

The Publicity Club of New York presents

DAYTIME TALK SHOWS

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THE VIEW

Patrick Ignozzi, Segment Producer

Good afternoon and thank you very much. It's a pleasure to see all of you.

Many of you have probably seen my name or have heard my name throughout the years. I've been at "The View" for about eight years, eight seasons. We just began our ninth season a few weeks ago and I thank all of you who have pitched our show and who have had interest in wanting to have some type of guest or product featured on "The View".

Let me just give you a couple of ideas and a little information about what we're planning to do this ninth season which will probably save all of you a little time in whether or not you want to continue to pitch the show or continue to do anything with "The View." This season we're looking to do stuff with our viewers and in our ninth year we wanted to do something that was going to be very interesting to people at home but at the same time that was going to be different from what the other shows are doing. So each season, in the middle of the summer we usually have very big meetings and we start to look around to see what exactly hasn't been done. And there are a lot of things out there that have been done but we try to look at things that we want to do that will make people at home very interested in watching our show. So we're doing a lot of makeover stuff but we're doing people who have really, really good stories to tell. Any PR companies out there that you work with and/or have any kind of involvement with, we're looking for people who have really great stories that they can bring to us, that they can talk to our show about, that they can talk to our women specifically about anything that may have been a tragedy or a joyous event, something that we can bring home to them.

We also are traveling the show more and we're going to be doing various live shots around the country so if you represent any type of company or group or any type of small business, we are doing live shots throughout the season where we're actually going to them and they get to watch the show from their living room or their office. We just did one last week from an office in Glendale Heights outside of Chicago and it proved to be very successful because we were able to see what people do during the day who watch our show at night but want to really be involved and talk to the women via satellite and it worked out very well.

So those are some of the new things that we're doing. We are not trying to promote the show as a happy chat fest, we're looking for really controversial, debatable topics, topics that are going to be extremely relatable to young women, specifically, out there.

I'm one of the seniors on the staff and have been for a few years in the present position and a lot of people ask me, "How does a guy like yourself in his early 30's, what does he know about women as far as what they want at home?" I'll tell you, working with the five women you get to know a little bit about, and a lot about, what women are talking about and certainly what women feel and what they're looking at. So we look for stories that are going to affect those women at home, particularly new moms, companies that deal with new mom issues and also we look for people that are really going to make an impact on the audience out there. We encourage those types of guests, we encourage those types of publicists to contact us. As we'll probably tell you a little later, on our show we like to be contacted by fax. That's a real important thing.

I think a lot of you who have heard about "The View," since we've been around a long time, it's not something I'm going to belabor, but know the show that you're pitching, know the program, exactly what it looks for. Watch the show periodically if you don't have a television in your office, tape the show and look to see what we're doing and what we're promoting as well as go to the show website. I think that's a very important factor in any publicist's company. The best advice I can give you is to go to the show website and look to see what they're promoting. There's a publicist that's here who I've worked with many times who I know basically checks the website

and knows what the up-and-coming shows are that we're doing. So that will help you and help you really get your job done and help you get to the right show and possibly the right person that you want to do business with.

And as far as "The View" does go, clearly any idea is an inventive idea and we don't discourage anybody from sending something. But really know the program and know that there may be certain products that you represent or your company represents, we're the kind of show that could knock it, that could really give a little bit of controversy to it so be prepared for that. But generally we fall under the guidelines that we want to be new and fresh and innovative and that's really what our show is about. I think a lot of the great shows that you're going to hear about today do the same thing. We try to really be inventive. As far as you guys go, being inventive is the best advice I can give you. Don't be afraid to pitch, as long as you think it's right for the show, you never know, it just might be. Okay!