

A CYNOPSIS MESSAGE FROM HALLMARK CHANNEL

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Holiday Engagement starring Bonnie Somerville, Haylie Duff and Shelley Long

HALLMARK CHANNEL - A HOLIDAY TRADITION

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Cynopsis

11.22.11

Good morning. It's **Tuesday, November 22, 2011**, and this is your first early morning briefing.

Tonight's Premieres:

NBA TV: Open Court at 9p

National Geographic Channel: Rock Stars: Chaos on the Cascades at 10p

Tonight's Finales:

ABC: Dancing with the Stars at 9p

Bravo: The Millionaire Matchmaker at 9p

TLC: Quints By Surprise at 1030p

~ MORE GOOD STUFF ~

Ty Pennington, host of ABC's Extreme Makeover: Home Edition will host a second show for **ABC** when **The Great Big American Auction** debuts December 8 at 10p. In the new series, Pennington journeys across the country with experts from Heritage Auctions visiting flea markets, people's cellars and attics, yard sales to back alleys in search of unique items where the owners have no idea of its true value. The best items are then tagged and taken to The Great Big American Auction where potential buyers try to outbid each other. The series is produced by Cineflix (Auction) Inc. for ABC.

NBC handed its frosh comedy **Up All Night**, starring Christina Applegate and Will Arnett a full-season order increasing its episode total to 24 up from 22 eps. The most recent airing of Up All Night delivered 4.8 million total viewers and a 1.8 rating with A18-49. Beginning January 12, Up All Night will move from Tuesdays to following The Office on Thursdays.

Gospel duo, Mary Mary, featuring real-life sisters and musicians Erica and Tina Campbell will star in a new original series for **WE tv** tentatively titled **Mary Mary**. The eight-episode, one-hour series will follow the sisters as they juggle their music careers and growing families. Mary Mary will premiere March 29 and air following the second season run of Braxton Family Values this coming spring. The new series will help WE tv reach its goal to build a third night of original programming on Thursdays. Mary Mary is produced by eOne Television for WE tv.

Interactive late-night talk show **Watch What Happens: Live** is expanding to five nights of new episodes on **Bravo** airing Sunday through Thursday starting January 8 at 11p. This new expansion launches the half-hour show's sixth season hosted by Bravo executive Andy Cohen. The format of Watch What Happens: Live will be live four nights a week and one night, live to tape. In addition, Cohen expands his duties at Bravo by becoming EVP/Development and Talent concentrating on developing new original content and continuing as executive producer on Top Chef and The Real Housewives franchise.

Comedy series **The Soup** moves to a new night on Wednesdays on **E!** beginning November 30 at 10p as part of the network's Go Big and Stay Home! week. Hosted by Joel McHale the series presents humorous pop culture commentary and video clips. To celebrate the move to a new night, The Soup is launching a new website at thesouptv.com as well as a new mobile app for iPhone and Android smartphones.

Next month, a third season of **Sons of Guns** opens on **Discovery Channel** December 7 at 9p. The new season precedes a one-hour Thanksgiving night special, Guns of Glory airing at 10p where the crew at the Baton Rouge-based Red Jacket Firearms count down their top ten guns ever. Sons of Guns is produced by Jupiter Entertainment for Discovery Channel.

Later this year, **TLC** debuts a second season of **NY INK** starting December 29 at 9p with ten 60m episodes. In the new season, Ami James and his team are back trying to keep up with the honing business at Ami's new NYC tattoo shop. Original Media produces the series for TLC.

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Sunday's three-hour grand finale of reality dance competition **Mira Quien Baila!** on **Univision** tallied 9.2 million total viewers who watched some or all of the broadcast. The second season finale delivered an average audience of close to 5.0 million total viewers, 2.5 million with A18-49 and 1.3 million among A18-34.

