

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

***WNYW - GOOD DAY NEW YORK - Adrienne Paxton, Senior Producer***

Good afternoon. I want to start by giving you something to write down. We have a new executive producer on our show. She just started Monday and with all the turnover in every facet of media, it's not surprising. I want to give you her name, her email and her direct line. We talked before, she knows I'm coming here, she wanted me to let you know, I'm not trying to give her all my work. She's very accessible, so if in pitching me, because I get, like the other panelists, so many emails, so many phone calls every day, I just want you to feel like you can reach out to other people as well. Her name is Sarah Graham, her email is [sarahwgraham@fox5ny.com](mailto:sarahwgraham@fox5ny.com), her direct line is 212-452-4863.

Our show, just like Byron was saying about CBS Is also personality-driven. If you're going to call us and pitch a guest don't be surprised if we ask you to email a pitch, attach a photo, send a tape, whatever you have so we can really sample for ourselves the kind of personality that your guest has, how we can fit them into our lineup, how we can fit them into our show and what might work best for us.

Guests with personality is really what we focus on and content as well. We like to give content and have fun as well. So if it's a consumer idea, like today we did air conditioning – we had air conditioners out on the sidewalk, we had a woman who was passing by sample them and see which one she liked, we had Chris Gailus out there with winter clothes on because he was getting cold from the air conditioning. Example of fun and consumer, the way we try to mix it up. So if in your call to us or your email you have a fun spin on it that will also help us and know that that's where we're going to try and take it if you do decide to call us and you do pitch our show your client.

We're looking for stories with information to help our viewers in the morning and our medical things our medical things are handled mostly by Dr. Steve Salvatore, whom you've seen on our program, he's scheduled on the air live mostly Tuesdays and Fridays and he has a segment those days of the week. Other times we do medical stuff outside of those but it depends if it's nutrition or something else and if you have a great nutritionist definitely pitch it, it doesn't have to fall on one of those days. We try to do our harder medical things with our doctor on the air when we can.

Let's see, I think that's about it. Again, personality-personality-personality, we like to be accessible to you, and again I will apologize on behalf of all the producers everywhere for not returning your calls because it is hard when you get many emails and many calls to return every one. But when I can I do, and that's no snub and that doesn't mean that it might not work out further down the line.

Something else that would be great if you're emailing us is to put in the Subject line the date that you're really focusing on. It helps us sort and gives us

an order to return things and if they're scheduling and booking for our show for a certain day when we're dealing with that and we know that your client is available then we can give them the once-over.

Thank you so much.