

MEDIA LIST OF “WE ALL MATTER” EVENT

NO.	MEDIA	CONTACT PERSON
Print media		
1	<p>The Wall Street Journal</p> <ul style="list-style-type: none"> • Media Type: Daily Newspaper • Morning Circulation: 2,294,093 • Location DMA: New York, NY • Address: 1211 Avenue of the Americas 4FL New York New York, 10036-0003 • Website: http://www.wsj.com/ • Email: nywireroom@wsj.com • Photo: +1 (212) 416-2000 • Fax: +1 (212) 416-2653 • Coverage: National • Outlet Topics: International News, National News, News, Regional, Local News, Business & Finance • Media Profile: The Wall Street Journal is considered the most widely-read periodical in the nation's business and investment community. Information in the paper is also distributed to many Dow Jones outlets, including news service and specialized financial and commodity reports. Several sections appear throughout the week, including the Personal Journal, which covers health, automotive, technology and personal finance, a Greater New York metro section, which provides general consumer news content for their New York City readership and WSJ Weekend, which features lifestyle related news, cultural topics and reviews. 	<p>Ms. Elizabeth Bernstein</p> <ul style="list-style-type: none"> • Contact Title: Columnist • Topic: Mental Health & Relationships • Email: bonds@wsj.com • Phone: +1 (212) 416-3875 • Social media: Twitter (@ebersteinwsj); Facebook (Elizabeth Bernstein) • Profile: Bernstein is a Columnist for the Wall Street Journal and the Personal Journal covering Relationships and Mental Health. At the Wall Street Journal she writes a Personal Relationships Column for the Personal Journal. Her column examines the many layers of human interaction, whether professional or personal. She only wants to get exclusive pitches that are written for her specifically. Keep in mind that she often works several weeks in advance of publication. She wants to be contacted by e-mail and stresses not contacting her in any other way. Bernstein began writing the Bonds column for the Wall Street Journal in June 2009. She previously covered health pertaining to youth, aging, family issues and wrote for the Weekend Journal. Before that, she wrote Giving Back, a philanthropy column. She has also covered education and religion. She joined the paper in 2000. Her work has been recognized by organizations including the New York Chapter of the Society of Professional Journalists' Deadline Club, the Education Writers Association and the American Psychoanalytic Association.

2	<p>The New York Times</p> <ul style="list-style-type: none"> • Media Type: Daily Newspaper • Morning Circulation: 2,149,012 • Location DMA: New York, NY • Address: 620 8th Ave New York, NY 10018-1618 • Website: http://www.nytimes.com/ • Email: news-tips@nytimes.com • Photo: +1 (212) 556-1234 • Message: +1 (888) 698-6397 • Coverage: National • Outlet Topics: International News, National News, News, World News, Local News • Media Profile: The New York Times offers the latest news from around the world. There are several different editions of the paper for Eastern and national regions. The paper gets much of its content and reporting from its many bureaus. The foreign desk oversees correspondents and stringers around the world. The paper offers DealBook pages Tuesday through Friday, with content corresponding with the DealBook blog. Daily deadlines are usually between 5pm and 6pm ET. The paper does not accept artwork. This outlet covers TCommerce (Television Commerce). 	<p>Ms. Alexandra Alter</p> <ul style="list-style-type: none"> • Contact Title: Reporter • Topic: Book Publishing & Publishing • Email: alexandra.alter@nytimes.com • Phone: +1 (212) 556-1234 • Social media: Twitter (@xanalter) • Profile: Alter is a Reporter covering the Publishing Industry for The New York Times. She advises PR professionals to provide as much detail as possible, include sources and provide example that help illustrate the topic. She prefers to receive pitches one week in advance by email. Alter began covering book publishing for the Wall street Journal in 2009. She was previously a weekend journal reporter covering general assignment features, religion, culture and sports. Alter graduated from Columbia University's Graduate School of Journalism.
3	<p>SELF</p> <ul style="list-style-type: none"> • Media Type: Magazine • Monthly Circulation: 1,515,880 • Location DMA: New York, NY • Address: One World Trade Center, 250 Greenwich St. New York New York, 10007 • Website: http://www.self.com/ 	<p>Dr. Catherine Birndorf</p> <ul style="list-style-type: none"> • Contact Title: Contributing Editor • Topic: Mental Health & Psychiatry • Email: catherine@drcatherinebirndorf.com • Phone: +1 (212) 369-1765 • Website: http://www.drcatherinebirndorf.com/ • Profile:

