

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

WABC - EYEWITNESS NEWS THIS MORNING - Andy Savas, Producer

Hello! You know about emails, you know about how backed up we get but I think it's very important. Send us the email, we do read it, it's the best way because oftentimes with phone messages we hear the messages, we jot things down but then we forget. Email is great because you can always go back to it, you can always reply. So keep 'em coming. My email address in andy.savas@abc.com and if you get me on the phone, that's what I would tell you.

Let me just say that you know, kind of, about what the shows may be looking for but let me tell you four things I think that are important for doing the segments and doing them right. The first thing is I think you should watch, you get TiVo, get a VCR if you still have one, a DVR, whatever you gotta do but WATCH THE SHOW. It's very important to understand who's doing what, what kind of personalities you're dealing with, the time you're dealing with, each show on each station is very very different. Watch the show, record the show, go over it with your client and then get feedback from that – it's very important.

The second thing is sort of related, it's video. Bring video. Bring video of your segment. Send it, bring it with you on the day of the segment. Video is very important when you go out and you're pitching the story try to find a way to capture that on video. The reason is because we tease the story, lots and lots and lots. The more times we tease the story we're always going to be looking for video. We want to use video, it helps us tease the story, it helps you get your story on the air.

The third thing is three important things, and that is in your segment always be thinking of three things you want to hammer home. Three. You usually have about three minutes and thirty seconds depending on the segment. I know in my shop I always say "3:30". 3:30 3:30 3:30. So in three minutes and thirty seconds you can get in more than three things but you want to make sure you DO get in those three things. Figure out what those three things are, go over it with you client how to get those three things across and make sure you do it. It's very important, it's what you want to happen, you want that. That time on television is very precious so make sure you get those three things across.

The last thing I would say is: Come to the show. It's very important, a simple thing. The hours stink, hey, we all know. For us, it's worse. I don't know about you guys, but I'm awake, I'm in at the show for the week and I'm in at 11:00 p.m. to do my show at 7:00 in the morning. So I don't think it's so bad if you come up at 6 or 7:00 in the morning to wake up, but it's very important to come to the show. Bring your questions with you, bring whatever extra materials just in case. Show up, come and meet us. Figure out, find out, watch how we do the show so it helps you again in the future. More than welcome to have you

come by, come sit in the green room, come to the studio, meet everybody, but come to the show. It's very important.

As you heard everybody say, I deal with the weekend morning show at Channel 7. We kind of do trends and information, lifestyle, technology, that's the kind of thing we're shooting for, to get across to our audience, that type of thing. I also work with Bill Evans, completely different thing. We do a series called "Just a Tank Away", now we're going to places throughout the tri-state area you can get to with your family, family-oriented, for a tank of gas or less. We're looking for inexpensive, fun places to go. And what we're going to tell you is that we want to go live there. We want to go live. We want to show up, probably, the day before or the day of. We want to go live the day of the show. And what we want when we're there is for people to be there, lots of people, lots of things going on, the more things going on the better. You show us the people, we're gonna be there. And it helps, it makes it look better and we have a good time doing it.

So, that's what I have to say. Thank you. Andy.savas@abc.com.