

PCNY Luncheon
Cable News on the Rise
July 23, 2003

Andy Dallos, Fox News Channel : Well, I can tell everybody I joined Fox in January, I actually know this building very well because I worked at “Dateline” prior to joining here and a lot of the interviews that “Dateline” does are conducted in this building. But just so you know where I come from, I work at Fox, I work on “The Big Story with Rita Cosby”, which is a one-hour show on Saturday nights at 9:00. It’s everything from newsmakers to authors to celebrities to human interest. Following that we do Geraldo Rivera and he is also generally newsmakers, authors and an occasional celebrity, and that show airs Saturdays and Sundays at 10. I was brought in to work, even though the shows are on Saturday and Sunday nights, my schedule is a Monday thru Friday schedule. They wanted to beef up getting bookings and segments in advance. So I’m basically there Monday thru Friday in the hopes that you folks will call me and introduce yourselves and we can beef up our coverage.

I think one thing that’s attractive about both the shows, Rita and Geraldo love to travel. This past weekend, Rita and I were in Eagle, CO, for Kobe Bryant, Geraldo’s going to be in Colombia this weekend. So if you have guests besides the topics that we’ve talked about, if you know in advance, you go on our website you see that we’re traveling somewhere, try to target your guests towards the locations that we’re going to.

If some of you have met Rita, she’s tenacious, she loves to meet people so I would encourage you to call me. She loves to get out there and have lunches and meet people and talk to people on the phone. She’s a very friendly, outgoing person as is Geraldo, but Rita especially. If you have the time to come by us, you want to introduce one of your clients to us we’d love to do that.

In terms of reaching me, I’m always available. As was said, I worked in public relations, so I know what it’s like to pitch people and not get return phone calls. You can call me at any time and I always return phone calls, you can email me. My feeling is that it may not be a pitch that’s appropriate but down the road if we’re in touch it’s going to be a payoff at the end.

The other thing I wanted to talk about, even though these shows air on the weekends oftentimes people ask, “Why should I put my guest on a Saturday night show or a Sunday night show?” The ratings are doing great on the weekends, we’re the only cable channel, as far as I know, that’s doing live shows in the evenings so that’s one advantage. The other advantage is, if you do an interview with Rita and Geraldo and if it’s a great interview and it makes news, we share it during the week. So oftentimes even though Rita hosts the show on Saturday night, you’ll see Rita 20 times during the week. So if it’s a big enough get and it’s a great interview and it makes news, they will share it and run it multiples times during the week. So I would think about that for both Rita and Geraldo.

(Unintelligible question from the floor) We did, for Rita, we’ve done everything from Gene Simmons the author to ah... Rita’s show is newsmakers, but at the end of the show she sort of does off-the-wall things, so we do all sorts of things for her. For Geraldo, it’s more the news of the day. We try to book the show, the last 2 or 3 segments, mid-week because we know in advance but then the rest of the show we’re

news-driven, so oftentimes it's not decided upon until later in the week. But I have a list of guests that I can talk about later on that Rita's had on and that Geraldo's had on, but again the one advantage is that they both love to travel and if you have places that we should come to, let us know. Thanks.