

Opening Remarks – “TV Talk Talk and More Talk” September 24, 2004

Desiree Adib – Segment Producer, *Weekend Edition of Good Morning America*

Hello. The weekend edition of *GMA* launched on September 4th with anchors Bill Weir, Kate Snow and Ron Claiborne, he’s the news anchor, Marysol Castro is our feature and weather correspondent, she’ll probably be focusing on a lot of the stuff that you guys pitch. We have been very competitive and *Good Morning America* is thrilled to have the continuation of its show. We are one big family, I want to stress that it’s not really a separate show it’s just continuing on from the weekday show. The difference is that our show is one hour, it’s not two hours, so you should keep that in mind when you pitch your stories because we don’t have as much time for long-form feature stuff. We’re on at various times in various parts of the country but for the most part we’re on either at 7 a.m. or 8 a.m. on Saturdays and Sundays. I know, for example, we’re on at 8 a.m. in New York City and 7 a.m. in LA, two big markets. I also want to tell you a little about the format of the show. It’s a one-hour show as I said, the first half-hour of our show is generally focused on latest news headlines, very topical news of the day. We don’t tend to do feature stories unless they’re pegged to a news item in the first half-hour at all. In the second half hour will be more focused on feature-style stories, so please keep in mind the time constraints we’re under when you make your pitches. Please don’t pitch us stories that are too involved because we only have a short amount of time for the segment. We like smart, quick, easy to explain, very user-friendly segments on a wide array of topics so it’s hard for me to say what we don’t like because we like everything but we just have to filter it out depending on what it is. We talk a lot about politics, entertainment, consumer information, cutting-edge technology, the latest health and medical advances, depending on the news cycle we do like to do a weekly segment on the latest medical study or medical innovation. Another thing that I want to highlight, and this is different from the weekday show, is that we do a signature segment on Sundays called “A Weekend Window To...”, and this is a focus on a different hot spot in America every week and it’s really and interesting and a visual story or a place that we can profile. It’s kind of like Travel and Leisure but with a twist.

Having said all that about our time constraints and everything, I do want to say that we welcome all smart pitches. Anything that we decide not to do or may not have time for we can certainly pass on to the weekday show which might have more time to do it. I don’t want to cut you guys off from sending me stuff, but at the same time keep in mind the short amount of time that we have for features.

One last quick note, I personally prefer email pitches. We distribute who gets what pitches on a flyer that we put out. Like the holiday segments go to certain people, travel goes to certain people, fashion goes to certain people so I’m not inundated with pitches from every single person. That way we can divide it up, we can all look at it and every Wednesday at noon we have a feature meeting with the whole show where I will gather together all the pitches, I’ll filter stuff out and then go over them with my senior producer. I have to be able to tell him what the story is what the pitch is in literally two lines. So if you can tell me in two lines what it is, that would help me and I know that’s difficult sometimes but that’s it.

Thank you.