	135	76
Wrote to elected official	127	77
Wrote something published	154	55
Visited elected official	163	69
Addressed public meeting	155	64
Active in local civic issue	134	64
Worked for political party/candidate	181	62
Did fundraising	124	74
Volunteer work (non-political)	172	80
Memberships:		
Church board	132	63
Business clubs	185	44
Union	119	79
Religious clubs	114	93
Civic clubs	124	76
Country club	122	87
Health club	164	48

Source: 1992 Spring MMR.

* Magazine readers are active, concerned and involved in community, civic, public and social affairs. The indices for Magazine Comparatives range from over twice as likely to address a public meeting to almost three times more likely to belong to a health club than Television Comparatives.

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**The
American
Magazine
Conference**

October 5, 1993

BY FAX - 202-456-2239

Ms. Kim Tilley
Associate Director of Research
The White House
Room #197
Old Executive Office Building

Dear Kim:

Following up on our conversation this afternoon regarding Mrs. Clinton's October 12 appearance at the American Magazine Conference in Orlando, here are some suggested "talking points" and background that may be useful to you in preparing her remarks, including an updated conference program.

Some issues that the audience of 700 magazine editors and publishers would like to see addressed include:

- The magazine industry gets about half of its revenue from magazine sales and half from advertising sales. Both are impacted by the state of the economy but advertising is particularly vulnerable to depressed levels of consumer spending and consumer confidence. The recovery from the 1990-91 recession has stalled out in just six months and our revenues are flat with little or no growth in sight.

In this situation, magazine publishers want to know whether the uncertainties plaguing the economy and depressing consumer confidence will be resolved in the near future by definitive government action on major open issues such as health care costs and related taxes.

More specifically, we are concerned about the effect of the health care plan on directly-related industries, e.g., pharmaceutical. (Drugs and Remedies is a major magazine advertising category.) Also, what will be the effect of the plan on ancillary industries, including tobacco and alcohol?

- The impact of the health care plan on small businesses (Most magazine companies are relatively small businesses.)
- In view of the complexity and controversy surrounding the President's health care plan, how can magazine editors help readers understand the issues and thus make informed judgments which they communicate to government decision-makers?
- Finally, we wonder whether international crises such as Somalia, Russia, Bosnia, etc. are likely to divert the President's energy and attention from selling his program to a divided Congress and a confused electorate.

MAGAZINE PUBLISHERS
OF AMERICA
AMERICAN SOCIETY
OF MAGAZINE EDITORS

Peter Henderson/MPA
Letter to Kim Tilley
Page 2

As I mentioned, in the past the American Magazine Conference has featured many distinguished speakers, including Gen. Norman Schwarzkopf, former President Jimmy Carter, former First Lady Barbara Bush, Jane Fonda, Art Buchwald, Lee Iacocca, Ray Bradbury and Ross Perot.

If you have any questions or would like more information, please feel free to contact me in Orlando, at the Hyatt Regency Grand Cypress (407-239-1234). Or you can call Judy Jorgensen, MPA's Director of Communications, who will be handling press for the conference and will be in our New York through Thursday at 212-872-3723.

Sincerely,



Peter Henderson
Director, Meetings & Events
Magazine Publishers of America

Peter Henderson/MPA
Letter to Kim Tilley
Page 2

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Peter Henderson
Director, Meetings & Events
Magazine Publishers of America



JUDITH S. JORGENSEN
Executive Director - Communications
(212)872-3723

October 7, 1993

BY FAX -- 202-260-3684
Ms. Ellen Cassidy
The White House

Dear Ellen:

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919 THIRD AVENUE NEW YORK, NY 10022 • (212)872-3700 FAX (212)888-4217

PAGE 002

20245625691: # 27 6

EPA ADMINISTRATOR-

FROM MAGS.PUBL.HSSN.

10-8-93 : 9:36AM :

OCT 7 '93 13:07

SENT BY: ADMIN. OFFICE EPA

Jorgensen letter to
Ellen Cassidy
Page 2

- *People identified as avid magazine readers are more likely than television viewers to be active in politics and in their communities:* specifically, they are more likely to vote in an election, write to a magazine or newspaper editors, write to or visit an elected official, and to do fundraising or volunteer work. (See "Index of Public Activity" for more detailed listing.)

Regarding Carol Browner's remarks, you should have already heard from--or will, shortly--Jay Melvin, MPA's Director of International Affairs, and MPA President Donald Kummerfeld.

Please do not hesitate to call me with any questions. You can reach me at (212) 872-3723 until about 8:00 tonight, or at the Hyatt Regency Grand Cypress in Orlando, (407) 239-1234 tomorrow after 4:00 p.m.

Sincerely,



Judy Jorgensen
Exec. Director, Communications

2 U.S. Magazines - The Industry Today

The first magazine
in America was published
in 1741 - The American
Magazine, by
Benjamin Franklin.

