

# 2013 Pitching Profiles for TV Producers Media Contacts

A Cision Executive Briefing Report | January 2013



**Regional Cable Network | Time Warner Inc., NY 1 News, Mr. Matt Besterman, News, Executive Producer**

**Shipping Address:** 75 9Th Ave Frnt 6  
New York, NY 10011-7033  
United States of America

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**Fax:** +1 (212) 379-3577 (d)

**Email:** matt.besterman@ny1news.com (p)

**Home Page:** <http://www.ny1.com>

**DMA:** New York, NY (1)

**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)

**Mailing Address:** 75 9Th Ave Frnt 6  
New York, NY 10011-7033  
United States of America

**Contact Preference:** E-Mail

**Profile:** Besterman serves as Executive Producer for NY 1 News. He is a good contact for PR professionals pitching the program. When asked if there is any type of story idea in particular he's interested in receiving, Besterman replies, "We don't really know what we might be interested in until we hear about it. But it has to relate to New Yorkers." Besterman is interested in receiving company news and profiles, event listings, personality profiles and interviews, public appearance information, rumors and insider news, and trend stories. On deadlines, Besterman says that each program is formulated the day of its broadcast, but he prefers to book guests several days in advance. Besterman prefers to be contacted and pitched by email only. Besterman has been an executive producer at New York 1 News since November 2000. He previously worked as a producer at WRGB-TV in Albany, NY since March 1998. Prior to that, he was an associate producer at WRNN-TV in Kingston, NY. Besterman graduated from New York University in 1995.

**Outlet Profile:** NY 1 News is a 24-hour news and information channel broadcasting on Time Warner Cable, covering all five of New York's boroughs: Manhattan, Brooklyn, Queens, Staten Island and the Bronx. In addition, the network covers the state capital Albany in any political news that directly relates to New York City. The network launched on September 8, 1992 with the goal of providing superior news reporting from reporters who write, produce and shoot their own news stories.

The network assigns reporters using the beat system similar to that found at newspapers. The beats are either geographical or topical. The geographic beats include each of the five boroughs, while the topical beats include health, technology, mass transit, law enforcement, entertainment, neighborhoods, education, and business. All reporters have spent time in New York and are very familiar with its atmosphere.

The network operates on the standard news wheel throughout the day. At night, the format shifts to more topical discussion-oriented programming.

PR professionals are advised to send press releases to the network's assignment desk or to the producer of the appropriate New York 1 program. Because they write, produce and shoot their own stories, many of the network's reporters are interested in receiving story ideas as well. All information sent should be of interest to New York viewers. The best time to fax press releases to the assignment desk is between 7am and 3pm, ET. Keep all pitches brief but specific, and include appropriate contact information. Pitches are generally not taken over the phone, but a heads-up phone call is acceptable.

**Number of Subscribers:** 2,100,000

**Topic:** Local News, National News

**Network:** New York 1 News

**Cable Network Show | Time Warner Inc., Real Sports with Bryant Gumbel, Mr. Kirby Bradley, Producer, Senior Producer**

**Shipping Address:** 1100 Avenue Of The Americas  
New York, NY 10036-6712  
United States of America

**Phone:** +1 (212) 512-1469 (p)

**Fax:** +1 (212) 512-8625 (m)

**Email:** kirby.bradley@hbo.com (p)

**Home Page:** <http://www.hbo.com/realsports>

**DMA:** New York, NY (1)

**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)

**Mailing Address:** 1100 Avenue Of The Americas  
New York, NY 10036-6712  
United States of America

**Beat/Title (Additional):** Guest Contact, Sports, Sports

**Contact Preference:** E-Mail

**Profile:** Bradley oversees the content and structure of the show as Senior Producer of Real Sports with Bryant Gumbel. He is a good contact for PR professionals pitching the program. He is responsible for gathering all information, developing story ideas, and allocating them to the appropriate Real Sports producer or reporter. Bradley says that he deals mostly with issues-oriented, debatable or controversial sports-related issues that have social connotations. He is interested in hard news, investigative reports, and long-term profiles of high-profile athletes, coaches, and owners. He is also interested in booking journalists. Bradley is not interested in daily sports event coverage or post-game press conferences, because the show delves deeper than merely who won or lost. He says, "I'm happy to accept any story ideas, but [PR professionals] should know that we don't do interviews, either by satellite or in person. We do pieces that involve extensive b-roll shooting as well as long-form, extended interviews. So, if someone has a press conference or has a satellite feed set up for the press, don't bother with us. That's not what we do." Bradley is interested in receiving the following information: awards and top picks, books for review, team deals and acquisitions, personality profiles and interviews, rumors and insider news, and, particularly, trend stories. All information sent to Bradley should be somehow related to sports and be of interest to a national audience. He works on a four to six week lead time. He prefers to be contacted and pitched by email.

**Outlet Profile:** Real Sports with Bryant Gumbel is a 60-minute monthly sports program that airs at various times, usually between two and four times per week, on HBO. Each show includes in-depth profiles and features that go beyond the box scores and statistics to take a provocative and entertaining look at the world of contemporary sports. Each episode features two investigative reports and two sports personality profiles.

In general, producers work on a four to six week lead time. All information sent to Real Sports should be somehow related to sports and be of interest to a national audience. Queries regarding the appropriateness or direction of a pitch should be made to the public relations department. HBO does not disclose its viewership ratings and does not carry advertising. Real Sports is watched predominantly by adults interested in sports.

**On Air Time:** Tue, 10:00 - 11:00 PM; One episode is produced monthly, with several encore airings throughout the month.

**Topic:** Athletes, Coaching, Collegiate Sports, Games, Competitions & Events, High School Sports, Sports, Sports Gambling, Sports Medicine

**Format:** Talk, Interviews, Commentary, Magazine

**Network:** HBO

**Target Audience:** All

**Interview:** Taped

**Can Use:** Guests, Books

**Contact Via:** Phone, Fax, Mail

**Cable Network Show | E! News, Ms. Claudia Cagan, Producer, Senior Segment Producer**

**Shipping Address:** 5750 Wilshire Blvd  
Los Angeles, CA 90036-3697  
United States of America

**Phone:** +1 (323) 692-4408 (p)

**Fax:** +1 (323) 954-2621 (m)

**Email:** ccagan@eentertainment.com (p)

**Home Page:** <http://www.eonline.com/e/eneews>

**DMA:** Los Angeles, CA (2)

**MSA:** Los Angeles--Long Beach--Santa Ana, CA MSA (2)

**Mailing Address:** 5750 Wilshire Blvd  
Los Angeles, CA 90036-3697  
United States of America

**Beat/Title (Additional):** Celebrities, Entertainment

**Contact Preference:** E-Mail

**Profile:** Cagan coordinates specific content as Senior Segment Producer for E! Entertainment Television, E! News and live events. She is particularly interested in information regarding entertainment and news makers. Cagan strongly advises PR professionals to be aware of what types of stories are covered and what demographics the network targets. Also, when pitching, to include all contact information, details of the event, and all background information about the celebrity guest. Email pitches with as much detailed information as possible. She likes to receive pitches three or four days prior to the event unless it's a breaking news story. All general interest or seasonal pitches need to be sent far in advance of the actual air date. Cagan says that contacting more than one producer at the show is acceptable. She also recommends when sending a pitch by email to write in the subject line what the topic is about. She also accepts follow-up calls. Cagan joined E! Entertainment Television as a senior segment producer in 2005. Prior to this, she was a producer for Politically Incorrect with Bill Maher. Before that, she served as a senior producer for The Martin Short Show. From 1996 to 1999, she served as a senior segment producer for Entertainment Tonight. She has a bachelor's degree in theater and English from City University of New York-Queens College.

