

A CYNOPSIS MESSAGE FROM CBS SPORTS NETWORK

KNIGHTS LIGHT UP YANKEE STADIUM

RUTGERS SCARLET KNIGHTS vs ARMY BLACK KNIGHTS
Saturday 3:30 ET

Only on **CBS SPORTS NETWORK**
Available to **98 million homes**

CBSSportsNetwork.com

Cynopsis

11.11.11

Good morning. It's **Friday, November 11, 2011**, and this is your first early morning briefing.

Tonight's Premiere:

Animal Planet: Fatal Attractions at 9p

Saturday's Premieres:

Hallmark Channel: Countdown to Christmas - an anthology of holiday movies starting with Lucky Christmas at 8p

BBC America: Primeval at 9p

Animal Planet: Pit Bulls & Parolees at 10p

Sunday's Premieres:

CNN: The Next List at 2p

VERSUS: The Ride: The Road to the U.S. Army All-American Bowl at 330p

Animal Planet: Ned Bruha: Skunk Whisperer at 8p

truTV: Bait Car at 9p

WE tv: My Fair Wedding at 9p; I Do Over at 10p

TLC: All-American Muslim at 10p

Sunday's Finale:

E!: Dirty Soap at 1030p

~ MORE GOOD STUFF ~

And the new host of the **84th Academy Awards** is ... **Billy Crystal** as revealed by producers Brian Grazer and Don Mischer. The 2012 telecast airing live February 26 on **ABC** will mark Crystal's ninth time as emcee and he steps in to replace Eddie Murphy who announced yesterday he is exiting as host following Brett Ratner's departure as the telecast's producer. Crystal last served as host of the Oscars in 2004. After the announcement was made, Crystal commented, "Some of the best moments of my career have happened on the Oscar stage. I am thrilled to be back there. Actually, I am doing this so that the young woman in my pharmacy will stop asking me my name when I pick up my prescriptions."

Upcoming political-themed program **The Young Turks with Cenk Uygur** will debut on **Current TV** December 5. The one-hour show will air nightly at 7p as a lead-in to Countdown With Keith Olbermann and encore at 10p Monday through Friday. Like Olbermann, Uygur previously worked for MSNBC and his new Current TV show will emanate from the network's Los Angeles studios.

An eighth season of **Weeds** was approved by **Showtime**. The premium network will commence production on thirteen new episodes next year.

MTV's docu-series **Teen Mom 2** is back with a new season beginning December 6 at 10p. The second season follows four young women, Chelsea, Jenelle, Kailyn and Leah as they face challenges as moms to toddlers.

Season two of music series **Boombox** opens today on **here! TV**. Hosted by rap performance artist Cazwell, the show airs exclusively on here! TV and here! Online, here! TV's premium online subscription video player at <http://premium.heretv.com/>.

Tuesday's debut of **Vietnam in HD** on **HISTORY** at 9p tallied 2.1 million total viewers. The series concluded last night though all six hours will repeat on the recently launched H2 network this Friday, Saturday and Sunday at 9p.

The Cynopsis Kids !magination Awards is up and running. So visit www.cynopsis.com/kidsawards and make a plan to enter your preschool, kid and tween targeted TV series, TV movies, and websites, apps and games, and the marketing, public relations and

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advertising campaigns to support that content in the multiple categories laid out there. To enter
 Synopsis: Kids Imagination Awards your kid-targeted content or support campaign must have
 taken place (in part or in full) between October 1, 2010 and December 31, 2011. We look
 forward to seeing your entry and saluting the winners at the June 2012 Awards program in New
 York City.

~ **DISTRIBUTION, CLEARANCE & CARRIAGE** ~

New syndicated first-run talk show **Jeff Probst** was sold by **CBS Television Distribution** in
 more than 55% of the US for a fall 2012 launch. Jeff Probst was picked up by the **NBC Owned
 Television Stations** including WNBC/New York; KNBC/Los Angeles; WCAU/Philadelphia;
 KXAS/Dallas-Fort Worth; KNTV/San Francisco Bay Area; WTVJ/Miami; KNSD/San Diego;
 WVIT/Hartford. The talk show will air in 16 of the top 20 markets including on stations owned by
**CBS Television Stations, Gannet Broadcasting Group, Post-Newsweek Stations, Belo
 Corp, Cox Television, Scripps Howard Broadcasting** and **LIN Television**. The talk show will
 cover topics such as relationships and family dynamics involving current newsmakers to ordinary
 families and individuals.

