

## A CYNOPSIS MESSAGE FROM ABC FAMILY

ABC Family's Summer of Secrets & Lies is Here!

**The Secret Life of the American Teenager**  
#1 Cable Series on Mondays with Women  
Mondays @ 8/7c

**Switched at Birth**  
ABC Family's groundbreaking new series.  
Mondays @ 9/8c  
Watch All New Mondays only on ABC Family!

Source: [click here](#).

## Cynopsis

06.07.11

Good morning. It's **Tuesday, June 7, 2011**, and this is your first early morning briefing. As always, if you prefer to watch this morning's news instead of reading it, [click here](#).

### Tonight's Premieres:

**FOX:** MasterChef Part 2 at 8p  
**USA Network:** White Collar at 9p; Covert Affairs at 10p  
**TLC:** 19 Kids and Counting at 9p  
**Sundance Channel:** Love/Lust at 10p  
**Cooking Channel:** Hook, Line & Dinner at 1030p

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### ~ MORE GOOD STUFF ~

Shortly after signing off as anchor on CBS Evening News, **Katie Couric** made a multi-year, multi-platform deal with **Disney/ABC Television Group (DATG)** to host and produce a one-hour nationally syndicated talk show. Couric will also join the ABC News team. Disney/ABC Domestic Television will distribute the new, as yet untitled talk show slated to debut in September 2012. Jeff Zucker will serve as executive producer of the series based in New York and produced with Disney/ABC. To date, the eight ABC O&Os in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Houston, Raleigh/Durham and Fresno have cleared the Couric talk show for the 3p time period, which you know now is home to serial General Hospital. ABC said it will give back the final hour of its Daytime block to affiliates no earlier than September 2012. The Chew this September and The Revolution in January 2012 are scheduled to air 1-3p. As part of the ABC News team, Couric will contribute to all programs and platforms and starting this summer will anchor specials, conduct interviews and be involved with special events coverage.

After a lot of back and forth in the US and London press, producers of **FOX's** upcoming competition series **The X Factor** said British pop star **Cheryl Cole** officially will **not** continue on the show. Additionally, **Nicole Scherzinger**, who had previously been tapped as a co-host of the series, will move into a judging role. Steve Jones will now be the show's solo host. Scherzinger will serve as judge along with Simon Cowell, Paula Abdul and L.A. Reid. FremantleMedia North America and Syco TV produce The X Factor.

Women of the Lone Star State showcased on the new docu-soap series **Texas Women** on **CMT**. Four Texas women and friends who work in the rodeo and country music scene by day and party hard by night will be the centerpiece of the series debuting July 14. CMT ordered eight one-hour episodes of the new series.

**Cablevision Systems** said yesterday its board okayed the previously-announced spin-off of its networks unit, presently known as Rainbow Media to be renamed as **AMC Networks**, reports **THR**. The transition takes effect the middle of this year. After the spin-off happens, Chairman Charles Dolan will become Executive Chairman of the new, publicly-traded AMC Networks and will also continue as Chairman of Cablevision. Josh Sapan, current CEO of Rainbow Media will

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also continue as Chairman of Cablevision. Josh Sapiro, current CEO of Random House will become President/CEO of AMC Networks, and James Dolan, Cablevision President/CEO will join the AMC Networks board.

Jeff Lewis and his staff return for a fifth season of **Bravo's** docu-series **Flipping Out**, premiering July 6 at 9p. Throughout the series' run, viewers have seen Lewis deal with the faltering real estate economy, fight with clients and fire staffers who are also considered friends. In this new season, Lewis' business is seeing an upturn though he is still struggling with how to deal with all the stress. **Flipping Out** is produced by Authentic Entertainment.

A second season of **Extreme Couponing** was granted by **TLC** with two more episodes to go in the series' first season. **TLC** ordered 12 episodes for the second season with an expected September premiere date planned. Production has also started on the new season. The freshman season finale of **Extreme Couponing** airs June 16 at 930p preceded by a marathon of the show's episodes, starting at 3p. Sharp Entertainment produces the series for **TLC**.