**Outlet Profile:** Daily newscast of breaking entertainment news of a national scale and appeal. E! News aims to dish up the day's top entertainment news, in-depth and as it happens. The show covers everything from who's dating who to who's the next big thing, as well as industry stories that crack the hard outer shell of the biz. E! News strives to have the best coverage in entertainment journalism. The program targets predominantly women, ages 18 to 49.

**On Air Time:** Mon-Fri, 7:00 - 8:00 PM; Sat, 9:00 - 10:00 AM; Show also re-broadcasts at various times throughout the week and weekend.

**Topic:** Breaking News, Celebrities, Entertainment, Entertainment Industry, Hollywood

**Format:** Interviews, Magazine

**Network:** E! Entertainment Television

**Interview:** Taped

**Can Use:** Guests, Press Releases

**Contact Via:** Phone, Fax, Mail, E-Mail

**Cable Network Bureau | CNBC Cable Network, Mr. Jeff Daniels, News, Coordinating Producer**

**Shipping Address:** 100 Universal City Plz, Ste 260  
Universal City, CA 91608  
United States of America

**Phone:** +1 (818) 622-5333 (p)

**Fax:** +1 (818) 622-2628 (m)

**Email:** jeff.daniels@nbcuni.com (p)

**DMA:** Los Angeles, CA (2)

**MSA:** Los Angeles--Long Beach--Santa Ana, CA MSA (2)

**Mailing Address:** 100 Universal City Plz, Ste 260  
Universal City, CA 91608  
United States of America

**Beat/Title (Additional):** Entertainment Industry

**Contact Preference:** E-Mail

**Profile:** Daniels, as the Coordinating Producer, covers West Coast Business News stories, with a propensity toward the Entertainment Industry. His beat is very diverse, including technology, healthcare, show business, aerospace, defense, energy, real estate and retail. Coverage typically focuses on West Coast companies with a heavy emphasis on media/entertainment companies, including the major studios, record labels and networks. Daniels states that your story or guest is most likely to get covered if you pitch before 6am, PST. At that time, Daniels has a conference call with East Coast producers to plan the day's top stories. Guests must be available on short notice, as same-day interviews are often needed. PR professionals should also make themselves available at all times. If it takes more than a half-hour for you to respond to him, he will drop the story. All information sent to Daniels should be related to a major business news story and be of interest to at least a national audience. Keep all pitches short and to the point. If you must send a press release, include the release directly below the short pitch. Include all contact information, including how you or your guest prefers to be contacted. Lead time is one week at the most, preferably shorter. Daniels will never contact you again if you promise something (such as a guest or exclusive story) and do not follow through. If you say your guest will be available tomorrow, they must be available tomorrow – you will not get a second chance. He also insists that you disclose any potential conflicts of interest your client might have. For example, if you are pitching an analyst or money manager who owns stock in the company they are commenting on, he needs to know that ahead of time. Also, when pitching a press conference or major announcement, include as much information as you can about the focus of that announcement or they will not cover it. Daniels prefers to be contacted and pitched by email. Use phone only for breaking news. He is best reached weekdays between 1pm and 3pm, PST. Daniels joined CNBC in 1999 after serving as business reporter for Hollywood Reporter and entertainment editor at Bridge News Service. Prior to that, he worked as television news writer at Financial News Network and as a financial columnist and beat writer at Investor's Business Daily. Other experience includes serving as director of investor communications for a real estate and investment firm and as an independent management consultant.

**Topic:** News

**Regional Cable Network Show | It's Your Call with Lynn Doyle, Ms. Lynn Doyle, Host & Executive Producer**

**Shipping Address:** 1351 S Columbus Blvd  
Philadelphia, PA 19147-5505  
United States of America

**Phone:** +1 (215) 952-4994 (p)

**Fax:** +1 (215) 463-4417 (m)

**Email:** lynn@lynnadoyle.net (p)

**Home Page:** <http://www.lynnadoyle.net>

**DMA:** Philadelphia, PA (4)

**MSA:** Philadelphia–Camden–Wilmington, PA–NJ–DE MSA (5)

**Mailing Address:** 1351 S Columbus Blvd  
Philadelphia, PA 19147-5505  
United States of America

**Beat/Title (Additional):** Regional General Interest, Consumer General Interest, Executive Producer

**Contact Preference:** E-Mail

**Profile:** Doyle oversees the content and direction of the It's Your Call with Lynn Doyle show as Host and Executive Producer. She is interested in newsbreaking or front page stories, whether national and regional, or local with broader appeal. In her role as executive producer, she is responsible for selecting compelling topics, dictating the show's pace and meeting viewer demands for honest and forthright decisions. The best way to contact her is via email from 10am to 7pm Mondays through Thursdays. Doyle's career began in the newspaper industry and has included stints in local, regional and national television, as well as government and public relations. In addition to Comcast, she has worked for CNBC, QVC and FOX News. She has won multiple Emmy awards.

**Outlet Profile:** "It's Your Call with Lynn Doyle," is an issues-oriented talk show that tackles national headlines at the regional and local level. The show's interactive format encourages viewer response and generates an exciting and thought-provoking television experience. The show is known for attracting high-profile guests that can speak about the tough issues facing the country today. It is a resource for information that viewers can turn to first in times of crisis.

It's Your Call features round-table discussions with locally and nationally recognized experts and newsmakers. Previous guests include Pennsylvania Governor Ed Rendell and attorneys Johnnie Cochran and Gloria Allred. Guests square off on headline-making topics and issues, such as human rights, abortion, crime and punishment, gun control, school violence and politics. The show is a favorite stop for those making headlines across the country such as Red Sox manager Terry Francona, Michael Berg and the Michigan workers fired for smoking.

