

# CableFAX Daily™

Friday — January 20, 2012

What the Industry Reads First

Volume 23 / No. 012

## And We're Off: Official Deadlines Set at FCC for SpectrumCo, Cox Deals

When it comes to spectrum—whether its incentive auctions or cable's deal with **Verizon Wireless**—there will be controversy. Let it officially begin with the **FCC** Thurs accepting **SpectrumCo** and **Cox's** applications to assign AWS licenses to Verizon Wireless. Petitions to deny the deal must be filed by Feb 21. Oppositions to such pleadings are due Mar 2; the deadline for replies to those is Mar 12. This week, Verizon and the SpectrumCo partners filed details of their joint marketing arrangements at the Commission. Unfortunately, we can't fill you in on the specifics since it was filed under a protective order. But the mere filing of the arrangements is a victory for some. The companies believe they should not be required to do so, but went ahead and volunteered the info to avoid "undue delay." "This voluntary filing will eliminate a controversy that surely would have taken place had they not done so," said **Public Knowledge** legal dir *Harold Feld*. But it doesn't solve PK and others' concerns that these retail arrangements should be considered in the context of the spectrum deal to determine the impact on the public interest. Verizon and the cable companies have said the joint marketing agreements are not relevant to the spectrum license sale, and reiterated that the filing of the agreements doesn't prevent them from arguing that they have no relevance to the proceeding. "Even as the FCC begins its process for reviewing these deals, Verizon Wireless and the cable companies have already begun to resell each other's services in select cities under joint marketing agreements," said **Free Press** policy dir *Matt Wood*. "The companies are circumventing the review process, and they should stop doing so until the public has had time to comment on the arrangements and the FCC makes its decision." One of those retail partnerships kicked off this week in Seattle and Portland with **Comcast** and Verizon offering qualifying double or triple play customers who also sign up for qualifying Verizon Wireless services a **Visa** prepaid card valued at up to \$300 (*Cfax, 1/18*). On the broadcast side, the lengthy list of spectrum concerns continues. On Thurs, VT senators *Patrick Leahy* (D) and *Bernie Sanders* (I) along with Rep *Peter Welch* (D) asked Sec of State Hillary Clinton to explore a new agreement with Canada in the event Congress takes action that requires the FCC to repack stations—move certain TV stations to new channels—along the Canadian border. The lawmakers wrote that when stations along the border were built it was necessary to coordinate spectrum use in order to prevent interference and ensure future development of stations.