~ **PRODUCTION & DEVELOPMENT** ~

Apparently Sirius XM radio host **Howard Stern** is in negotiations to join **NBC's America's Got
 Talent** as a judge. Stern would replace Piers Morgan who on Wednesday announced his
 departure to concentrate solely on his CNN show. If Stern ends up at NBC's America's Got
 Talent he would continue helming his radio show which may lead the America's Got Talent
 producers to consider relocating the competition show to New York from Los Angeles to
 accommodate Stern's schedule.

Caution! HBO's True Blood season five spoiler alert: **Dale Dickey** (My Name Is Earl) is joining
 the series playing Annie, the werewolf mother of Marcus. Dickey's character will recur
 throughout the fifth season.

Former star of Friday Night Lights, **Jesse Plemons** was cast in **NBC's** midseason comedy **Bent**
 in a recurring role, per *TVLine*. The sitcom stars Amanda Peet as a newly-divorced single mom
 who hires a womanizer (David Walton) to remodel her home. Plemons will play a member of the
 construction crew that includes J.B. Smoove. Jeffrey Tambor and Matt Lestcher are also among
 the cast members.

~ **RATINGS** ~

Broadcast Morning News Shows - Weekly Average Ratings (week of October 31, 2011)

NBC: Today 5.32 million total viewers; 2.0/14 and 2.39 million A25-54
 ABC: GMA 4.78 million total viewers; 1.6/12 and 1.95 million A25-54
 CBS: Early Show 2.51 million total viewers; 0.9/6 and 1.06 million A25-54
 Source: Nielsen, NTI

Broadcast Late-Night Shows - Weekly Average Ratings (week of October 31, 2011)

ABC: Nightline 3.91 million total viewers; 1.3 and 1.59 million A25-54; 1.0 and 1.25 million A18-49
 NBC: Tonight Show 3.58 million total viewers; 1.1 and 1.35 million A25-54; 0.8 and 1.04 million
 A18-49
 CBS: Late Show 3.54 million total viewers; 1.3 and 1.54 million A25-54; 0.9 and 1.20 million A18-
 49
 Source: Nielsen, NTI

Wednesday A18-49 Analysis: ABC hit a high note **Wednesday** among **A18-49** with a
4.8/13, according to final national ratings from **Nielsen**. ABC's presentation of the 45th Annual
 CMA Awards wiped out the competition throughout primetime starting with a 4.7/13 at 8p
 followed by FOX's The X-Factor at 3.6/10 and CBS' Survivor: South Pacific at 3.2/9. The CMA
 Awards peaked during 9p for ABC at 5.0/12 while FOX remained in second place with more The X
 -Factor at 4.0/10 and CBS' Criminal Minds was third at 3.4/9. Then at 10p, ABC capped off a
 winning night by delivering a 4.8/13 for the last hour of the CMA Awards and CBS moved up to
 second place with CSI at 2.5/7.

**Live + Same Day Household Ratings: Wednesday, November 9, 2011 (November Sweep
 Day 14)** time period averages. Source: NTI, Galaxy as dated. Live+SD.

ABC: 9.9/15 The 45TH Annual CMA Awards 9.9/15

CBS: 6.7/10	Survivor: South Pacific 6.5/10, Criminal Minds 7.1/11, CSI 6.5/11
FOX: 5.8/9	The X-Factor 5.8/9
NBC: 4.0/6 4.6/8	Up All Night 3.2/5, Up All Night [r] 2.4/4, Harry's Law 4.7/7, Law & Order: SVU
UNIV: 2.3/4	Una Familia con Suerte 2.1/3, La Fuerza del Destino 2.4/4
CW: 0.9/1	America's Next Top Model [r] 0.7/1, America's Next Top Model 1.2/2
TELE: 0.7/1	Mi Corazon Insiste 0.7/1, Flor Salvaje 0.6/1, La Casa de al Lado 0.7/1