Head over to the **Cynopsis Kids Imagination Awards** to enter your preschool, kid and tween targeted TV series, TV movies, and websites, apps and games, and the marketing, public relations and advertising campaigns, which support that content, for our first annual awards program. To enter the Cynopsis: 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 honoring the winners at the June 2012 Awards ceremony in New York City.

~ **DISTRIBUTION, CARRIAGE & CLEARANCE** ~

WPSG-TV, The CW affiliate in Philadelphia picked up the new syndicated talk show **The Ricki Lake Show** distributed by Twentieth Television, Inc., and scheduled to debuts Fall 2012.

~ **PRODUCTION & DEVELOPMENT** ~

A comedy script featuring puppets from **The Jim Henson Co.** is being developed for **NBC**. The project titled **The New Nabors** is about a human family that lives next door to a family of puppets. Writers John Hoffman (Afterlife) and John Riggi (30 Rock) are behind the comedy and Lisa Henson, daughter of Jim Henson who is also CEO The Jim Henson Co. owned by Disney will serve as an executive producer.

Earth Touch USA LLC, the North American unit of Earth Touch based in South Africa made a four-film co-production and pre-sale agreement with **Nat Geo WILD**. The films will be produced by the Earth Touch (Pty) Ltd. production facility in Durban. Nat Geo WILD will co-produce two new hi-def Earth Touch documentaries: Coelacanth The Great Survivor and Croc Labyrinth. The deal also has Nat Geo WILD pre-purchasing two other films Leopards of Dead Tree Island and A Dog's Life.

As the 2012 election season nears, **here! TV** has started production on the original series **For & Against**. Jim Morrison, a progressive commentator, will host the new half-hour political analysis series examining topics and interviewing top policymakers that affect the LGBT community and voters. For & Against will premiere January 2012 exclusively on here! TV and here! Online, the network's premium online subscription video player.

Political analyst and author **Meghan McCain**, daughter of Senator John McCain has joined **MSNBC** as a paid contributor. McCain began her duties on Monday during the NOW with Alex Wagner daytime program.

~ **RATINGS** ~

Friday A18-49 Analysis: **CBS** won by a squeaker at **1.6/5** among **A18-49**, according to final national ratings from **Nielsen**. It was Univision on top at 8p with Una Familia con Suerte at 1.7/6 with FOX's Kitchen Nightmares next at 1.4/5 and CBS' A Gifted Man in third place at 1.3/4. Univision remained firmly in place at #1 during 9p with La Fuerza del Destino at 1.8/6 with CBS' CSI: NY a step behind at 1.7/5 and NBC's Grimm also close with a 1.6/5. CBS then came in first at 10p with Blue Bloods at 2.0/6 and NBC's Dateline was #2 at 1.6/5 and ABC's 20/20 was third at 1.4/4.

Live + Same Day Household Ratings: Friday, November 18, 2011 (November Sweep Day 23) time period averages. **Source: NTV, Galaxy as dated. Live+SD.**

CBS: 6.5/11 A Gifted Man 5.4/9, CSI: NY 6.4/11, Blue Bloods 7.6/13

ABC: 3.4/6 Extreme Makeover: Home Edition 3.2/6, Extreme Makeover: Home Edition 3.7/6, 20/20 3.4/6

NBC: 3.1/5 Chuck 2.0/3, Grimm 3.4/6, Dateline 3.9/7

FOX: 2.0/3 Kitchen Nightmares 2.1/4, Fringe 1.8/3

UNIV: 1.9/3 Una Familia con Suerte 1.9/3, La Fuerza del Destino 2.3/4, La Rosa de Guadalupe 1.4/2

CW: 1.1/2 Nikita 1.2/2, Supernatural 1.0/2

TELE: 0.7/1 Mi Corazon Insiste 0.7/1, Flor Salvaje 0.6/1, La Casa de Al Lado 0.8/1