**On Air Time:** Sun, 8:30 - 9:00 PM

**Topic:** Consumer General Interest, Local News, National News, News

**Format:** Talk, Panel Discussion, Interviews, Listener Phone-In, Commentary

**Network:** The Comcast Network

**Target Audience:** All

**Interview:** Live, Phone

**Can Use:** Guests, Press Releases, Taped Features, Books, Calendar

**Contact Via:** Phone, Fax, Mail, E-Mail

**Television Network Show | Meet the Press, Ms. Betsy Fischer Martin, Executive Producer**

**Shipping Address:** 4001 Nebraska Ave NW  
Washington, DC 20016-2733  
United States of America

**Phone:** +1 (202) 885-4752 (p)

**Fax:** +1 (202) 966-4544 (p)

**Email:** betsy.fischer@nbc.com (p)

**Home Page:** <http://www.msnbc.msn.com/id/3032608>

**DMA:** Washington, DC (8)

**MSA:** Washington--Arlington--Alexandria, DC--MD--VA--MD  
MSA (9)

**Mailing Address:** 4001 Nebraska Ave NW  
Washington, DC 20016-2733  
United States of America

**Beat/Title (Additional):** Government & Politics, Public Issues,  
Journalism, National News, Media

**Contact Preference:** E-Mail

**Profile:** Fischer Martin oversees the entire content and structure of the show's production as Executive Producer for Meet the Press. Potential guests should be well-known, national newsmakers that can provide insight and analysis to move a story forward. Do not pitch human interest or non-national stories. Fischer Martin covers "major national news events and major political campaigns/issues." She is interested in receiving PR opportunities on "guests or background information for news stories." Fischer Martin prefers to receive press releases by fax or email. When asked to give advice to PR professionals, Fischer Martin said, "Nothing specific. Just be clear and concise." The best time to contact her is on Tuesdays, Wednesdays and Thursdays from 9am to 12pm, EST. Fischer Martin was named executive producer for Meet the Press in July 2002.

**Outlet Profile:** Meet the Press, the longest-running program on network television, is a part of NBC News. It premiered on November 6, 1947 (it had made its debut as a radio show two years prior). Prior to September 20, 1992, Meet the Press was a half-hour program. Meet the Press features guests of national and international significance. The format consists of two or three interview segments sometimes followed by a roundtable discussion at the end of the show. The host conducts the interviews and additional journalists or experts sometimes join in for the roundtable.

PR professionals are advised to send press releases to the appropriate producer. The Meet the Press team is interested in receiving the following types of PR opportunities: book reviews; company news; events listings; personality profiles, interviews, and public appearance information; rumors and insider news; and social trend stories. Most producers prefer fax. Be brief, but specific and include appropriate contact information. The show is taped at the NBC studios in Washington, D.C. At times, the show will travel to the scenes of major news events. Meet the Press shows are also available through on-demand viewings at NBCNews.com.

The show offers a digital Podcast.

**On Air Time:** Sun, 9:00 - 10:00 AM

**Topic:** Government & Politics, Industry News, International News, Journalism, National News, News, News & Current Affairs, Public Issues

**Format:** Panel Discussion, Interviews

**Network:** NBC Television Network

**Target Audience:** All

**Interview:** Live, Taped

**Can Use:** Guests, Press Releases, Books

**Contact Via:** Fax, E-Mail

**Television Network Show | Religion & Ethics Newsweekly, Ms. Patti Hanley, Producer, Senior Associate Producer**

**Shipping Address:** 1333 H St NW  
Washington, DC 20005-4707  
United States of America

**Phone:** +1 (202) 216-2387 (p)

**Fax:** +1 (202) 408-0608 (m)

**Email:** hanleyp@religionethics.org (p)

**Home Page:** <http://pjhanley.com>

**DMA:** Washington, DC (8)

**MSA:** Washington--Arlington--Alexandria, DC--MD--VA--MD  
MSA (9)

**Mailing Address:** 1333 H St NW  
Washington, DC 20005-4707  
United States of America

**Beat/Title (Additional):** Religion

**Contact Preference:** E-Mail

**Profile:** Hanley oversees the content and structure of the show as Senior Associate Producer of Religion & Ethics Newsweekly. This program tends not to run stories about books and authors, as it is more issue-based in content. She still loves to hear about new books coming out, as they may be interested in the topic and interview the author for a story in the future. When pitching a story idea, it is helpful to have an idea of what visual elements could be incorporated, since illustrations are important in television. Hanley says, "We're looking for anything pertaining to religion and ethics. We're always interested in hearing about events, even cultural. Those are always of interest to us." Having promotional video that is accessible to the media (in Beta or DVC Pro formats) can be helpful, as they produce stories on a limited budget. Please do not phone; email and fax are the most efficient ways to reach her. Hanley was named senior associate producer for Religion & Ethics Newsweekly in May 2007.

**Outlet Profile:** Religion & Ethics Newsweekly made its national debut on PBS in September 1997. The show is hosted by journalist Bob Abernethy and produced by Thirteen/WNET New York. It covers top stories in religion and ethics news, and focuses on important events, people, and controversies having to do with all religions and expressions of faith. The show consists of live reports from the studios, and taped reports from the field. The reports cover religious diversity, spiritual practices, and ethical issues. Newsmakers and scholars, among others, offer their perspectives in roundtable discussions. Special profiles look at what people do because of their faith and beliefs. Religion & Ethics Newsweekly has been recognized for its coverage and has received numerous awards, including the American Women In Radio and Television's Gracie Allen Award, the Religious Communicator Council's Wilbur Award, four Excellence in Media Silver Angel Awards, the U.S. International Film and Video Festival Award, and the National Educational Media Network's Bronze Apple Award. The program offers a website that features advance information about each week's program, including photos and a weekly interdenominational calendar. PR professionals can contact by phone, fax, or mail.

The show offers a digital Podcast.

**Lead Time:** News - 21 days prior.

**On Air Time:** Sat, 10:30 - 11:00 AM; Show airs weekly for 30 minutes at various times in various markets, usually on weekends.