Yesterday, **MSG Network** kicked off the sixth season of **MSG's Vault** with the first of seven new episodes. Host Al Trautwig presents some of the most memorable Madison Square Garden and New York-area sports moments in each one-hour show. The episodes feature interviews with the players, owners and other key people in addition to historical footage pulled from the network's vault. **MSG's Vault** is an original series and part of the network's Classic Mondays theme night under the programming umbrella of "Summer Block Party" airing each night at 7p during the summer.

**The Inspiration Networks** made a contractual arrangement with **Nielsen** to provide daily ratings for **INSP-The Inspiration Network**. **INSP** has been receiving weekly ratings data from Nielsen since last September. In further news, **INSP** is opening a sales office in New York City. Currently, **INSP** is available in more than 68 million homes in the US, on 2,800+ cable systems and via **DIRECTV** and **DISH Network**.

On Sunday, **MTV** attracted an average of 4.5 million total viewers for its **2011 MTV Movie Awards** which also posted a 3.9 rating among P12-34. Following the awards show, **MTV** delivered a 2.1 P12-34 rating for the part one premiere of **Teen Wolf** and additionally delivered a 2.1 P12-34 rating for the season finale of **Randy Jackson Presents America's Best Dance Crew** which preceded the award show.

Sunday at 9p ushered in the two-hour season five opener of **Ice Road Truckers** on **HISTORY**. The debut episode pulled in 3.1 million total viewers as well as 1.7 million A25-54 viewers and 1.5 million with A18-49.

Sophomore season debut of **The Glades** on **A&E Network** on Sunday at 10p attracted 3 million total viewers as well as 1.4 million with A25-54 and 1.2 million among A18-49. Combined with the encore airing, the premiere episode tallied 4.4 million total viewers for the night. **The Glades** airs on Sundays at 10p.

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#### ~ DISTRIBUTION, CLEARANCE & CARRIAGE ~

Weekly entertainment news show, **The Electric Playground** cleared in 75% of US households for a September 2011 launch. The half-hour entertainment news magazine show, distributed by PPI Releasing, has been picked up by WABC/New York, KABC/Los Angeles, WCUI/Chicago, WFAA/Dallas, KGO/San Francisco, WCVB/Boston, KING/Seattle, KSTP/Minneapolis, KNXV/Phoenix and KXTV/Sacramento. Stations from the ABC O&Os, Scripps, Belo, Gannett, Hubbard, Newport and Journal broadcast groups and others have further cleared the series for 2011-2012. The **Electric Playground** is produced by Greedy Productions and show host Victor Lucas also serves as executive producer. Other hosts and correspondents include Scott Jones, Briana McIvor, Jose Sanchez, Miri Jedeikin and Shaun Hatton. The show is based at studios in Vancouver with bureaus in Toronto, Los Angeles and San Francisco.

Half-hour reality series **Healthcare Heroes** opens its third season this fall in syndication. The series is distributed by Showplace Television Syndication of Chicago who is presenting the weekly program to local stations on a 50-50 barter split (3.5 minutes/3.5 minutes). Chicago-based Zephyr Media is involved with national ad sales for this syndicated series, as well as other series in several categories. **Healthcare Heroes** profiles the real-life experiences of men and women who work in urgent care, from surgeries to the trauma of the ER. The show is executive produced by Matthew Glasser and Marc Prescott who head the company InteReality Media LLC.

#### ~ PRODUCTION & DEVELOPMENT ~

Long-time sports broadcaster **Marv Albert** becomes a new play-by-play announcer for **CBS Sports** joining the network's The NFL on CBS team. Albert will remain as lead play-by-play announcer for TNT's basketball coverage on Thursday nights during the NBA's regular season and playoff schedule. He further is does the play-by-play action for CBS Sports' and Turner Sports' coverage of the NCAA Division I Men's Basketball Championship.

**Trevor Donovan** will not return as a series regular on **The CW's 90210** during the fourth season, cites *TVLine*. Fans of the show will still see Donovan's character Teddy appear as a guest star in at least five episodes this fall.

**here! TV** revealed a slew of original series programming in development and in production. Those projects in development include:

- **Dante's Cove**: The Book of Tresum - eight episodes; 30m; premieres late fall 2011.
- **She's Living for This** - six eps; 30m; debuts late fall 2011.
- **Go-Go Boys** - eight eps; 30m; debuts late fall 2011.
- **It's My Party** - eight eps; 30m; premieres in 2012.
- **Alphabet Boys** - six eps, 30m; premieres in 2012.