ION: 0.6/1 FlashPoint 0.5/1, Criminal Minds 0.6/1, Criminal Minds 0.7/1

TF: 0.2/0 Reto de Mujer 0.2/0, Ultimo Matrimonio 0.2/0, Correo de Inocentes 0.2/0, Protagonistas 0.3/1

A18-49: CBS 1.7/5, UNIV 1.6/5, NBC 1.4/4, ABC 1.3/4, FOX 1.2/4, CW 0.7/2, TELE 0.5/2, ION 0.2/1, TF 0.2/1

~ EXECUTIVE MOVES ~

TV advertising network, **REVShare** added three new sales **AEs** working to expand its targeted ad sales business. **Gregg Beinin** will manage East Coast clients while based at the company's New York office; **Stephen Hurd** will be based in Los Angeles; and **Logan Connolly** is located at the REVShare headquarters in Temecula, CA.

Effective immediately, **Sarah Kramer** was promoted to **President/Client Services** at **MedaVest USA**. In her new position, Sarah will spur the company's Client Services functions across the agency including best practices and approaches for client business management. Sarah is based in New York and continues to report to Bill Tucker, CEO.

DIY Network hired **Dale Roy Robinson** as **Director of Programming for Scripps Networks Interactive Home Category**. Dale manages production of original programming for DIY Network and HGTV. He will additionally be in charge of program development, production and on-air talent acquisition for select DIY Network primetime series and specials. Dale reports to Ross Babbit, SVP/GM, DIY Network. Furthermore, DIY Network elevated **Heather Jagels** to **Director/Creative Services** up from Manager. Heather oversees the network's internal production staff and the on-air promotions group in addition to directing the network's on-air campaign goals. Heather reports to Peter Moore, VP/Creative Services.

Digital media sales executive **Fernando Romero** was tapped as **VP/Advertising Sales** at **DailyCandy**, the women's brand that is part of **NBCUniversal's Entertainment and Digital Networks and Integrated Media division (E&DN/IM)**. Fernando will report to Scott Schiller, EVP of NBCU's Digital Advertising Sales and Beth Ellard, EVP/GM of DailyCandy.

Premium entertainment service **EPIX** advanced **Andy Hunter** to the newly-minted position of **GM/Digital Media Applications and Products**. Andy will spearhead EPIX's daily operations of its digital products including apps and he will further supervise product usage, authentication and integration with EPIX's partners and distributors. Andy continues to be based in New York City and will report to Mark Greenberg, President/CEO, EPIX.

Bravo Media promoted **Jerry Leo** to **EVP/Program Strategy and Production** where he will oversee the network's current roster of originals encompassing creative to production operations and management of 30+ series. Jerry manages the strategic planning of all linear and digital scheduling and will continue to manage the programming calendar from the daily schedule to the long-range planning including the network's upfront strategy.

A CYNOPSIS MESSAGE

Are you getting your daily sports update?

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**Dedicated to the business of TV Sports and written by Managing Editor
Chris Pursell.**

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This day in History: 1972-US ends 22 year travel ban to China.

Answer to Yesterday's Trivia Question: What first aired in 1939, again in 1941 and 1942, suspended because of the war for three years, and has been on television ever since? **The Macy's Day Parade.** Kudos to: Russ Hodge-3 Roads Communications/Frederick, MD; Gerry Bixenspan-TV Marketing/NYC; Julie Hatzinger-TeleRep/NY; Alexandra Numeroff-Carat/NYC; Alex Walton-CNN.com/Atlanta; John Kukla-Fox TV/Dallas; Mary Brannen-Merriam-Webster Inc/Chicago; Bob Sieber-Birmingham; Bill Bracken-Brad Lachman Productions/Burbank.