A Magazine is a Friend

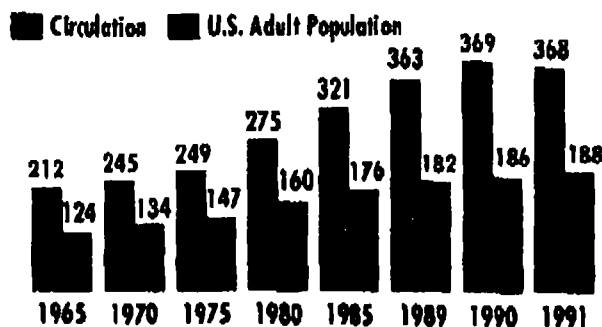
Ever since the days of Ben Franklin, American magazines have fostered the exchange of ideas and nurtured exceptional editorial, artistic, and publishing talent. Magazines have been a major force in shaping American society, expressing our hopes and our fears, informing and molding the way we think and act, readily adapting to shifts in taste and fashion, stimulating new technology in printing and graphics, and meanwhile weathering the gyrations of the nation's economy.

What makes the success of magazines in America particularly remarkable is that nobody really needs a magazine in the same sense that one needs food or shelter, heat or transportation. But we all need friends, and that is what a good magazine becomes. It creates involvement: a relationship with the reader, a relationship he or she looks forward to renewing each time the magazine arrives. This intangible, virtually un-qualifiable dynamic — the creation and maintenance of millions of successful one-on-one relationships — is the secret of the magazine industry's great vitality.

Meanwhile, the advertiser, whose investment helps most magazines to flourish, benefits from this reader involvement.

■ Despite the current recession, Americans are buying more magazines than ever. The circulation of consumer magazines continues to grow each year with a 74% increase since 1965 compared to only a 52% growth in the U.S. adult population (chart 1). This increased penetration of the market has been particularly strong during the past ten years. Adult Americans now buy about 36 magazine copies per year on average compared to only 30 copies per person ten years ago. (Based on a weighted average magazine frequency of 18 times per year, multiplied by a per-issue purchase factor of 2 copies in 1991 vs. 1.7 in 1980).

1) Quarter Century of Growth-Audited Paid Magazine Circulation and U.S. Adult Population In Millions



Source: ABC six-month averages ending 6/30 each year, copies per issue U.S. Bureau of Census.

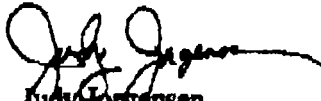
Jorgensen letter to
Ellen Cassidy
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Judy Jorgensen
Exec. Director, Communications



*The
American
Magazine
Conference*

FAX (29 pages incl. cover sheet) 202-456-2239

TO: Kim Tilley, The White House

FROM: Judy Jorgensen, Magazine Publishers of America

Following is the entire text of the American Magazine Conference program, along with background about the first magazine in America.

Regarding small businesses, approximately 70% of MPA's membership are considered smaller magazine companies. We define "smaller" as a company with approximately \$10 million or less in revenues, and one that generally publishes no more than one or two magazines.

Please call me at the Hyatt Regency Grand Cypress, 407-239-1234 if you have additional questions.

JJ

MAGAZINE PUBLISHERS
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New York NY 10022
(212) 752-6055
Fax (212) 688-1217



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MAGAZINE PUBLISHERS
OF AMERICA
AMERICAN SOCIETY
OF MAGAZINE EDITORS
575 Lexington Avenue
New York NY 10022
(212) 752-6055
Fax (212) 688-4217

article search?

• what about h.c. do they want to hear / what

10/5

Particular ~~interests~~ / concerns
tensions / concerns?

Anyone of particular note?

• since 1929 ^{last}

- List of Previous Speakers - what years, / How long doing conference
- Sequence of Events - who introducing
- Who else of note is appearing?
Any other Administrators people
- Updated program

Who

• #estimated - approx 700

Fax prog
Keynote

212/880-8140

// Ruth Whitney -

LISA Cohen

MPA → Director, Rebel Henderson
212/872 3756

• Gov. ANN Richards → WED.

• Gaild Lam Time - WARE

• Barry Jell - BS - get articles

• Jeff Greenfield

speaking before HRC

• Robert Shannon - E. St. Louis head coach
positively motivated

* Barbara Bush - '89 spoke at
CEO Conference

publishers, Editor in Chief, CEO
very sophisticated crowd in business
of providing up
• more interested

2

* ~~their~~ not so much interested ~~is~~ as much
ultimately for their readers.

Time / Newsweek

All consumer magazine co.
(nt FORBES & Murdoch)

A

407 / 239-1234

Democratic & liberal
friendly audience

10/11

Deather Murrell

1. The following are the names of the persons who have been
 appointed to the various committees of the Board of Directors:

1942-1943

[illegible]

1

1575

[illegible]

10-11-1954

— *Journal of the American Medical Association*, 1964, 191: 1033-1034.

