

The Publicity Club of New York presents

## DAYTIME TALK SHOWS

DATE & TIME:

Wednesday September 28, 2005

### **THE ELLEN DEGENERES SHOW and THE TYRA BANKS SHOW**

**Laura Danford Mandel, Vice President of Publicity, Telepictures**

Thank you. I'm just going to give you an overview of both of our shows and the viewers you can reach with both of our shows. "The Tyra Banks Show" partners with the Fox O&O's so we air on Fox and UPN stations. We just started this past Monday the 26<sup>th</sup> our double run, so in most major markets, including New York, we are on twice a day. We're on at 5:00 in New York on UPN and 9:00 am on Fox and that's, as I said, in most major markets. The second run is two weeks later, so the show that aired on September 12<sup>th</sup>, our first show, just aired in it's second run on the 26<sup>th</sup>. So that's one thing.

The other thing to realize, and "Ellen" is the same thing, well "Ellen" doesn't have a double run but "Ellen" is syndicated as well, but the other thing to realize is that both of these shows is that they both air on Oxygen as well. There is a one-week delay on Oxygen; they air at 11:00 pm and midnight on Oxygen.

The other deal that we did this year, and it's the first time that we've done this, we've done a deal with XM Radio, so both of our shows air, audio only obviously, on XM Satellite radio one week later. So even though you think you're just getting one hit you're getting a multitude of hits, which I think is a great thing to realize.

I'm just going to talk about "Tyra" a little bit first, we just launched "Tyra" this year. Tyra Banks, as most of you probably know, has been a supermodel since she was 17 years old with Victoria's Secret. She started her own show "America's Next Top Model" which has, we think and we really have the research to back this up, has really turned around the UPN Network. The UPN Network was really known for sci-fi and "Star Trek" and wrestling and it's really become a ratings hit for them. The people at Telepictures have watched Tyra for years, they saw her on "Oprah" when she was a guest co-host where Oprah said to her, "You can do whatever you want to do, you can come and talk about topics." She talked about sibling rivalry, she did makeover shows and as I said, the people at Telepictures talked to her years ago. She's 31 now, this was about five years ago. And at that point she said she really wasn't ready to have her own talk show even though a lot of people had pursued her. She came back to us about a year or two ago and said, "Okay, now I'm ready. I'm ready to give up the traveling, give up the modeling and now I'm ready to really focus on a talk show." From the very beginning since we set out to do this talk show we said that our target audience is women age 18-34 and I don't know how much people pay attention to ratings but as we have been paying attention to the ratings of the show we have succeeded in that. We have done very, very well with women 18-34. We beat a lot of competition in women 18-34 in most of the markets and we're growing. From week to week we grew, I can't remember the exact numbers, I should have had them with me, but we've grown a tremendous amount week to week, year to year we've grown in the time period. So we're very excited about it and we're going full-steam ahead with her.

And on a personal level, I've dealt with her and met her and she's lovely and she's really excited to be in this position, to do a television talk show.

The show is a combination of celebrity guests, of human interest stories, of products where the product is organic and fits into the storyline. We also have a celebrity producer, we also have a product placement producer on staff at the show. I've left a contact sheet out in front for "Ellen" and for "Tyra" and the people who do both of those are on the contact sheet\*\*. You can email them, you can call them, I hope they're responsive and I think they will be responsive if it's a good idea. As Patrick said, know the show that you're pitching, know the target audience that you're pitching, know the website. If you go to Tyra's website it's great, it's beautiful, it talks about the things that we're doing, it talks about contests and things that we're doing.

That's really Tyra, if you haven't seen it try and see it because it is a really great show and we're really excited about it and very proud of it.

As for "Ellen," this is the third season for "The Ellen Degeneres Show." Most people at this point, I think, know who Ellen is. Again, we're very excited about the show and very proud of the show that we produce on a daily basis. I didn't say that about "Tyra", both of these shows tape in LA. The Tyra schedule is usually three days a week, two shows every day. "Ellen" we tape every day, Thursday we tape twice, once for Friday once for Monday.

Ellen does focus on celebrity guests; again I've given you the contact information for the celebrity producers. If you have a celebrity who is promoting one of your products, that's a good way also of getting them on. But usually, obviously, the celebrities go and do the shows and do what they have to do to promote their own projects.

We do human interest guests. I would say, for the most part, with human interest on "Ellen," I'm not there on a day-to-day basis, I'm here, but it really has to fit in with Ellen's sensibility and Ellen's comedic sensibility and the show's sensibility. I think that Ellen has a particular sensibility that most people are aware of at this point. They're very open to lots of things, but it has to be the right thing for them to talk about. Actually, when Lisa (Kovitz, PCNY Board Member and luncheon moderator) first contacted me she asked me, "How can publicists pitch the monologue?" The monologue really can't be pitched, the monologue is what has happened to her and she works on it with her writers and that's really an organic thing to Ellen.

Yesterday there was a woman on who had, I think, it was a contest in her own little home town in Idaho, a 91-year-old woman who made a dress out of a burlap bag. That's funny to us, the person who wins, let's see I'm trying to think of something and please don't be offended if it's something you worked on, like the GE Kid Inventors. Y'know, we've done kid inventors, I don't know if we'd gone through a company to get the kid inventor, but it shouldn't be too obvious, it's more organic and maybe something no one else has ever thought of. Obviously, we're all looking for the next great idea, but that's where I'm going.

We do giveaways on the show, again the big word for us is organic. It has to be something that works into the content of the show. It's not going to be something like... a candle, it has to be something that works. We've gotten pitches for candles on Mothers' Day. You know, that's good, but we took the whole audience of women on Mothers' Day on a trip to Las Vegas and met Celine Dion. So it has to be a pretty big idea, I'm just being honest with you. In terms of movies and CD's, we give those away, too, but we give the CD away of the performer who just performed.

We do something at the holiday times called "The Twelve Days of Giveaway," I don't know if anyone has seen that before, but it's the twelve days leading up to the holiday. Those are pretty major pieces of equipment, I mean there was a Dyson vacuum cleaner I remember from last year and a Sealy's mattress, big things. We just gave away a Lexus the other day, so it's really big.

This season we also have gone out of the studio, Ellen has gone out of the studio a little more and we are planning on her going out of the studio more, so those ideas can be pitched to us as well. Sometimes I get the phone calls and I recently got one from someone who has a venue in Detroit and he said, "You should come to our venue." Well, where's the hook, where's the catch, what is it that you want us to do there? Let's figure something out.

That's it. Thank you.