

**The Publicity Club of New York presents  
RISE AND SHINE!  
Meet NYC's Early TV News Producers  
Wednesday June 8, 2005**

**WNBC - TODAY IN NEW YORK - Kim Gerbasi, Senior Executive Producer**

Thank you, I guess I'm the poster child for *Today, Later Today, Weekend Today, every Today Show* possible.

Again, I have to apologize to everyone who I've not emailed back. You really feel terrible. But again, we get so many emails. Some of our best ideas, though, come from you guys. So please continue to pitch. I'm sure I've worked with a lot of you over the years.

I'm the senior producer of *Today in New York*, which is on from 5-7, it's with Darlene Rodriguez, Rob Morrison, Chris Cimino and Otis Livingston. It's a great team and we're open to all different ideas. We do segments with publishers and editors and different sorts of people so you can pitch ideas like that.

I do want to talk a little bit about conflict of interest and integrity. Because we're all in news there's a lot of things we're not allowed to accept or do. So I would just ask that when you're pitching a story, I know you're all representing different things, but if you have a spokesperson or a celebrity person who's coming on to talk about sleep disorder and is being paid by a sleeping pill company, please be open and up front about that because it's a very important issue for NBC. We would just like to know that up front before we do any sort of segments because, obviously it would be a conflict of interest.

Besides that, we have plenty of opportunities to do stories. The best way, I'm sure most of you or a lot of you know Karen Harris and Emily Raiber, they're the segment producers on *Today in New York*. Karen Harris is on maternity leave, she's having her second child, so Emily Raiber is the contact person. The best way to contact is probably email and if it's something that's pressing, if there's some sort of date attached to it you can call. I can't guarantee you'll get a call back, but you can call if it's something that has an urgent matter to it. It's [EmilyRaiber@nbc.com](mailto:EmilyRaiber@nbc.com).

We do a lot of different segments, we do some medical, we do a lot of lifestyle segments, we have a lifestyle reporter who does a lot of the segments, we do tech segments, we do entertainment segments, we basically do all sorts, consumer, we're huge on the consumer segments we have a consumer reporter Roseanne Colletti who does a lot of stuff but we also do stuff in the studio with editors.

Emily Raiber and Karen Harris are the two producers who you'd go through and they parcel it out to other producers.

Thank you and thanks for inviting me.