	<ul style="list-style-type: none"> • Photo: +1 (212) 286-2860 • Fax: +1 (212) 286-6174 • Coverage: National • Outlet Topics: Beauty & Grooming, Book Reviews, Careers, Family & Parenting, Fitness & Exercise, Home, Lifestyle, Nutrition, Personal Finance, Sports, Women's Interests, Alternative Medicine, Women's Health • Media Profile: Created in 1978 and geared toward active, educated women who are interested in health, fitness, career issues and relationship balance. Promotes a healthy lifestyle and individual potential by providing insightful articles and resources that emphasize acceptance and realization. Offers new fitness trends, fashions, nutrition information and career management tactics. Regular editorial sections include: Beauty, covering topics from makeup to skincare; Fitness, tips, inspirational pieces, solutions and fitness plans; Happiness, including makeovers and goal attainment advice; Health, covering updates, advice, news and wellness; Nutrition, the latest news and updates on diets, foods and diseases; and Style, containing the latest fashion trends. Other topics covered include money, career, travel and home decorating. 	<p>Birndorf is a Contributing Editor for SELF, covering Mental Health and Psychiatry. She is also a psychiatrist specializing in women's health, reproductive psychiatry and psychotherapy. She can be reached by email.</p> <p>Birndorf is the founding director of the Payne Whitney Women's Program at New York Presbyterian Hospital/Weill Cornell Medical Center. She is also co-author of The Nine Rooms of Happiness.</p>
4	<p>Women's Health</p> <ul style="list-style-type: none"> • Media Type: Magazine • Monthly Circulation: 1,537,140 • Location DMA: New York, NY • Address: 733 3rd Ave Fl 6 New York New York, 10017-3225 • Website: http://www.womenshealthmag.com/ • Email: WomensHealth@rodale.com 	<p>Ms. Sarah Bruning</p> <ul style="list-style-type: none"> • Contact Title: Senior Editor • Topic: Women's Interests, Mental Health, Careers, Money, Relationships, Celebrities, Personal Health & Wellness • Email: sarah.bruning@rodale.com • Phone: +1 (610) 967-5171 • Website: http://www.sarahbruning.com/ • Social media: Twitter (@sarahbruning)

	<ul style="list-style-type: none"> • Photo: +1 (610) 967-5171 • Fax: +1 (610) 967-9521 • Coverage: National • Outlet Topics: Careers, Fitness & Exercise, Personal Health & Wellness, Nutrition, Relationships, Dieting, Sexual/Adult Products, Health & Medicine, Women's Health • Media Profile: Serves as a fresh, smart, informative and inspiring magazine that speaks to today's active, youthful women in a way that is passionate, authoritative and relevant to their lifestyles. Covers health and beauty, fitness and weight loss, career and stress, sex and relationships, nutrition and diet and technology. Educates and motivates women, showing them how to take control of their physical and emotional selves so they can realize their full potential. 	<ul style="list-style-type: none"> • Profile: Bruning is a Senior Editor for Women's Health and covers Careers, Money, Friendship, Mental Health, Health but NOT fitness or beauty, and Celebrity profiles. She can be contacted via email. Bruning joined Women's Health as senior editor in July 2015. She was previously a senior editor for Food Network Magazine from August 2014 to April 2015. Prior to that, she was a features editor for Natural Health and Fit Pregnancy from August 2013 to July 2014. Before that, she was an associate features editor for Time Out New York from August 2010 to August 2013. Prior to that, she served as an associate editor for all New York Morris visitor publications including WHERE New York and IN New York.
5	<p>Good Housekeeping</p> <ul style="list-style-type: none"> • Media Type: Magazine • Monthly Circulation: 4,336,758 • Location DMA: New York, NY • Address: 300 W 57th St Fl 22 New York New York, 10019-3741 • Website: http://www.goodhousekeeping.com/ • Email: ghletters@goodhousekeeping.com • Photo: +1 (212) 649-2000 • Fax: +1 (212) 649-2340 • Coverage: National • Outlet Topics: Family & Parenting, Fitness & Exercise, Food, Home, Lifestyle, Medicine, Nutrition, Women's Interests, Fashion & Beauty, Recipes, Epicurean • Media Profile: Written for the contemporary homemaker. Articles focus on 	<p>Ms. Gretchen Rubin</p> <ul style="list-style-type: none"> • Contact Title: Contributing Editor • Topic: Lifestyle & Mental Health • Email: grubin@gretchenrubin.com • Phone: +1 (212) 649-2000 • Website: http://www.gretchenrubin.com/ • Social media: Twitter (@gretchenrubin); Facebook (Gretchen Rubin) • Profile: Rubin is a Contributing Editor and covers Personal Happiness and Mental Health for Good Housekeeping. She also blogs for The Happiness Project, contributes to the Simply Stated: Life & Soul blog and writes The Happiness Project blog hosted on Psychology Today's Web site. Rubin also serves as a Staff Writer or AOL Jobs covering Mental Health, Work/Life Issues, and the Workplace. She can be contacted via email.