- Proposals limiting advertising
- Effect of TOBACCO TAX on the industry
- Cap on advertising

Family Circle

Dir. of Special Events

Speech Meeting / Maggie Sequence

Diante: parts of sell. STAN's data to Ellen
Security - Key - high #s / Responsibility
anecdotes - 2 ways

- sell Basic Jump Speech
- IRL we can actually do this
- * (President's speech)

Wayne: Ways & MEANS Tobacco Transcript
Presidents

I. Lay out Principles
Anecdotes / USA TODAY
Testimony

* Anecdotes - from letters

II. Opportunity they have as
Editors to talk to their readers
* instructive / they can

III. Address worries

* Cong. or Cause speech

IV. Details v. gen'l principles

Optimistic / what detractors will say
* This is possible

- Historical / CBC -

conversion of
SPAW

* Press Release

MC SB

- show knowledge of industry

527-5200

① Ruth
Whitney

4

Copyright 1993 PR Newswire Association, Inc.

PR Newswire

- Put in
briefing -

September 13, 1993, Monday

SECTION: Lifestyle

DISTRIBUTION: TO LIFESTYLE EDITOR

LENGTH: 294 words

HEADLINE: TOP TEN COLLEGE WOMEN FOR 1993 CITED

BODY: A student who took a three-year leave to speak out against world hunger... an intern with the White House Health Care Task Force... Miss Black Deaf America... and an organizer of the International Management Symposium in Switzerland are among those named GLAMOUR magazine's Top Ten College Winners for 1993.

This is the 36th year that GLAMOUR is honoring outstanding women undergraduates. The winners, currently seniors, were selected on the basis of academic excellence and involvement outside the classroom.

Ruth Whitney, editor-in-chief of GLAMOUR, called the winners of the 1993 competition "smart, assured leaders with the drive to change the world."

GLAMOUR's Top Ten College Women for 1993, featured in the current (October) issue of the magazine, are: Tina Choi, Wellesley College (hometown: Northborough, Mass.); Ruthie Flores, University of California at Los Angeles (hometown: Norwalk, Calif.); Amy Friedman, Northwestern University (hometown: Westwood, Mass.); Jennifer Green, Texas A&M University (hometown: Seabrook, Texas); Allison Hughes, Harvard University (hometown: Polson, Mont.); Angela Hunt, Rice University (hometown: Houston); Kristi Merriweather, Spelman College (hometown: College Park, Ga.); Erika Dalya Muhammad, University of Chicago (hometown: Miami); Jennifer Robey, Lewis and Clark College (hometown: Tulsa, Okla.); and Julie Yamamoto, University of Southern California (hometown: Huntington Beach, Calif.).

Robey took the leave to speak against world hunger, Hunt interned with the Health Care Task Force, Merriweather is Miss Black Deaf America and Hughes helped organize the International Management Symposium. CONTACT: Howard Greene of Greene Inc., 212-725-2660, or home, 516-374-4230

Folio: the Magazine for Magazine Management

Copyright 1993 Information Access Company

Cowles Business Media Inc. 1993

August 15, 1993

SECTION: Vol. 22 ; No. 14 ; Pg. 36

LENGTH: 3555 words

HEADLINE: What are lily-white and read all over; Racism in mainstream American magazinesincludes related articles

BYLINE: English, Rodney K.

BODY: A: MAINSTREAM AMERICAN MAGAZINES.

The magazine industry could do a lot better by its minority professionals in terms of recruitment and development. Here, the respondents to FOLIO's 1993 survey on people of color in magazine publishing point out where and why they see need for improvement.

In 1985, I asked an ad director at the company where I was a circulation director why there were no blacks or women on his staff. He told me that he didn't hire blacks or women because the decision-makers at ad agencies and corporations aren't comfortable dealing with blacks and/or women. Selling pages, he carefully explained to me, was not about numbers and demographics. Selling pages comes from that special relationship between the salesman and the client.

Since that conversation, the ad director, now the magazine's associate publisher, has apparently had a change of heart. He has hired a number of women. He has yet, however, to hire any person of color.

The issue of cultural diversity has been with us for a while. After the King riots, the executive committee of the American Society of Magazine Editors called on the Magazine Publishers of America "to work with its members and appropriate minority groups to recruit as many people as possible for hiring by magazines in all departments."

No, not after the Rodney King riots of 1992: This proposal was made in 1968 after the riots that followed the assassination of Dr. Martin Luther King Jr.

In 1993, some 25 years since that call to action, the magazine industry's record on hiring and retaining persons of color is still pathetic. Just look around your office. Or, if for some reason you don't believe that your office is representative, ask colleagues who have attended one of the annual American Magazine Conferences--or any other industry function--what they witnessed. The non-whites can be counted on one hand.

Or look at the top of the mastheads of America's leading magazines. To the best of my knowledge, there is not a single African-American publisher, editor or advertising director of a large, consumer, "majority-market" magazine in the United States. Don Kummerfeld, president and CEO of MPA, candidly describes the industry's workforce composition quite simply as "lily-white."

My conversation of eight years ago with the ad director, which would be laughable rather than outrageous if he weren't still in a position of authority, is hauntingly familiar for many non-whites in the magazine business. In my work with the Howard/MPA Magazine Publishing Procedures Course, I have had the opportunity to talk to dozens of talented, angry and frustrated black and brown Americans who love magazines and their unique role in American society, yet who chafe and struggle in a work environment almost uniformly dominated by white Americans.

