

Opening Remarks
Sports Marketing
February 10, 2004

CBS2NY (WCBS-TV) - Tim McHugh, Executive Producer, Sports: Thanks, Lisa. Thanks for having us here today.

CBS2, New York's Sports Leader, we take a lot of pride in that title. As the broadcast home of the New York Yankees, the New York Jets, the US Open, PGA Golf, we have a lot of air time to fill. We really do try to cater to many different audiences, not just sports guys per se. In terms of the publicity angle for things, we absolutely love the PR events. I can't tell you just how important they are to what we do. An athlete in the locker room is great, 10 microphones around him is great, but to get an athlete at a certain event talking about his childhood or talking about some angle to breast cancer or whatever it may be is really important to us. Five o'clock audience in the afternoon we look for things geared toward women, and again, something with a particular angle. I guess my biggest bit of advice to you folks would be, if you have any kind of way to plan your events and really get some control of the athletes. Yesterday is a perfect example: not a single event on our sports calendar, no professional team played yesterday and unfortunately there was no PR event. I assure you, if there was an event yesterday we would have had a camera there. That's the way it works. If you can somehow just plan ahead and look at the seasons, in December on any given night there's three or four different events and quite frankly they fall by the wayside. Certainly the second and third weeks in December there's just way too many events to cover, to be in too many places at once. Love the emails, love the fax, really just follow up. Biggest rule, biggest pet peeve is never call a TV producer after 4:00 in the afternoon. If you're on deadline and trying to get on at five or six o'clock, try to make your calls early, try to fax us. At 4:00 no one's going to talk to you, the intern won't even talk to you.

We have two half-hour shows on the weekends, "Sports Wrap Live" on Saturday and Sunday night, we're very open to pre-taping segments. We also have a sports roundtable show during football season, it's essentially a New York sports reporter show. Folks here have helped us out in the past and we appreciate that.

Just keep the faxes coming, keep the emails coming and no story is too small. We have certain reporters at our place that prefer to go to the publicity events, they don't want to go to the locker room, they don't want to get the canned sound bite and they don't want to get the athlete guarded. Ron and his people do a great job with the Jets, they've really, from a TV standpoint, taken their organization into the 21st Century. I'll never forget the first day I got a fax from Ron Colangelo and there was a cell phone number on the fax for both him and Doug and home numbers. Accessibility is really a big thing. I work with a lot of your colleagues from Alan Taylor or the Beta Group or John Cirillo and I've really built great relationships with these people. We make no guarantees, we make no promises, but if we're at your event and we talk to someone there we'll mention the event and we'll show the sign. We understand there's something involved in it for everyone.

I have a ton of business cards. Anything you guys can think of, small or big whatever the case may be.

The only other pet peeve that comes up a lot is, I've been guaranteed Jason Giambi live at 7:20 in the morning to Roger Clemens coming at 11:30 at night, the reality is, I think you guys know that there's only certain guarantees you can make as well. So don't be offended if we go and contact the team or contact his agent as well to try to double-team him, so to say.

Thanks for having me and I look forward to hearing from you guys in the future.