

PCNY Luncheon:

Hollywood on the Hudson: A Look at the National Entertainment Shows:

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(Some audio problems) Thank you, Lisa. I remember when I got laid off from CBS Lisa had a very nice lunch with me which I'll never forget, encouraging me (unintelligible)

It's nice to be here, Laura and I worked together at Access Hollywood, Marie and I went to college together (the stories I could tell!) and this gentlemen (unintelligible) was also at Channel 11, so I think that tells you a very important lesson about his business that we all cross paths. In the first 10 minutes I was sitting there I met people whom I've talked to for 10 or 12 years and never met, I see old friends that I haven't seen in a long time, ones I went to college with, so so much of it is about relationships and we're always looking to form new relationships. So I encourage you to reach out to us.

I am the bureau chief at Access Hollywood, I'm very proud of the people I work with. We're in our 7th season, we're the new kids on the block compared to Entertainment Tonight or Extra and certainly the Today Show (unintelligible) my second producer is from sports, ? (unintelligible) It's a very fast paced show. If you watch it at all, you know we're not your grandmother's entertainment show, that's what I tell people. When people call me and pitch me Pat Boone unless it has to do with The Osbourne's, I know they don't watch the show. Our demo's are younger than any of the other shows. Our prime demo is the 18-49 age group, which is, as you know, what the advertisers want. That's a big plus for us.

And we have in New York a young reporter named Billy Bush, who, if you've seen him at all, he's smart, he's aggressive, people have said, "You're doing so great with Billy Bush," and I have to say Billy Bush comes up with his own ideas, he brought a piece in for the Victoria's Secret fashion party that ended up in the Italian papers, that was funny. We like being first, we prefer to be first, we don't want to follow other shows, necessarily, with Extra coming on right before us at 7:00 in so many major markets, I know I was worried for a long time that we looked too much like your show. But we're always looking for something new and fresh, that ails at our younger-feeling kind of show. We are the Britney Spears show.

But going back to what I said about relationships, in 1988-89 there was no Britney Spears, but the people who handled her until recently, like Lisa (unintelligible), I was working with her in 1988-89, so I recognize and value the importance of you guys and the relationships with you.

In terms of pitching us, I have to agree with Marie, emails are best because if you get 200 phone calls a day then it's hard to return all of them. I know someone came up to me before and I owe him a phone call, Matt, I'll call you later, but I do try to return all calls (unintelligible) because it's not fair to leave people hanging.

Marie said, "be truthful", which is true, and the other thing is, don't lie to me. Don't tell me you're coming exclusively to us when I know it's because ET passed or because you've got Extra on the other line, I hate that. Just be honest, say, "We're going wide," or "We're coming to you specifically." Just be truthful, that's all, because we always know find out when you're lying anyway and that just leaves a bitter feeling in your mouth.

We, too, feed out at 4:00, so my drop-dead time (unintelligible) 3:00. We have different beats on our show, you may know Janine Doucette (sp?) who works with magazines and fashion, she's

terrific. _____ works with film. We have 3 field producers who are out all the time, night and day, going everywhere, covering all the events. And we recently have spent a lot of time with Steven Cojocar, whom one of my producers Janine Doucette kind of discovered, took a chance on him with friends of hers at People Magazine, the Today Show loved him, they did a deal with him, he still works with us a lot. We're doing a lot for Fashion Week, he's just unbelievably talented. And if you have ideas that might go towards his way, certainly give Janine a call or send her her an email.

I think that's about it, and we'll take questions later. Thanks.