



2004 Cable Network Promotion Calendar

1 Time & Area Locked
 These promotions are specific in both time/date and location. Contact network for schedule details.

2 Time Locked
 These promotions occur at a certain time and/or during a specific week or season of the year.

3 Generic/Evergreen
 These are "off-the-shelf" promotions to be used on an as-needed basis throughout the year.

		FIRST QUARTER 2004			SECOND QUARTER 2004		
		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>Ron Hebshie 818-569-7347 ron.hebshie@disney.com</p>	Back To School (Teen Targeted)						
	Drive Away With ABC Family Sweepstakes (Category Targeted: Automotive) • :15/:15 Taggable Automotive Tip Spots						
<p>For your regional rep, log on to www.aetnjustclick.com</p>	New Series: Airline New Series: House Of Dreams						A&E Original Movie: Pride
	Taggable Programming, Spanish & Holiday Spots • Advertiser Appreciation Program						
<p>Heather Davis 516-803-4706 hmdavis@rainbow-media.com</p>	Oscar Stunt						
	The AMC Project • DVD TV • Sunday Night Movie Event						
Taggable Tune-In Spots • Advertiser Appreciation Program • LAS Sweepstakes Opportunity							
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>	Enter The World Of Animal Planet						
	Taggable Spots • Advertiser Solicitation Spots • Costume Characters • Cardboard Cut-Outs • Trivia Games						
<p>Darlene Chapman Holmes 202-608-2209 darlene.chapman@bet.net</p>	Black History Month			Spring Bling '04			BET Awards
	Celebration Of Gospel '04			BET Hip Hop Festival Paramount Kings Dominion			
<p>Darlene Hensley 201-735-3576 Darlene.Hensley@nbc.com</p>	Olympics						
	Taggables • IAS vignettes • Advertiser Appreciation Program • Bravo Arts Calendar • Inside The Actors Studio Promotion • West Wing Vignette						
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>	Adult Swim - Promotion						Cartoon Fridays - Promotion
	CMT Flame Worthy Video Music Awards						
<p>For your regional rep, log onto mtvn.com</p>	CMT Off-The-Shelf Sweepstakes Promotion • CMT Most Wanted Truck Tour						
	Personal Finance Tips • Olympics						
<p>Darlene Hensley 201-735-3576 Darlene.Hensley@nbc.com</p>	Tax Tips						
	Advertiser Appreciation Program • Taggables						
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>	Time Making Tips III - Promotion						
					Anderson Cooper/ Paula Zahn - Promotion		
<p>For your regional rep, log on to www.mtvn.com</p>	Comedy Kickback • Comedy Central Get the Goods Program • Comedy Central Live Promotion						
	The Daily Show with Jon Stewart "Big Shot" Promotion • The Man Show's Va-Va-Va Vegas Promotion						
<p>Tom Wolfe 212-973-3340 wolfet@courttv.com</p>						The Court TV Mobile Investigation Unit	
	Digital Fingerprinting Days						
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>						American Chopper Sweepstakes	
	Taggable Spots • Advertiser Solicitation Spots • Costume Characters • Cardboard Cut-Outs						
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>	Taggable Spots						
<p>Ron Hebshie 818-569-7347 ron.hebshie@disney.com</p>	Back To School Sweepstakes						
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>	DIY Tools For Thought						
<p>Mary-Jo Matava 860-493-9003 Mmatava@Entertainment.com</p>	E! Live from the Red Carpet Academy Awards Countdown, Pre Show, Post Show, and Fashion Police						
	Taggable Tune-In Spots (:15/:15) • Client Appreciation Program						
<p>Boston Neary 860-766-4269 boston.neary@espn.com</p>	Winter X VIII						
					Basketball Promotion		
Taggable Spots							
<p>Boston Neary 860-766-4269 boston.neary@espn.com</p>	Cold Pizza						
<p>Boston Neary 860-766-4269 boston.neary@espn.com</p>	Golf Getaway Promotion						
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>	Are You Living Like You Mean It?						
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>	Food Network eyeQ						

contact networks for details and limits on participation



2004 Cable Network Promotion Calendar

1 Time & Area Locked
 These promotions are specific in both time/date and location. Contact network for schedule details.