**Topic:** Catholic, Christian, Community News, Ethics/Ethical Issues, Healthcare, Jewish, Law, Muslim, Religion

**Format:** Panel Discussion, Interviews, Magazine

**Network:** PBS

**Target Audience:** All

**Interview:** Live, Taped

**Can Use:** Guests, Press Releases, Books

**Contact Via:** E-Mail



**Television Network Bureau | ABC Television Network, Mr. Matt Hosford, Transportation, Transportation Producer**

**Shipping Address:** 1717 Desales St NW  
Washington, DC 20036-4401  
United States of America

**Phone:** +1 (202) 222-7300 (p)

**Fax:** +1 (202) 222-7686 (n)

**Email:** matt.a.hosford@abc.com (p)

**DMA:** Washington, DC (8)

**MSA:** Washington--Arlington--Alexandria, DC--MD--VA--MD  
MSA (9)

**Mailing Address:** 1717 Desales St NW  
Washington, DC 20036-4401  
United States of America

**Contact Preference:** E-Mail

**Profile:** Hosford covers transportation topics for ABC News as Transportation Producer. He produces stories about consumer safety issues relating to trains and autos. He also covers some business stories. He stresses that all stories should be of national interest. Do not send him pitches on products unless new, innovative and dynamic. His best advice to PR professionals is to make the story work visually. He will allow the use of some videos provided by PR professionals particularly footage that they couldn't shoot themselves. However, he will not allow footage of a CEO answering questions from a PR rep instead of one of ABC's reporters. He can be contacted by email. Hosford joined ABC News in July 2004. He was previously a producer at MSNBC. Hosford received his bachelor's degree from the University of Maryland Baltimore County.

**Topic:** National News

**Network:** ABC Television Network

**Language:** English

**Television Station | Gannett Co. Inc., WXIA-TV, Mr. Michael King, Web Site, Digital Executive Producer**

**Shipping Address:** 1 Monroe PI NE  
Atlanta, GA 30324-4836  
United States of America

**Phone:** +1 (404) 885-7645 (p)

**Fax:** +1 (404) 881-0675 (n)

**Email:** mhking@11alive.com (p)

**Home Page:** <http://www.11alive.com>

**DMA:** Atlanta, GA (9)

**MSA:** Atlanta--Sandy Springs--Marietta, GA MSA (8)

**Mailing Address:** 1 Monroe PI NE  
Atlanta, GA 30324-4836  
United States of America

**Contact Preference:** Not a PR Contact

**Profile:** King oversees content presented on 11alive.com as Digital Executive Producer. He is interested in receiving news information that is clear, concise, relevant to current events and without fluff. King wants press releases with substance: a significant story with all the basics covered and not just promotional information. Send all submissions via email. He accepts high-resolution images, attachments and video releases. King suggests sending materials to him early in the day. King joined 11alive.com in September 2005. He has been in both the broadcast and internet industries since the 1980s. His broadcast and computing careers converged in 1997 when he joined CNN Interactive, and became part of the Web content development team that launched CNNsi.com later that year. While at CNN, he worked on several projects including Sports Illustrated's storied annual swimsuit issue, special content sections for the NBA and NFL drafts, the Super Bowl, the 1998 Winter Olympic Games, the NCAA Basketball Championship, and the 1998 Goodwill Games. King joined the black conservative leadership network Project 21 in 1996, and began writing a regular series of columns that have appeared in more than 450 newspapers and magazines nationwide. As a member of Project 21's National Advisory Board, he has provided political, cultural and social insight to political and business leaders across the nation, and has given testimony for Congressional committees. King started his broadcast career as a disk jockey with WLTH-AM in his home town of Gary, IN, while still in high school. He worked in radio news and entertainment in radio in northern Indiana and in Washington, D.C. while in high school and college. His computer experience began in the mid-1980s, where with industry pioneers The Source and NWI, he worked with and helped to develop early forms of instant computer-based communication that most people take for granted today. His broadcast career in that same timeframe included hosting a cable television talk show, and hosting a morning drive-time talk radio show.

**Outlet Profile:** WXIA-TV is the NBC affiliate for the Atlanta market. The station is owned by Gannett Co., Inc. WXIA-TV broadcasts locally on channel 11. The station covers local news, national news, technology, health, and consumer information. The station accepts video clips on Beta SP. Deadlines for submitting press releases are on-going. PR professionals can send press releases and story ideas to the assignment desk by fax or mail.

The show offers RSS (Really Simple Syndication).

**Channel:** 11

**Topic:** Entertainment, News

**Classification:** Commercial

**Network:** NBC Television Network

**News Service:** Associated Press

**Television Syndicated Show | The Ricki Lake Show, Ms. Stacie Krajchir-Tom, Producer**

**Shipping Address:** 9336 Washington Blvd  
Building J Floor 2  
Culver City, CA 90232-2628  
United States of America

**Phone:** +1 (310) 845-2541 (p)

**Email:** stacie.krajchir@therickilakeshow.com (p)

**Home Page:** <http://www.rickilaketvshow.com>

**DMA:** Los Angeles, CA (2)

**MSA:** Los Angeles--Long Beach--Santa Ana, CA MSA (2)

**Mailing Address:** 2121 Avenue Of The Stars  
Los Angeles, CA 90067-5010  
United States of America

**Beat/Title (Additional):** Lifestyle

**Contact Preference:** E-Mail

**Profile:** Krajchir-Tom is a Producer for The Ricki Lake Show and a Contributing Editor for the Huffington Post. Send relevant pitches on lifestyle author/titles on fashion, beauty, parenting, music, food & drink, DIY, gardening, home and women's interest related topics. Krajchir-Tom also accepts reels/links from seasoned on-air experts. She prefers to receive press materials via email. Krajchir is the founder of The Bungalow, a PR firm specializing in fashion, beauty and lifestyle products. Prior to that, she worked as a television producer for 12 years, now working as a producer for the Ricki Lake Show. Her experience ranges from working morning TV to producing an Emmy winning consumer and cooking show at NBC in San Francisco. In 2000, she moved to Los Angeles as a producer at Extra where she produced all the style, fashion and beauty segments as well as celebrity interviews and spend many nights on the red carpet. Stacie launched two shows for The Style Network: You're Invited, a home entertaining show, and home design show, Area. Over the past years, she has worked to amass a diverse portfolio of fashion, beauty, lifestyle and design press across the national and consumer board. Chronicle Books published her first two books in 2003. She is also a trends and lifestyle expert for many national publications. Krajchir also runs a working certified eco business in Los Angeles. She supports socially responsible companies and in 2007 launched the lite green project at The Bungalow. The [lite green project] encourages small businesses to take action and participate in becoming more eco conscious. Having been born and raised in Guam and Hawaii, Krajchir-Tom is an island girl through and through. The ocean and surf industry are close to her heart and is reflected in the clients she chooses to work with. Media Outlets Contributed To: Esquire, Maxim, New York Times, Pink, Real Simple, Smart Money Magazine, Vanity Fair, Huffington Post, Washington Post.

**Outlet Profile:** The Ricki Lake Show is a syndicated talk show that includes a variety of topics. The show premiered on September 10, 2012 and is produced by Twentieth Television and Monet Lane Productions.

