

Cutting Edge

An Interview with Eve Burton,
Senior Vice President and General Counsel, Hearst Corporation



Eve Burton

EDITORS' NOTE Eve Burton is on the Hearst Corporation Board of Directors and the board of directors of AOL. She is also a member of the advisory board of the David and Helen Gurley Brown Institute for Media Innovation at Stanford and Columbia Universities. Prior to joining Hearst, Burton served as Vice President and Chief Legal Counsel at Cable News Network (CNN). Burton was a Fulbright Research Scholar at Thammasat University in Bangkok, Thailand. She holds a J.D. from the Columbia University School of Law.

COMPANY BRIEF Hearst Corporation (www.hearst.com) is one of the nation's largest diversified media and information companies. Its major interests include 15 daily newspapers; hundreds of magazines around the world, including Good Housekeeping, Cosmopolitan, ELLE and O, The Oprah Magazine; 29 television stations; ownership in leading cable networks, including Lifetime, A&E, HISTORY and ESPN; and significant holdings in financial, automotive, electronic and medical/pharmaceutical business information companies.

How does your group operate within Hearst?

My team's obligation is to assist our CEO, the presidents of each division, and our business colleagues worldwide. Our general goal is to provide advice that supports the greater good of the corporation, as well as each individual part of the company. We pride ourselves on being partners with our businesses.

We do a majority of the work in-house, operating as if we were a boutique law firm. This allows us to acquire a deep knowledge of our businesses so that each time we do a new legal project, it's based on a much larger set of experiences.

Frank (Bennack, former CEO) and Steve (Swartz, CEO) have made it clear that our mission, in addition to being a successful business, is to stand for something more as part of a democratic society. For my team, that has led to a strong commitment to defending free speech principles in the contexts of the digital world where we now live and work.

This has created a culture that has allowed us to hire and keep top notch legal talent.

What makes this company so special?

It starts with leadership and great people. Add to that strong consumer and business-to-business brands that entertain, educate, and inform – combined with a proud history – and you have the main building blocks. This in conjunction with Frank and Steve's focus on innovation and the need to quickly adapt to a changing world makes for a dynamic company.

Is diversity a key part of Hearst's value system?

My team is diverse by every traditional measure. Most importantly, what comes from that is a diversity of perspective. There are no "yes" people on our team, and often no right answers such that much of our work is in a gray area. We find in this context that there is a direct correlation between diversity of thought and better legal results. ●

Finding Your Voice

An Interview with
Anne Fulenwider, Editor in Chief, Marie Claire



Anne Fulenwider

EDITORS' NOTE Anne Fulenwider was named to her current post in September 2012. Before this, she had been Editor in Chief of Brides since October 2011. Prior to this, she served as Executive Editor of Marie Claire for two years, starting in September of 2009. Previously, Fulenwider served as Senior Articles Editor at Vanity Fair. Before this, she was a senior editor at The Paris Review, and served as the research assistant to George Plimpton as he wrote the book, Truman Capote. Fulenwider graduated Magna Cum Laude with a B.A. in English and American Literature from Harvard University in 1995.

COMPANY BRIEF Marie Claire (www.marieclaire.com) is published in 35 countries and is read by more than 15 million people worldwide. The magazine was founded in 1937 by French industrialist Jean Prouvost, whose goal was to present the realities of life mixed with fashion and beauty coverage.

Why has this brand withstood the test of time?

This is a wonderful time for women in the marketplace, and for diversity. It's a great time to profile women "doers." We have been doing something called "Marie Claire @Work" for four years now. As women are taking on more leadership roles, we are highlighting their achievements, and talking to them about their challenges and passions.

Marie Claire is turning 20 years old in the U.S. in 2014, and this gives us a great opportunity to tell the story of how women's lives have changed in this country over that time.

We dive into women's lives, and find out what they're passionate about, such as their fashion and beauty choices, their careers, and what they do with their time off.

What makes a brand unique in this space?

It's all about finding your voice and your tribe of women, because this is what defines a magazine these days.

We're going for a woman who is incredibly socially engaged; who loves fashion, but is passionate about global issues and giving back to the community, which she can do now more easily because of social media. She has a bit of attitude; she downloads songs the minute they come out, and sees a movie on opening weekend. She cares about making a difference in the world.

Today's reader knows what is authentic and what is not. Marie Claire has a specific voice; we're like your older sister or cousin who went to France over the summer and learned some things in Europe and we're giving you a sneak peak – we're opening it up to you. We have one million Twitter followers and three TV shows. We're also a social media savvy brand, out on the street with you taking tons of pictures and asking you to share your experiences with us.

What makes for a successful editor today?

First, you need to surround yourself with a team of people who are excellent at what they do.

Second, you need to communicate your vision for the brand to the team and have everyone on the same page, working together, to execute that vision, because magazines are collaborative.

Third, you need to be able to spread that vision out into the world through all the channels available, be that print and digital magazines, social media channels, the Web, TV, press efforts, and through good old-fashioned word-of-mouth.

But, essentially, it comes down to vision and voice. ●