Today's Trivia Question: Who quit his job as a private investigator, reunited with his daughter and rejoined the navy on the series finale? (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
11.22.11

Cynopsis Ad Sales:

Mike Farina - VP/Business Development & Sales - 203-218-6480 / mike@cynopsis.com
Classifieds - Trish Pihonak- 203-381-9096 / trish@cynopsis.com

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JOB OPENING: DIR PROGRAMMING & DIST STRATEGY/Marvel Animation/LA: Mng/strategize global prgrmg & distribution with internal & 3rd party partners. 5+ yrs prgrmg & distribution exp, highly organized. Resume to: tmcandrew@marvel.com (12/1)

JOB OPENING: PRODUCER, ASSOCIATE PRODUCERS/Los Angeles: *Must* have talk or court show experience. Send resume and cover letter to TVhire@aol.com (12/1)

JOB OPENING: DIRECTOR, CONSUMER INSIGHTS RESEARCH/MTV/NYC: 5-7 yrs TV research/pilot testing & pilot optimization at a network is a must; B.A req EOE/M/F/D/AAP apply www.mtvnetworkscareers.com (12/1)

JOB OPENING: COORD STANDARDS & PRACTICES/Nickelodeon/NYC: BA, 2yrs work exp; knwldg children's media. Strong communic/written sk. Detail-oriented, good editorial judgement. Apply www.mtvnetworkscareers.com EOE/M/F/D/AAP (12/1)

JOB OPENING: VP DIGITAL MKTG & MEDIA BUS DEV ONLINE MKTG SOCIAL MEDIA RELATIONSHIP MGMT/GSN/SANTA MONICA: SEND RES & CL CAREERS@GSN.COM (11/30)

JOB OPENING: VP PRGM STRATEGY & ACQUISITIONS/GSN/SANTA MONICA: 8+YRS NETWORK EXP. DEVELOP, RESEARCH AND DESIGN PRGM & SCHED. SEND RES & CL TO CAREERS@GSN.COM (11/30)

JOB OPENING: DIGITAL SALES INVENTORY ANALYST/ABC/FAM/NY: inventory mgmt, analytics ABCFam digital properties, ensure campaign delivery, report inventory sellouts & selling estimates. Apply at www.disneycareers.com D#11573BR (11/30)

JOB OPENING: VP, COMMUNICATIONS/Nat Geo Channel/Nat Geo Wild: Washington, DC: Mng PR, communications, network efforts, & relationships for Nat Geo Channel & Nat Geo WILD. BA/BS & 8+ yrs ent exp. www.foxcareers.com FNG0000811 (11/30)

JOB OPENING: SR NEWS PRODUCER (WEEKENDS) /Westchester, NY: Excellent writing skills, supervisory and news producing experience. Res/cvr: resume@rnntv.com (11/30)

JOB OPENING: EXECUTIVE PRODUCER (NEWS)/Westchester, NY: Supervise writing, plan story selection, graphics selection, editing, production and execution of daily newscasts and special programming. Res/cvr: resume@rnntv.com (11/30)

JOB OPENING: LINE PRODUCER (NEWS)/Westchester, NY: Line and stack daily news broadcasts. Must have news experience. Res/cvr: resume@rnntv.com (11/30)

JOB OPENING: JR BROADCAST IT/TECHNICIAN/Westchester, NY: Knowledge of Windows XP/NT/2000/2003 server & workstation and troubleshoot and problem solve at the component level. Res/cvr: resume@rnntv.com (11/30)

JOB OPENING: ASSIGNMENT EDITOR/Westchester, NY: Research and story development and crew logistics. Assist in development, planning and follow up of all news stories. Res/cvr: resume@rnntv.com (11/30)

JOB OPENING: WEB DESIGNER/BBC/NY: Oversee design/redesign & prod wide range of online mktg graphics. Strong orgnztl/comm skills a must. Sftwr knwlg: MacOSX, Photoshop, illust, flash. Res/cvr: www.bbcamerica.com/employment.jsp (11/29)

JOB OPENING: MGR PRGRM PLANNING/SCHED/ATL: 5+ yrs prgrm planning/sched; TV exp req. Strong organizational skills. Attention to detail. Self-starter. Support VP w/ short & long-term prgrm planning. Res: recruiting@gmctv.tv (11/29)