	<p>food, nutrition, fashion, beauty, relationships, home decorating, health, childcare and other consumer and social issues. Each issue delivers a unique mix of inspirational and personal stories, trusted information and closely researched investigations and reports. Also includes tips for getting organized and recipes for quick, healthy meals.</p>	<p>Rubin is the author of The Happiness Project, Forty Ways to Look at Winston Churchill and Forty Ways to Look at JFK, and Power Money Fame Sex: A User's Guide. She is co-author of Profane Waste. Rubin graduated from Yale and Yale Law School, where she was editor-in-chief of the Yale Law Journal.</p>
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Online

<p>6</p>	<p>About.com</p> <ul style="list-style-type: none"> • Media Type: News Web Site • Unique Visitors Per Month: 34,516,186 • Location DMA: New York, NY • Address: 1500 Broadway 6FL New York New York, 10036-4055 • Website: http://www.about.com • Email: questions@about.com • Photo: +1 (212) 204-4000 • Fax: +1 (212) 204-1684 • Coverage: National • Outlet Topics: New Products, Trade Literature, Industry News, Personnel Announcements, Calendar of Events, By-Lined Articles, Staff-Written Articles, Book Reviews, Arts & Entertainment Listings • Media Profile: About.com aims to provide a unique Internet resource of a network of hundreds of topic-specific Guide sites. Each Guide site is devoted to a single topic, complete with site reviews, feature articles, and discussion areas. Each of About.com's Guide sites were created by an About.com guide, a company-certified subject specialist. About.com's guides focus on posting weekly features, hosting live chats, managing forum discussions, recommending books, analyzing recent news, and 	<p>Ms. Elizabeth Scott</p> <ul style="list-style-type: none"> • Contact Title: Stress Management Expert • Topic: Mental Health & Stress • Email: stress@aboutguide.com • Phone: +1 (212) 204-4000 • Website: http://stress.about.com/ • Social media: Twitter @ElizabethScott) • Profile: Scott is a Stress Management Expert for About.com. She can be reached via email. Scott holds a bachelor of arts degree in psychology and a master of science degree in counseling with a specialization in family therapy, both from San Diego State University.
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	<p>updating Web links. Guides are selected based on their expertise in a particular subject area, and all must complete a certification program.</p> <p>The site was founded in 1996 and became a part of the New York Times Company in March 2005. It is also recognized as a Top Ten Content Site and is one of the largest producers of original content on the Web covering more than 50,000 subjects with over one million links to the best resources on the Net. The site is updated on a daily basis. For advertising rates, contact About.com. The lead times and deadlines vary, as all of the guides work from around the Globe. The site does not publish an editorial calendar.</p>	
7	<p>Everyday Health</p> <ul style="list-style-type: none"> • Media Type: News Web Site • Unique Visitors Per Month: 3,639,203 • Location DMA: New York, NY • Address: 345 Hudson St # 16FL New York New York, 10014-4502 • Website: http://www.everydayhealth.com/ • Email: editor@everydayhealth.com • Photo: +1 (646) 728-9500 • Fax: +1 (646) 728-9501 • Coverage: National • Outlet Topics: Fitness & Exercise, Personal Health & Wellness, Lifestyle, Nutrition, Healthcare, Health & Medicine, Recipes • Media Profile: The outlet is a digital health and wellness company that attracts 38 million people monthly through its websites, mobile applications, TV series and social media presence. It inspires consumers to choose well for healthier lives and helps doctors make more informed decisions for their patients. The 	<p>Ms. Caitlin Berens</p> <ul style="list-style-type: none"> • Contact Title: Assistant Editor • Topic: Health & Medicine, Mental Health, Stress, Sleep Disorders, Nutrition • Email: CBerens@everydayhealthinc.com • Phone: +1 (646) 728-9500 • Website: http://caitlinberens.com/ • Social media: Twitter (@CaitlinBerens) • Profile: Berens is Assistant Editor for Everyday Health's Health Matters with Sanjay Gupta. She covers Health, medical conditions, ADHD and the flu, but is also interested in stress, sleep, vision, nutrition, etc. She can be reached via email. Berens became assistant editor at Everyday Health's Health Matters in April 2014. She previously served as production editor since February 2013. Berens joined the outlet as a production editor for Dr. Laura Berman's sexual health site in August 2012. Her past internships include Inc., Better Homes and Gardens, Billboard, and an ASME internship at SELF.