'The numbers aren't there'

If the industry is committed to making its workforce and product more reflective of the population it purports to serve, a good place to start would be to listen to the people of color currently employed in the business. FOLIO:, however, did not survey all people of color, nor even an approximate sample of all people of color in the magazine industry. We would have liked to, but we couldn't. There are no baseline statistics on the numbers and job status of people of color in the magazine business. MPA, which has been asked repeatedly for this information, has so far refused to collect the data. In fact, when Charles F. Whitaker, an assistant professor at Northwestern University, this year began a baseline study of people of color in the industry, MPA declined to provide assistance. Kummerfeld stated that "at one point, it was thought that collecting such information was illegal." Now, however, the reasoning runs more to "we don't need to survey to know the numbers aren't there. What's the difference between 1 percent and 5 percent? It isn't good."

We mailed the FOLIO: survey to 160 people whose names were drawn from a list of applicants and participants in the Howard/MPA Magazine Program, acquaintances, and those who answered notices in ethnic journalists' association newsletters. Further, recipients were asked to copy and distribute the survey to other persons of color. Eighty surveys were completed and returned.

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Phillips Business Information, Inc.

MIN Media Industry Newsletter

June 14, 1993

SECTION: No. 24, Vol. 46

LENGTH: 625 words

HEADLINE: First Glimpse at the 1993 American Magazine Conference Program:
"INTERACTING" WITH DILLER, LEVIN, THE ANA...AND THE FIRST LADY?

BODY: Although the verdict is out as to whether the October 10- 13 American Magazine Conference will, in conference chairman Tom Losee's (Architectural Digest) words, be "one of the best we've ever had," the Orlando, Fla., program's "morning line" features two stars with substance:

1. Barry Diller, the Fox-TV programming chief-turned- QVC Network chairman/ceo. He is among the gurus of the so-called "information superhighway," the technology that by the end of this century is predicted to have every home and business linked electronically; and 2. Time Warner Inc. president/chairman/ceo Jerry Levin, who knows a thing or two about the "superhighway" (a TWX project is in the works in Orlando) and magazines. insiders note that Levin--who has attempted to restore morale at Time Inc. since his February 1992 ascendancy-- "said very little about the magazine division" at last month's TWX shareholders' meeting. That should change at the AMC.

As min reported (May 24, 1993), there will be a major Association of National Advertisers' presence at the AMC, with the ANA's print committee to be shown a new Yankelovich study that Magazine Publishers of America executive vp/marketing development Jim Guthrie says "will support magazines' primacy in improving and building perceptions in brand equity." It will complement a Monday-morning (October 11) panel, "Brand Marketing in the '90s and the Challenge to Magazines," which will feature executives from at least two big advertisers: Campbell Soup Co. and Schering-Plough. Co-moderators are Good Housekeeping publisher Alan Waxenberg and Reader's Digest publisher Greg Coleman.

Among the other panels/workshops are:

- * "From the tabloids to Time, are we breaking all the traditional (editorial) taboos"?
- * "Full-service agencies and media-buying services: What does it mean for magazines?"
- * "Flops, failures, and honest mistakes: magazines that didn't make it"; and:
- * "Rebel without a pause: the unconventional, demanding world of the smaller magazine publisher."

Still on the MPA's "wish list" is First Lady Hillary Rodham Clinton, who was invited to the AMC several months ago (min, February 15, 1993), but, Losee tells us, "probably won't confirm until the last minute." Even sans HRC, the AMC celebrity lineup is impressive, with Mssrs. Diller and Levin augmented by ABC News media-political analyst Jeff Greenfield and Texas Governor Ann Richards. Neither is expert in magazines (though Greenfield has written for quite a few of them), but both should keep the expected large turnout in their seats and-

-at least temporarily--away from those "minor" (Disney World, etc.) distractions. Post-AMC is the international publishers' (FIPP) gathering. More on that next week.

...AND AT THE ANA MEETING, LOOK FOR O&M'S BEERS AND CNN'S KING.

In that the Association of National Advertisers meeting in Naples, Fla., begins the weekend (October 16) following the AMC and FIPP, publishers have the opportunity to parlay the two events. And they will get to renew acquaintances with Ogilvy & Mather chairman/ceo Charlotte Beers, the 1992 AMC keynoter who will speak to the ANA. Joining her will be CNN talk-show host Larry King, ex-Washington Post editor-in-chief Ben Bradlee, and, on the substantive side, Coors chairman/ceo Peter Coors, Coca-Cola director of global marketing Peter Sealey, Kraft General Foods senior vp/marketing Lorraine Scarpa, and Coalition for Brand Equity chairman Larry Light. The program's theme is "Advertising means business," and, appropria

tely, the meeting will be among the last official duties of ANA chairman DeWitt Helm, who will retire in November after a 10-year stint.

