

Attestments:

Bill White
(212) 957-1988
Cal 917-971-8711

Jennifer & Susan
Ret 2:30-4

7 Sisters

• 10 most frequently asked questions *PR*

TO: Hillary
FR: Lisa
RE: Health Care Briefing for Editors of Women's Magazines
DT: May 24, 1994

You are scheduled to do an on the record health care briefing with the editors in chief (or health editors if the editors in chief cannot come) of the major women's magazines on Tuesday at the Waldorf Astoria from 3-4:30 pm. Your presentation should be similar to what it was at the networks. You should talk about the 10 most frequently asked questions on health care as well as the myths about the President's approach to health care reform. I will pass out the same handouts we gave to the networks.

The list of attendees is as follows:

1. Linda Wells, editor in chief, Allure (circ. 200,000)
2. Helen Brown, editor in chief, Cosmopolitan (circ. 2.6 million)
3. Elaina Richardson, managing editor, Elle (circ. 875,000)
4. Susan Ungaro, editor in chief, Family Circle (circ. 5.25 million)
5. Ruth Whitney, editor in chief, Glamour (circ. 2.2 million)
6. Donna Dehan, health editor, Good Housekeeping (circ. 5.18 million)
7. Myrna Blythe, editor in chief, Ladies Home Journal (circ. 5.23 million)
8. Dana Points, features editor, Mademoiselle (circ. 1.2 million)
9. Kate White, editor in chief, McCall's (circ. 5.14 million)
10. Grace Mirabella, editor in chief, Mirabella (circ. 400,000)
11. Ellen Levine, editor in chief, Redbook (circ. 3.95 million)
12. Alexandra Penny, editor in chief, Self (circ. 1.14 million)
13. Peggy Northrop, health editor, Vogue (circ. 1.25 million)
14. Gordon Bakoulis, health editor, Women's Day (circ. 4.85 million)
15. Lynn Povich, editor in chief, Working Woman (circ. 1 million)
16. Jackie Leo, vice president, Child and Fitness magazines

17. Susan Taylor, editor in chief, Essence (circ. 942,000)

18. Liz Tilberis, editor in chief, Harper's Bazaar (circ.
750,000)