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DEADLINE: JANUARY 20, 2012

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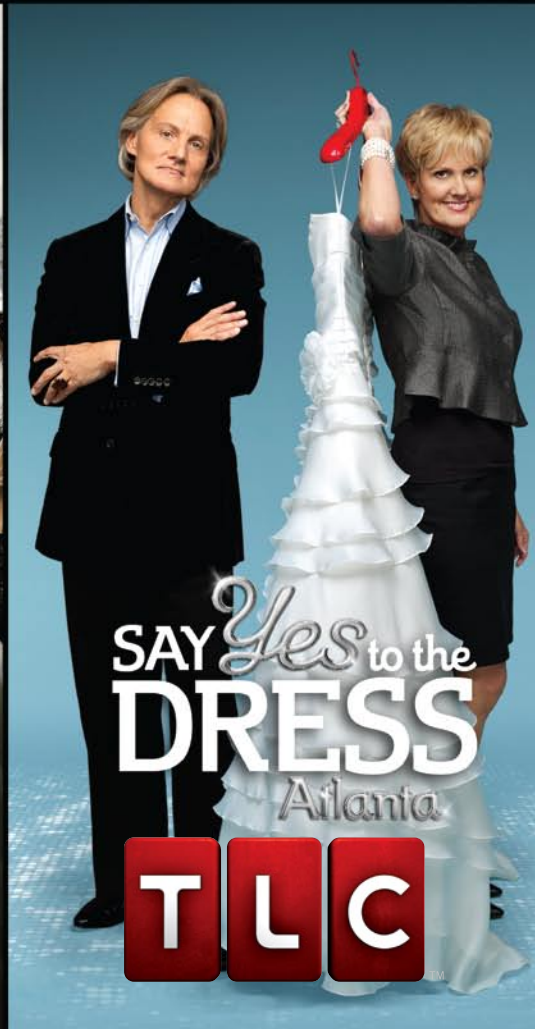
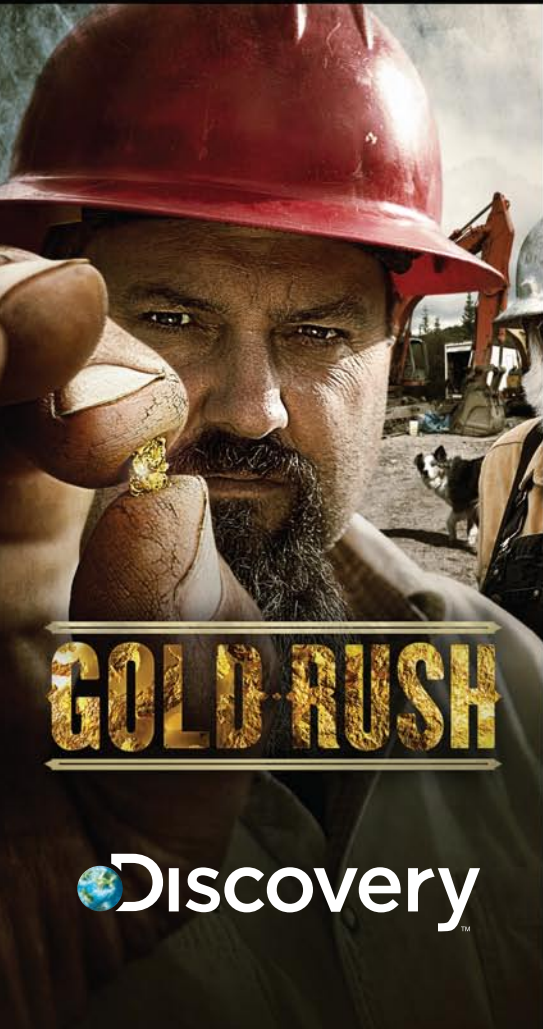
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**Access Granted:** *Mark Cuban* managed to assemble a powerhouse team for the forthcoming rebrand of **HDNet** to **AXS TV (Cfax, 1/19)**, one that could prevent further net protestations at the **FCC** of discrimination against indie programmers. The new name may be silly, but rest assured few are laughing about the involvement of Hollywood darling *Ryan Seacrest*, who brings instant credibility and a wealth of experience to the jv. **DISH** thinks enough of the rebrand and change in programming thrust to largely feature live ent that it opened HDNet to approx 8mln additional homes, and **BTIG's Richard Greenfield** claims the alterations enabled HDNet to ink a new deal with **DirectTV** recently and improve distribution via **Comcast**. No word from either of the ops. Still, said Greenfield, "it has been a long time since music had a meaningful presence on your cable or satellite box." **MSG's Fuse** is very similar to what AXS TV hopes to become, but the net has struggled to leverage venues including Madison Square Garden and Radio City Music Hall into popular programming. **Viacom's Palladia** is akin as well, but like Fuse, said Greenfield, it doesn't have "strong talent relationships" to draw from like AXS does. AEG, meanwhile, has ties to myriad venues and acts including AmericanAirlines Arena in Miami, Best Buy Theater in NY and the tours of *Bon Jovi*, *Justin Bieber* and *Carrie Underwood*. Given the AXS team, Greenfield said he wouldn't be surprised to see HDNet holdouts including **Time Warner Cable** and **Cox** launch the net before summer.

