



2004 Cable Network Promotion Calendar

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

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3 Generic/Evergreen
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		THIRD QUARTER 2004			FOURTH QUARTER 2004		
		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
abc family Ron Hebshie 818-569-7347 ron.hebshie@disney.com						ABC Family's 25 Days of Christmas	
		Drive Away With ABC Family (Category Targeted: Automotive)					
A&E The art of Entertainment For your regional rep, log on to www.aetnjustclick.com		New Series: Growing Up Gotti New Series: "Dog" Chapman Unleashed				New Season: MI-5	
		Taggable Programming, Spanish & Holiday Spots • Advertiser Appreciation Program					
amc TV FOR MOVIE PEOPLE Maureen Ruggles 516-803-4383 mcruggles@rainbow-media.com			Women In Hollywood	Monsterfest Promotion AMC's 20th Anniversary			American Cinematheque Awards
		DVD TV • Sunday Morning Shootout • Sunday Night Movie Event					
		Taggable Tune-In Spots • Advertiser Appreciation Program					
Animal Planet Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com		Anytime/Anywhere - Croc Hunter					
		Black College Football					
BET Charmaine Leary 202-608-2452 charmaine.leary@bet.net			Comedy Awards	New Fall Season Launch 10th Annual Walk Of Fame		Source Awards	
		Taggable Programming Reel					
Bravo Darlene Hensley 201-735-3576 Darlene.Hensley@nbc.com		Bravo On with the Show					
		Olympics					
		Get On The Set • Advertiser Appreciation Program • Bravo Arts Calendar • West Wing Vignette					
CARTOON NETWORK Amy Rife 404-878-0205 amy.rife@turner.com		Cartoon Fridays - Promotion			Halloween - Stunt		
CMT COUNTRY MUSIC TELEVISION Julia Drew 212-846-8269 julia.drew@mtvn.com				Hellraisers			
				CMT Most Wanted Live Tour			
		CMT Off-The-Shelf Sweepstakes Promotion • CMT Mobile Marketing Experience					
CNBC Darlene Hensley 201-735-3576 Darlene.Hensley@nbc.com		Personal Finance Tips					
		Olympics					
		Advertiser Appreciation Program • Taggables					
CNN Amy Rife 404-878-0205 amy.rife@turner.com			American Morning - Promotion				
COMEDY CENTRAL Mitch Adair 212-258-7359 mitch.adair@mtvn.com		2004 Indecision Express Sweepstakes					
		The Daily Show "Inside Source" Promotion • The Man Show's "Va-Va-Va Vegas" Promotion • Comdy Central Live					
COURT TV Tom Wolfe 212-973-3340 wolfet@courttv.com		Mobile Investigation Unit					
					The Holiday Shopping Investigation		
		Digital Fingerprinting Days					
Discovery CHANNEL Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com		Anytime/Anywhere - Monster Garage					
Discovery Health CHANNEL Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com		Anytime/Anywhere - Happy Birthday, Baby					
Disney CHANNEL Ron Hebshie 818-569-7347 ron.hebshie@disney.com		Disney Channel Craven More Raven Back To School Promotion					
diy do it yourself network For your regional director, please visit affiliate. scrippsnetworks.com		DIY Tools For Thought					