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SUBJECT: Advertising and Marketing (AM); Broadcasting and Publishing (BP)

PTS-ACC-NO: 1914173



October 5, 1993

Ms. Kim Tilley
Associate Director of Research
Old Executive Office Building
Room 197
Washington, DC 20500

Dear Kim:

As promised, enclosed you will find programs from the last five years of the American Magazine Conference. Below is a list of keynoters and prominent speakers that you had requested:

1992

Arthur Miller
Mark Russell

1991

Art Buchwald
Helen Gurley Brown
David Kearns
Jane Bryant Quinn
Gen. H. Norman Schwarzkopf

1990

Thomas Hale Boggs, Jr.
Ray Bradbury
Jimmy Carter
Jack Kemp

1989

Barbara Bush
Lee Iacocca

1988

H. Ross Perot

If I can be of any further assistance, please don't hesitate to call. Looking forward to hearing from you. Don't forget that I will be at the Hyatt Regency Grand Cypress as of tomorrow. You can reach me there at 407-239-1234.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Peter', written in dark ink.

Peter Henderson
Director/Meetings & Events



October 5, 1993

BY FAX - 202-456-2239

Ms. Kim Tilley
Associate Director of Research
The White House
Room #197
Old Executive Office Building

Dear Kim:

Following up on our conversation this afternoon regarding Mrs. Clinton's October 12 appearance at the American Magazine Conference in Orlando, here are some suggested "talking points" and background that may be useful to you in preparing her remarks, including an updated conference program.

Some issues that the audience of 700 magazine editors and publishers would like to see addressed include:

- The magazine industry gets about half of its revenue from magazine sales and half from advertising sales. Both are impacted by the state of the economy but advertising is particularly vulnerable to depressed levels of consumer spending and consumer confidence. The recovery from the 1990-91 recession has stalled out in just six months and our revenues are flat with little or no growth in sight.

In this situation, magazine publishers want to know whether the uncertainties plaguing the economy and depressing consumer confidence will be resolved in the near future by definitive government action on major open issues such as health care costs and related taxes.

More specifically, we are concerned about the effect of the health care plan on directly-related industries, e.g., pharmaceutical. (Drugs and Remedies is a major magazine advertising category.) Also, what will be the effect of the plan on ancillary industries, including tobacco and alcohol?

- The impact of the health care plan on small businesses (Most magazine companies are relatively small businesses.)
- In view of the complexity and controversy surrounding the President's health care plan, how can magazine editors help readers understand the issues and thus make informed judgments which they communicate to government decision-makers?
- Finally, we wonder whether international crises such as Somalia, Russia, Bosnia, etc. are likely to divert the President's energy and attention from selling his program to a divided Congress and a confused electorate.

MAGAZINE PUBLISHERS
OF AMERICA
AMERICAN SOCIETY
OF MAGAZINE EDITORS

Peter Henderson/MPA
Letter to Kim Tilley
Page 2

As I mentioned, in the past the American Magazine Conference has featured many distinguished speakers, including Gen. Norman Schwarzkopf, former President Jimmy Carter, former First Lady Barbara Bush, Jane Fonda, Art Buchwald, Lee Iacocca, Ray Bradbury and Ross Perot.

If you have any questions or would like more information, please feel free to contact me in Orlando, at the Hyatt Regency Grand Cypress (407-239-1234). Or you can call Judy Jorgensen, MPA's Director of Communications, who will be handling press for the conference and will be in our New York through Thursday at 212-872-3723.

Sincerely,



Peter Henderson
Director, Meetings & Events
Magazine Publishers of America

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. note	Handwritten To-Do List, 1 - Set Up Meeting, 2 - Yale [partial] (1 page)	n.d.	b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Liz Bowyer
OA/Box Number: 3988

FOLDER TITLE:

[HRC Daily File] Tuesday, October 12 [1993]

2014-0483-S

sb359

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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RR. Document will be reviewed upon request.

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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

40100

36#

(b)(6)

001

DOB

(b)(6)

001

keep info
/ packet

Ellen

DOB:

Cassidy

1.

Set up meeting w/ appropriate folks
- web -
260-9828

→ draft by this weekend -

Let Maggie know / schedule for
when time is free

2. Yale - good strong briefing
but no remarks

Health care hit in ATLANTA
probably

FAX 260-3684

SATURDAY, OCTOBER 9

• 12:00pm - 5:00pm
Registration

• 6:30pm - 10:00pm
**Board of Directors'
Reception & Dinner**
(MPA/ASME Board only)

SUNDAY, OCTOBER 10

• 9:00am - 2:00pm
Cowles Challenge Cup

• 10:00am - 6:00pm
Registration

• 3:00am - 4:00pm
**Smaller Magazine
Advisory Council Meeting**

• 4:00pm - 5:30pm
**Smaller Magazine
Advisory Council Reception**

• 7:00pm - 11:00pm
Welcome Reception & Dinner
Hosted by: Disney-MGM
Studios Theme Park

MONDAY, OCTOBER 11

• 7:00am
Continental Breakfast

• 7:30am
President's Outlook
Donald D. Kummerfeld
President, MPA

**MPA Annual Meeting
Chairman's Review**
Robert J. Teufel
Chairman, MPA
President and COO,
Rodale Press, Inc.

**Election of MPA Board
and Officers**

Welcome to the Conference
Thomas P. Losee, Jr.
Publisher, *Architectural Digest*,
Conference Chairman

• 8:00am
Keynote Address:

• 8:35am
**Magazines and the Communications
Superhighway**
Gerald M. Levin
Chairman, CEO & President,
Time Warner Inc.