ION: 0.6/1 Wednesday 8PM MOVIE: Quick and the Dead [R] 0.5/1, Criminal Minds 0.6/1

TF: 0.2/0 Reto de Mujer 0.2/0, Ultimo Matrimonio 0.2/0, Correo de Inocentes 0.2/0.
Protagonistas 0.2/0

A18-49: ABC 4.8/13, FOX 3.8/10, CBS 3.1/8, UNIV 1.9/5, NBC 1.6/4, CW 0.6/2, TELE 0.5/1, ION 0.3/1, TF 0.1/0

~ EXECUTIVE MOVES ~

Former Disney/ABC Cable Networks Group EVP, **Tom Zappala** was appointed **EVP/Programming** at **Spike TV**. In his new capacity, Tom will manage Spike's scheduling and media planning in addition to acquisitions. He will report to Kevin Kay, President, Spike TV.

Turner Broadcasting System, Inc. (TBS, Inc.) elevated two in its corporate research division: **Susan Nathan** was upped to **Corporate VP/Media Currency and Research Support Systems** and **Nancy Lucas** was promoted to **SVP/Strategic Research and Audience Analysis**. Susan will lead the newly-established research group charged with conducting ongoing research analysis and insights involving advertising currencies and emerging industry and market trends for all TBS, Inc. businesses as well as research efforts involving Time Warner Inc. Nancy in her new role will supervise research in support of advanced television and digital platforms, measurement tools and methodologies among other areas. Both Susan and Nancy will continue reporting to Jack Wakshlag, Chief Research Officer, TBS, Inc.

Media and entertainment investment bank, **MESA** hired **Marni Wieshofer** and **Roddy Moon** as **Managing Directors**. Roddy will be based on the East Coast where he will spearhead merger and acquisition advisory and capital raising services for the company's clients with an emphasis on online advertising and marketing, advertising technology and e-commerce. Marni will be based at MESA's new Los Angeles office and will head merger and acquisition and debt and equity capital raising functions as well as investment advice to the company's entertainment clients across film, television and digital media.

A CYNOPSIS MESSAGE

From January to October 2011, can you guess the number of **Classifieds** placed in **Cynopsis Media** e-publications?

1,050+!

"How do you like them apples?" [Good Will Hunting]

Contact [Trish Pihonak](#), Classified Sales Manager to place your ad.
203.381.9096

Friday Fun Fact: Bullet proof vests, fire escapes, windshield wipers and laser printers, among many other items, were invented by women

This day in History: 1750 - The F.H.C. Society, also known as the Flat Hat Club, was formed at Raleigh Tavern, Williamsburg, Virginia. It was the first college fraternity.

Answer to Yesterday's Trivia Question: Several times throughout the run of the show, WKRP in Cincinnati referred to its current Mayor. Who was it? **Mayor Jerry Springer**. Kudos to: Nanette Anderson-MyDiscovery/Silver Spring, MD; Synda Kollman-Charter Marketing Group/Boca Raton; Jerry A. Kapner-Kapner Group/Montclair, NJ; Chris Schwieterman-Gray Television/Tallahassee; Cece Moriarty-Charter Media/St. Louis; Jaime Horowitz-Grant Stations/Huntsville Alabama; Gretchen Brady-KDAF-TV/Dallas; Lisa Sipe-Metro Traffic/Minneapolis; Anne Wettig-FX Network/LA; Scott Bracken-AZ-TV Channel 7/Cable 13/Phoenix; Greg Carroll-Big Fish Entertainment/CA; Susan Nessonbaum - Goldberg-M and S entertainment Inc/LA

Today's Trivia Question: Who is the only actor to be nominated for an Emmy on three different series portraying the same character? (Email John@cynopsis.com with your answer and be sure to include your name, company, city and time zone. Unofficial rules: Only the second four correct answers from each time zone will be mentioned; and once you've been mentioned in any of the Cynopsis editions, you can't be mentioned again that calendar week.)