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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Mary-Jo Matava 860-493-9003 Mmatava@Eentertainment.com</p>	Awards Show Coverage, Live Nominations, Countdown Shows • Live From The Red Carpet, E! News Live Specials					
			Live From The Red Carpet - Primetime Emmy Awards			
			Countdown, Pre-Show, Post Show and Fashion Police			
<p>Boston Neary 860-766-4269 boston.neary@espn.com</p>	Taggable Tune-In Spots (:15/:15 and :20/:10 versions) • Client Appreciation Program					
	ESPY Awards	X Games X				
				ESPN Football Promotion		
<p>Boston Neary 860-766-4269 boston.neary@espn.com</p>	Great Outdoor Games					
	Cold Pizza					
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>	Are You Living Like You Mean It?					
	Are You A Foodie? • Food Network eyeQ					
<p>Maureen Ruggles 516-803-4383 mcruggles@rainbow-media.com</p>	Vans Warped Tour			4th Quarter Concert Event		
	Warped Wednesdays		Back To Class No. 1 Countdown Special	Addicted To DVD Specials		
	Rock Revolution Independence Day Party	Uranium's Hell Raising Summer Special	Summer Report Card Fuse Amplified Guide To Fall			
	4Play X-Rated Special	End Of Summer Wrap-Up Special				
	The Daily Download Customized Promotions • Studio Promotions • Taggable Tune-In Spots • The Daily Download "Flix" Movie Promotions The Daily Download "Picks" Gaming Promotions • Customized On-Air and Online Contests					
<p>Heidi Tan 310-229-4984 htan@foxcable.com</p>	FX Original Promotion - Nip/Tuck Sweepstakes					
	Hottest Games Ever	"Greek Games" Launch	Labor Day Stunt Interactive Promotion	Halloween Stunt	Thanksgiving Day Stunt	Winter Holiday Stunt
<p>Dennis Wald 310-255-6847 dwald@gsn.com</p>	Blackjack Tip Spots • Spin-To-Win Event • Live Family Feud Event • Taggable Tune-In Spots • GSN's Wheel Of Fortune or Jeopardy Digital Imaging					
	Mutual Of Omaha Drive, Chip & Putt Junior Challenge Presented By The Golf Channel					
<p>Ashley Zesinger 407-355-4173 azesinger@tgcin.com</p>			Ryder Cup Week on The Golf Channel	Big Break II Promotion		
	GAC National Finals Rodeo Sweepstakes					
<p>Norma Taylor 212-302-1100 ntaylor@mediaamerica.com</p>	CMA Awards Show Trip Getaway			GAC's Top 50 Videos of 2004		
	Grand Ole Opry Getaway • GAC's Tour Manager For A Day					
<p>Terri Corcoran 212-445-6641 terricorcoran@hallmarkchannel.com</p>				Halloween Hallmark Channel Original Movie and Marathon	Hallmark for the Holidays- Hallmark Channel Original Movies and Marathons	
	Rough 'N Ready Saturday • Mystery Sunday					
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>	Decorating Dilemmas • You Should See What's on HGTV					
			Special Presentation: The War Of 1812		Special Presentation: Alexander The Great	Special Presentation: Benjamin Franklin
<p>For your regional rep, log on to www.aetnjustclick.com</p>	Taggable Programming, Spanish & Holiday Spots • Save Our History • Advertiser Appreciation Program					
	Lifetime Movie Network Taggables • Lifetime Movie Network Advertiser Appreciation Program • Lifetime Movie Network Advertiser Solicitation Spot					
<p>Fannie Hung 310-556-7588 hung@lifetimetv.com</p>	Our Lifetime Commitment: Every Woman Counts					
	New Season Launch			Our Lifetime Commitment: Stop Breast Cancer For Life		
	Lifetime Original Movie Taggables • Lifetime Original Series Taggables • Lifetime Television Advertiser Appreciation Program • Lifetime Advertiser Solicitation Spot					
<p>Darlene Hensley 201-735-3576 darlene.hensley@nbc.com</p>	Olympics					
	Advertiser Appreciation Program • Taggables					