**On Air Time:** The show airs at various times depending on market

**Topic:** Family & Parenting, Home, Lifestyle, Women's Interests

**Format:** Talk, Interviews, Commentary, Syndicated

**Network:** Independent

**Interview:** Taped

**Can Use:** Guests, New Products

**Contact Via:** E-Mail

**Television Network Show | PBS NewsHour, Ms. Kathleen McCleery, Executive Producer, Deputy Executive Producer**

**Shipping Address:** 2700 S Quincy St Ste 250  
Arlington, VA 22206-2222  
United States of America

**Phone:** +1 (202) 216-2387 (p)

**Fax:** +1 (703) 845-1458 (n)

**Email:** kmccleery@newshour.org (p)

**Home Page:** <http://www.pbs.org/newshour>

**DMA:** Washington, DC (8)

**MSA:** Washington--Arlington--Alexandria, DC--MD--VA--MD  
MSA (9)

**Mailing Address:** 2700 S Quincy St Ste 250  
Arlington, VA 22206-2222  
United States of America

**Contact Preference:** E-Mail

**Profile:** McCleery serves as Deputy Executive Producer for PBS NewsHour. She covers a wide range of issues, including government and politics, national and foreign affairs, health, technology, media, and general news of the day. She suggests sending press releases by fax or mail to the news desk. "We get a huge stack of faxes," she says, "so you better follow up [with a phone call] if you send a fax." She says the news desk will forward all story ideas to the appropriate producer or correspondent. She can be contacted via email. McCleery previously served as senior producer for PBS NewsHour. She joined the show in 1995. McCleery received her bachelor's degree from Princeton University.

**Outlet Profile:** PBS NewsHour airs weeknights on PBS stations nationwide. Jim Lehrer and Robert MacNeil started co-anchoring public television's coverage of the Senate Watergate hearings in 1973. As a result of their coverage, they earned an Emmy Award and initiated a journalism partnership which lasted over 20 years. In 1975, a nightly half-hour news program providing coverage of a different single issue each evening debuted on WNET in New York. A few months later, the program was titled The MacNeil/Lehrer Report, and distributed nationally by the Public Broadcasting Service (PBS). In 1983, The MacNeil/Lehrer Report was transformed into The MacNeil/Lehrer NewsHour. The program was the first and only hour-long nightly broadcast of national news and soon began to garner numerous Emmy and Peabody Awards. Robert MacNeil departed the program in 1995, and the name was changed to The NewsHour with Jim Lehrer. Under the direction of Lehrer, NewsHour launched a site in 1996, and opened a West Coast studio at KQED-TV (PBS) in San Francisco in 1997.

PR professionals are advised to send general press releases to the program's news desk by fax. The fax numbers for general press releases, NOT including media or medical/health-related information, are (703) 845-1458 and (703) 998-2159. The fax number for media and medical/health-related information is (703) 998-1857. Pitches of a particular topic that corresponds with the beat of a specific producer or correspondent can be sent to that person, as well. Lead times for the show vary, but the sooner in the day the information is received, the more likely it is to be included in that evening's program.

**On Air Time:** Mon-Fri, 6:00 - 8:00 PM; Broadcast time is EST.

**Topic:** Breaking News, Business, Industry News, International News, Media, National News, News, News & Current Affairs, Politics

**Format:** Interviews, Commentary

**Network:** PBS

**Interview:** Live, Phone

**Can Use:** Guests, Press Releases

**Television Network Show | Good Morning America, Ms. Patty Neger, Health & Medicine, Coordinating Producer**

**Shipping Address:** 47 W 66Th St Fl 6  
New York, NY 10023-6201  
United States of America

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**Fax:** +1 (212) 456-1011 (m)

**Email:** patty.neger@abc.com (p)

**Home Page:** <http://gma.yahoo.com>

**DMA:** New York, NY (1)

**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)

**Mailing Address:** 47 W 66Th St Fl 6  
New York, NY 10023-6201  
United States of America

**Beat/Title (Additional):** Producer, Animals, Book Reviews

**Contact Preference:** E-Mail

**Profile:** Neger is the Senior Book Producer for ABC News. She is also Coordinating Producer for Good Morning America, and her responsibilities on the show include producing live book and author segments, medical/health segments and animal/wildlife features. She is also looking for good human interest stories. She is responsible for planning, booking, and producing live daily segments. She is also the primary live producer for John Nance, ABC's aviation editor. Neger says, "The pitch should be short and to the point." She wants to know "Is this something that we (Good Morning America) are getting exclusively?" Characters and visuals are the other qualities she is interested in for potential stories. She says, "The characters have to be compelling, and there needs to be supporting visuals (video and or photographs)." Neger's advice to PR professionals is to "know the show you are pitching to. Watch it. Check your pitch letters, releases, etc. for spelling. Make sure the person you're pitching is really available. State up front who your client is." She continues, "Please let me know if the potential guest is a paid spokesperson for the client. Please let me know if this pitch is out to other networks. Do not pitch to a number of people at Good Morning America. Take no for an answer, unless you have a new way of presenting the material or there is a significant update to the story." Neger's assistant advises, "Do not call with ideas unless it's on deadline and it's a newsmaker." She also advises that PR professionals "please do not leave long voice mail messages, particularly when you are reading from a press release. Just tell me your name, phone number and a quick line about the subject." Also, do not call her 24 hours after sending her a book to review. She requests that PR professionals do not contact her between 9:30am and 11:30am, ET. She prefers to receive pitches by email. Press kits should be sent by mail to Good Morning America's main address.

**Outlet Profile:** Good Morning America is a national morning news program that airs on the ABC Television Network. As part of the show's format, Good Morning America often interviews guests. They receive an extremely high volume of contact due to the broad content of the show, so they prefer to receive information via fax. Information sent is rapidly passed on to the appropriate person or place. Therefore, called-in information is easily lost. The show will contact you if they are interested. The show accepts mailed video, books and samples of products along with press kits. General information and news should be faxed to the news assignment desk. Non-breaking news should be sent to the Futures assignment editor by fax.

The outlet offers RSS (Really Simple Syndication) and a digital Podcast.