**Bit of Sunshine:** **Sunbeam** stations are still dark on **DirectTV**, but the *Orlando Sun-Sentinel* reports that **WSVN's** gm plans to allow Sun's NFL game between the Giants and 49ers to be seen in DirectTV homes, even if there is no settlement in their retrans talks.

**Carriage:** **GSN** extended its affil agreement with **AT&T U-verse TV**. -- **WealthTV** launched 24/7 net **WealthTV 3D**, which is currently available via 2.5mln **Roku** boxes. Wealth's recent affil pact with **NCTC** allows the org's members to roll out the new offering.

**Ratings:** **NBA TV's** Sat coverage of the Lakers-Clippers notched 756K total viewers to become the net's most-watched regular season game ever. -- The season finale of **MTV2's** "Guy Code" garnered nearly 4mln viewers, and the show no ranks as the net's highest-rated series in history among 12-34s and men 12-34. -- "The Real Housewives of Beverly Hills" recorded its highest-rated ep of the series Mon, notching 2.8mln total viewers for **Bravo**.

**Advertising/Marketing:** **IFC** teamed with **Suburu** to promote the launch of the carmaker's '12 Impreza through integration within net series "Portlandia." The deal marks the series' 1st integration and features various eps of the current season. -- Available for download at the iTunes App Store, **Viggle's** a rewards-based loyalty program that gives users points for checking into TV shows. The points can be redeemed for rewards from companies including **Hulu Plus**, **Fandango** and **Burger King**.

**HRTS:** The monthly **HRTS** luncheon in L.A. featured showrunners Thurs, with **AMC's** "The Walking Dead" exec prod *Glen Mazzara* admitting some trepidation taking over the show after *Frank Darabont* left. "It was a lot of pressure," he said. "I was convinced that if this didn't come together, that could be the end of my career." For one thing, Darabont's unique style had already built a rabid fanbase by season 1's end, and Mazzara said the 1st draft script he wrote "bombed" internally but that "I sort of found my way" after consulting others involved in the show. *Graham Yost* of **FX's** "Justified" joked that his staff filters everything written about the show so he only has to read "positive stuff." And even though Justified has received praise since its inception, Yost said he feels like the show found itself in season 2. Moderator *Peter Tolan* (of **FX's** "Rescue Me"), who spent much of the panel ribbing the showrunners, told Yost that he doesn't know the difference between Justified and **HBO's** "Deadwood," on which much of the Justified cast appeared. Yeah, he was joking. We think.

**Programming:** **Cloot** will host a 24-hour marathon of classic TV series "Mannix" on Jan 28 starting at 6am. -- **IFC** greenlit 2 new half-hour scripted comedy series: "Comedy Bang! Bang!" (wt), a half-hour sketch variety show hosted by *Scott Aukerman* and based upon his podcast of the same name; and "Bunk" (wt), a game-show parody in which comedians perform "absurd comedy challenges." IFC ordered 10 eps of each, and shows will premiere in June as a 1-hr comedy block. -- **RLTV** and **NBC News** will co-produce the net's "Cash Call with Jean Chatzky" (Feb 28), a live consumer finance show in which *Chatzky* will address viewers' questions via calls, emails, Skypes and Tweets. -- **NFL Net's** going offensive this Sun, offering a special 6 hours of "NFL GameDay Morning" (9am ET) leading up to the AFC Championship game.

**People:** *Michael Bornak* was named CFO for **SeaChange**, effective Mon. He comes to the company from **Tollgrade**, where he served as CFO since '09. -- **Cablevision** made a couple promotions in its programming dept, with *Adam Weinstein* and *Mandy Orzo* both upped to vp, programming acquisition. -- Another big **FCC** departure. FCC Office of Strategic Planning chief *Paul de Sa* will leave in Feb. FCC chmn *Julius Genachowski's* chief of staff *Eddie Lazarus* left the agency this month. -- **Syfy** upped *Chris Regina* to svp, programming. -- *Michael Montgomery* joined **Synacor's** board. -- Legal execs *Nancy Alpert* and *Maggie Reilly-Brooks* were promoted to svps at **AETN**.