Later -- Cyn
11.11.11

Cynopsis Ad Sales:

Mike Farina - VP/Business Development & Sales - 203-218-6480 / mike@cynopsis.com
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http://www.viz.com/company/job_id_126 (11/18)

JOB OPENING: COORD, ON-AIR PROMO/NY: Traffic and schedule on-air promo spots under direction of Dir, On-Air Promo A&E <https://www.abso.com/jobboard/Default.aspx?JOBBOARDID=618&JobDetail=113545> (11/18)

JOB OPENING: ACCT EXEC/Lifetime/New York: Generate max ad revenue for A+E Networks properties thru sale of ad time to existing/potential clients <https://secure.sterlingdirect.com/jobboard/Default.aspx?JOBBOARDID=618&JobDetail=114247> (11/18)

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JOB OPENING: PR MANAGER/MULTIMEDIA COMPANY/NYC: Seeking rising PR pro with excellent writing skills, experience working with media and managing agencies. 6-10yrs exp. Resume: To apply: recruits12345@gmail.com (11/18)

JOB OPENING: DIRECTOR, DIGITAL SALES /XOS DIGITAL/Chicago: Sell College Sports digital advertising opportunities within assigned territory to agencies/clients. Min 5 yrs dig media sales exp. Resume/cvr: jointheteam@xosdigital.com (11/18)

JOB OPENING: SPRVSR SALES OPERATIONS/NCC/ATL: Mng day to day operational processes of Sales Ops team. 2-3 yrs operations or Sales Coord exp pref'd. Strong kwldg of brdcst &/or cable sales process. Resume: salessupport@nccmedia.com (11/18)

JOB OPENING: PROMO COORD, INT'L/NY: Coordinate promo materials, prep video source materials for Producer/Editors in A+E Networks Int'l Mktg <https://secure.sterlingdirect.com/jobboard/Default.aspx?JOBBOARDID=618&JobDetail=113122> (11/17)

JOB OPENING: SHOWRUNNER / 20 West Productions/CHICAGO: Seeking a qualified Show Runner w/ prior experience supervising reality, design and lifestyle shows. Must work out of Chicago office. Send resume & credits to info@20west.tv (11/17)

JOB OPENING: MANAGING DIR/RETRO REPORT/NYC: Searching for a solidly established leader. Build a staff, & oversee all day-to-day admin & operations. 10yrs exp journalism.Create/mng budget. Resume: To apply: jobs@retroreport.com (11/17)

JOB OPENING: SR ASSOC PRODUCER/NYC: Conflict driven daytime talk show in search of. Must have exp booking conflict/resolution stories. 3+ yrs exp of booking real people for talk shows. Resume: televisiontalkjob@gmail.com (11/17)

JOB OPENING: GEN MGR AD SALES/DISH Network/Chicago: Resp. for developing & growing new & existing cable/TV Ad Sales revenue in Midwest region & managing staff of 2-3.Agency & client relationships req'd. 5+ yrs exp. Apply [here](#) . (11/17)

JOB OPENING: VP, TEN AD SALES RESEARCH/TURNER BROADCASTING/NY: Lead sales strategist and member of Turner Ent. Networks (TEN) ad sales & marketing leadership team. TBS, TNT & truTV. To apply, visit <http://tinyurl.com/cmldwuu> (11/17)

JOB OPENING: VP, CNN AD SALES RESEARCH/TURNER BROADCASTING/NY: Essential member of the CNN Ad Sales Mgmt team providing research support of sales strategy for news. To apply, visit <http://tinyurl.com/c4lqgzv> (11/17)

JOB OPENING: ASSOCIATE PRODUCER/New York:Producer needed immediately for syndicated daytime talk show. Experience booking real ppl in conflict a MUST. Resume: productionhirenyc@gmail.com (11/17)

JOB OPENING: ACCT EXEC DIG MEDIA/NY Jets/Florham Park NJ : Create /sell integrated dig media advrtng& promotional prgrms. Dvlp buying relationships w/ agencies & advtrsr. 3-5 yrs related exp. Apply: www.newyorkjets.com <http://www.newyorkjets.com/footer/careers.html> (11/17)

JOB OPENING: SR RSRCH ANALYST/Discovery/NY: Closely monitors Discovery Ntwrks' rating/demo performance; interact w/all lms in response to client specific requests; 4+yrs cable media/ad sls rsrch; www.discovery.com #4584 (11/17)