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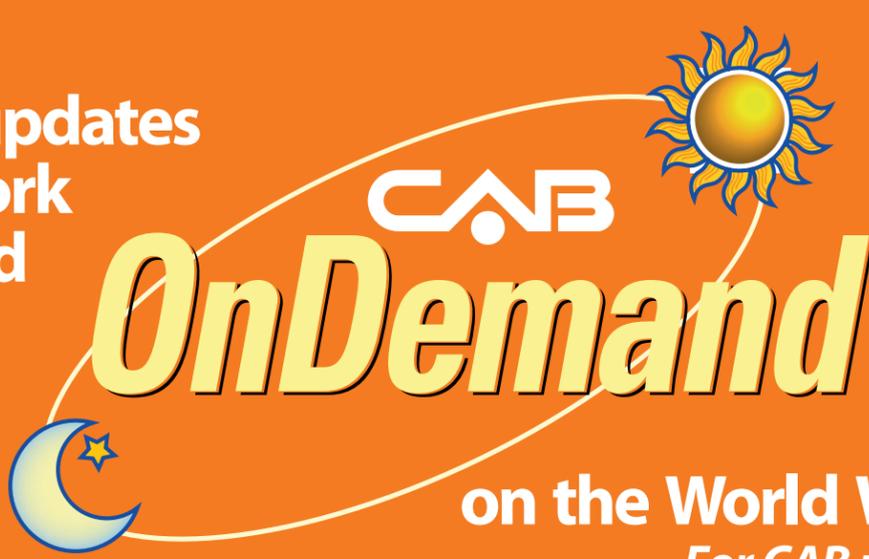
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<p>Adrienne Loung 212-846-4751 adrienne.loung@mtvn.com</p>	Summer Programming • Road Rules 13: Chile					
	Newlyweds					
	2004 MTV Video Music Awards					
	Times Square Studio Tour Promotion					
<p>Darlene Hensley 201-735-3576 darlene.hensley@nbc.com</p>						
	Advertiser Appreciation Program • Taggables					
<p>For your regional rep, log onto foxcable.com</p>	National Geographic Channel's Most Amazing Discoveries					
<p>Beth Billmeier 312-836-0711 beth.billmeier@mtvn.com</p>	Dora The Explorer Live					
	Costume Character Program • Game Lab & Nick En Vivo • Sponge Bob SquarePants Photosplash Tent • Blue's Clues "Meet Blue" • Fairly Odd Parents Photo Land					
<p>For your regional rep, log on to www.mtvn.com</p>	Family Table Sponsorship Vignettes • Trivia and Theme Song Promotion • Sponsorship Show Spots • Sponsorable Category Specific Vignettes					
<p>Scott Pinkerton scott_pinkerton@olntv.com</p>	Tour de France					
<p>Michelle Niven 214-706-0763 mniven@oxygen.com</p>	Calling All Girls Behaving Badly			Real Weddings from the Knot		Oxygen Holiday Promotion (Title TBD)
	Fight Like A Girl: Self Defense Classes For Women • Athlete Of The Week/Month Promotion • Isaac Moments Taggable Tips Debbie Travis' Home Renovation Tips • Birth Stories Helpful Tips For Moms • Taggable Spots For Programming Events					
<p>For your regional rep, log on to www.mtvn.com</p>				Spike TV's Check Up or Check Out Sponsorship Opportunity	Spike TV's VGA's Sponsorship Opportunity	
	Spike TV's Electronified Sweepstakes • Sponsorable Spots • Star Trek Costume Characters • WWE Talent Appearances					
<p>Mary-Jo Matava 860-493-9003 Mmatava@Eentertainment.com</p>	Taggable Tune-In Spots (:15/:15 and :20/:10 Versions) • Client Appreciation Program					
<p>Jeff Rosenberg 212-210-5950 jrosenberg@tribune.com</p>		Bud Billiken Parade				
		Soul Train Lady of Soul Awards	Jerry Lewis Labor Day Telethon			Soul Train Christmas Starfest
	Superstation WGN Baseball: Cubs & White Sox					Home For The Holidays Movie Sponsorship
	Advertiser Sponsorable Comedy Blocks/Theme Weeks/Action Blocks/Weekend Movie Stacks					
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>			While You Were Out			
	Anytime/Anywhere - Trading Spaces Family					
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>	NASCAR on TNT Ready to Race - Promotion				The Wool Cap-Original Movie	The Librarian-Original Movie
	Evel Knievel - Original Movie					
<p>Ron Hebshie 818-569-7347 ron.hebshie@disney.com</p>	Finder's Keepers Instant Win Game					
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>	Anytime/Anywhere - Travel Channel Brand/America's Best					
<p>Jamie Marquez 323-817-4696 jamie.marquez@tvguide.com</p>	TV Guide Specials					
	Taggable Spots • Advertiser Solicitation Spots • Launch Promotion • Advertiser Appreciation Program					
<p>For your regional rep, log on to www.mtvn.com</p>	TV Land's Classic LA Getaway Sweepstakes					
	Advertiser Solicitation Spots • Family Table Sponsorable Vignettes • Batmobile Promotion • Fan Cam Prize Wheel • Trivia And Theme Song Promotion • Sponsorable Category-Specific Vignettes					
<p>For your regional rep, log on to www.mtvn.com</p>				VH1 Big in '04 (Date and Time Subject to Change)		
	All Access • Fabulous Life of... • Driven • Movies That Rock					
<p>Maureen Ruggles 516-803-4383 mcruggles@rainbow-media.com</p>	She House Promotion					
	Taggable Tune-In Spots • Advertiser Appreciation Program					
<p>Alex Dombrovich 770-226-2850 adombrovich@weather.com</p>	TWC Weekends • Weather Wall Event • Back To School Bookcovers • Project Safeside • Hurricane Safety Taggable Tips					