• 9:10am
**"The Primacy of Magazines
in Building Brand Equity"**
James A. Taylor
Managing Partner and CEO,
Yankelovich Partners Inc.

Watts Wacker
Managing Partner,
Yankelovich Partners Inc.

• 9:35am
Coffee Break

• 9:55am
**"Brand Marketing in the '90s and the
Challenge to Magazines"**
Panel co-moderated by:
Gregory G. Coleman
Vice President, U.S. Magazines &
Publisher, U.S. Reader's Digest,
The Readers Digest Association, Inc.

Alan M. Waxenberg
Senior Vice President/
Publisher,
Good Housekeeping

Panelists:
Gary S. Moss
Vice President - Marketing
Communications,
Campbell Soup Co.,
President,
CSC Advertising Inc.

Russell Elliot
President,
Schering-Plough Healthcare Products
Advertising Corp.

11:15am - 12:30pm
**CONCURRENT
WORKSHOPS**

Session A
**"Full-Service Agencies and Media
Buying Services: What Does It Mean
for Magazines?"**
Panel moderated by:
James L. Kopper
Executive Vice President/
Group Publisher,
Times Mirror Magazines

Panelists:
Gene DeWitt
President,
DeWitt Media, Inc.

Michael D. Drexler
President,
BJK&E Media Group

Steven Farella
Executive Vice President,
Director of Media Services,
Jordan, McGrath, Case & Taylor

Arnold Sernsky
Executive Vice President,
Media and Programming Services,
BBDO Worldwide

Session B
**"Managing Diversity: Capitalizing on
the Power of the Individual...and the
Marketplace"**
Panel moderated by:
Roger C. Toll
Former Publisher and
Editor-in-Chief, *Max*

Panelists:
José A. Berríos
Director of Headquarters
Personnel & Diversity Programs,
Gannett Co., Inc.

Alfred T. Jackson
Director, Diversity & Staff Development,
Scholastic, Inc.

Roy S. Johnson
Senior Editor,
Sports Illustrated

Session C
**"Flops, Failures and Honest Mistakes:
Magazines That Didn't Make It"**
Panel moderated by:
Myrna Blyth
Senior Vice President,
Meredith Corporation,
Publishing Director and
Editor-in-Chief,
Ladies' Home Journal

Panelists:
John Mack Carter
Director of Magazine Development,
Hearst Magazines,
Editor-in-Chief,
Good Housekeeping

Pat Miller
Former Editor,
Woman,
Former Publisher & Editor,
New Woman

Michael Perls
President, Publishing Group,
Playboy Enterprises, Inc.

Session D
"Rebel Without a Pause: The
Unconventional, Demanding World of
the Smaller Magazine Publisher"
Panel moderated by:
Marie Clapper
Publisher,
Clapper Communications Companies

Panelists:
Francois de Caspe Benublen
Group Publisher,
Telemedia Communications
(USA) Inc.

John Ehler
President/CEO,
Ehler Publishing Group, Inc.

Michael R. Levy
Publisher, *Texas Monthly*

Nina B. Link
Senior Vice President/Publisher,
Children's Television Workshop

Session E
"Three American Internationalists...
Three Approaches"
Panel moderated by:
Russell J. Melvin
Director/International Affairs,
Magazine Publishers of America

Panelists:
J. Scott Briggs
President,
Ziff-Davis Publishing Company

John Griffin
President/Magazine Division, Rodale
Press, Inc.

Bernard H. Leser
President,
The Condé Nast Publications Inc.

• 1:00pm
Golf Tournament
Men's Doubles Tennis
Women's Doubles Tennis

Free Evening

• 7:00pm - 10:00pm
ASME Reception & Dinner
(ASME members only)

TUESDAY, OCTOBER 12

• 6:00am
Sharp Pencil Power Walk and Fun Run

• 7:30am
Continental Breakfast

• 8:00am
ASME: The Year's Review
Stephen B. Shepard
President, ASME
Editor-in-Chief, *Business Week*

• 8:20am
The Role of Software in Interactive
Marketing Communications
Barry Diller
Chairman and CEO, QVC

• 9:00am
"From the Tabloids to Time,
Are We Breaking All the Traditional
Taboos?"
Introduction:
Jacqueline Lau
Editor-in-Chief,
Family Circle,
Editorial Director Magazine
Development,
New York Times Women's Magazines

Panel moderated by:
Landon Y. Jones
Managing Editor,
People

Panelists:
Arthen Disney
Editor-in-Chief,
TV Guide

Edward Kosner
Editor & President,
New York

Kate White
Editor-in-Chief,
McCall's

• 10:00am
Coffee Break

• 10:15am
"Are We All Going to be Roadkill on
the Information Highway?"
Jeff Greenfield
Political and Media Analyst,
ABC News