JOB OPENING: MGR, AD SLS REVENUE/HUB/Discovery NYC: Mng inventory & assist in deal approval process for ntwrk. Compile/analyze various strtgic reports.3+ yrs media pricing & plng exp. www.discovery.com #4727 (11/17)

JOB OPENING: BUSINESS FINANCIAL ANALYST/AMC/NYC: Prepare budgets including operating expense, revenue, capital, quarterly forecasts & expense accruals. 2+yr ad sales/agency financial analysis exp. ssy@amcnetworks.com (11/16)

JOB OPENING:COORD PROD/NYC: For new DT conflict/relationship talk show. Mng sev depts, be a strong writer, able to write show scripts, oversee final edits on shows. Motivate prods by dev show idea. Res: televisiontalkjob@gmail.com (11/16)

JOB OPENING:TELEVISION AD SALES REP/LA & San Diego: 5yrs+ station, cable, network sales or agency exp. Strong DRTV & Per Inquiry exp w/ current contacts. BizDev a +. Resume & comp req to: adsalesrecruiter2011@gmail.com (11/16)

JOB OPENING: ON-AIR PROMO PREDITOR/NY: Write, produce, edit & direct promos, short form, BTS or interstitial segments. Utilize writing skills and present multiple concepts for each assignment. Apply: [#9923](http://www.disneycareers.com) (11/16)

JOB OPENING: DIGITAL AD OPS COORD/Sony Pictures TV/NY: work with AE on traffic, creative apply at www.sonypicscareers.com (11/16)

JOB OPENING: DIR SCHED/Lifetime/NY: Organize the timely plng & scheduling of Lifetime Movie Network. 4+ yrs sched exp in cable or brdct tv. Strong knowledge of ratings & sched strategies. Apply: www.aetn.com/careers.html (11/16)

JOB OPENING: POST SUPERVISOR/Prod. Co./NYC: experienced post professional, familiar w/cable deliverables, can edit & technically savvy, manage facilities & personnel facility w/Symphony & Unity,detailed.Apply resumes@alroker.com (11/15)

JOB OPENING: PUBLICIST/Comedy Central/Santa Monica: Create/execute PR plans for new series and season launches BS/Comm, PR or related area or equivalent exp.Min 3 yrs PR exp.in TV a +. Apply: www.mtvnetworkscareers.com (11/15)

JOB OPENING: VIDEO EDITOR PT/University of Albany/Albany NY: Exp FCP/Premiere, dslr wrkflw. Shooting, Adobe AE, & greenscreen exp a ++, Coll. Deg & 2+yrs editing exp, demo site req'd. 1 yr appointment only. Send: rsalinas@albany.edu (11/15)

JOB OPENING: SALES ASST/The Hotel Networks/NY: Seeks motivated, self-starter w/ exc comm skills. Req exceptional comp skills; pp, word, excel. Media Math skills a +; College Degree prefer. Resumes: gdolce@thehotelnetworks.com (11/15)

JOB OPENING: CLIENT SERVICE ASSOCIATE/NYC: Client svc role incl interpreting TV audience data, reporting & training & troubleshooting sfw. Min 2yrs media exp. Apply/res & sal req: careers.mn@kantarmedia.com (11/15)

JOB OPENING: EDITORS/NYC: Editors exp'd. with Work-Place docu-soap series and proficient with AVID and Boris. Submit resumes/credits to resumes.producer@gmail.com (11/15)

JOB OPENING: EDITORS/NYC: Editor exp'd with true crime documentary series. Must be available Jan. and proficient with AVID and Boris. Submit resumes/credits to resumes.producer@gmail.com (11/15)

JOB OPENING: SUPERVISOR, PRODUCTION & STORY PRODUCER/NYC: for work place docu-soap. Must have a strong sense of story. Submit resumes/credits to resumes.producer@gmail.com (11/15)

JOB OPENING: PROD/DIR/NYC : Prod./Dir. for work place docu-soap.Must have a strong sense of story, exp. directing talent and availability to work on location for 4-6 wk stints.Submit resumes/credits to resumes.producer@gmail.com (11/15)

JOB OPENING: PROJECT MGR, RSRCH/NYC: Provide support for NBA-TV & NCAA Ad Sales, Prgmng & mktg rsrch needs; 3-5 yrs media rsrch w/a Nat'l cbl or brdct ntwrk. Apply: <http://www.turner.com/careers#/careers/job-search> , req# 127680BR (11/12)