	<p>company's portfolio spans the health spectrum from in-depth medical content for condition prevention and management to healthy lifestyle offerings. Everyday Health was founded in 2002 by CEO Ben Wolin and president Mike Keriakos.</p>	<p>Berens holds bachelor's degrees in magazine journalism and sociology/anthropology from Drake University.</p>
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Broadcast		
8	<p>CBS Radio Network</p> <ul style="list-style-type: none"> • Media Type: Radio Network • Weekly Cumulative Listener Number: 26,550,600. • Location DMA: New York, NY • Address: 1271 Avenue of the Americas 44FL New York New York, 10020-1401 • Website: http://www.cbsradio.com/ • Photo: +1 (212) 649-9600 • Fax: +1 (212) 975-6347 • Coverage: National • Outlet Topics: Business, News, Politics, Sports, Breaking News, Consumer General Interest, Entertainment • Media Profile: CBS Radio Network is a national radio network that produces and distributes news and other informational programming. It distributes breaking news coverage, hourly news updates and well-known shows such as World News Roundup. The network also distributes programming related to lifestyle, health, money, technology and the broad range of topics that fall underneath those categories. CBS Radio is geared toward adults interested in general interest news radio. Advertising rates vary depending on the programming. The network has no specific deadlines or lead times. All pitches should be sent to the executive producer by e- 	<p>Mr. Charlie Kaye</p> <ul style="list-style-type: none"> • Contact Title: Executive Editor • Topic: National and International News, Books, Spot and feature news, Music, Film, Theater, and Computing and Consumer electronics, anniversaries, historical events and other similar interesting company stories • Email: cka@cbsnews.com • Phone: +1 (212) 975-3791 • Social media: Twitter (@CharlieKayeCBS); Facebook (Charlie Kaye) • Profile: Kaye serves as an Executive Editor for CBS Radio Network and CBS World News Roundup. He is the appropriate contact person for all news broadcasts on the network, and is in charge of distributing pitches for hard news, features and special events coverage. Lifestyle pitches are best saved for slow news days, summer months and evening hours. Kaye prefers first-hand sources, but says that spokespeople are okay if it is appropriate. He advises PR professionals to be completely honest about their client's identity and motives, especially if they are involved in or paid by the health care and pharmaceutical industries. He adds that clients should understand that they might need to be available outside of normal business hours. ISDNs are great when providing sound

	<p>mail. Press releases should be faxed to the assignment desk at the main fax number; will forward pitches and other information to the appropriate correspondents.</p>	<p>or setting up interviews, but phone interviews are fine as long as there is a clear line. Avoid cell phones or speakerphones. Kaye prefers to be contacted via e-mail, though for breaking news call the assignment desk directly. "All I ask is that pitches be by email," Kaye says. "Follow-up phone calls calling attention to the e-mail are counterproductive." His advice to PR professionals is, "The client should be clearly identified in the pitch." He adds that it is helpful to have embargoed material at least three business days in advance. Do not follow up repeatedly; once is enough.</p> <p>Kaye notes that PR people most likely to catch his attention are inventive, well prepared and react quickly to breaking news. He advises to keep the major news networks on the TV in your office and check the Internet at night to be aware of what the news will be tomorrow. If possible, let him know about your own breaking news before it happens so they can have the story ready to go when the news is finally released. Once news has already broken, don't bother pitching after the fact.</p> <p>Kaye has been an executive producer for CBS Radio since 1988. He has been with the network since 1981. He has served as an anchor, reporter, and talk show host and news director in the New York radio market since 1966, and is the former news director of WINS-AM and WHN-AM. Kaye's industry awards include the Peabody, DuPont-Columbia, and Edward F. Murrow from the Radio-Television News Directors Association, and Sigma Delta Chi from the Society of Professional Journalists.</p>
9	<p>The View - ABC Television Network</p> <ul style="list-style-type: none"> • Media Type: Television Show • Location DMA: New York, NY • Address: 147 Columbus Ave Fl 10 New York New York, 10023-6503 	<p>Ms. Natalie Bubnis</p> <ul style="list-style-type: none"> • Contact Title: Talent Producer • Topic: Talent Relations, Guest Booking, Books, Politics, Authors • Email: natalie.l.bubnis-nd@abc.com

