

January/February/March 1997

TO: Executive Addressed

FR: James E. Lukaszewski, APR, Fellow PRSA Chairman

RE: A Primer on the News Magazine Shows

Dateline NBC	Day 1	Eye to Eye
Frontline	48 Hours	Hard Copy
PrimeTime Live and others . . .	60 Minutes	20/20

This year, more than 30 magazine-type news shows will be on air; even more are being developed. In addition, there are dozens of special news networks and cable programs that reach thousands of specific target audience members per broadcast.

In a typical year, The Lukaszewski Group may have as many as a half-dozen clients who become targets of these programs. There are very important lessons for targeted organizations:

Lesson #1: Ignoring these programs won't make them go away and may, in fact, actually stimulate more aggressive approaches.

Lesson #2: Many of these programs have enormous market power. 60 Minutes has been one of the top five programs on television since it began more than 25 years ago. 20/20 is younger, but a solid money maker.

Lesson #3: Many of these programs have no market power. Always ask for a video sample if you're not familiar with the program on which you've been asked to appear.

Lesson #4: People in all walks of life will talk to shows producers and talent -- even if they may be harmed in some way by the ultimate product of the program. Each of us needs an audience for reasons only we know.

Lesson #5: The most damaging information or story points will come from individuals who work with us, or who have worked for us; from documents or studies that should never have been written or done; from hand-written notes in margins of otherwise innocuous documents; or from dumb, colorful statements or phrases a spokesperson just couldn't resist saying.

Lesson #6: Be prepared to aggressively research, attack, and counter each area of inquiry. Sometimes adequate proof can eliminate whole areas of questioning, but don't count on it. For the purposes of a

segment's theme, new information or the righting of a wrong may not be persuasive enough to get the "wrong" out of the segment.

* To purchase a comprehensive monograph about managing your way through news magazine shows, please write or call The Lukaszewski Group Inc., Ten Bank Street, Suite 530, White Plains, New York 10606-1933, (914) 681-0000.

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