

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

***WCBS 2 NEWS THIS MORNING* - Byron Harmon, Executive Producer**

Thank you. I'm honored to be here. When I was first approached about coming here I did not hesitate. I think that it's important that we establish links between my planning department and the PR community. I have tremendous respect for your industry, I have tremendous respect for what you do and first off I'd like to apologize to quite a few people who have come to me who have emailed me and haven't gotten a response back from me. I assure you I was not blowing you off.

I want to take this opportunity to tell you a little bit about what I do and my show. I'm responsible for the morning show from 5 a.m. to 7 a.m. Monday thru Friday and I'm also responsible for weekend morning coverage. If any of you have seen my show during the week you will know that it's a personality-driven show. We don't do a lot of segments other than the segments that we have our franchise contributors who we have on staff. For instance: Brett Larson, he does tech things; Dr. Sapna Parikh, she handles medical issues. So I would tell you, the first thing is that if you want to pitch stories to me you have a better chance of getting tech stories, medical stories, stories of that nature on my air versus some of the more esoteric or niche or narrowly marketed type of segments.

I personally get about 75-100 emails per day, I get maybe 30 phone calls, so realistically it's impossible for me to respond to all of them. But I happen to have a planning department, a 5-member planning department, and normally the pitches go through them and we have a discussion. We normally decide like that. So if you send things to me and you don't get a response right away, that's basically the reason. I have a number of other duties that I have to take care of.

I think that's all I have to say. Oh, Jonathan Weiss, that's jweiss@cbs.com, is my head planning producer and everything is going to go through him. I also have another producer, Shannon Lanier, that's slanier@cbs.com. And you can feel free to email me as well, it's bharmon@cbs.com. I may not get back to you in a timely manner but I assure you I love you, I respect you, I want to have a great relationship with you. And that's it. Thank you.