

**TV
GUIDE**

**EXCLUSIVE:
The Cast of 8 Simple
Rules Remembers
John Ritter**



We See Everything™



THE O.C. GETS EVEN HOTTER!

- **NEW HOOKUPS!**
- **LOVE TRIANGLES!**
- **THE STEAMY DETAILS INSIDE!**

NOVEMBER 8-14 \$1.99
4 5
0 8644 17 6

Benjamin McKenzie
and Mischa Barton

Digital Copy of: The Ratings Report

By Craig Jaffe (Byline)
Published in TV Guide

Guest Writer Addressing
Television Research Trends



Craig Jaffe Research 360°
Leadership in Research & Analytics
Craig Jaffe, Founder & Consultant
New York, New York | Mobile: 917-587-3649
Email: CraigJaffe@Optonline.net | Website: www.CraigJaffeResearch.weebly.com
Social Media: www.linkedin.com/in/CraigJaffeResearch | www.twitter.com/CraigJaffeR360

INSIDER

RIPPED FROM THE HEADLINES

A new TV movie brings Jessica Lynch home...again



She's a survivor, she's not gonna give up: Regan (left) and Lynch

Jessica Lynch's harrowing ordeal was barely over when work on the TV-movie about her capture began. Despite the quick turnaround, producers of NBC's *Saving Jessica Lynch* didn't skimp on getting the details right. Screenwriter John Fasano pored over military reports, interviews with other survivors of the ambush and accounts from Iraqi lawyer Mohammed al-Rehaief, who led United States troops to Lynch's

location. "The ambush is really the first act of the film," says Laura Regan, who plays the then 19-year-old private first class, "but there are lots of flashbacks to Jessica's life in West Virginia, to her decision to go into the military and to [her time] at Fort Bliss." Which means we'll finally get a good look at the soldier who put the POW in high power. *-Damian Holbrook*

SAVING JESSICA LYNCH airs Sunday, 11/9, 9 pm/ET, NBC.

What I'm watching this week...

SUSAN LUCCI: HGTV's *Extreme Home*. We're building an addition on our house, so I love getting new ideas. I love to see what other people are doing.

Susan Lucci stars on **ALL MY CHILDREN** weekdays, 1 pm/ET, on ABC.



The Leader of the Pack

Two and a Half Men may rank 10th overall, but the CBS comedy is the alpha dog of the season's new shows—a bona fide hit with both women and men. Here's how the Top 5 new pups—er, series—sit with the sexes. *-Craig Jaffe*

| WOMEN | | MEN | |
|--------------------|--------|--------------------|--------|
| Two and a Half Men | 9.943* | Two and a Half Men | 6.120* |
| Cold Case | 8.700 | Cold Case | 5.510 |
| Coupling | 8.225 | Navy NCIS | 5.079 |
| Joan of Arcadia | 7.523 | Las Vegas | 5.024 |
| Navy NCIS | 7.223 | Coupling | 4.924 |

* Numbers reflect millions of viewers 2 years old or older. Source: Nielsen Media Research, 09/22/2003-10/16/2003. Ranking includes programs with early premieres but excludes specials.



THINK OF IT AS A FOOD PROCESSOR
ON STEROIDS.



only **\$99.99**

Four surgical steel blades and 800 watts of power make the Quad Blade™ cut, chop, dice, pulverize and process faster than most outdated 2-blade food processors.

- No more mushy tomatoes and peppers
- Create ice cream from frozen fruit
- Chop onions without creating onion soup
- Turn left-overs into gourmet meals
- Make pizza faster than having one delivered
- Turn flour into dough

The Quad Blade includes:

- Large Processing Bowl
- Thick/Thin Slicing Blades
- Dough Blade
- Coarse/Fine Shredding Blades
- Built-in Spatula



AS SEEN ON TV

AVAILABLE AT:

Bed Bath & Beyond, Best Buy, Bon-Macy's, Burdine's, Filene's, Foley's, Hecht's, Linens n Things, JCPenney - National, Macy's, Meier & Frank, Rich's, Robinsons-May

To Order Call: 800-436-6688 or go online at www.quadblade.net