2 Time Locked
 These promotions occur at a certain time and/or during a specific week or season of the year.

3 Generic/Evergreen
 These are "off-the-shelf" promotions to be used on an as-needed basis throughout the year.

		FIRST QUARTER 2004			SECOND QUARTER 2004		
		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>Beau Basse 310-282-2632 www.foxcable.com</p>							ChampionsWorld Tour
	<p>Heather Davis 516-803-4706 hmdavis@rainbow-media.com www.fuse.tv</p>	Rockzilla's Viewer's Poll	Dedicate Live! Valentine's Day Hook-Up	Full Frontal Hip Hop	Authentic Hip-Hop Viewer's Poll		
			IMX Does The Grammys		Quarterly Concert Event		
				Amplified Guide To New Music: Spring		All Access Summer Music Pass National Contest	
						No.1 Countdown: Best of '04 So Far	
IMX Customized Promotions • Studio Promotions • Taggable Tune-In Spots • IMX Flix Promotions • IMX "Money Word" Contests							
<p>Beau Basse 310-282-2632 www.foxcable.com</p>							
				FX Originals: The Shield And Nip/Tuck			
<p>Valeria Arana 212-455-5452 varana@univision.net</p>							
		Mexican Soccer League					
<p>Dennis Wald 310-255-6847 dwald@gsn.com www.gsn.com</p>	Who Wants To Be A Millionaire Marathon	Love Connection Marathon	Get Schooled Tour				
				Fools Of April	Mother's Day Stunt		
Advertising Solicitation Spots • Spin To Win • Live Family Feud Events • Taggable Tune-In Spots • Let's Make A Dealathon • GSN's Wheel Of Fortune n Jeopardy Digital Imaging							
<p>Ashley Zesinger 407-355-4173 azesinger@tgcinc.com</p>		Mutual Of Omaha Drive, Chip & Putt Junior Challenge Presented By The Golf Channel					
				Masters Week On The Golf Channel		U.S. Open Week On The Golf Channel	
Champions Tour On The Golf Channel							
<p>Norma Taylor 212-302-1100 ntaylor@mediaamerica.com</p>			GAC CMA Festival Trip Giveaway • ACM Awards Show Sweepstakes				
					GAC's Sizzlin' Summer BBQ GAC's Father's Day Fishing Trip		
Grand Ole Opry Getaway • Tour Manager For A Day							
<p>Terri Corcoran 212-445-6641 terricorcoran@hallmarkchannel.com</p>		Valentine's Day Hallmark Channel Original Movie And Marathon				Mother's Day Hallmark Channel Original Movie And Marathon	Father's Day Hallmark Channel Original Movie And Marathon
	Rough 'N Ready Saturday • Mystery Sunday						
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>							
	You Should See What's On HGTV						
<p>For your regional rep, log on to www.aetnjustclick.com</p>	Special Presentation: Barbarians					Special Presentation: The War Of 1812	
	Taggable Programming, Spanish & Holiday Spots • Taggable Save Our History PSAs • Advertiser Appreciation Program						
<p>Fannie Hung 310-556-7588 hung@lifetimetv.com</p>							
	Lifetime Movie Network Taggables • Lifetime Movie Network Advertiser Appreciation Program • Lifetime Movie Network Advertiser Solicitation Taggables						
<p>Fannie Hung 310-556-7588 hung@lifetimetv.com</p>	New Season Launch	Our Lifetime Commitment: Stop Violence Against Women					
		Lifetime's 20th Anniversary: Celebrating Women. Every Day. • Our Lifetime Commitment: Every Woman Counts					
		The "I Do" Diaries					The "I Do" Diaries
Lifetime Original Movie Taggables • Lifetime Original Series Taggables • Lifetime Advertiser Solicitation Taggables • Lifetime Television Advertiser Appreciation Program							
<p>Lisa Morgan 678-298-4151 litalbert@mbcnetwork.com</p>	Live Black College Basketball Games						
		Live Black College Basketball Tournament/ Championship Games					
Making Better Communities Grassroots Tour							
Black Movie Classics And Black Biographies							
		Black History Month Specials		MBC Network News Special: The Legacy Of The Civil Rights Movement	May Gridiron: The Best Black College Football	Black Music Month Specials	
TaggableSpots • MBC Network 5th Anniversary Celebration							
<p>Darlene Hensley 201-735-3576 darlene.hensley@nbc.com</p>	Olympics						
	Get On The Set • Advertiser Appreciation Program • Taggables						
<p>For more information on MTV please visit www.mtvn.com</p>	Real World XIV: San Diego						
			Spring Break		MTV Movie Awards • Summer Programming		
Times Square Studio Tour Promotion							
<p>Darlene Hensley 201-735-3576 darlene.hensley@nbc.com</p>							
	Advertiser Appreciation Program • Taggables • The Roof Sweepstakes						
<p>Beau Basse 310-282-2632 www.foxcable.com</p>				Culture Shock Week			
	Always More To Explore - High Speed Data Campaign						
<p>For your regional rep, log onto mtvn.com</p>							Fatherhood
	Trivia And Theme Song • Sponsorship Spots						

contact networks for details and limits on participation



2004 Cable Network Promotion Calendar

1 Time & Area Locked
 These promotions are specific in both time/date and location. Contact network for schedule details.

