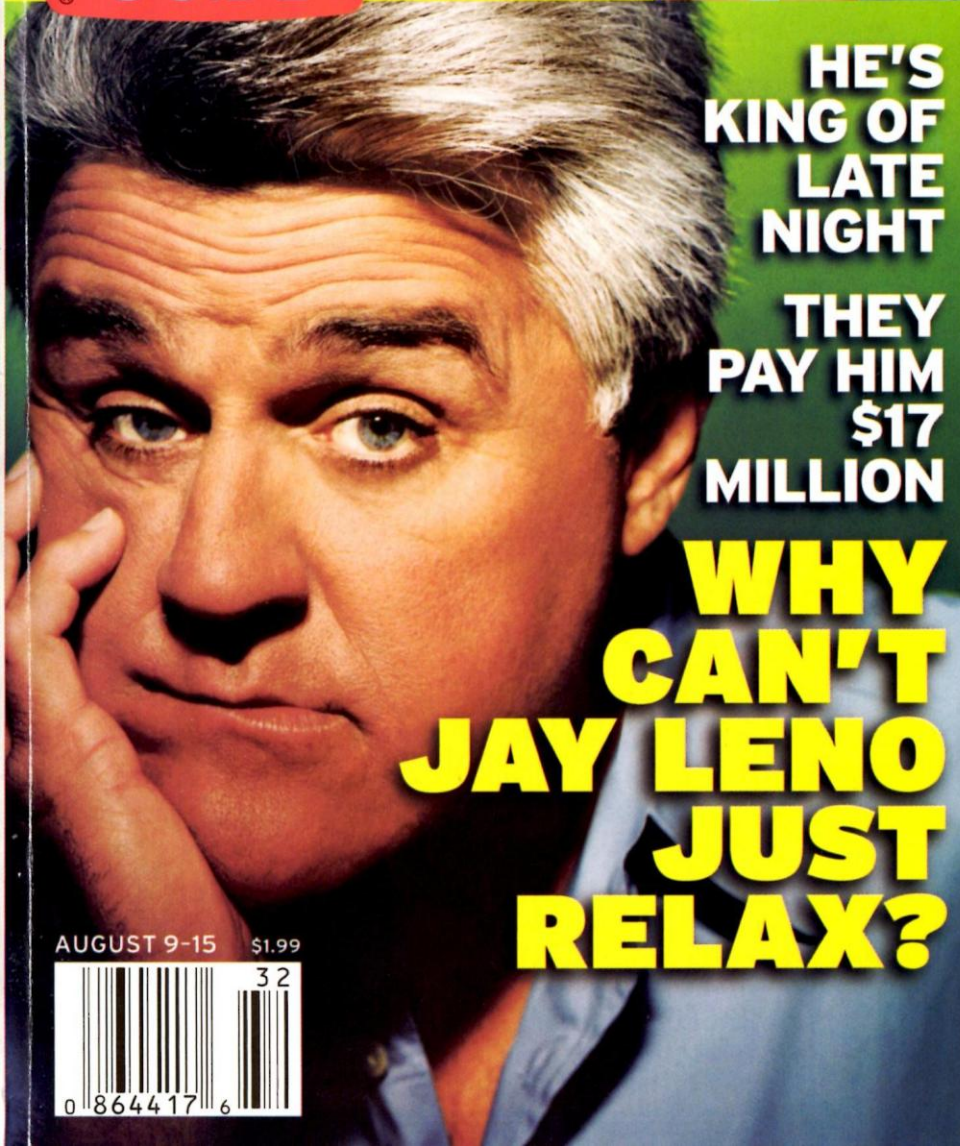




KILLER SHARKS...
HEIDI KLUM IN
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WHAT MORE
COULD GUYS
WANT? Page 24



HE'S
KING OF
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WHY
CAN'T
JAY LENO
JUST
RELAX?

