

PCNY Luncheon:

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

January 29, 2003

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I didn't bring any notes, so? I'm really glad that I got to follow those two because you pretty much said it all, I could just sit down right now. But you'd want to hear a little myself and about our show. Lisa wanted me to explain the show, and actually, we're kind of in a bit of a state of flux, some of you might be familiar with E! News Daily with the white set with Steve Kmetko and Jules Asner. Well, that passed about a year ago and we decided to go for a little bit more of a new, hipper look. If you notice a lot of our ads have a big, red "E" where we used to be a little more colorful, to emphasize our red carpet coverage. So that's pretty much what we're on, and our new show is called E! News Live, and we've been on for about a year. And last week we actually went to an hour-long show, so now we're on in New York, we're on East Coast from 7-8:00.

Our hosts currently on right now, it's a little bit of a potpourri, we're mixing between Todd Newton, who a lot of you might be familiar with. He's been with the company for a long time. Giuliana DiPandi, also we just call her Giuliana now, very outrageous woman. And also Linda Grasso, who's a long time reporter for us as well.

Our show, pretty much if you watch it more and more, it's on live, we tape later than Access or Extra, so our deadline is a little bit later but pretty much because we're just doing a lot of work we kind of would like to have things in by 3:00, but our show is currently live. We have a lot of live guests, so that's a little bit of an extra push, if you have any special guests or anybody you want to get in, we have a New York studio where we have our guests talking to Todd, Giuliana or Linda, or whomever for about 5 minute segments. We have celebrity angles just like everyone else, so we really enjoy all these celebrity angles. And we really love putting our reporters kind of like, I don't know how many of you watch our show because we're cable? you can be honest. But? you can be honest, we always hear it! Or, if you're watching E! I always get "Oh, how's Howard, how's Anna Nicole?" that's usually what I get, but anyway? You'll see a lot of our pieces are a lot of trying to be very creative with our talent. Like, for example, we were at Sundance last week and we had a really funny segment with Patrick Stinson where he was with Pauly Shore, and the whole segment was about getting free swag. That's all they did, they went from store to store to store, they went to, and they just collected swag and brought the swag back with them. So, we're looking for goofy stuff, we obviously can take a few more chances because we're cable, and we have an hour-long show so we're looking for more filler. So, and also because we're a network, and really I'm the assignment editor for E! News Live, I do get pitches from time to time that I totally will hold onto and pass on. Some of you already walked up to me and told me you were friends with Joe Lasher, who is our Music Talent Executive, or Alicia Rubin, who handles Fashion, or John Wood, Juliet Knight, who handles our TV Talent Executives section, and they're all great people to talk to. In fact, because we're a network we also handle Wild On, obviously Anna Nicole and Star Dates and Howard Stern and we had Mysteries and Scandals, we have our True Hollywood Stories, so we have a lot of different pitches, we have a lot of live red carpet coverage and Fashion Police. So I'm always looking for pitches and sometimes I'll even be very honest with you, if I'm not familiar with a subject but I hear it's a fashion beat that might not fit E! News Live, I'm totally willing to pass it on. So therefore, I do appreciate email, even more so because it's easier to forward than a fax. The attachment thing is really, you know, you don't even think about some of this stuff, this is what's great about following these people, you don't even think about it, but yeah, lots of times because we have Auto Preview on our Outlook, it's easier to read a pitch right away and click on it than

to click on an attachment. Plus, our computers are kind of slow, so sometimes when you click on an attachment it takes a little while longer to load, so we kind of want it fast. Our deadline, like I said, is about 3:00, so at the same time, even though we air a little bit later, so we can do breaking news.

As far as being truthful, I totally agree, considering that usually most arrival lines have Access and ET and Extra in the mix with us, I just love it when a publicist says, "Oh I thought of you first, you're getting the exclusive." You know, we find out, more or less, according to the story, if we know what's going on. And we just appreciate it, I don't think, as you can tell, we're not cats and dogs here, you know, tearing each other apart. We're competitors, but at the same time we're associates and it's a small world. We all know each other, so we're all willing to work with each other. And I like to have a little bit more of a laid back approach.

So, I think that's about it. David Adelson is our Music reporter, just so you know, and we also do a Fashion Police segment with Melissa Rivers on E! News Live, so that's something worth noting as well. We have TV with Wanda, which is another segment we have. We have a lot of different segments and like I said, technically we're an old show, we've been around for a while, but we are technically we're in flux so we're kind of new. So we're totally willing to take some chances.

One last note, it should have been my first note, I started this New York bureau back in 1998. E! did not have a New York bureau when we first started. So I have to say one of the reasons why I came here was because I did want to meet a bunch of publicists that I have not pretty much seen because I'm usually at my desk. And I have to say that the success of the New York Bureau in a large part has to do with the publicists who call us up and do give us pitches. Even, no matter how outrageous those pitches they think they are or whatever, just associating with some of these people, it's been really good to see some faces I haven't seen in a while and been able to put some stories on the air because of you guys. Just wanted to add that. So, thank you.