**On Air Time:** Mon-Fri, 7:00 - 9:00 AM; Broadcast time is EST.

**Show Guests:** Politicians, Celebrities, Newsmakers

**Topic:** Arts & Entertainment, Celebrities, Consumer General Interest, Entertainment, Lifestyle, News, Society & Culture

**Format:** Talk, Interviews, Magazine, Syndicated

**Network:** ABC Television Network

**Interview:** Live, Taped

**Can Use:** Guests, New Products, Press Releases

**Contact Via:** Phone, Mail

**Television Station Show | Encuentro Latino, Ms. Yadires Nova-Salcedo, Executive Producer**

**Shipping Address:** 40 Huckleberry Ln  
Canton, MA 02021-2462  
United States of America

**Phone:** +1 (617) 787-7111 (p)

**Fax:** +1 (617) 427-6227 (m)

**Email:** ynsalcedo@boston.cbs.com (p)

**Home Page:** <http://www.encuentrolatinotv.com>

**DMA:** Boston, MA (7)

**MSA:** Boston--Cambridge--Quincy, MA--NH MSA (10)

**Mailing Address:** 40 Huckleberry Ln  
Canton, MA 02021-2462  
United States of America

**Beat/Title (Additional):** Public Affairs

**Contact Preference:** E-Mail

**Profile:** Nova-Salcedo oversees the content and structure of Encuentro Latino as Executive Producer. She also covers Hispanic issues as host and producer of Saturday morning news segment, Centro, which appears during the WBZ 4 News Saturday Morning newscast. Centro is produced in English with Spanish subtitles and focuses on issues of importance to the Latino community. Geared to educating New Englanders to the culture and issues that are a part of the Latino community. She prefers to receive press materials via email. She covers a variety of topics including education, politics, current events and entertainment issues affecting the Latino community. She also likes to receive information on a new CD. Nova-Salcedo likes having hard copies and says, "A follow up email or phone call is acceptable, since I'm only in on Wednesday, and the information may have gotten lost in the mail." Nova-Salcedo joined WBZ-TV in February 1996. She previously held various positions at Univision affiliate WUNI-TV, which included news director, producer, editor and anchor. Her tenure at WCVB-TV in Boston included working as a production assistant on Good Day in 1990 and as an on-air spokesperson for Hispanic audiences for the Jerry Lewis Muscular Dystrophy Telethon. Nova-Salcedo graduated from Emerson College in Boston in 1993 with a bachelor's degree in broadcast journalism.

**Outlet Profile:** Encuentro Latino is a Spanish-language community affairs program targeting Hispanic adults. It features interviews with national and international leaders, as well as other high-profile Latinos, and covers health, immigration, education, finance, politics, entertainment and current events issues. Encuentro Latino began airing on Telefuturo in April 2007, and moved to Telemundo on June 22, 2007. It currently resides on WCEA-TV and Television Dominicana.

**On Air Time:** Sat, 5:30 - 6:30 PM

**Topic:** Ethnic & Multicultural, Health & Medicine, Hispanic, Politics, Public Affairs

**Format:** Talk, Interviews

**Ethnic:** Hispanic

**Network:** Independent

**Interview:** Live, Phone

**Can Use:** Guests

**Contact Via:** E-Mail

## Television Station Show | Chronicle, Mr. Ted Reinstein, Reporter, Producer & Reporter

**Shipping Address:** 5 Tv Pl  
Needham Heights, MA 02494-2302  
United States of America

**Phone:** +1 (781) 433-4035 (p)

**Fax:** +1 (781) 433-4427 (m)

**Email:** [treinstein@hearst.com](mailto:treinstein@hearst.com) (p)

**Home Page:** <http://www.tedreinstein.com>

**DMA:** Boston, MA (7)

**MSA:** Boston--Cambridge--Quincy, MA--NH MSA (10)

**Mailing Address:** 5 Tv Pl  
Needham Heights, MA 02494-2302  
United States of America

**Beat/Title (Additional):** Producer, Features

**Contact Preference:** Mail

**Profile:** Reinstein oversees the structure and content of the program as a Producer and contributes stories as a Reporter. He is interested in a wide array of human interest topics, including history, culture, sports, and events. He is not interested in receiving information on books or anything scholarly in nature. Reinstein dislikes pitches that are self-serving and/or have a business angle. Information with a New England focus will have a better chance of getting on the air. He also warns that one initial pitch will suffice, and never say "I have a great story idea!" Guests should be dynamic, warm, funny and open to ideas. Reinstein says, "If the information is timely, send it six to eight weeks in advance. If it is not seasonal or timely, the deadline would be one and a half months from the time we talked about it." Reinstein also says, "All of us here, because of the nature of a magazine format, cover many areas, but I cover the Big Dig and its aftermath, as well as my own more quirky features, which revolve around oddities around New England. If someone knows something or someone truly unique and bizarre, I am always happy to hear from them. Otherwise, as you know, a good story is a good story, and I don't care how I find out about it or from whom." Reinstein prefers to receive information by mail, but he can also be reached by e-mail. "Generally, I appreciate an actual snail mail printed pitch of something, but e-mail gets an answer quicker," he says. Send a press kit or release, Beta VNR or color photos. Reinstein has been a reporter and producer with Chronicle since 1995. Prior to that, he was a correspondent for the Good Day! show, and the host and producer of Discover New England, a monthly journal of life in New England. In 1995, he hosted the premiere season of the Discovery Channel's Popular Mechanics Show. Prior to WCVB-TV, Reinstein was an actor for 10 years. He is a graduate of Brandeis University.

**Outlet Profile:** Chronicle is a half-hour news magazine show airing on WCVB-TV in Boston. It focuses on breaking news and issues, people and places of interest, and includes detailed features on a range of state, local, and national issues. It first went on the air on January 25, 1982. The original anchors were Chet Curtis, Jeanne Blake, and Donna Downs. The show is almost always broadcast live. In the late 1980s, it was syndicated on the Arts and Entertainment Cable Channel. Once a month, a special look at the arts and pop culture is featured as Popchron, including music, video and book recommendations, reports on new shows or exhibits around New England, and profiles of interesting people. Ideas for the show are welcomed. Producers prefer that all pitches be submitted in writing and sent by mail or email.

**On Air Time:** Mon-Fri, 7:30 - 8:00 PM

**Topic:** News, Regional General Interest, Social Issues

**Format:** Interviews, Magazine

**Network:** ABC Television Network

**Interview:** Live, Taped

**Contact Via:** Mail, E-Mail

**Cable Network Show | The Situation Room with Wolf Blitzer, Ms. Linda Roth, Executive Producer**

**Shipping Address:** 820 1st St NE  
Washington, DC 20229-1114  
United States of America

**Phone:** +1 (202) 898-7618 (p)

**Fax:** +1 (202) 515-2929 (m)

**Email:** linda.roth@turner.com (p)

**Home Page:** <http://situationroom.blogs.cnn.com>

**DMA:** Washington, DC (8)

**MSA:** Washington--Arlington--Alexandria, DC--MD--VA--MD  
MSA (9)

**Mailing Address:** 820 1st St NE  
Washington, DC 20229-1114  
United States of America

**Beat/Title (Additional):** Politics

**Contact Preference:** E-Mail

**Profile:** Roth oversees the entire production as Executive Producer. She is a good contact for PR professionals pitching the program. Roth covers and is interested in receiving information related to the week's top news stories. Politics is the heart of the show. Roth looks for guests who can comment on election news, candidates and the central issues in the campaign. Timely authors and books on current events are always welcome pitches. PR opportunities Roth's interested in receiving include the following: awards and top picks; books for review; company news and profiles; events listings; personality profiles, interviews and public appearances; rumors and insider news; and all types of trend stories. All information sent to Roth should be related to a major news story and be of interest to at least a national audience. Roth prefers to be contacted by email and then follow-up with a call but please do your show homework first. Pitches should be made one week in advance. Friday calls are typically too late unless it's related to major news of the day. Roth joined CNN headquarters in Atlanta in June 1988. She has worked as a producer in the network's bureaus in Chicago, Los Angeles and Washington, D.C. Roth graduated from Boston University with a bachelor's of science in journalism.