**here TV's** projects currently in production consist of:

- **Threesome** - 24 eps; 30m; opens June 2011.
- **Boombbox** - 8 eps; 30m; premieres June 2011.
- **Food Fetish** - 24 eps; 30m; debuts June 2011.

Descriptions of all the here TV projects can be found at [cynopsis.com](http://cynopsis.com).

**Casting Call:** A major international production company is seeking **teenagers aged 16-19 who are getting married** in the next several months for a pilot project. The couples can live anywhere in the US. To apply or recommend a referral, send an email to: [jodifriedman@hotmail.com](mailto:jodifriedman@hotmail.com) as soon as possible along with names, contact information and description of the couple and their upcoming wedding.

**Casting Call:** **Happy Madison Productions**, producers of the films Grown Ups and Click and executive producer of The Apprentice are looking for **families nationwide who have a nanny they cannot live without** to appear in a new pilot project. The project is seeking parents with at least two kids and a nanny they rely on. Nannies may also nominate their family. Please send an email to: [Babysitkids@gmail.com](mailto:Babysitkids@gmail.com) and include "Cynopsis" for priority consideration. Also include your name, contact numbers and a photo of the family.

~ RATINGS ~

**Friday A18-49 Analysis:** Univision topped **Friday** night at **1.7/6** with the **A18-49** demo, according to final national ratings from **Nielsen**. At 8p, Univision's Teresa was #1 at 1.4/6 followed by CBS' Flashpoint at 1.1/5. Univision remained steady in first place through 9p with Triunfo del Amor at 1.7/6 and NBC's Dateline repeat was #2 at 1.1/4. A clean sweep victory was in store for Univision as the second hour of Triunfo del Amor won at 10p with a 2.0/7 and NBC's Dateline was second again, this time at 1.4/5.

**Live + Same Day Household Ratings: Friday, June 3, 2011** time period averages. **Source:** **NTI, Galaxy** as dated. Live+SD.

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|--------------------|---|
| <b>CBS:</b> 4.3/8  | <b>Flashpoint</b> 4.4/9, <b>CSI: NY [r]</b> 4.3/8, <b>Blue Bloods [r]</b> 4.3/8   |
| <b>NBC:</b> 3.0/6  | Friday Night Lights 1.9/4, Dateline [r] 3.6/7                                     |
| <b>ABC:</b> 2.2/4  | Shark Tank [r] 2.4/5, Jamie Oliver's Food Revolution 1.6/3, 20/20 2.7/5           |
| <b>UNIV:</b> 2.2/4 | Teresa 1.9/4, Triunfo del Amor 2.4/4  |
| <b>FOX:</b> 1.7/3  | Bones [r] 1.9/4, Lie to Me [r] 1.5/3  |
| <b>CW:</b> 0.7/1   | Smallville [r] 0.6/1, Supernatural [r] 0.8/1                                      |
| <b>ION:</b> 0.7/1  | Without a Trace 0.5/1, Without a Trace 0.6/1, Criminal Minds 1.0/2                |
| <b>TELE:</b> 0.5/1 | Mi Corazon Insiste 0.4/1, Los Herederos del Monte 0.5/1, La Casa de Al Lado 0.6/1 |
| <b>TF:</b> 0.2/0   | Dona Bella 0.2/0, La Viuda Joven 0.1/0, Alborada 0.1/0                            |

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**A18-49:** UNIV 1.7/6, NBC 1.1/4, CBS 1.0/4, ABC 1.0/3, FOX 0.8/3, CW 0.4/2, TELE 0.3/1, ION 0.2/1, TF 0.1/0

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~ EXECUTIVE MOVES ~

Effective immediately, **Jacqueline Fernandez** named **Director/Branded Entertainment** at **Newcast**, the branded entertainment unit of **ZenithOptimedia**. Jacqueline will devise and implement cross-platform branded entertainment marketing campaigns, working with broadcast and digital content producers on behalf of ZenithOptimedia's clients. Based in New York, Jacqueline will report to Susan Joseph Smith, SVP/Managing Director of Newcast.