11:15am - 12:30pm CONCURRENT WORKSHOPS

Session A
"Full-Service Agencies and Media
Buying Services: What Does It Mean
for Magazines?"
(See Monday)

Session B
"Managing Diversity: Capitalizing on
the Power of the Individual...and the
Marketplace"
(See Monday)

Session C
"Flops, Failures and Honest Mistakes:
Magazines That Didn't Make It"
(See Monday)

Session D
"Rebel Without a Pause: The
Unconventional, Demanding World of
the Smaller Magazine Publisher"
(See Monday)

Session E
"Three American Internationalists...
Three Approaches"
(See Monday)

• 1:00pm
Mixed Doubles Tennis

• 7:00pm - 7:45pm
Reception

7:45pm - 10:30pm
Annual Dinner
Entertainment provided by
Washington D.C.'s Political Satire
Troupe,
The Capitol Steps
Sponsored by: World Color Press

• 10:30pm - 1:00 am
SRDS Dance Party

WEDNESDAY, OCTOBER 13

• 7:15am
Continental Breakfast

The 1992 American Magazine Conference

SATURDAY, OCTOBER 17

12:00PM - 5:00PM

Registration

6:30PM - 7:15PM

Board of Directors Reception

7:15PM - 10:15PM

Board of Directors Dinner

SUNDAY, OCTOBER 18

10:00AM - 5:30PM

Registration

6:30PM - 10:00PM

Bermuda Beach Bash & Barbecue

MONDAY, OCTOBER 19

7:00AM - 8:00AM

Buffet Breakfast

8:00AM

President's Outlook
Donald D. Kummerfeld
President, MPA

MPA Annual Meeting
Chairman's Review
Reginald K. Brack, Jr.
Chairman, MPA

Election of MPA Board and Officers

Welcome to the Conference
Pamela Fiori
Conference Chairman

8:30AM

Keynote Address:
Charlotte Beers
Chairman,
Chief Executive Officer,
Ogilvy & Mather Worldwide

9:00AM

Winning Cases
"Ford Explorer Success Story"
John B. Vanderzee
Advertising Manager,
Ford Division
Ford Motor Company

9:10AM

"The Future Generation of Magazine Readers"
Panel moderated by: **Elizabeth Crow**
President, CEO & Editorial Director,
Gruner + Jahr USA Publishing

Panelists:

Nina Link
Senior Vice President/Publisher,
Children's Television Workshop

Karen Ritchie

Senior Vice President,
Director Media Services,
McCann-Erickson/Detroit

10:10AM

Coffee Break

10:30AM

"Why Print Must Prevail"
Robert Hughes
Senior Writer,
TIME

11:15AM - 12:15PM

CONCURRENT WORKSHOPS

Session A

"Circulation Marketing: The One-Night Stand (or Will They Respect Us in the Morning?)"

Panel moderated by:

Patricia Campbell
Executive Vice President/
Group Publisher,
Times Mirror Magazines

Panelists:

Stephen Bernard
Vice President, Circulation,
Scholastic, Inc.

Patrick E. Kenny

Vice President,
Global Circulation Marketing,
The Reader's Digest Association, Inc.

Ian Thompson

President,
Thompson, Habib & Denison

Linda Warren

Consumer Marketing Director,
Sports Illustrated

Session B

"International Partnering"

Panel moderated by: **George Green**
President,
Hearst Magazines International

Panelists:

Thomas Souto Correa
Executive Vice President,
Editora Abril, S.A.

Henry W. Marks

Director of International Publishing,
Playboy Enterprises, Inc.

Jorge Planas

Consejero,
Gruner + Jahr Espana, S.A.

Other panelists to be announced

Session C

"Small Magazine Companies (and Their Secrets of Success)"

Panel moderated by: **William M. Otto**
Publisher,
Vice President of Publications,
Arthritis Today

Panelists:

Jeffrey Dearth
President,
The New Republic

Jeffrey M. Lapin

Vice President, Group Publisher,
Magazine Division,
F&W Publications, Inc.

Christopher M. Little

President,
Cowles Magazines, Inc.

Session D

"The Best Marketing Idea I've Ever Seen From a Magazine"

Panel moderated by:

Thomas P. Losee, Jr.
Senior Vice President/
Publishing Director,
Knapp Communications Corporation

Alan M. Waxenberg

Vice President/Publisher,
Good Housekeeping

Panelists:

Lynne Christopher
Senior Vice President/Media Director,
Temerlin McClain

G.F. Tyrrell

Vice President, Advertising,
Corporate Staff,
Johnson & Johnson

David Verklín

Senior Vice President,
Corporate Media Director,
Hal Riney & Partners, Inc.

Other client panelist to be announced

Session E

"The Eternal, Internal Challenge of Covers"

Panel moderated by: **Ruth Whitney**
Editor-in-Chief,
Glamour

Panelists to be announced

Session F (Monday Only)

"Magazines and the Environment...The Issues, The Answers"

Panel moderated by:

Thomas Stoneback
Vice President,
Chief Administrative Officer,
Rodale Press, Inc.

Panelists:

David J. Refkin
Director of Environmental Affairs,
Time Inc.

