



To: Neil Schubert/Diane Castro

Fr: Karen Reynolds

Re: Sliders Publicity Plan

February 18, 1998

**STRATEGY:** “Sliders” is being pitched to the press as a thought-provoking adventure series with an attractive, youthful cast headed by feature film star Jerry O’Connell. We can downplay the few negatives associated with the show, (IE. It was canceled by FOX due to low ratings) by emphasizing that “Sliders” belongs on Sci-Fi Channel – a futuristic network that specializes in science-fiction programming. This year the series will be even more accessible since the storyline will be stressed over special effects. There will be more humor injected into the series this year and a concentration on the relationships between the characters (IE Maggie and Quinn; Quinn and Colin).

**EARLY PRESS EFFORTS:**

- June 23<sup>rd</sup>—Sci-Fi pickup announcement release (press clippings on file)
- January Highlights package sent to over 200 press outlets highlighted March 2<sup>nd</sup> debut of off-network shows
- Sept-April (various on set coverage/on-line chats)
- Jan 19<sup>th</sup>—Cast was featured at the Jan. press tour in Pasadena. A full house of press was in attendance. Many feature stories are being banked from the session.

**PRESS MATERIALS:**

- Mini-press kit: (Bios; lead sheet; B&W cast photo) was distributed at the Jan. TCA
- Photos: an extensive gallery shoot was done in January with terrific results. (Caroline and I are in the process of making selects for the kit which we will run by you for input) We’d like to include three black & white photos and with eight color slides in each kit.
- New Season Press Kit: In progress. (Lead sheet is being updated; bios are completed; show synopses are nearly complete; cast and production credits are being compiled.

**TIMELINE FOR GENERAL PRESS:**

- Currently: We will work with Diane to generate on set coverage by *Entertainment Tonight*, *E! News Daily*, *Extra* (we'll find a news angle) and *Access Hollywood*.
- Early April: Begin pitching TV book covers and feature stories to syndicates and major market dailies (we can divide up the list between us. Rachel McCallister & Associates will also lend support).
- May 12-28: We will invite the entire cast to participate in the four upfront presentations. In each city we will arrange print and electronic press; The venues are as follow: May 12<sup>th</sup> /New York City (Tavern on the Green); May 18<sup>th</sup> Chicago (Ritz Carlton tentative); May 21/Los Angeles (location TBA); May 28/Denver (location TBA)

These are the electronic press outlets that will be pitched during upfront and closer to the June 8<sup>th</sup> launch:

Television: (the new) *SCI-FI Buzz* (entire cast) ; *CNN Showbiz Today*; *Mystery Science Theater 3000* (Jerry to guest star); *MTV* (for Kari); *Good Morning America* (Jerry); *Today Show* (Jerry); *Late Night With Conan O'Brien* (Jerry or Kari); *Tonight Show with Jay Leno* (Jerry) *Regis & Kathie Lee* (Jerry); *Rosie O'Donnell Show* (Jerry); *The View* (Jerry); *FOX Entertainment News* (all); *Good Day NY* (Jerry/Charlie); *Good Day LA* (Kari/Jerry); *Politically Incorrect* (Jerry).

Radio: *Jeanne Wolf's Hollywood* (done at TCA); *Star Talk with Ron Seggi*; *Westwood One Radio Network*; *ABC Radio Networks*; *Howard Stern*; *Darien O'Toole Morning Show*(NY); *Mancow in the Morning* (Chicago); *KYS-FM* (NY).

**SPECIALTY PRESS (currently pursuing):**

Jerry/Charlie

GQ (interview/photos)

DETAILS (interview/photos)

IN STYLE

BB/BOP MAGAZINE

SASSY

SEVENTEEN

TEEN

YM

p.3

Cast

DREAMWATCH (Cover with cast/Feature story/Television News section)

Kari:

WOMEN'S WORLD

COMPLETE WOMAN

NEW WOMAN

COSMOPOLITAN (Kari feature/photo)

MAXIM MAGAZINE

PLAYBOY MAGAZINE

UPBEAT MAGAZINE

CELEBRITY HAIRSTYLE MAGAZINE

Cleavant

JET

EM: EBONY MAN

EMERGE

ESSENCE

TURNING POINT

UPSCALE

Neil, Diane, Let's talk during the week to discuss the plan and to make sure that we're all on the same page re: publicity. Since you've been with the show from its inception we are particularly interested in your comments and suggestions.

cc: Joblin; Mosher; Sardelli; Schulman