2 Time Locked
 These promotions occur at a certain time and/or during a specific week or season of the year.

3 Generic/Evergreen
 These are "off-the-shelf" promotions to be used on an as-needed basis throughout the year.

		FIRST QUARTER 2004			SECOND QUARTER 2004		
		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>Beth Billmeier 312-836-0711 beth.billmeier@mtvn.com</p>	Dora The Explorer Live						
	Kids' Choice Awards 2004						
Costume Charactor Program • Game Lab & Nick En Vivo • Sponge Bob Squarepants Photosplash Tent • Blue's Clues "Meet Blue"							
<p>Scott Pinkerton scott_pinkerton@olntv.com</p>	Comcast Simply Balanced						
<p>Michelle Niven 214-706-0763 mniven@oxygen.com</p>	OH! Get The Money - Build Your Own Business Promotion						
	Girls Behaving Badly Prank Across America Sweepstakes						
Taggable Spots For Programming Events • Birth Stories Helpful Tips For Moms • Athlete Of The Week/Month Promotion Fight Like A Girl Promotion • Isaac Moments Taggable Tips • Debbie Travis' Home Renohlvation Tips							
<p>Ron Hebshie 818-569-7347 ron.hebshie@disney.com</p>	SOAPnet Awards Sweepstakes						
	Soap Night (Category Targeted: Restaurant, Bar & Nightclub) • Advertiser and AE "Thank You" Premium Program						
<p>Beau Basse 310-282-2632 www.foxcable.com</p>	Ultimate NASCAR Ticket						
	Dude For A Day						
High SPEED • Get In The Driver Seat							
<p>For your regional rep, log on to www.mtvn.com</p>	Men's Health Sponsorship Opprtunity						
	Things Guys Should Experience Off The Shelf • Sponsorable Spots • Star Trek Costume Charactors • WWE Talent Appearances						
<p>Mary-Jo Matava 860-493-9003 Mmatava@Eentertainment.com</p>	"How Do I Look?" Affiliate Cross-Channel Incentive Campaign						
	Taggable Tune-In Spots (:15/:15 Versions) • Client Appreciation Program						
<p>For your regional rep, log on to www.superstationwgn.com/affiliate</p>	Academy Awards Special						
	Black History Month						
Saturday Night Slam (NBA Games Featuring Chicago Bulls)							
Fresh Prince Marathon							
2004 Big League Baseball Kick-Off (Featuring Chicago Cubs & White Sox)							
Advertiser Sponsorable Comedy Blocks/Theme Weeks/Weekend Movie Stacks • Customized Advertiser Promotions							
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>	Trumpet Awards - Special						
	Super Awards Weekend - Stunt						
<p>Jennifer Crist 415-355-4421 jennifercrist@techvcorp.com</p>	Digital Digs						
	Drive: Detroit			Drive: Gadgets	Drive: Concept		
Tech TV Taggable Tune-In Spots • Tech TV Taggable Brand Spots • Tech TV Contest Tune-In Spots • Tech TV Special Tune-In Spots							
<p>Darlene Hensley 201-735-3576 darlene.hensley@nbc.com</p>	Advertiser Appreciation Program • Taggables						
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>	Taggable Spots • Advertiser Solicitation Spots • Costume Charactors • Cardboard Cut-Outs						
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>	The Goodbye Girl - Original Movie	SAG Awards - Promotion		NBA Playoffs - Promotion			
	Bad Apple - Original Movie						
<p>Ron Hebshie 818-569-7347 ron.hebshie@disney.com</p>	Back To School (Elementary School Targeted)						
	Anchors Aweigh Sweepstakes (Category Targeted: Travel & Tourism) • :15/:15 Taggable Family Travel Tips						
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>	Taggable Spots • Advertiser Solicitation Spots • Costume Charactors • Cardboard Cut-Outs • Trivia Games						
<p>Jamie Marquez 323-817-4696 jamie.marquez@tvguide.com</p>	Taggable Program Spots • Advertiser Solicitation Spots • Launch Promotion						
<p>For your regional rep, log onto mtvn.com</p>	TV Land Awards: Red Carpet Sweepstakes						
	Classic LA Getaway						
Prize Wheel • Fan Cam • Batmobile Promotion • Trivia And Theme Song Promotion • Sponsorships Spots							
<p>For your regional rep, log on to mtvn.com</p>	Rock & Roll Hall Of Fame						
	Divas 2004						
Variety Of Sponsorship Spots (ie: Driven, All Access, Fab Life, Movies That Rock) - Check mtvn.com							
<p>Heather Davis 516-803-4706 hmdavis@rainbow-media.com</p>	WE Got The Beat	Fashion Spectular	Me Time Promotion	Raining Men		Summer Of Style Promotion	
	Taggable Tune-In Spots • Advertiser Appreciation Program • LAS Sweepstakes Opportunity						
<p>Alex Dombronovich 770-226-2850 adombronovich@weather.com</p>	Storm Stories						
	TWC Weekends • Storm Stories Tune-In • Weather Wall Event						
Back To School Bookcovers • Project Safeside Severe Weather Preparedness Partnership							

contact networks for details and limits on participation