- Website: <http://theview.abc.go.com/>
- Photo: +1 (212) 456-0900
- Fax: +1 (212) 456-0951
- Coverage: National
- Outlet Topics: Business, News, Politics, Sports, Breaking News, Consumer General Interest, Entertainment
- Media Profile:

The View features a team of dynamic women of different ages, experiences, and backgrounds discussing the most exciting events of the day. The program premiered in August 1997 and is broadcast live from New York City. It consists of hot topics in the news, the best experts in their field, celebrity interviews, and general entertainment-all leading to lively and colorful conversations.

The View is a live show geared specifically towards women. Each episode of The View is planned at least two months in advance, and guest bookings are made four to eight weeks prior to show appearances. However, last minute changes are made from time to time to keep the program current.

Information sent to the show should relate directly to program segments. Among regular segments are crime and mysteries; fashion shows; hair tips; and makeup tips. Guest bookings are done through the talent executive and talent producer. Pitches should be sent by mail or fax. All pitches should be addressed to the segment producer c/o The View. Press releases should include all contact information (phone, fax, mailing address, and e-mail). PR professionals are advised not to make follow-up phone calls. If interested, the appropriate staff member at The View will contact you. PR professionals should allow for a two to three week response time.

The staff of the show asks that PR professionals not pitch the

- Phone: +1 (212) 456-0915
- Social media: Twitter (@NatalieBubnis)
- Profile:

Bubnis serves as the Talent Producer. She also is a guest booking contact handling musicians, authors, and politics. She can be contacted via email.

	<p>same information to other programs. It is recommended that those planning to pitch the show be familiar with the program and other morning talk shows in order to understand how The View is different. All pitches made should be straightforward and concise. For further information, contact the show by phone, fax or mail.</p>	
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Blog		
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10	<p>The Happiness Project</p> <ul style="list-style-type: none"> • Media Type: Blog & Podcast • Unique Visitors Per Month: 275,430 • Frequency: 3 Times/Week • Location DMA: New York, NY • Website: http://happiness-project.com • Email: grubin@gretchenrubin.com • Coverage: National • Outlet Topics: Lifestyle, Mental Health • Media Profile: This blog identifies various methods of obtaining personal happiness. Uses current news, book excerpts and psychology research to guide readers to relieving stress and putting life issues into new perspectives. 	<p>Ms. Gretchen Rubin</p> <ul style="list-style-type: none"> • Contact Title: Blogger • Topic: Mental Health & Relationships • Website: http://www.gretchenrubin.com/ • Email: grubin@gretchenrubin.com • Social media: Twitter (@gretchenrubin); Facebook (Gretchen Rubin); YouTube (http://www.youtube.com/user/GretchenRubinNY) • Profile: Gretchen Rubin is the author of several books, including the blockbuster New York Times bestsellers, Better Than Before, The Happiness Project and Happier at Home. She has an enormous readership, both in print and online, and her books have sold more than two million copies worldwide, in more than thirty languages. She makes frequent TV appearances and is in much demand as a speaker. On her weekly podcast Happier with Gretchen Rubin, she discusses good habits and happiness with her sister Elizabeth Craft. Rubin, an enthusiastic proponent of using technology to engage with readers about ideas, has a wide, active following on Twitter, Facebook, Instagram, Pinterest, and YouTube (more than 2.3 million views)—not to mention her wildly popular monthly newsletter, book club, and daily email of quotations. Rubin is a notable example of an author using a
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		<p>blog and social media to create discussion around a subject and her work.</p> <p>Rubin was one of the first people asked to become a LinkedIn “Influencer,” where she has an enormous, active group of followers. She was named one of the “100 Most Influential People in Health and Fitness,” one of the Inc.’s Top 50 Leadership and Management Experts, and one of the “22 Brilliant Thinkers Everyone Should Follow on Twitter” by Business Insider.</p> <p>Rubin started her career in law and was clerking for Supreme Court Justice Sandra Day O’Connor when she realized she wanted to be a writer. She lives in New York City with her husband and two daughters.</p>
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