**On the Circuit:** Kudos to **Starz**, which Wed night hosted a premiere and party in Hollywood to celebrate season 3 of its gladiator series "Spartacus." The net packed the Arclight theater with fans and industry folk, who like Roman spectators in the arena cheered the bloody season opener's "brothel slaughter" among other over-the-top gore. Exec prod *Rob Tapert* also took the stage to acknowledge deceased actor *Andy Whitfield*, who played the original Spartacus, a role inherited by *Liam McIntyre* in season 3. -- Acclaimed author and motivational speaker *Don Yaeger* will serve as the keynote speaker for **SCTE's** inaugural leadership conference, Apr 17-19 in Henderson, NV.

**Business/Finance:** **Miller Tabak** downgraded **MSG** to "neutral" from buy, but keeping its long-term \$33 price target on the stock. "Still no TWC carriage deal, and the Knicks are not playing well (ad and potential playoff revenue implications," said a note from the firm.

**Editor's Note:** Once again, the rest of the issue consists of TCA coverage. Enjoy!

**AMC:** Ironically, "The Killing" controversy just won't die. After nibbling on crow at summer TCA, **AMC** svp, original programming *Joel Stillerman* again told critics that "we should have been more clear" in setting up expectations for Season 1, which stunningly didn't reveal the killer in the finale. While this might be considered a valid creative choice in the real world, in TCA land it was seen as an affront to humanity. Stillerman smartly avoided a debate in the room and acknowledged that some critics felt misled. "That's something we regret, and we're going to work hard to correct," he said. He promised that writers will reveal the killer in the season 2 finale. Phew... can we move on now? Stillerman also said he upped "The Walking Dead" ep order to 16 from 13 and revealed the "totally collaborative" decision to end "Breaking Bad" in season 5 after discussions with showrunner *Vince Gilligan*. -- It's hard to describe *Kevin Smith's* performance during his one-man panel to talk about his new AMC reality show "Comic Book Men" (Feb 12), which follows the people who work at Smith's NJ comic-book store. Imagine a foul-mouthed *Phil Donahue* in a hockey shirt, strutting around a ballroom in an apparent quest to break the TCA F-bomb record. Weaved between the profanity was an impassioned defense of comic geekdom in all its nerdelicious glory. "It's one of the only pure American art forms," he said. "It's one of those things like jazz that America can claim as its own." Otherwise, he said he... uh... "exploded" when he learned his favorite net AMC—"I f---ing love 'Mad Men'"—wanted to talk to him about a show geared toward the more geekified "The Walking Dead" fans as the show went on hiatus. What was Smith's pitch? "If you're talking about reaching out to dudes who can't get laid, I'm your man." Honestly, we can't quote much beyond that. But consider what Stillerman told us after the panel. "About 6% of that panel would actually be air-able on AMC, so I hope you enjoyed that," he said. Yeah, we did. -- After several minutes of heated questions from TCA critics during AMC's "The Walking Dead" panel (season II premiere, Feb 12) it was clear—TV critics had become far too interested in zombies. (Of course, after 2 weeks in a hotel listening to programming execs and actors, many of the critics had suffered mental and physical transference, with several identifying intimately with the plight of zombies. But we digress). Are there rules for playing zombies, a feverish critic wondered. I'm not sure, said another, but the zombies seem to be walking faster this season than they did last year. Am I right? Show execs sensed the creepiness of the zombie-crazed critics, but their craving for publicity easily canceled out any awkward feelings or fears. They answered the queer queries directly. Yes, there are rules for the undead on this show, an exec said. There's a zombie school where the chosen few actors are shown clips of the best zombie performances, culled from classic films. The speed and style of a zombie's gait depends on how long it's been dead, er, un-dead, and how it met its demise. "It seems random, but we are paying attention... some [zombies] walk fast, others slow," a series exec removed the mystery. So each zombie has a back story? Don't be daft; of course they do. But how did the zombie outbreak begin? "Well, our show is about the characters, trying to stay alive, trying to rebuild civilization," said exec prod *Greg Nicotero*, the show's authority on zombies. "It wouldn't seem right that they would know much about the zombies, how you become one, for example," he added. Several critics slumped in their chairs upon hearing that response. They perked up when Nicotero revealed it takes nearly 2 hours to apply the zombie makeup. And then the mother load. Those who succeed as zombies have been practicing for years, Nicotero said, adding there are 2 types of people in the world. Those who stand in front of the mirror and sing and those who practice their zombie walk, he said. The latter are those coming to GA to audition to become a zombie.