CBS promoted **Sonya McNair** as **SVP/Communications, CBS News** and announced **Kelli Raftery** will rejoin CBS News as **VP/Communications**. Sonya will continue to head all media, talent relations and public affairs for CBS News as well as strategic planning, daily publicity efforts and internal and external communications. Sonya also manages communications activities for CBS Radio News, CBSNews.com and CBS News Polling & Survey Unit. Kelli returns to CBS News to work on communications goals across the division and she will further support CBS Communications in its entirety on special projects and strategic endeavors. Kelli reports to Sonya McNair.

**Kingsley Smith** appointed **VP/News Director** at **KTTV/Los Angeles** beginning June 20. Kingsley's duties including managing all editorial, business and administrative activities for the FOX affiliate where he will report to Kevin Hale, VP/GM. Kingsley succeeds Jose Rios in this position who was upped to VP/Digital News Applications for FOX Television Stations. KTTV is part of FOX Television Stations.

Aaron Meyerson, President/Programming and Development at **CBS Television Distribution** announced the hiring of **Leigh Collier** as **VP/Programming and Development**. Leigh will be in charge of developing new original programming in addition to supervising current first-run strip shows. Leigh is based in Los Angeles. For the past three years, Leigh worked for Telepictures as Director/Programming.

New York City-based **DuArt**, a video and film post facility tapped **Ron Harris** as **VP/Production and Sales**. In his new role, Ron will head the company's expansion into broadcast video and for identifying new clients.

**Cox Media Group** elevated **Tom Raponi** to **VP/GM of KTVU and KICU** in the Bay Area. Tom currently serves as VP/GM of KICU and Director/Sales of KTVU and KICU. Tom's new position is effective immediately and he follows Tim McVay who becomes VP/GM of WSB in Atlanta.

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#### A CYNOPSIS MESSAGE

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**This day in History:** 1976 - "The NBC Nightly News", with John Chancellor and David Brinkley, aired for the first time.

**Answer to Yesterday's Trivia Question:** On what show was this list of films announced: Clean as a Whistle, Of Ice and Lice, Trenchfoot through the Ages, Hansel and Regrettal **M\*A\*S\*H** Kudos to: Barry Poles-WBRE WYOU/Wilkes Barre; Steven Piluso-PHD Media/NY; Steve Sedahl-Clear Channel Radio/Raleigh; Robert Wimbish-Scripps Networks/Knoxville; Jane Degen-Mass Relevance/Austin; Judy Margolis-The Ad Place/Dallas; Will Allmendinger-Sirius XM Radio/Chicago; Dale Warshall-KMSB KTTU/Tucson; Jeffrey Weiss/Encino; Dann Harris/LA; Lorrie Shilling-DirectTV/El Segundo

**Today's Trivia Question:** In what state was *The Evening Shade* *Argus* located? (Email [Cynthia@cynopsis.com](mailto:Cynthia@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  
06.07.11

#### Cynopsis Ad Sales:

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**JOB OPENING: MEDIA ASSIST/Beacon Media Grp/Mahwah NJ:** Leading kid media buy/plng agcy looking for media plng assist, inputer, & day-to-day maint of kid buys. Excel a must. Great bnfts. Send resumes to: [Llebron@thebeaconmg.com](mailto:Llebron@thebeaconmg.com) (6/14)

**JOB OPENING: RSRCH MGR/NJ:** NJ media agcy looking for exp'd Rsrch Mgr with strong Television bkgrd. Proficient in Nielsen, Kantar, IMS, Simmons & Excel. Strong communication skills a must. Contact: [LLebron@thebeaconmg.com](mailto:LLebron@thebeaconmg.com) (6/14)

**JOB OPENING: ASST. TRAFFIC MGR/Vme TV/NYC:** Mng prgrmg sched, commercial inventory & traffic instructions; coord/create/edit & reconcile logs; monthly billing; 2+ yrs exp; knowledge of ProTrack a big + Res: [jobs@vmetv.com](mailto:jobs@vmetv.com) (6/14)