JOB OPENING: VP DIGITAL MKTG & MEDIA BUS DEV ONLINE MKTG SOCIAL MEDIA RELATIONSHIP/GSN /SANTA MONICA: Send Res & CL: CAREERS@GSN.COM (11/29)

JOB OPENING: PROJECT MANAGER, AD SALES MARKETING/NBCUniversal/LA: Exp w/ ad sales marketing in broadcast or cable TV highly preferred. Apply: <http://tbe.taleo.net/NA6/ats/careers/requisition.jsp?org=ENETWORKS&cws=1&rid=1070> (11/24)

JOB OPENING: ACCT EXEC/THE HUB/NY: Meet or exceed sales rev goals as set by the dept. 6yrs advrtng exp, & ability to work in fast paced enviro. BA deg req'd. Travel req'd. Info/apply: <http://www.hubworld.com/careers> # 717947 (11/23)

JOB OPENING: AD SALES RESEARCH MANAGER/NY: 5+ years ad sales research experience expert on N-Power, STAR, MRI great story teller. Res: recruiting@gmctv.tv (11/23)

JOB OPENING: RESEARCH DIRECTOR/ATL: 7+ years cable research experience data maven (N-Power, STAR, MRI, Google Analytics) - great story teller. Res: recruiting@gmctv.tv (11/23)

INTERNSHIPS - *These positions are for credit only - nobody gets paid here. These ads are always posted for free, and students work for school credit only. For more information on the specs for posting an Internship ad, email Trish at trish@cynopsis.com .*

WINTER INTERSHIP CREDITS ONLY: INTERNSHIPS for school credit only: <http://www.rnntv.com/careers.php>-please forward resume to: rninternships@rnntv.com (11/30)

SPRING 2012 INTERNSHIPS CREDITS ONLY: Atlas Media Corp/NYC: Interns will asst

producers/coordinators in depts & shows. MUST BE JR OR HIGHER LEVEL IN COLLEGE. Interested applicants please email internships@atlasmediacorp.com <http://www.atlasmediacorp.com/> (11/23)

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: PRODUCTION/OFFICE/ART ASSISTANT (LA): Recent NYU grad seeking entry-level. Extensive internship and production experience. Reliable, creative, capable. Please contact EmilySuvanvej@gmail.com (11/23)

SITUATION WANTED: FIELD PRODUCER/20+yrs LA Own HD/3D/Jib/Steadicam. "Red carpets, launches, behind scenes & automotive productions" Cannes, 48HR Film, Racing Exp. Rob@Need4Speed.tv (11/23)

SITUATION WANTED: PRIME TIME EMMY DOCUMENTARY. PRODUCER, DIRECTOR, WRITER in L.A. Credits: National Geo, PBS, Discovery, History CH, TLC and MSNBC. Contact email: Nyehouse@sbcglobal.net (11/23)

SITUATION WANTED: Recent college graduate with a B.S. in Marketing/Management. I am interested in entry-level positions in marketing, sales, or media advertising. Looking to be located in **New York City**. Contact me at rb29ferr@gmail.com (11/23)

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 - TUESDAY, NOVEMBER 22, 2011

ABC: Last Man Standing, Man Up!, **Dancing with the Stars [f]**
AZTECA: Cosas de la Vida, Al Extremo, Frank Cairo Sin Libertero
CBS: NCIS, NCIS: LA, Unforgettable
CW: 90210, Hart of Dixie [r]
FOX: The X Factor
ION: Criminal Minds, Criminal Minds, Flashpoint
NBC: The Biggest Loser, Parenthood
PBS: Secrets of the Dead, Frontline, Secrets of the Dead
TELE: Mi Corazon Insiste, Flor Salvaje, La Casa de al Lado
UNIV: Una Familia con Suerte, La Fuerza del Destino, Aqui y Ahora

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