**WE tv:** WE tv's "Shannen Says" (April premiere) promises to bring viewers something honest and different. Viewers will, of course, be the judge, but WE tv chief *Kim Martin* and star *Shannen Doherty* touted show's humorous elements as "Beverly Hills 90210" bad girl Doherty makes her way through the process of planning her wedding. WE tv really does own the wedding genre, so the series appears to be in the right place. Martin said she knew it would be good to film Doherty planning for her wedding, "but I had no idea" that it would be so funny. Doherty said her new husband *Kurt Iswarienko* is "one of the funniest people I know... his humor is so dry... that's why I married him, he makes me laugh." Kurt said so little during the panel, however, that it's difficult to judge his comedic chops. Clips shown to critics contained a lot of the usual tension of reality series. Still, the show bears interest because Doherty and Iswarienko claim it won't be like others in the genre. "I'm not an avid fan of reality TV," Doherty said, noting most of it seems staged. Her show is natural, she said. "Our show is truthful and different from most reality series because it is so honest."

**Univision:** Some TCA critics were upset they were given just minutes to question *Jennifer Lopez* and her ex *Mark Anthony* during Univision's 7:15am session Saturday. But here's what we know: "Q'viva!" (Jan 28, 7p) will travel to 21 countries seeking dancers, singers and street entertainers to mount Las Vegas stage show. Lopez expects the show will cross over to non-Spanish speakers. There will be subtitles, she said. Although it cut into their question time, a dazzling dance and drumming exhibition during the session seemed to excite TCA writers. Univision also showcased weight-loss program "Dale con Ganas" (Weds, 10p), whose amusing sizzle reel showed 16 overweight families in a dump, gagging at mounds of trash. In the background an announcer explains, "Some Latinos treat their bodies like garbage." Creators *Dave Broome* and *Emilio Estefan* said American-Latino obesity is at epic proportions. The series aims to change lifestyles, not urge Latinos to diet.

**GMC:** GMC's TCA panels demonstrated there are multiple ways to provide uplifting entertainment, a key theme running through the net's programming. Uplifting entertainment can be serious, but also can be funny. That's the idea behind GMC's first feature-length comedy, the original film "Brother White" (Mar 11), about a white preacher and his family who leave Los Angeles for a black mega church in GA. It's the quintessential fish-out-of-water tale, but it's rooted in reality, says *David A.R. White*, who wrote the script and stars as the preacher. "I'm a pastor's kid," he told critics. In addition, when he moved from a small, all-white town in KS to pursue acting in L.A., he lived for 6 years with a black family. *Jackee Harry*, who plays a church leader in the film, told critics she improvised during much of the filming. "They just put a camera on me and let me loose," she said, noting her theatrical roots are in improv and mime. GMC vice chairman *Brad Siegel* said comedy "is naturally uplifting... we've been serious drama heavy... you're going to see us open up more to comedy." Indeed, the net's 6th original gospel play, "Sugar Mommas" (Jan 21 premiere), has an uplifting message, but gets there with many laughs (see review on today's Programmer's Page). The gospel play form has a large following in the traditional African-American community, GMC execs said. Despite that, it's an under-served format. With several more such gospel plays on the slate, GMC expects to serve its audience with this format, execs said. The final GMC panel touted "Heaven's Rain" (Apr 29), an original film that tells the true story of *Brooks Douglass*, who witnessed his missionary parents' murder and later became a state senator who worked to pass 28 pieces of victims rights legislation. Before that, victims were charged for the cost of rape kits and impounding their car, Douglass said. Douglass wrote the script "so it wouldn't just be a crime story," but would pay tribute to his parents, he told critics. In addition, Douglass plays his father in the film.

