

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

Jeane Willis – Talent Executive, *Life and Style*

OK, I was a child prodigy. That’s all you need to know on that. I’m so old that I don’t even know it myself.

I want to welcome my colleagues on the dais here, we share common backgrounds and you’re going to get to hear from them. I am the talent executive on a new show that I’m sure most of you in New York have stayed up this past week at 3 a.m. to see on the WB. It’s called *Life and Style*, but it’s also being carried here in New York on Channel 55 on your Time Warner cable boxes, or for those of you who live on Long Island at 9:00, and on Oxygen. It’s a little bit different kind of show for me, it’s syndicated across the country in different time slots, but it’s a terrific, terrific show and one that all of you and your clients can certainly find a place to put your guests.

We are doing everything from celebrities to lifestyle issues to doctors to lawyers, just about everybody you could throw at us we’re getting to put on. It’s a great, great panel of women, the hosts are Kimora Lee Simmons, Jules Asner who you probably know from E!, a fabulous attorney and mom named Cynthia Garret who you might remember from *Later*, and a comedian named Lynne Koplitz. It’s just a terrific, terrific place to put your people. We’re young, smart, sassy, we are the cover of women’s magazines.

The best way to approach us is to laser your pitches. Really come to us with the ideas of what you want, who you have to sell the segment and how it’s gonna get done. We have seven producers, I have a sheet that’s out front that you’ll be able to take home with you with email addresses. Emails have become the thing to do. Phone calls don’t get returned as easily, as you know.

We tape Wednesdays, Thursdays and Fridays here in New York at 11 and 3:00 and the schedule sets up the producers where emails really are the most efficient thing to do. We have a lot of fun, the set is enormous, we have a live studio audience so we can do everything from new products that might not warrant a full segment but can get a little time in our audience chats.

I encourage you to set your TiVos and VCR’s and take a look because across the country we have clearance in 95% of the country. We’re on at 9 and 10 a.m. in most of the top 15 cities and I really do believe that it is a place where some non-traditional people can get on TV.

So I encourage you to get those pitches, laser them in, know what you’re selling, take a look at the show, say “this is what we can do for you,” and we’ll be happy to take a look. We’re very into new and innovative projects, people and places so please feel free and I look forward to hearing from you guys.

Thank you.