

**NLWJC - Kagan**

**DPC - Box 013 - Folder 014**

**DPC [Domestic Policy Council] -  
Good Housekeeping**

DPC - good housekeeping

September 18, 1997

ANN LEWIS  
ELENA KAGAN  
JENNIFER KLEIN  
TOM FREEDMAN

Attached are background letters/  
notes from Erskine/Paul/Bruce  
concerning a meeting with  
Jurate Kazickas.

I will be contacting you/your  
schedulers next week to schedule  
this meeting.

Thanks.

Cathy Mays  
66515

Cathy -  
What's  
happened to  
this?  
Elena

# Good Housekeeping

959 EIGHTH AVENUE, NEW YORK, NY 10019 • 212-649-2200 • FAX 212-265-3307

Yes, let's  
meet w/ them  
(Jen, Ann Lewis,  
Tom, EK)  
- BR

Sept. 9, 1997

Mr. Bruce Reed  
The White House  
600 Pennsylvania Avenue  
Washington, D.C.

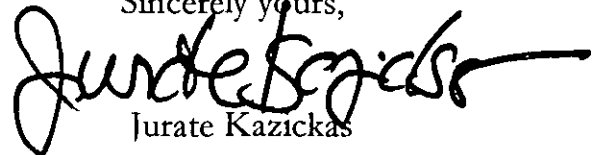
Dear Mr. Reed:

To introduce myself, I am the Washington correspondent of GOOD HOUSEKEEPING Magazine and I am writing to you to follow up on a meeting I had with Erskine Bowles in May.

I have enclosed a copy of my subsequent letter to him that explains how we would like to work together with the White House on a family-oriented issue. I know Mr. Bowles forwarded my letter to the scheduling office but I think it would first be important and helpful to meet with you and your office for a brain-storming session on such a project. We have some ideas that we would like to discuss with you.

I would be very grateful if such a meeting could be arranged at your earliest convenience. Please let me know if you have any questions or need more information. Thank you very much.

Sincerely yours,

  
Jurate Kazickas

Phone: 212-426-0051

Cathy —  
This is a good  
friend of EBB.  
He would appreciate  
Bruce taking a  
look at this  
request. Any  
questions give me a call.  
Kathy!



# Good Housekeeping

959 EIGHTH AVENUE, NEW YORK, NY 10019 • 212-649-2200 • FAX 212-265-3307

June 2, 1997

Mr. Erskine Bowles  
Office of the President  
The White House  
Washington, D.C. 20050

Dear Erskine,

I appreciated your seeing me last week. Roger and I are among your biggest fans.

I was pleased that I had an opportunity to tell you about the GOOD HOUSEKEEPING Lobby and I'd like to follow up, as we discussed.

The issues that our readers care about are the very same that President Clinton espouses - safe neighborhoods, good schools, affordable health care, job opportunity. Ellen Levine, our editor-in-chief, knows that our 24 million readers represent a powerful constituency. She has been publishing articles that mobilize our readership to effect change. Last year, one of those articles highlighted the dangers of discharging women too soon after giving birth. We inserted a coupon in the magazine addressed to Senators Bill Bradley and Nancy Kassebaum, endorsing federal legislation to end "Drive by Deliveries." Nearly 100,000 of our readers responded and both Senators said our Lobby was instrumental in the swift passage of that bill.

Since then, we have supported additional causes, including funding increases in spinal cord injury research (with Christopher Reeve as our cover story) and foster care and adoption reform. As soon as President Clinton announced his ideas on adoption, we published an article about foster children (May 1997 issue) and used a similar coupon-based approach to lobby for a bill sponsored by Senators John Rockefeller and John Chafee.

We would like to work with the White House on an upcoming family-oriented Presidential initiative which we could get behind with the full force of GOOD HOUSEKEEPING's readership, one of the largest in the world. We could generate a large write-in campaign when we publish a major article contemporaneously with a Presidential announcement. Ideally, this announcement would occur at the White House with a GOOD HOUSEKEEPING sponsored luncheon and press conference.



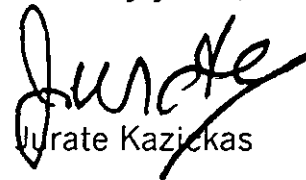
GOOD HOUSEKEEPING is not afraid of serious subjects or controversy. We were the first magazine to ban cigarette advertising back in 1952 and in our most recent June issue , we have taken on the NRA with a Lobby for one-gun-a-month legislation to stop illegal gun trafficking.

Our readers care about their families, their communities and their country. GOOD HOUSEKEEPING has credibility and status. It would be a privilege to rally our loyal readers on behalf of a Presidential cause.

Since we would need several months to coordinate such a project, please let me know as soon as is convenient what we can do to further this idea.

Again, thank you for your gracious reception. All the best.

Sincerely yours,



Jurate Kazickas

My phone is 212-426-0051

FAX 212-426-0261

THE WHITE HOUSE

9/15

To: Rahm Emanuel

Fr: Paul Begala

x 66289

cc: Bruce Reed

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Paul thinks this is  
a very good idea.

# Good Housekeeping

959 EIGHTH AVENUE, NEW YORK, NY 10019 \* 212-649-2200 \* FAX 212-265-3307

Sept. 9, 1997

Mr. Paul Begala  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C.

Dear Paul,

How great that you have found your way back to Washington. The President is lucky to have you and I think you're going to have a very exciting - and maybe even fun - time.

I'm so sorry I missed you and Diane and the children when you were in Jackson. I would have loved to get all caught up on your life in Texas and especially what Diane is doing these days. Promise us you'll come back next summer.

Paul, I would really appreciate your help in getting some feedback from the White House on a project I proposed to Erskine last May. I have enclosed a copy of my letter to him, as well as a copy of a note I have just written to Bruce Reed, requesting a meeting with the Domestic Policy office. I think a joint White House - GOOD HOUSEKEEPING sponsored initiative could be really effective and we would like to discuss some ideas as soon as possible.

I'm sure there are issues that the President would like to promote that would benefit from the force of GOOD HOUSEKEEPING's visibility and credibility.

I'll call you in a week or so. If anyone can get things moving, it's certainly you! Thanks so much.

Sincerely yours,

  
Jurate Kazickas

Phone :212-426-0051