**Outlet Profile:** The Situation Room focuses on political news, security issues and world and international news. Host Wolf Blitzer convenes teams of CNN correspondents and experts to offer up-to-the-minute reporting on everything going on in the world. The show has been expressly designed to incorporate traditional reporting methods with the most innovative online resources, such as blogs, websites and Podcasts.

**On Air Time:** Mon-Fri, 4:00 - 7:00 PM; Sat, 6:00 - 7:00 PM; Broadcast time is EST.

**Topic:** Politics

**Format:** Talk, Panel Discussion, Interviews, Commentary

**Network:** CNN/Cable News Network

**Target Audience:** All

**Interview:** Live, Phone, Taped

**Can Use:** Guests, Press Releases, Taped Features

**Contact Via:** Phone, Fax, Mail, E-Mail



**Television Station | Walt Disney Co., KABC-TV, Ms. Julia Seifer, Health & Medicine, Health & Special Projects Producer**

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Glendale, CA 91201-2331  
United States of America

**Phone:** +1 (818) 863-7651 (p)

**Fax:** +1 (818) 863-7651 (p)

**Email:** julia.c.seifer@abc.com (p)

**Home Page:** <http://abclocal.go.com/kabc>

**DMA:** Los Angeles, CA (2)

**MSA:** Los Angeles--Long Beach--Santa Ana, CA MSA (2)

**Mailing Address:** 500 Circle Seven Dr  
Glendale, CA 91201-2331  
United States of America

**Beat/Title (Additional):** Special Projects

**Contact Preference:** E-Mail

**Profile:** Seifer serves as a Health & Special Projects Producer for KABC-TV. She is interested in cutting-edge medical news and human interest stories. She likes medical stories that are on the cutting edge of technology and that feature an amazing patient. She is also especially interested in guests targeting families and working women. She does not handle consumer reports. Seifer prefers to receive submissions and be contacted by email "because it pops up on my screen and I can deal with it right away." Leaving a voicemail is acceptable, but she prefers PR professionals not to leave pitches as messages. Her biggest pet peeve is when PR professionals call "just to touch base with you." If she doesn't get back to you, she is not interested in the story. She can be contacted with a feature, medical, or health story via email or fax. Please don't send multiple faxes and keep press kits concise. Seifer also accepts press releases, samples and Beta VNRs. Seifer has been with KABC-TV since the mid-1990s. She has extensive experience in television including previous stints as a news assignment editor, planning editor, and news writer. She graduated from Occidental College.

**Outlet Profile:** KABC-TV is the ABC affiliate for the Los Angeles market. The station is owned by Walt Disney Co. KABC-TV broadcasts locally on channel 7. Coverage spans to the Los Angeles greater metropolitan region, Orange County, Riverside County, and San Bernardino County. Newscasts air weekdays in the morning, midday, and evening. Weekend newscasts air in the morning and evening. Press releases should have the pages numbered on the top right hand corner, and have the subject included on the page. The station prefers that all news correspondence be sent to the news department email or fax number.

The outlet offers RSS (Really Simple Syndication) and a digital iPad application.

**Channel:** 7

**Topic:** Entertainment, News

**Classification:** Commercial, Owned & Operated

**Network:** ABC Television Network

**News Service:** Associated Press, ABC NewsOne

**Television Station | Fox Broadcasting Company, KTTV-TV, Ms. Gerri Shaftel, Health & Medicine, Medical & Special Projects Producer**

**Shipping Address:** 1999 S Bundy Dr  
Los Angeles, CA 90025-5203  
United States of America

**Phone:** +1 (310) 584-3047 (p)

**Fax:** +1 (310) 584-2024 (n)

**Email:** gerri.shaftel@foxtv.com (p)

**Home Page:** <http://www.myfoxla.com>

**DMA:** Los Angeles, CA (2)

**MSA:** Los Angeles--Long Beach--Santa Ana, CA MSA (2)

**Mailing Address:** 1999 S Bundy Dr  
Los Angeles, CA 90025-5203  
United States of America

**Beat/Title (Additional):** Special Projects

**Contact Preference:** E-Mail

**Profile:** Shaftel is a Medical Producer and is in charge of all medical and health-related news content. She also serves as a special projects producer. She is interested in receiving information on visual, patient-driven stories on life-changing procedures, gene therapies, and university-sponsored studies on supplements as alternatives to drug therapy. Stories on alternative medicine must be backed by legitimate MDs and studies. African American health issues and new surgical procedures have a good shot at airtime. Shaftel is also interested in stories on new ways to get in shape faster, common beauty dilemmas and quick fix gadgets. She expects guests to be frank and controversial. Keep calls and voicemail messages brief. The best way to contact her is via email. Shaftel joined KTTV-TV in January 2003 as a medical producer. Before that, she was a medical producer for KCOP-TV since 1996. Prior to joining the station, she was a story editor for two years working behind the scenes on medically-oriented reality series and specials for Lifetime, NBC and CBS. Shaftel received her bachelor's degree from California State University-Northridge

**Outlet Profile:** KTTV-TV is the FOX affiliate for the Los Angeles market. The station is owned by FOX Broadcasting Company. KTTV-TV broadcasts locally on channel 11. PR professionals can contact the assignment desk by email with story ideas and breaking news. The station accepts PSAs in Beta format.

On June 15, 2009, KTLA-TV, KNBC-TV, KTTV-TV, KVEA-TV and KWHY-TV formed an independently run local news service (LNS) sharing newsgathering resources to provide pool coverage of non-exclusive events. The local news service is run by an independent managing editor who will determine the stories to be covered by the news service.

