

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

### Tommy Crudup - Senior Talent Executive, *The Tony Danza Show*

Thank you. I first want to thank Jeane for taking my whole speech. Stole it, thank you.

I want to thank you all for having me here today, it's a very exciting time for *The Tony Danza Show* and for myself being back in New York. We're live every day in New York City Monday through Fridays 10 am on WABC following the juggernaut of *Regis and Kelly*. So it's very special that we're following them and we're following them with big numbers and right now we're number 1 in New York and Philly and Detroit and San Francisco, the list goes on and on, so we're doing really well right now.

I was thinking before I came here today what I would exactly talk about and I didn't know until I got a call, a pitch yesterday from an unknown person who went on for ten minutes telling me everything about their life, their sign, their family. They eventually got to the pitch, which had nothing to do with daytime TV, my show, and then left it off with, "Please call me, let's talk about this." It took me ten minutes to get to the message and then I missed the number so I had to go back and listen to it again and it was even better the second time. So all I was going to say is that one of the most important things that I can inform you guys about today is email is terrific, I don't mind messages. I return all phone calls and my staff will return your phone calls and emails or we'll try to return all the emails. But I think it's best if you leave a message to make it brief and get to the point and leave your number, maybe even have a little mystery in there because we'll get back to you quicker. If you throw the whole pitch out there at once, if it doesn't fit it's tougher to call you back quicker. So I think that's probably the most important thing in my job, just knowing the pitch is going to be succinct and I can call you back and we can discuss it.

I think it's really, really important to know your shows before you pitch them. I had a woman call me at *Rosie* pitching me a fabulous new restaurant in Times Square that was teaming up with the NRA. I said, "Hi, have you seen our show?" and she said, "No, I haven't." I said, "Well, we just did a whole week about the NRA and it wasn't good." So that pitch kind of went away, but I would suggest you watch your shows before you pitch them because there's a lot of things that will fit but there's a lot of things you shouldn't spend your time on because they won't fit. It's better to focus on the ones that will.

We are a celebrity-friendly show - we do two celebrities a day. We're doing a lot of cooking, so anyone who has a chef or knows a chef please send them our way. We have a built-in kitchen on our set. We're not doing experts right now, we're doing authors occasionally but it's more Tony being Tony. Daytime-friendly, celebrities and cooking and I hope you guys watch and if you have any questions I'll be right here. I've only got two cards, so the first two up you're gonna get them.

Thank you.