JOB OPENING: ASSOC DIGITAL MKTG MGR/Mattel/L.A.: Lead the devel/mgmt strategic/tactical dig mktg prgrms for Mattel's girls brands.BA deg 3-5+yrs exp. dig mktg & dvlpmt/mgmt websites. Email resume: laura.oliver-suos@mattel.com (11/12)

JOB OPENING: FINANCE ADMIN ASSOCIATE/SUNDAICE/NYC: Manage payment, coding, reporting of expenses, reconciliation/accruals processes for depts. 2+yr budget/expense tracking exp, bachelors in business field. ssy@amcnetworks.com (11/12)

JOB OPENING: MGR, DIGITAL PRICING & INVENTORY/Weather.com/Atlanta: Resp for pricing & yield mgmt across web, mobile & digital platforms to drive revenue. REQmnt: Mgmt/Media/Analytical/Excel/SQL/PERL APPLY: Twest@weather.com (11/12)

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SITUATION WANTED ADS, POSTED BY THOSE LOOKING TO BE HIRED ... There is no charge for placing your Situation Wanted ad ... for more information contact Trish Pihonak at trish@cynopsis.com

SITUATION WANTED: AD SALES ASSISTANT: (CHICAGO) Interned at Comcast Sports Net in Ad Sales, Works as Sales Assistant at NBCUniversal. Has B.A. from DePaul in PR/Advertising. Resume upon request. Contact kcopeland24@gmail.com (11/18)

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SITUATION WANTED: Jeanne Intile Burns, VOICE-OVER ARTIST, Cell: 845-721-9681, E-Mail:

jintilevo@yahoo.com, Web Links: <http://jburns.voices.com>, www.allegro-music.com,
www.castingnetworks.com/jburns (11/16)

SITUATION WANTED: CORPORATE CONCIERGE (LA) Years of experience with Los Angeles A-List companies and celebrities. Looking for new assignment. WNCornell@yahoo.com (11/16)

SITUATION WANTED: MISS CREATIVELY SINGER, VOICE-OVERS, ACTRESS, w/media production background Seeking to assist on various projects that would require talent & cooperation. Please contact, SarahCottell@gmail.com (11/15)

SITUATION WANTED:CASTING DIRECTOR/PRODUCER 15+yrs exp.reality-TV casting & producing.Celebrities, Real People, Experts, etc. . Intelligent, hardworking, creative and great sense of humor! Available immediately, link to resume: <http://realitystaff.com/?id=625> , ROBERTMAZZA@gmail.com (11/12)

SITUATION WANTED: I've written a 1-hour dramedy entitled, Tree House, which is loosely based on my life story. It's, " A Contemporary, Edgy, Multiplatform Show ". I'm looking for studio executive assistance. Trees921@yahoo.com (11/12)

SITUATION WANTED: LA-B.A.Super hard-working,great attitude,"go-getter". Seeking PUBLIC RELATIONS/PROMOTIONS/MARKETING positions.E-mail nicole.overstreet@gmail.com (11/12)

E-mail Trish@cynopsis.com or call Trish Pihonak at 203.381.9096 for rates and specs for Job Openings.

Are you looking for a job? Post your Situation Wanted Ad here -- Email Trish@cynopsis.com for specs.

WHAT'S ON TONIGHT - FRIDAY, NOVEMBER 11, 2011

ABC: Extreme Makeover: Home Edition, 20/20 [r], 20/20 [r]
AZTECA: Cosas de la Vida, Al Extremo, Lo Que Callamos Edicion Especial
CBS: A Gifted Man, CSI:NY, Blue Bloods
CW: Nikita, Supernatural
FOX: Kitchen Nightmares, Fringe
ION: Flashpoint, Criminal Minds, Criminal Minds
NBC: Chuck, Grimm, Dateline NBC
PBS: Washington Week, Need to Know, American Masters Bill T. Jones: A Good Man
TELE: Mi Corazon Insiste, Flor Salvaje, La Casa de la Lado
UNIV: Una Familia con Suerte, Futbol: Mexico vs. Serbia

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