AUGUST 9-15 \$1.99

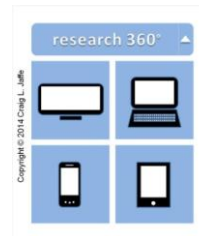


Digital Copy of: The Ratings Report

By Craig Jaffe (Byline)

Published in TV Guide

Guest Writer Addressing
 Television Research Trends



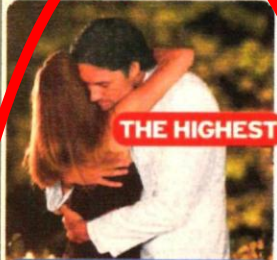
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THE HIGHEST

THE RATINGS REPORT

Fox may be known as the king of reality series, but NBC is quietly stealing the crown. As of July, the Peacock network had housed three of this summer's most-watched broadcast reality shows. Surprise. Surprise. —Craig Jaffe

THE TOP FIVE

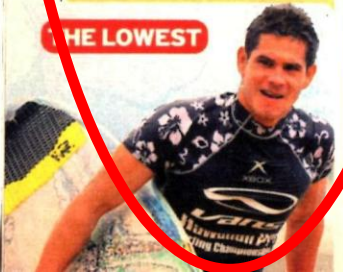
- 1 For Love or Money, NBC, 9.9 million viewers
- 2 American Juniors, Fox, 8.8
- 3 Big Brother 4, CBS, 8.7
- 4 Crime & Punishment, NBC, 8.6
- 5 Last Comic Standing, NBC, 8.3

THE BOTTOM FIVE

- 14 Paradise Hotel, Fox, 5.3
- 15 Anything for Love, Fox, 4.5
- 16 The Dating Experiment, ABC, 4.0
- 17 America's Next Top Model, UPN, 3.8
- 18 Boarding House: North Shore, WB, 2.1

Source: Nielsen. Average audience analysis excludes encores and programs that aired only once.

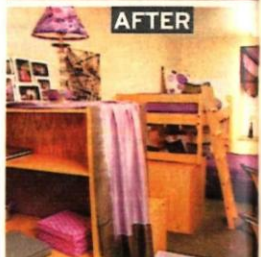
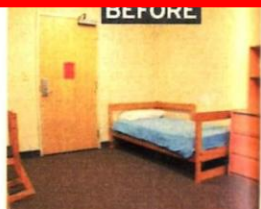
THE LOWEST



DO

It's just about time to roll up the summer mattresses and head off to college. You may not be able to get you a good physics tutor, but HGTV's "Back-to-School Design-a-Thon" (beginning August 15, 9 pm/ET) and Trading Spaces on Campus (TLC, August 9, 8 pm/ET) can help take your room to the head of the class.

Just as with studies, preparation is the key to success when it comes to your home away from home, especially for freshmen. "Call your new roommate and figure out who is bringing what," recommends Joan Steffend of HGTV's Decorating Cents. "Believe me, those rooms cannot handle two refrigerators and two TVs!" ▶



Steffend rolls up her sleeves to help you show your school colors

Come move-in day, you'll learn that utilizing space can be a bigger challenge than deciphering Heisenberg's uncertainty principle, so "build up, not out," Steffend says. "Never underestimate what lofting your bed can do for a feeling of spaciousness."

Look under the bed for storage options and to the walls for a large surface to cover with personal touches. "A rug will go a long way toward making your dorm a warm space," she says, and think about adding "an accent light with attitude."

Of course, you and your roommate may clash on styles, so Steffend has a plan. "If nothing else, come up with a common color. That way, something will be cohesive."

THIS WEEK

COOKING

KITCHEN

Network, Saturday, August 9, 9 am/ET) scream, you scream, we all scream for ice cream. Or is that frozen espresso granita? From longtime favorites to modern concoctions, "Frozen Treats" brings together Sara's Secrets, Essence of Emeril, 30 Minute Meals, Barefoot Contessa and Everyday Italian to whip up keep-cool creations.

CONSTRUCTION

BOB VILA'S HOME AGAIN

(TLC, Saturday, August 9, 10 am/ET) History meets high-tech in the 13-part "Dream Garage" as Vila builds a classic post-and-beam storage space for modern cars and boats.

GARDENING

DIY GROWING ROSES

(DIY Network, Monday, August 11, 10:30 am/ET) By any name they smell sweet, especially with this new guide to picking varieties for your climate, pruning tips and more.

FROM MARTHA'S GARDEN

(HGTV, Wednesday, August 13, 7 am/ET) It's time to learn about the birds and the bees—and the butterflies—along with some insider tips on bringing them to your yard.

To keep your leather looking like new,
JUST WIPE.