**Ovation:** You have to believe that **Ovation's** rise to 46mln homes from 5mln in 5 years has been powered by trenchant programming such as "Motor City Rising" (June 1). The series looks at how the Detroit artistic community is working toward revitalizing the blighted city rocked by the economic downturn, where entire city blocks can still be purchased for mere thousands. The city offers "a beautiful canvass to start with," said featured talent *Adrienne Williams*, and artists are now flocking to the metropolis because there are "no restrictions" and "no resistance" to creativity. Shoots can occur in the middle of the night, she said, and graffiti artists on the lam from L.A. have come to Detroit for self expression along with remuneration for their work. Show talent *Sean Forbes* tugs at the heart strings as a deaf rapper who's emulating hometown boy *Eminem* while receiving inspiration from old school rap that painted a portrait of overcoming struggles. "Music and deafness is like an oxymoron," said Forbes, who's particularly heartened by the deaf community. "When something special happens, they all come together," he said. Sounds like a special group of Detroiters. -- The critics were all over *Karen Gillan*, well known for her role in "Dr. Who." She plays the first supermodel *Jean Shrimpton* in the film "We'll Take Manhattan" (Feb 11, 8p). They nearly ignored *Aneurin Barnard*, who plays fashion photographer *David Bailey*. Our guess is they haven't seen the film yet. Barnard's performance as the cheeky London lad who revolutionizes fashion photography is excellent. Barnard said he used real cameras during shooting, and they contained film. "We got some good shots," he said. And there was a lot of improv in those scenes, Barnard and Gillan said, with Gillan adding that 1 scene was

# BUSINESS & FINANCE

completely improvised.

**TV One:** In her first TCA appearance as TV One's pres/CEO, *Wonya Lucas* epitomized the focus she's brought to the network by relating its new mantra: "double, relate and expand." The net will double original programming in '12, she said. And since African Americans are a diverse group, TV One will present a multiplicity of series and shows that will be relatable to large swathes of the black community. "We'll fully embrace genres" African Americans are watching on TV today, she said. The net's first foray into justice and mystery will commence Jan 18 when "Find Our Missing" debuts. Hosted by *S. Epatha Merkerson*, the 10-ep series will profile cases of missing African-Americans and the circumstances surrounding their disappearance. The series also will aim to assist finding people. Viewers will be urged to provide tips on the missing to law enforcement, says showrunner *Donna Wilson*. In addition, TV One has forged a social media partnership with Black and Missing Foundation, which focuses on locating missing blacks. TV One programming chief *Toni Judkins* said while one-third of missing persons in the U.S. are blacks, the local media fail to provide adequate coverage of such cases. This series aims to fill that gap, *Judkins* says. -- Other series planned include cooking competition "My Momma Throws Down" and "Love Addiction," which helps people with their toxic relationships, *Judkins* said.

