



2005 Cable Network Promotion Calendar

JULY-DECEMBER

1 Time & Area Locked
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3 Generic/Evergreen
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contact networks for details and limits on participation	THIRD QUARTER 2005			FOURTH QUARTER 2005		
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Adam Fried 818-569-5934 adam.fried@disney.espn.com</p>	Drive Away With ABC Family - Summer Getaway			13 Nights Of Halloween		25 Days Of Christmas
	Drive Away With ABC Family - Fall Getaway					
	:15/:15 Road Tip Vignettes • Fall Originals Taggables					
<p>For your regional rep, log on to www.aetnjustclick.com</p>	New Series: Criss Angel Mindfreak					New Series: Rollergirls
	Taggable Programming, Spanish & Holiday Spots • Advertiser Appreciation Program • :15/:15 Top Series Taggables					
<p>Kathy Newberger 917-542-6302 knewberger@rainbow-media.com</p>				Monsterfest		
	Taggable Tune-in Spots • Advertiser Appreciation Program					
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>	Animal Planet Expo					
	Anywhere, Anytime - Animal Planet's Follow Your Animal Instincts Sweepstakes and Gift Opportunity • Costume Characters & Cardboard Cutouts Pet Care Tips • Animal Planet Rewards Program					
<p>For your regional rep, log on to mtv.com</p>			Black College Football			
			Comedy Awards		Source Awards	106 and Park "Holiday Hook Up Special"
					BET 25th Anniversary Special	
	Taggable Tune In Spots - BET • Taggable Tune In Spots - BET Jazz					
<p>Lisa Morgan 404-350-2509 lmorgan@blackfamilychannel.com</p>			On The Road With The Thousand Dollar Bee			
			Miss Black USA Pageant			
			Home For The Holidays			
	Black Family Channel Caribbean Getaways (beginning August-December) • Taggable Tune-In Spots Black College Sports Classics • Living In The Block Financial Minutes					
<p>Darlene Hensley 201-735-3576 Darlene.Hensley@nbcuni.com</p>						
	Bravo Local Arts Calendar • Taggables					
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>	Cartoon Fridays - Promotion			Halloween - Stunt		Christmas - Stunt
<p>For your regional rep, log on to mtvn.com</p>		100 Greatest		CMT Outlaws Concert		
				CMT Concert Tour		
	CMT Cross Country Tour • CMT Treat Me Like A Country Star • Solicitation Spots • Taggables					
<p>Darlene Hensley 201-735-3576 Darlene.Hensley@nbcuni.com</p>	Personal Finance Tips					
	Taggable Spots • Olympics					
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>	CNN 25 - Promotion					
					Anderson Cooper 360° - Promotion	
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>	Nancy Grace Legal Tips - Promotion					
<p>For your regional rep, log on to www.mtv.com</p>	The Roast Of Pamela Anderson					
	The Daily Show "Inside Source" Promotion • Comedy RX • Comedy Kickback • Comedy Central "To Go" Live • Sponsorable Tune-In Spots					
<p>Ellen Schned 212-973-7983 schnede@courttv.com</p>	Court TV Seriously Entertaining Summer Tour				Everyday Heroes	
					Psychic Detectives "Get Psyched" Events (Real Psychics)	
	Grand Shopping Investigation • Digital Fingerprinting Days • Taggable Safety Tips					
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>	Summer Of Discovery Sweepstakes					
	Anywhere, Anytime - Monster Garage Mega Merger Sweepstakes & Gift Opportunity • Anywhere, Anytime - American Chopper Metal Madness Sweepstakes & Gift Opportunity Costume Characters & Cardboard Cutouts • Taggable Tips • Discovery Rewards Program					
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>						
	Anywhere, Anytime - Happy Birthday Baby Sweepstakes & Gift Opportunity • Anywhere, Anytime - Modern Medical Miracles Sweepstakes & Gift Opportunity Taggable Tips • Discovery Health Rewards Program					
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>						
	DIY Tools For Thought • Taggable Tune-In Spots • DIY Local Sponsor Static Clings					
<p>Mary-Jo Matava 860-493-9003 Mmatava@Eentertainment.com</p>	Live From The Red Carpet Award Show Coverage • Live Nominations • Fashion Police • Countdown Specials • E! News Specials					
			Emmy Extravaganza - E!'s Live From The Red Carpet Affiliate Incentive			
	Taggable Tune-In Spots • Client Appreciation Program					
<p>Boston Neary 860-766-4269 boston.neary@espn.com</p>	ESPY Awards	X Games		Football Promotion		
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>						
	Are You Living Like You Mean It? • Taggable Tune-In and "Essentials" Spots					
<p>Michael Van Bergen 240-662-2861 michael_van_bergen@discovery.com</p>						
	Anywhere, Anytime - I Want. I Can. I Will. Sweepstakes & Gift Opportunity					