Midge Richardson

Editor-in-Chief,
Seventeen

Nancy A. Risser

President,
Risser & Associates

1:00PM - 6:00PM

Golf Tournament
Men's Doubles Tennis
Women's Doubles Tennis
Naturalist Excursion
Sailing

Free Evening

7:00PM - 10:00PM

ASME Reception & Dinner
(ASME Members Only)

TUESDAY, OCTOBER 20

6:00AM

Sharp Pencil Fun Run

7:00AM - 8:00AM

Buffet Breakfast

8:00AM

Daily Program Introduction
Pamela Fiori
Conference Chairman

8:05AM

ASME: The Year's Review
Stephen B. Shepard
President, ASME
Editor-in-Chief,
Business Week

8:10AM

Winning Cases
"Jell-O Success Story"
Sally Genster Robling
Director of Marketing,
Desserts Division,
Kraft General Foods

8:20AM

"Miller's Court - Dilemmas in Magazine Publishing"
A panel of advertisers, agency executives, editors and publishers moderated by:
Professor Arthur R. Miller
Bruce Bromley Professor of Law,
Harvard Law School

Panelists:

David K. Braun
Kraft General Foods

Peter W. Eldredge
Newsweek

Donna Galotti
Ladies' Home Journal

Russell P. Gilsdorf
Tarlow Advertising Inc.

William Jeanes
Car and Driver

Jack Kilger
Glamour

ce Program

Jacqueline Leo
Family Circle

Louis M. Schultz
Lintas:USA

Emily Swartzentruber
J. Walter Thompson U.S.A., Inc.

Other panelists to be announced

10:15AM
Coffee Break

10:30AM
"America Speaks Its Mind"
Roger Rosenblatt
Columnist, *Life*
Essayist, MacNeil/Lehrer NewsHour

11:15AM - 12:15PM
CONCURRENT WORKSHOPS

Session A
**"Circulation Marketing:
The One-Night Stand
(or Will They Respect Us
in the Morning?)"**
(See Monday)

Session B
"International Partnering"
(See Monday)

Session C
**"Small Magazine Companies
(and Their Secrets of Success)"**
(See Monday)

Session D
**"The Best Marketing Idea I've
Ever Seen From a Magazine"**
(See Monday)

Session E
**"The Eternal, Internal Challenge
of Covers"**
(See Monday)

Session F (Tuesday Only)
**"Fifty Great Magazine Ideas
in Fifty Minutes"**
Panel moderated by:
John Mack Carter
Director of Magazine Development,
Hearst Magazines
Editor-in-Chief,
Good Housekeeping

Panelists to be announced

Session G (Tuesday Only)
Media Directors Workshop
(A.A.A. Consumer Magazine
Committee Only)

2:00PM - 3:30PM
Media Directors Workshop
(Open To All Registrants)

1:00PM - 5:30PM
Mixed Doubles Tennis
Bermuda Gardens Tour
Naturalist Excursion
Sailing

6:30PM - 7:15PM
Reception

7:15PM - 10:30PM
Annual Dinner
**"The Laughter and Song
of Politics"**
Dinner Speaker: **Mark Russell**
Political Satirist

WEDNESDAY, OCTOBER 21

8:00AM - 9:00AM
Buffet Breakfast

9:00AM
Daily Program Introduction
Pamela Fiori
Conference Chairman

9:05AM
"An Appreciation"
Ruth Wooden
President,
The Advertising Council

9:15AM
Winning Cases
**"Ralph Lauren's Safari
Success Story"**
Camille McDonald
Vice President Marketing,
Designer Fragrances,
Division of Cosmair Inc.

9:30AM
**"Race Relations—
A Personal Perspective"**
Mark Mathabane
Author

10:00AM
Coffee Break

10:15AM
Grand Finale Speaker

10:45AM
Closing Presentation
Grand Prize Drawing

11:00AM
Adjournment

*Everyday we pour
our talents
and energies,
our hearts and souls
into making
magazines.
But only once a
year—in October—
do we gather
as an industry
and as colleagues
to exchange ideas,
to listen and to learn
from each other.
This is one meeting
you can't afford
to miss.*

*Let us face the
future, together.
Register now for
the American
Magazine
Conference!*

—Pamela Fiori

1993 List of Registrants for The American Magazine Conference

Ms. Eija Aitasmaa
Vice President, Publishing
Sanomaprint Magazines

Mr. Mohammed Al-Dundarawy
Publisher and Managing Director
Makkah Advertising

Mr. Charles Allen
Publishing Director
Modern Maturity

Mr. Chris Anderson
Managing Director
Future Publishing Ltd.

Mr. David Arculus
Group Managing Director
EMAP PLC

Mr. Shel Asen
Senior VP, Mfg. & Purchasing
McGraw-Hill, Inc.

Mr. Paul Atkinson
Vice President Advertising
The Wall Street Journal

Ms. Bonnie Axthelm
V.P. & General Manager
3M Media Networks

Mr. John Babcock
President/CEO
Adweek

Mr. D. Claeys Bahrenburg
President
Hearst Magazines

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