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Web Site Addresses Of Cable Networks Listed In This Calendar

ABC Family	www.abccng.com
A&E Network	www.aetnjustclick.com
AMC	www.amcnetworks.com
Animal Planet	www.discoveryaffiliate.com
BET	www.bet.com/affiliatemarketing
Bravo	www.nbccableinfo.com
Cartoon Network	www.turnerresources.com
CMT: Country Music Television	www.mtvn.com
CNBC	www.nbccableinfo.com
CNN	www.turnerresources.com
Comedy Central	www.mtvn.com
Court TV	www.courtvevidence.com
Discovery Channel	www.discoveryaffiliate.com
Discovery Health Channel	www.discoveryaffiliate.com
Disney Channel	www.abccng.com
DIY: Do It Yourself Network	affiliate.scrippsnetworks.com
E!	www.affiliate.ENTERTAINMENT.com
ESPN/ESPN2	www.affiliate.espn.com
Fine Living	affiliate.scrippsnetworks.com
Food Network	affiliate.scrippsnetworks.com
Fuse	www.fuse.tv
FX	www.foxcable.com
GSN: The Network For Games	www.gsn.com
The Golf Channel	www.thegolfchannel.com
Great American Country (GAC)	www.COUNTRYSTARS.com
Hallmark Channel	www.insidehallmarkchannel.com
HGTV	affiliate.scrippsnetworks.com
The History Channel	www.aetnjustclick.com
Lifetime Movie Network	www.lifetimeconnection.com
Lifetime Television	www.lifetimeconnection.com
MSNBC	www.nbccableinfo.com
MTV Networks	www.mtvn.com
mun2	www.nbccableinfo.com
National Geographic Channel	www.foxcable.com
Nick At Nite	www.mtvn.com
Nickelodeon	www.mtvn.com
Outdoor Life Network	www.olntvaffiliates.com
Oxygen Media	www.oxygenaffiliates.com
Spike TV	www.mtvn.com
Style	www.stylenetwork.com
Superstation WGN	www.superstationwgn.com/affiliate
TLC	www.discoveryaffiliate.com
TNT	www.turnerresources.com
Toon Disney	www.abccng.com
Travel Channel	www.discoveryaffiliate.com
TV Guide Channel	www.tvguideportfolio.com
TV Land	www.mtvn.com
VH1	www.mtvn.com
WE: Women's Entertainment	www.amcnetworks.com
The Weather Channel	www.weather.com

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