## CableFAX Daily Stockwatch

Company	01/19 Close	1-Day Ch	Company	01/19 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	42.72	0.54	CLEARWIRE:	1.85	(0.01)
DISH:	29.99	0.93	CONCURRENT:	3.69	0.01
DISNEY:	39.44	0.42	CONVERGYS:	12.99	(0.01)
GE:	19.15	0.13	CSG SYSTEMS:	15.74	(0.11)
NEWS CORP:	20.05	0.48	ECHOSTAR:	24.20	0.50
<b>MSOS</b>					
CABLEVISION:	14.24	0.49	GOOGLE:	639.57	6.66
CHARTER:	56.97	0.53	HARMONIC:	5.66	0.20
COMCAST:	25.87	0.15	INTEL:	25.63	0.24
COMCAST SPCL:	25.23	0.08	JDSU:	12.93	0.29
GCI:	10.13	0.11	LEVEL 3:	19.00	0.32
KNOLLOGY:	14.41	0.11	MICROSOFT:	28.12	(0.11)
LIBERTY GLOBAL:	45.13	1.21	MOTOROLA MOBILITY:	38.78	0.18
LIBERTY INT:	17.16	(0.09)	RENTRAK:	16.38	0.58
SHAW COMM:	19.90	UNCH	SEACHANGE:	6.79	0.05
TIME WARNER CABLE:	68.35	1.97	SONY:	17.25	0.13
VIRGIN MEDIA:	24.10	0.24	SPRINT NEXTEL:	2.34	0.01
WASH POST:	394.55	7.05	THOMAS & BETTS:	58.07	0.08
<b>PROGRAMMING</b>					
AMC NETWORKS:	42.02	1.82	TIVO:	10.42	(0.01)
CBS:	28.83	0.54	UNIVERSAL ELEC:	17.62	(0.22)
CROWN:	1.21	0.03	VONAGE:	2.34	0.01
DISCOVERY:	44.71	0.72	YAHOO:	16.12	0.20
GRUPO TELEVISIA:	21.50	UNCH	<b>TELCOS</b>		
HSN:	36.72	0.08	AT&T:	30.42	0.09
INTERACTIVE CORP:	42.31	(0.25)	VERIZON:	39.00	(0.01)
LIONSGATE:	9.48	0.34	<b>MARKET INDICES</b>		
LODGENET:	3.22	0.20	DOW:	12623.98	46.24
NEW FRONTIER:	1.09	0.06	NASDAQ:	2788.33	18.62
OUTDOOR:	7.69	0.12	S&P 500:	1314.50	6.46
SCRIPPS INT:	45.21	0.07			
TIME WARNER:	37.73	0.34			
VALUEVISION:	1.60	0.02			
VIACOM:	54.29	0.79			
WWE:	9.44	(0.15)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.17	0.02			
ALCATEL LUCENT:	1.99	0.11			
AMDOCS:	29.24	0.08			
AMPHENOL:	54.89	1.33			
AOL:	15.86	0.16			
APPLE:	427.75	(1.36)			
ARRIS GROUP:	11.17	0.06			
AVID TECH:	9.58	0.17			
BLNDER TONGUE:	1.35	0.01			
BROADCOM:	34.99	1.64			
CISCO:	19.79	0.25			

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**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**TCA Thoughts**

My 1st TCA event's in the books, and although I only attended for 2 days there's quite a bit to flesh out. An amalgam of marketing and pomp, TCA is a show; celebs from the A- to the C-list are everywhere. I'm just not sure how beneficial it is for nets to coordinate their participation, particularly when so few trenchant questions are asked of them (the most popular: how did you study for the role?). And only the meekest and most shallow of TV critics (I hope) would spin their reviews positively because *Dustin Hoffman* or *Nicole Kidman* attended TCA. For *US Weekly* readers: Hoffman was funny, and sincere and Kidman is impossibly beautiful in person. She made the alluring *Julia Louis-Dreyfus* look average. The TCA parties are enjoyable, often high-end affairs, but I wonder about the related ROI here as well. It seems ad execs and/or writers and producers would make for better targets. TCA does, however, proffer helpful insight into what to look from various channels, and in some cases informs on new directions being taken or fresh genres being tackled. For me, highlights included the panels for **Ovation**, **TNT** and **Comedy Central**. Ovation's "Motor City Rising" (June 1), chronicling the participation of 6 artists in the revitalization of depressed and blighted Detroit, is a heartwarming example of content with a conscience, of programming with a higher purpose. Deaf rapper *Sean Forbes* inspires. I'm dying to see how TNT does with its 2 extension projects this summer, "Major Crimes," the spin-off of "The Closer," and "Dallas," which shines the light back on the Ewing family. I generally disdain recycled ideas, but many compelling characters return for Crimes, and I'll have to return to South Fork because I watched "Dallas" with my dad as a kid. Plus, J.R.'s back! If it's levity you crave, check out Comedy's sketch-comedy show "Key and Peele" (Jan 31). Extemporaneous hilarity doesn't ensure a show's success, but *Keegan Michael-Key* and *Jordan Peele* appear to be the real deal. *CH*

