



With a daily readership of more than 95 million, DEAR ABBY is an acknowledged phenomenon of contemporary journalism.

### Among DEAR ABBY's significant accomplishments are:

- Since the Vietnam War, DEAR ABBY has urged readers to write to servicemen and women stationed overseas to brighten their holidays while away from home. Since its inception, OPERATION DEAR ABBY has enjoyed tremendous success. In 2001, OperationDearAbby.net was born: Readers now e-mail greetings to the troops year-round via a secure military site. Within just three weeks of its launch, more than 375,000 e-mails arrived!
- In 2000, when DEAR ABBY informed readers that the U.S. Consumer Information Center was offering a free consumer survival kit for women, it was inundated with orders. The center's Web site alone received an unprecedented 364,000 hits in the first week — a 48.8 percent increase over the preceding week. The media director reported that Web orders increased by a whopping 110 percent and the toll-free line was flooded with more than 48,000 calls. Orders also arrived by the trayful from the postal system.
- In 1992, DEAR ABBY asked readers where they were when President John F. Kennedy was shot. More than 300,000 people responded. A selection of their recollections was compiled as a book published shortly before the 30th anniversary of his death.
- In 1989, after reading in DEAR ABBY a letter from Korean War widow about the Korean War Memorial Fund, 27,000 readers sent donations totaling \$300,000, a generous boost toward the \$6 million goal. In appreciation, DEAR ABBY was elected the first honorary member of the Korean War Veterans Association.

**feature type**  
advice, text

**frequency**  
7x / week

**delivery methods**  
FTP, UClick®

**target audience**  
general appeal with strong female following

- 69 percent female
- 27 percent age 18-24
- 55 percent age 25-49



Dear Abby

### About Jeanne Phillips

When Jeanne Phillips was 14 and needed a little spending money, her mother asked, "How do you intend to earn it?" Her mother, Pauline Phillips, had more in mind than the usual household chores. She had recently started writing a nationally syndicated advice column under the pseudonym DEAR ABBY. A deal was struck — the beginning of a lifelong partnership. Jeanne began to help her mom answer some of the letters from other teens. She genuinely loved the work.

She worked behind the scenes until December 2000, when Pauline Phillips officially recognized Jeanne Phillips as co-creator of the DEAR ABBY column. Her pride was evident as she wrote: "She has worked by my side practically since the inception of this column. As a teen-ager she earned her allowance by answering mail from other teens (under strict supervision, of course!) During the years that followed, my daughter has worked by my side in one capacity or another. Over the course of the 12 years my nationally syndicated radio show aired on the CBS network, Jeanne wrote more than half of them."

"After that, she became my editor and, since 1987, has co-created the DEAR ABBY column with me. With her talent, compassion, kind heart and common sense I like to say she inherited from her father and me, Jeanne has walked not in my footsteps, but side-by-side with me."

Jeanne Phillips is DEAR ABBY. She has assumed the role of a public figure and has accepted the responsibilities that go with it. The attention agrees with her. She is now the one who talks with the press and accepts the accolades that come from the good things accomplished by the column she writes. She is warming up to her celebrity quite well. With her charm, her sense of humor and life experience, Jeanne has stepped into the spotlight and she's a delight.



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