

# CAB 01-06.2011 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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FIRST QUARTER 2011			SECOND QUARTER 2011			
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
 <p><b>Stacy Black</b> 212-324-4770 srblack@rainbow-media.com</p>			The Killing			
 <p>For your regional rep, please log on to <a href="http://mtvn.com">mtvn.com</a></p>	Black History Month Taggable Spot				BET Awards	
	The Game					
	BET Honors					
BET Original Programming • The Mo'Nique Show Taggables • 106 & Park Taggables						
 <p>For more information, contact your Turner rep or visit <a href="http://turnerresources.com">turnerresources.com</a></p>				Move It Movement Tour		
	Hall of Game Awards					
Stop Bullying: Speak Up PSA Spots • Taggable Spots						
 <p>For your regional rep, please log on to <a href="http://mtvn.com">mtvn.com</a></p>	CMT Q1 Comedy Block					
					CMT Music Awards	
 <p>For more information, contact your Turner rep or visit <a href="http://turnerresources.com">turnerresources.com</a></p>			Piers Morgan Tonight			
	Anderson Cooper 360° • ParkerSpitzer					
 <p>For your regional rep, please log on to <a href="http://mtvn.com">mtvn.com</a></p>			The Comedy Awards			
	Tosh.0/ Onion SportsDome		Comedy Central Roast	Workaholics		
	The Daily Show with Jon Stewart/ The Colbert Report Spot					
 <p>To contact your Scripps Networks representative, please visit affiliate, <a href="http://scrippsnetworks.com">scrippsnetworks.com</a></p>	Scripps Networks Real Rewards • Spot of the Month					
				Earth Month	Vanguard	
 <p><b>Darren Finnie</b> 212-967-5113 dfinnie@current.com</p>	infoMania (segment sponsorship)					
	Viewer Created Ad Messages • Custom Branded Entertainment • Theatrical Content Integrations • Sponsored Programming Blocks • Twitterstials					
	NASCAR Nationwide taggable spots					
	College Basketball taggable assets				Women's World Cup taggable spots	
 <p><b>Jennifer McKenzie</b> 860-766-7726 <a href="http://www.affiliate.disney.espn.com">www.affiliate.disney.espn.com</a></p>	NBA on ESPN RV Tour					
	Bass Masters taggable spots		The Masters taggable spots		Wimbledon taggable spots	
	Winter X Games taggable spots			MLB taggable spot		
	Disney XD Taggable spots • SOAPnet Taggable spots • ABC Family Taggable spots (Secret Life of the American Teenager)					
	Scripps Networks Real Rewards • Spot of the Month • DIY Network's Quick Tips					
	E! 2011 Red Carpet Academy Awards Incentive					
 <p><b>Rosanna Thomas</b> 215-286-2502 rosanna_thomas@comcast.com</p>	Taggable Tune-In Spots • Advertise on Cable Spot • Chelsea Lately Sweepstakes • See the Soup Sweepstakes • E! Play a Part: Drive Safe Pro-Social Campaign					
						Next Food Network Star Promotion
 <p>To contact your Scripps Networks representative, please visit affiliate, <a href="http://scrippsnetworks.com">scrippsnetworks.com</a></p>	Scripps Networks Real Rewards • Spot of the Month • Food Network Tips					
	Business Blast Taggable Tips					
 <p><b>Trisha Patterson</b> 212-301-5722 trisha.patterson@foxnews.com</p>	Taggable Tune-In Spots					
	FX Justified Promotion				SPEED All Star Promotion	
 <p><b>Yvette Inclan</b> 310.369.0864 Yvette.Inclan@fox.com</p>	Fox Deportes Hit Your Gol Promotion • FX Has The Movies Promotion • SPEED Safe Driving PSAs • Nat Geo PSAs					
					America's Election HQ	
 <p><b>Trisha Patterson</b> 212-301-5722 trisha.patterson@foxnews.com</p>	Taggable Tune-In Spots					
	Taggable Tune-In Spots • Games Go Better with Broadband: High Speed Promotion • Fully Loaded: Double/Triple Play Promotion Gycle: Electronics Recycling Pro-Social Campaign					
 <p>To contact your Scripps Networks representative, please visit affiliate, <a href="http://scrippsnetworks.com">scrippsnetworks.com</a></p>	ACM Orange Carpet Live Promotion					
	Scripps Networks Real Rewards • Spot of the Month					
 <p><b>Heidi Drucker</b> 212-613-4448 heidi@gmctv.tv</p>	New Year's Day Stunt Promos & Sponsorship	BMI Trailblazers of Gospel Awards Promos & Sponsorship	Stellar Awards Promos & Sponsorship	Dove Awards Promos & Sponsorship	GMC Original Gospel Plays Taggable Promos & Sponsorship	
		Black History Month Custom Integration			Mother's Day Stunt Taggable Promos & Sponsorship	
		GMC Original Gospel Plays Taggable Promos & Sponsorship		Music In Higher Places Taggable Promos & Sponsorship	Father's Day Stunt Taggable Promos & Sponsorship	
	GMC Insider Vignette • Family Friday Night Movie Custom Integration • Customized Lower Third • GMC World Premiere Movies Custom Integration					
 <p><b>Rosanna Thomas</b> 215-286-2502 rosanna_thomas@comcast.com</p>	2011 PGA TOUR Kickoff Promotion				US Open Week Tune-In Spots (With Creative Material)	
	Golf Channel Original Programming • Taggable Spots • Golf Channel Tee It Up					
 <p><b>Dennis Wald</b> 310-255-6847 dwald@gsn.com</p>	1 vs. 100, Baggage, The Newlywed Game					
	High Stakes Poker					
	Spin-To-Win Events • Catch 21 Game Events • GSN Taggable Cross-channel Spots					
 <p><b>Michele Koch</b> 212-445-6664 michelekoch@hallmarkchannel.com</p>	Valentine's Day					
	Original Movie Taggables • The Martha Stewart Show					

