



For immediate release
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Save Jericho! We Are Not Just Nuts!

The fight to save Jericho is a war against Reality TV and a battle cry for a public recognition of the New Media Revolution.

CBS is planning to replace Jericho with yet another reality show. Some of us care about quality scripted programming. As a writer, I would hope that you would be supportive of the written word. Reality TV is dumbing down our world.

9.5 tons of nuts are being sent to CBS. An "inside" reference to the final episode of Jericho. Over 80,000 fans have signed the petition to Save Jericho. CBS switchboards have gone down several times due to phone calls. Most major CBS executives have had to change their email due to the heavy volume of Jericho fans speaking out. The CBS.Com message boards are going insane with posts. Dancing Peanuts are planning to protest in front of CBS. Full page ads in *Variety* and *Hollywood Reporter* are going to press. All in one week!

Nutsonline.com is offering reduced rates and free shipping for Jericho supporters. They are running a tally of up-to-the-minute nut purchases by Jericho fans. Jeffrey Braverman of nutsonline.com is being pursued by reporters from all media.
www.nutsonline.com/jericho

The fans are legion and dedicated. Jericho is the quality scripted programming that the public is craving.

www.petitiononline.com/mod_perl/signed.cgi?09272006
www.bringjerichoback.com
www.jericholives.com
www.jerichorallypoint.com

Nina Tassler, president of CBS Entertainment, responded in a statement posted on the CBS Web site, "we ... have been touched by the depth and passion with which you have expressed your disappointment." She added, "In the coming weeks, we hope to develop a way to provide closure to the compelling drama that was the Jericho story."

The fight is not about quick fix closure for a show we love. It is about Networks owning up to who their real audience is and being accountable. We live in a multi-media world, a world in which Nielson Ratings are clearly antiquated. DVRs and Downloads are the new platform for viewing. Count us!

"Save Jericho" is forcing the networks to reevaluate their audience and how advertisers reach these new media consumers.

Save Jericho! Nuts to CBS!