

PCNY presents
BUSINESS NEWS
Friday, November 12, 2004

CNBC

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I did have visions of become a publicist once until I saw how hard you work and I decided I'm not doing that at all.

I am from the CNBC headquarters but we have moved. We are no longer in Fort Lee we are in Englewood Cliffs. You don't need a passport to get across the GW Bridge, we are at Exit 1 and we would like to see you out there at our headquarters.

Thank you for inviting me here. Basically I think what my goal to come here is to help you be smarter, think bigger and help navigate your way through CNBC to get your stories through our editorial vision on the air. The first thing you need to know is that we are not a stock channel, we are the business channel of NBC. I'm the chief booker responsible for the hours 5AM to 7PM. I do not want to get in the way of your relationships with the show bookers or with the reporters but I do want to help you. Sometimes show bookers just get caught in a tunnel and all they're thinking about is, "What am I going to get at 10 o'clock, what am I going to get at noon?" and you may be sold short. You may have a great story that deserves to be on more than once, that needs to have the whole network behind pitching your story. That's where I want to help you and that's where you can help me. I also can help you get in touch with the reporters to help you tell your story. Again, it's not to get in the way of those relationships, it's to enhance them and to make you look good in front of your clients.

What does CNBC want? Our core subjects, we're interested in the state of the economy, the financial markets, corporate America, energy, Washington, entertainment, media, leisure, technology, healthcare and the consumer sectors. Those are our core subjects that we want to cover. Who do we want to see on our air? We want to see the newsmakers of your clients, we want the C-suite or those people, their surrogates, who can help us make. Break and enhance the news. We want to be able to go back and explore the news that we've broken and to look at trends that are happening. So when you're calling us and you want to know who to book, who to place on your show, are they going to make news, are they going to toeing the company line, are they going to enhance the news, that's the first question you can ask.

Our core audience, why would you want to come to CNBC, what kind of person is watching, what eyeballs are on it? Just a couple of notes that I asked our researchers to put together: 58% of the CNBC viewing population has a household net worth of \$1,000,000 or more; 96% of them have attended college; 57% with post-graduate studies; 54% of our population represents the top management positions – the C-suite: your CEOs, your COOs, your CFOs, your presidents, your executive VPs, the people who are going to get the job done, that's who we're talking and that's who we can deliver.

CNBC is very honored and very blessed to know that we have two incredibly extraordinary powerhouse partners. We have Dow Jones and we have NBC. NBC has a broad reach, we can reach a lot of viewers. When we have a great story that's worth of a lot of crowing, we crow and we get the whole backing of the network. David Faber just spent 10 months investigating and reporting on Wal-Mart and the network backed us. He was on MSNBC sharing it, he was on the *Today Show* and he was also on *Nightly News* so when you come to us you get two great partners who are also willing to help tell your story.

That's it, thank you.