**Highlights:** "Archer," season III premiere, 10p, Thrs (1/19), **FX**. The animated spy spoof opens with egomaniacal spy Sterling Archer's man crush *Burt Reynolds*. He's still the bomb, but Reynolds also is an adept shrink. Archer's "a mess," is his succinct diagnosis. True, but his huge blind spot helps make "Archer" hilarious. *SA*

**Worth a Look:** "Bizarre Foods America," premiere, Mon, 10p, **Travel**. What? Iron-stomached, eat-anything *Andrew Zimmern* detests Spam? This season, Zimmern eschews foreign travel, finding plenty of weird cuisine domestically. -- "Scorned: Love Kills," premiere, Sat, 10p ET, **ID**. Hoping to ruin Saturday as date night, *Henry Schleiff* mischievously pairs love-gone-bad tales—this first sex-capade from Fayetteville, NC, is tragic—with similar-themed "Who the (Bleep) Did I Marry?" (9p). -- "Sugar Mommas," special, 7p ET, **GMC**. This entertaining gospel stage play mixes drama and comedy with singing. It's a plus to find a serious play about 40-ish women, played ably by *Vanessa Williams* and *Terri J. Vaughn*. -- "MeatEater," Sun, 9p, **Sportsman**. Arguably, Sportsman's best-looking series, "Meat" emphasizes hunting for cuisine, not sport. Still, it will be painful for some viewers to watch animals being shot. *SA*

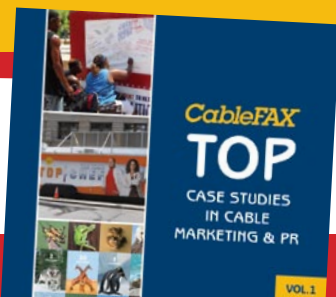
Basic Cable Rankings			
(1/09/12-01/15/12)			
Mon-Sun Prime			
1	ESPN	3.2	3183
2	USA	2.1	2108
3	DSNY	1.7	1684
4	HIST	1.6	1615
5	TBSC	1.5	1463
5	FOXN	1.5	1457
7	A&E	1.4	1346
8	TNT	1.2	1204
9	SYFY	1	981
9	FOOD	1	957
9	ADSM	1	944
12	DISC	0.9	929
12	HGTV	0.9	901
12	TRU	0.9	855
12	FAM	0.9	849
12	BET	0.9	780
12	DSE	0.9	66
18	MTV	0.8	815
18	LIFE	0.8	791
18	FX	0.8	763
18	BRAV	0.8	716
18	ID	0.8	614
18	NKJR	0.8	613
24	TLC	0.7	734
24	NAN	0.7	734
24	TVLD	0.7	715
24	CMDY	0.7	703
24	AMC	0.7	683
24	MSNB	0.7	659
24	LMN	0.7	550
31	VH1	0.6	609
31	APL	0.6	552
31	SPK	0.6	548
31	HALL	0.6	534
35	EN	0.5	526
35	CNN	0.5	472
35	NGC	0.5	388
38	OXYG	0.4	275
38	NFLN	0.4	205
40	HLN	0.3	318
40	ESP2	0.3	314
40	TRAV	0.3	292
40	CMT	0.3	282
40	WE	0.3	258
40	OWN	0.3	244
40	GSN	0.3	235

\*Nielsen data supplied by ABC/Disney

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