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<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>	Food Network eyeQ • Taggable Tune-In, Trivia/Tip Vignettes and Emeril Cook With Your Kids Vignettes						
	Van's Warped Tour '05: Various On-Air, Online & Mobile Opportunities					Addicted to DVD	No. 1 Year-End Hip-Hop Countdown
<p>Bill Rosolie 212-382-5037 brosolie@fuse.tv</p>	Sounds Like a Fashion Fusion Sweepstakes		Amplified Guide to Fall		Amplified Guide to the Holidays		No. 1 Year-End Rock Countdown
	Fanta Countdown 4Play Marathon	Rockzilla Viewer's Poll	No. 1 Countdown: End of Summer				
	Daily Download Customized Promotions • Daily Download "Fuse Flix" Movie Segments • Daily Download "Fuse Pix" Video Game Segments						
	Daily Download Clothing Tie-ins via VJ Wardrobing • Customized On-Air, Online & Mobile Sweepstakes, Contests, Polls & Quizzes						
<p>Beau Basse 310-369-0745 beau.basse@foxcable.com</p>	FXO Promotion						
<p>André de la Cruz 310-348-4864 andelacruz@univision.net</p>	FLM's (Mexican Soccer League) Advertiser Apreciación Promotion • FLM's (Mexican Soccer League) Bonus Spots Promotion						
<p>Dennis Wald 310-255-6847 dwald@gsn.com</p>	GSN Rewards Cross Channel Promotion						
	Spin To Win Events • GSN Rewards • Taggable Tune-In Spots						
<p>Ashley Zesinger 407-355-4173 azesinger@tgcinc.com</p>	Mutual Of Omaha Drive, Chip & Putt Presented By The Golf Channel						
					Big Break IV		
					Champions Tour Kick Off		
<p>Rita Caprino 212-445-6653 ritacaprino@hallmarkchannel.com</p>	Mystery Month				Halloween	Holiday	
	Great Story Vignettes • Mystery Fridays • Original Movie Premieres						
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>	You Should See What's On HGTV • HGTV Local Sponsor Static Clings • Decorating Dilemmas • Taggable Tune-in and Tip Spots						
<p>For your regional rep, log on to www.aetnjustclick.com</p>	Special Presentation: Da Vinci And The Code He Lived By						
	Taggable Programming, Spanish & Holiday Spots • Save Our History • Advertiser Appreciation Program • :15/:15 Top Series Taggables						
<p>Fannie Hung 310-556-7588 hung@lifestimtv.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@lifestimtv.com</p>	New Season Launch		Will & Grace Premiere	Our Lifetime Commitment: Stop Breast Cancer For Life			
	Lifetime Original Movie Taggables • Lifetime Original Series Taggables • Lifetime Advertiser Appreciation Program • Lifetime Advertiser Solicitation Taggables						
<p>Darlene Hensley 201-735-3576 darlene.hensley@nbcuni.com</p>	Taggables • Olympics						
<p>Adrienne Loung 212-846-4751 adrienne.loung@mtvnstaff.com</p>	MTV Video Music Awards Sweepstakes Spot	MTV Video Music Awards Tune-In Spot					
	Real World 16: Austin						
	Times Square Studio Tour Promotions						
<p>For your regional rep, log on to mtvn.com</p>	MTV2 \$2 Bill Concert Sweepstakes						
<p>Darlene Hensley 201-735-3576 darlene.hensley@nbcuni.com</p>	Taggables						
<p>Beau Basse 310-369-0745 beau.basse@foxcable.com</p>	NGC Cause Initiative						
					VOD Promotion		
	High Speed Data Campaign						
<p>Valerie Golson 212-846-3968 valerie.golson@mtvn.com</p>	TV Land and Nick at Nite's Family Table/National Family Day						
	Nick at Nite's Trivia Contest • Family Table Sponsorship Spots						
<p>Nia Fairweather 212-846-5629 nia.fairweather@mtvn.com</p>	Dora Live Tour 2005						
					Kids Choice Awards 2006		
	SpongeBob SquarePants Photo Tent • Fairly OddParents Photo Splash • Nickelodeon Costume Characters • Nick LIVE • En Vivo						
<p>Amy Hendrickson 951-699-6991 ahendrickson@outdoorchannel.com</p>	Race Weekend						
	WYOF5						
	Motor Moose Visits						
					Golden Moose Awards		
	Outdoor Channel Excursions • Great Idea Giveaway						

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Scott Pinkerton 203-406-2535 spinkerton@olntv.com	Tour de France					
Michelle Niven 214-706-0763 mniven@oxygen.com	Girls Behaving Badly - Revenge of the Boys					
Adam Fried 818-569-5934 adam.fried@disney.espn.com	Soap Talk In Paradise					
Darlene Hensley 201-735-3576 darlene.hensley@nbcuni.com	I Wanna Be A Soap Star					
Beau Basse 310-369-0745 beau.basse@foxcable.com	Today's Episodes Tonight Taggable • Soap Talk Taggables					
For your regional rep, log on to mtvn.com	Taggable Spots					
Mary-Jo Matava 860-493-9003 Mmatava@Entertainment.com	Speed Truck Tour					
Jeff Rosenberg 212-210-5950 jrosenberg@tribune.com	Ultimate NASCAR Ticket					
Amy Rife 404-878-0205 amy.rife@turner.com	The Ultimate Fighter - Season 2					
Faye Walker 310-314-9428 fwalker@thetennischannel.com						
Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com						
Amy Rife 404-878-0205 amy.rife@turner.com						
Adam Fried 818-569-5934 adam.fried@disney.espn.com						
Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com						
Jamie Marquez 323-817-4696 jamie.marquez@tvguide.com						
Valerie Golson 313-846-3968 valerie.golson@mtvn.com						
Darlene Hensley 201-735-3576 darlene.hensley@nbcuni.com						
For your regional rep, log on to mtvn.com						
Alex Dombronovich 770-226-2850 adombronovich@weather.com						
Kathy Newberger 917-542-6302 knewberger@rainbow-media.com						