

The Publicity Club of New York presents

DAYTIME TALK SHOWS

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LIVE WITH REGIS AND KELLY

Cindy MacDonald, Producer

I feel like I'm being eulogized, so excuse me. It's funny, when you were reading my bio I don't remember those days. I only remember really "Regis and Kelly" at this point because I've been there 13, going on 14 years. I was there for the Kathie Lee days and everybody always says, "Who do you like better, Kathie Lee or Kelly?" I get that from a lot of people and obviously I like both of them very much.

But like Patrick and Laura were saying, most importantly, I think, know who you are pitching. "Live with Regis and Kelly" is, I would say, more celebrity-driven than human interest. However, we're not saying we wouldn't want to be pitched a human interest story because obviously we've done them in the past and they work very well for us. Regis isn't very warm and fuzzy with children, as you probably have seen on the air, but it still is a lot of fun if you have a child-related segment to do with him occasionally. We don't do a lot of things like that but once in a while if there are funny children we'll do a while week of it or amazing kids, things like that.

We occasionally do fashion shows, so we're constantly looking for products. Not so much to promote on the air, but new products like maybe a Teflon suit that we did recently. Those things work once in a while for us but we're not really driven by those kinds of stories.

When I was coming over here I was just telling our publicist, Barbara Warren, I said, "I don't really know what I'm going to talk about. These seem very serious, these luncheons and I don't want to be too serious but at the same time I want to get some information out." I guess during the question and answer period if you guys have anything that I'm not getting to, please feel free to ask.

We don't do a lot of audience giveaways, Laura was mentioning that Ellen gives away a lot of stuff and I know on "The View" you guys occasionally give things to the audience. We shy away from that, we just feel that everybody else is doing that so we'd rather not do that. We try to keep the plugs very simple, so when we are being pitched someone whether it's a celebrity, whether it's a product that somebody's endorsing – for instance Dick Clark, I think, a couple of years ago had some kind of drug he was promoting as a spokesperson. A plug like that isn't something that we're really looking to promote on our show, medical things. Obviously it comes up in conversation but that's not the kind of plug we really want to stick to. We're more celebrity-driven.

As you probably know, if you've dealt with me, I do a lot of music on the show and our show is a little unique in that we don't have a coordinating producer like "The View," it's very structured over there. We just have a team of producers, our Executive Producer Michael Gelman and then we have people who coordinate the audience, we have production assistants and production coordinators. A lot of times I will book a guest and also produce that guest. So I do a lot of music and you'll notice if you've pitched me music and we booked your music people that your CD's will just explode. SoundScan will constantly bump up 35% as a result of an appearance on our show. Same is to be said for celebrity promoting films, TV shows, you'll notice, and I'm sure if you've worked with us, that we've opened a movie at #1 as a result of being on our show. And I'm not trying to take all the credit here, like "We're really good and 'The View' sucks," because that's not what I'm saying, or "'Ellen' sucks," they're obviously fine shows, but you'll notice that since we do command the bigger guests, we're able to get them first, our ratings are obviously pretty good so people want to book their clients and their products on our shows. So we don't have a lot of space, and that's the big problem I'm seeing lately more than ever because we are in such demand that we turn away guests a lot. So we don't have a lot of room for these various products that have trouble getting on the air anyway.

You know, we gave away a house on our show and that was probably the biggest thing. I know you guys have given away cars and a lot of big items as well. We give away cars, we do a lot of giveaways when we do our "Mom's Dream Come True Special," which is an annual Mothers' Day thing in May. So we're always looking for products around that time. A lot of times Lowe's will come to us and we'll do something with them and anybody that has something big that we might want to give away to a needy mother who has been nominated for this special. As far as products go, that's when we give away a lot of those things, but we're more about selling CD's and movies and promoting TV shows.

The other thing I have a problem with a lot is getting pitched the same product by various people, and taking "No" for an answer is kind of tough sometimes. You want to be as polite as you can, and I know a lot of you in this room have probably called me on occasion and maybe I didn't get back to you and I'm sorry, I'm apologizing right now, but it is very difficult to take all those phone calls and call everybody back. It is really tough and I'm sure you all have the same problem, too, we all have busy days and there's only so much you can do in one day and you need to prioritize what you are going to be doing and who you will be calling back, so I apologize if I have not returned a lot of phone calls in here. But we're hounded on a daily basis with emails and faxes and all these messages. You go out to the cafeteria to get something to eat and you come back and you have 25 messages. It's just insane, you cannot do your job effectively if you're only on the phone calling people back all day long. I'm sure you all can relate to that as well.

Our demographics are skewing younger now as a result of Kelly. Kathie was great, but now that Kelly's in the picture, she's a little younger, a little hipper and I think a lot of people are responding to that. So you'll see on our show we are skewing the younger audience: a lot of college kids, high school kids and as a result of Kelly's affiliation with "Hope and Faith," we are also now getting that crowd that watches primetime or Friday night lineup, the younger children, the tweens. I think you'll our show is targeting not just the 18-49 but everybody above that and below that. So we're kind of unique that way and, as Patrick mentioned, know who you're pitching to and just be clear about that because it is a waste of time on your part. If you're going to pitch an item to us that is obviously not something we're going to do and if I have to say "No" to it, that's great and you can re-pitch me again if you want maybe in another couple of months, but I really don't like repeat pitches. I just find it to be a waste of time for me and for you as well.

The other thing is, we really don't like on our show, and I'm sure "The View" and "Ellen" you guys feel the same way, when you are pitched a guest or somebody or something and you get a "No" from me and you call another producer at the show the next day, we all work in such a confined group that we know who's pitching what and to get repeat pitches is kind of annoying. Makes us feel like, "Okay, it wasn't enough that I gave you my advice but now you're going around me." We are aware of that and I'm sure you guys are as well. It's a very small group of people we have working there so we're bound to hear each other's business good or bad. That's how I feel about it.

That's basically it. It's a fun experience to work with different people on a daily business. You guys are great to work with, I see a lot of faces that I recognize and I know a lot of the names in here. But not to waste your time, not to waste our time, it's just so simple and it's so great that Patrick said that: Know your audience, know who you're pitching to and I think everybody will be happier in the end.

Thanks.