

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

Marlaine Selip – Senior Producer, *The Jane Pauley Show*

I apologize for being late, please forgive me, and I have to run out. We normally tape our show at 11:30 and at 2:30 but today we are actually taping at 1:30. And even though it sounds like a strange pairing, Metallica and Jane, Metallica did a documentary where they all went to therapy as a group and she was intrigued by that so we're having them on today for a little group therapy with Jane Pauley.

Jane's show is generally one hour one topic, but it's not exclusive in that respect. We are going to try doing other things, sometimes we'll do a half a show on something and even segments on occasion. As part of the premier show we did a feature that we called, “When Did That Become OK?” which was people being upset about the use of cell phones and people being rude, everything that bugs you, that you just look at and go, “When did that become ok?” We're going to be doing some stand-alone pieces of that type on the show.

We are not traveling and it's ironic for me to say this in the Republican Club, but it's a politics-free show. Which breaks my heart because I'm very political and I love that stuff but Jane would like to avoid that so politics would not be something to pitch.

She loves stories, to be honest with you, and I think that's from her background at *Dateline*. If you have a good personal, real-person story she'll love it, she really will, if there's some meat to it, even better. And I really do think that's the *Dateline* connection and I also think that telling stories for three minutes on the *Today Show* and now having an opportunity to tell them in a longer format is very, very appealing to her.

She also is very intrigued with the mind, if you would, and therapists and what makes people tick. So even if we've done a show about mistakes where you buy the wrong clothes it's “Why do you do that?” It's not just a matter of just going into a store and buying the wrong thing, if you're consistently doing it then there's something at work here. So great therapists are things that we're always looking for.

To give you a little idea of breakdown of the show, there are eight producers and there are eight features producers. The features producers are in the field and a lot of them have come from the Olympics and from long-format, *Dateline* and things like that. A lot of the producers, I'm going to mention their names if you don't mind, because I'm sure many of you have relationships with them. And if you've been dealing with someone successfully, my advice would be to go that route as far as pitching. George Davilas is one of our producers, Dan Sterchele, both of those gentlemen were at *John Walsh* and they've also been other places, Dan was at *Maurly*, he did a show out in California which I'm forgetting at the moment. Shawn Tesser comes from a sports background, if you have a sports story you want to pitch I would go to Sean. Diane Slaine-Siegel is with us and she's got more of a news-y background so those kinds of things would appeal to her. George and Dan, Dan used to be big on crime but he can do a little bit of everything and George the same way, across the board they can do anything. Robin Hommel was with Montel, many of you I'm sure know her, she's also a general producer. Nadine Witkin also came from news so she has a little bit of that, she's also intrigued with brainy things. Joyce Coleman-Samson has been at a lot of different places, I'm sure you all know her, also can do anything, she likes big events, she likes putting together makeovers and anything like that that's big and theatrical, entertainment, anything like that, go to Joyce. Helen Hong comes from fashion and entertainment and she's very funny so anything along those lines I'd send to her.

I'll speak for myself, about what I'd like, it's really hard to return phone calls and I hate to be rude to people and then you'll call again and I'll say, “I'm so sorry I didn't call you,” but I'm really good about email, I really am. Because you can do that in your own time frame and you can get back to people that way. And what I do if something is sent to me is if it's something that we're working on and I know that we're working on it I will then forward it to the producer. Less is more.

As far as topics and what things we're looking at, like Metallica, I would never have said when I started this show that we would have been doing Metallica but we did. And we did Bette Midler and we had Naomi Judd on. And we will do celebrities but again Jane is really looking for celebrities that have something to tell, not just to promote their film. So it's harder from that point of view, she really wants somebody that's going to open up. We did boomerang kids, kids coming back to the nest after college. Thin and unhappy, teen depression on the heavy side we've done that sort of thing. Storm stories, we're always looking for topical things.

The turnaround for us, the quickest that we can turn something around, just so you know, is about three days. So that if we tape something on Monday the chances of it getting on that week, we'd have to know ahead of time if there's a deadline for you. We'd have to know going in and the earliest that it would get on would be Thursday or Friday of that week. And that can sometimes make things harder to do but we can do stories around events without the principals. For example, Martha Stewart, what's going to happen with Martha on October 8 when she's going to be going to jail? The chances of us getting Martha at this moment time, I wish we could. Do you have her, any of you? (Panelists: I'm/we're not telling!) She's on *Danza*, I heard. Anyway, we can do something on that, we can talk about what's going on, she's got a reality. We can take events that are in the news and build shows around them without them so if you have people that apply, especially people that have been through this kind of thing, let us know. We're doing something Tuesday where we're tying in to the *Dateline* story of the internet predators, but we're also remember the kids with the bracelets that signified what sex they were interested in? Also as part of that, there is a new trend where kids are using cocaine and crystal meth to lose weight. So we're looking for people in those lines that we can do something with. I know that's hard to find but every now and then we do great stories on those kinds of things.

So we're pretty wide open. I'd say avoid politics, topical will always be greeted well, fun, out there kinds of things, therapists, keep them coming, and real people stories if you've got remarkable stories about real people we'd love to have them.