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Selling New York					
Scripps Networks Real Rewards • Spot of the Month • HGTV Green Tips • HGTV Real Estate Tips • HGTV Color Splash Tips					
Digital Fingerprinting for Kids					
			Dr. Drew		
HLN Branding					
Morning Express with Robin Meade • HLN Prime					
Skins					Teen Wolf
Q2 Taggable					
I Used to Be Fat			2011 MTV Movie Awards		
Mega Music Fest					
			Dora the Explorer		
			Kids' Choice Awards		Nick Live Action
Ni Hao, Kai-lan Spot • Walk-Around Character Program					
Nick @ Nite Evergreen					
Spring Fever					
Outdoor Channel Corps					
Tall, Dark & Classic	And The Envelope Please		Body By Ovation	Tough Love	Stolen Treasures
Stolen Treasures	American Revolutionaries: Rock N' Soul	Ovation Vacation		Crazy For Art	Music Of The Night
"Happenings" Interstitials					
The Ultimate Fighter 13					
			Auction Hunters		Guys Choice
Taggable Spots					
Taggable Tune-In Spots • Style Tips Evergreen Promotion • Skin Cancer Prevention Evergreen Promotion • Dress for Success Pro-Social Campaign					
Are We There Yet?			Conan		
Taggable Spots • Conan • Lopez Tonight					
NBA Playoffs					
Southland					
NBA All-Star					
Taggable Spots					
Ninas Mal					
Quiero Mis Quinces					
Anthony Bourdain: No Reservations					
Scripps Networks Real Rewards • Spot of the Month					
All Worked Up					
Hard Core Pawn	The Smoking Gun Presents: World's Dumbest				
Taggable Spots					
TV Guide LIVE at the Academy Awards®					
Weeds • Taggable Programming Spots					
Hot in Cleveland/Retired at 35			TV Land Awards		Hot in Cleveland
Our History Month-Way Black When			Lisa Raye-Season 2		
Black Achievement Spots					
Q1 Programming Block					
NHL Stanley Cup Playoffs Promotion					
Tour de France Taggable Tune-In Spots					
Taggable Tune-In Spots					
Original Programming					
Wedding Sunday Originals					
Taggable Spots					



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