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**JOB OPENING: SALES ASSISTANT/BET/NY:** detailed-oriented, organized, multi-tasker, ecx comm & math skills. DealMaker/VCI exp a plus, BA req. Email resume: [renee.burgess@bet.net](mailto:renee.burgess@bet.net) (6/10)

**JOB OPENING: SALES PLANNER/BET/NY:** prepare sales plans, Mng Multi accts, 2 yrs exp in Cable sales or buying a must. Detailed-oriented, org'd, multitasker, ecx comm & math skills, BA req. Email resume: [angel.torres@bet.net](mailto:angel.torres@bet.net) (6/10)

**JOB OPENING: LINE PRODUCER/NY:** Heavy hitter with solid mngmnt skills for potential NY based ntwrk project. Must be well versed in Budgets, Sched, Crew & Studio Mgmt. Plz send resume/credits to [Lineprod2012@gmail.com](mailto:Lineprod2012@gmail.com) (6/10)

**JOB OPENING: EDITORIAL DEVELOPMENT EXEC/HHMI/Chevy Chase, MD:** manage the research and development of film ideas and proposals for science documentaries. Visit [www.hhmi.org](http://www.hhmi.org) for more information. (6/10)

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**JOB OPENING: DIR RSRCH/LOGO/NYC:** 7 +yrs TV ratings rsrch/data analysis; Expertise in rsrch methodology, competitive TV landscape & ind trends; Exp. w/ Startrak, NPower & Aud Watch; B.A req. EOE/M/F/D/AAP apply [www.mtvnetworkscareers.com](http://www.mtvnetworkscareers.com) (6/9)

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**SITUATION WANTED: ACCOUNTING/ FINANCE** - 20+ yrs. experience in TV Broadcasting/Cable & Digital. Seeking a FT/PT or Temp-to-Perm position: [e\\_simicich@yahoo.com](mailto:e_simicich@yahoo.com) (6/10)

**SITUATION WANTED: MARKETING PROJ MGR/NYC.** Experienced in managing project life cycle. Expertise in direct mail, print, broadcast, and digital advertising. Exceptional communication, prioritization skills. [DemetraP2011@gmail.com](mailto:DemetraP2011@gmail.com) (6/10)

**SITUATION WANTED:** Dedicated & Experienced **ADV. SALES PLANNER (NYC)** Sales proposals, resolving client discrepancies, quarterly post analysis, special sales service projects, expert computer skills. Contact-[runelyon@aol.com](mailto:runelyon@aol.com) (6/9)

**SITUATION WANTED: Creative Consultant** 16 yrs Brdcast exec can develop your pitch + script. Credits inc. DeGrassi, DaVinci, Dragon Boys. Exp w/ convergence models 8500+ scripts! [GOFRY@ROGERS.COM](mailto:GOFRY@ROGERS.COM) (6/9)

**SITUATION WANTED:** Relocating to LA Seeking FT position as a Junior Publicist/Assistant. No stranger to Hard Work and 4+ years of public relations/radio/TV/promotions experience Contact me: [tweet1107@gmail.com](mailto:tweet1107@gmail.com) (6/8)

E-mail [Trish@cynopsis.com](mailto: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](mailto:Trish@cynopsis.com) for specs.

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**WHAT'S ON TONIGHT - TUESDAY, JUNE 7, 2011**

ABC: **Jimmy Kimmel Live: Game Night; NBA Countdown, NBA Finals Game 4: Heat @ Mavericks**

AZTECA: Cosas de la Vida, Al Extremo, La Loba

CBS: NCIS [r], NCIS: LA [r], The Good Wife [r]

CW: One Tree Hill [r], Hellcats [r]

FOX: MasterChef, Raising Hope [r], Raising Hope [r]

ION: Without a Trace, Criminal Minds, Men of a Certain Age

NBC: America's Got Talent; The Voice

PBS: American Masters [r], POV [r]

TELE: Mi Corazon Insiste, Los Herederos del Monte, La Casa de al Lado

UNIV: Teresa, Triunfo del Amor, Aqui y Ahora

Cynopsis Media LLC  
65 Lantern Road  
Stratford, CT 06614  
Ph: 203.381.9096  
Fx: 203.386.8855

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