**Channel:** 11

**Topic:** Entertainment, News

**Classification:** Commercial, Owned & Operated

**Network:** FOX Broadcasting Company

**News Service:** Fox NewsEdge

**Cable Network | News Corporation Ltd., FOX News Channel, Mr. Jonathan Wachtel, News, Producer**

**Shipping Address:** 1211 Avenue Of The Americas  
New York, NY 10036-8701  
United States of America

**Phone:** +1 (212) 301-5078 (p)

**Fax:** +1 (212) 382-1411 (m)

**Email:** jonathan.wachtel@foxnews.com (p)

**Home Page:** <http://www.foxnews.com>

**DMA:** New York, NY (1)

**MSA:** New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)

**Mailing Address:** 1211 Avenue Of The Americas  
New York, NY 10036-8701  
United States of America

**Contact Preference:** E-Mail

**Profile:** Wachtel is a Producer, overseeing production and screening pitches for FOX News Channel. He is interested in both domestic and international news stories of interest to a national audience, as well as experts and newsmakers to comment on the stories. He is fluent in both Russian and German. He can be contacted by e-mail, or call the assignment desk with breaking news. Wachtel joined FOX in June 1998. From January 1996 to June 1998, he was an assignment editor and weekend news producer with ABC News in London. From June 1994 to January 1996, he was a Eurovision editor and chief sub-video producer for Worldwide Television News (now Associated Press Television News), based in London. From July 1990 to June 1994, he was a deputy bureau chief at WTN's bureau in Moscow. Prior to that, he was a freelance production assistant in California. He received a master's degree in management from New York University in 2004. He earned his bachelor's degree in Slavic studies and literature from the University of California at Berkeley in 1987.

**Outlet Profile:** FOX News Channel is a basic cable news service covering breaking news as well as political, entertainment and business news. The network debuted in 1996. FOX News Channel offers live updates every 30 minutes, 24 hours a day. The network also features interviews with newsmakers. All guest pitches should first be directed to the booking department by email. The network's slogan is "Fair and Balanced."

**Lead Times:** Advertising - 3 days prior.

**Number of Subscribers:** 90,000,000

**Topic:** Breaking News, Business, Consumer General Interest, Entertainment, News, Politics, Sports

**Network:** FOX Broadcasting Company

**Television Syndicated Show | Warner Bros., Extra, Mr. Adam Weissler, Entertainment, Senior Producer**

**Shipping Address:** 1840 Victory Blvd  
Glendale, CA 91201-2558  
United States of America

**Phone:** +1 (818) 972-0688 (p)

**Fax:** +1 (818) 972-0682 (m)

**Email:** adam.weissler@extratv.com (p)

**Home Page:** <http://www.extratv.com>

**DMA:** Los Angeles, CA (2)

**MSA:** Los Angeles--Long Beach--Santa Ana, CA MSA (2)

**Mailing Address:** 1840 Victory Blvd  
Glendale, CA 91201-2558  
United States of America

**Beat/Title (Additional):** Music

**Contact Preference:** E-Mail

**Profile:** Weissler serves as a Music Correspondent and Senior Producer for Extra. Weissler is a good contact for PR professionals. He covers a wide range of issues related to the entertainment industry. Weissler is interested in receiving the following types of PR opportunities "Movie[s], celeb, music, related stories, events, [and] products." He says, "I am the show's best contact for music and film in Los Angeles." Weissler is looking for stories that "feature celebrities" and stories that are "young, sexy, and sparks a national interest." He is also interested in "first looks at new artists or films." Weissler advises PR professionals to give him "lots of notice, and time to respond." He prefers to be pitched by email or phone. Weissler gives the following advice to PR professionals, "Do not expect immediate answers. Know that I will consider everything and do my best to develop a relationship with publicists that will work for years to come." Weissler was named music correspondent for Extra in September 2011. He joined the show as senior producer in 2000. From 1993 until 1999, he was a producer at KCBS-TV. Before that, he was a producer at KNBC-TV from 1992 until 1994. Weissler has won an Emmy Award and a Golden Mike Award. He received his bachelor's degree from the University of California, Santa Barbara.

**Outlet Profile:** Extra, which premiered in September 1994, airs nationally at various times depending upon the location. The show airs for 30 minutes each weekday and features an hour-long weekend edition. Extra covers breaking news stories across the country and around the world and features exclusive interviews with newsmakers and stars.

PR professionals are advised to first contact either the show's publicist or one of the assignment desks. The program's talent are not primary PR contacts. Most of the show's staff prefer to receive press releases by fax or email. Shows are taped at noon, PT. The best time to contact the staff is in the morning. Extra is interested in receiving the following types of PR opportunities: awards and top picks; book reviews; distribution news; events listings; personality profiles, reviews, and public appearances; rumors and insider news; and industry and social trend stories.

The show targets adults 18 and over. As of November 2010, the daily show reach for adults is 2.6 million. The daily show reach for women is 1.7million.

This show offers RSS (Really Simple Syndication).

**On Air Time:** Mon-Sun; 30 minute program airs at various times in various markets.

**Show Guests:** Celebrities, Newsmakers

**Topic:** Arts & Entertainment, Celebrities, Entertainment, Hollywood, Lifestyle, News

**Format:** Talk, Interviews, Magazine, Syndicated

**Interview:** Taped

**Can Use:** Guests, New Products, Press Releases, Taped Features, Books, Calendar

**Contact Via:** Phone, E-Mail

**Cable Network Bureau | CNN/Cable News Network, Ms. Jennifer Wolfe, Entertainment  
Supervising Producer**

**Shipping Address:** 6430 W Sunset Blvd  
Los Angeles, CA 90028-7901  
United States of America

**Phone:** +1 (323) 993-5087 (p)

**Fax:** +1 (323) 993-5081 (m)

**Email:** jennifer.wolfe@turner.com (p)

**DMA:** Los Angeles, CA (2)

**MSA:** Los Angeles--Long Beach--Santa Ana, CA MSA (2)

**Mailing Address:** 6430 W Sunset Blvd  
Los Angeles, CA 90028-7901  
United States of America

**Contact Preference:** E-Mail

**Profile:** Wolfe is an Entertainment Supervising Producer. She produces entertainment pieces for CNN Entertainment to be used on CNN and its various related outlets. Wolfe is particularly interested in entertainment news that appeals to a broad audience. She is interested in celebrities involved in a cause, charity events on public service like getting out the vote campaigns. She will accept b-roll video but won't use guest interviews produced by PR firms. She can be contacted by email. She dislikes calls. Wolfe has been supervising producer of the entertainment unit at CNN since 1998. Previously, she served as executive producer of network planning for HLN from 2001 to November 2004. From 1994 to 1997, she was a producer for CBS affiliate WINK-TV. She also worked for WINK Radio. Wolfe is a 1991 graduate of the Massachusetts College of Liberal Arts with a bachelor's degree in English/communications.

**Outlet Profile:** FOX News Channel is a basic cable news service covering breaking news as well as political, entertainment and business news. The network debuted in 1996. FOX News Channel offers live updates every 30 minutes, 24 hours a day. The network also features interviews with newsmakers. All guest pitches should first be directed to the booking department by email. The network's slogan is "Fair and Balanced."

**Topic:** News

**Network:** CNN/Cable News Network