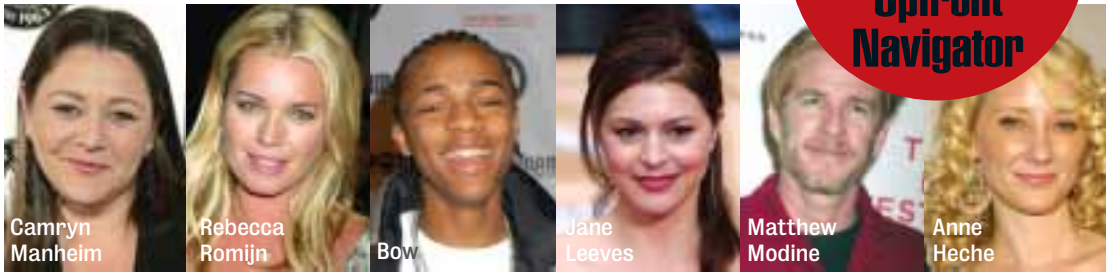


SPECIAL REPORT
Upfront
Navigator



THE WB PILOTS

DRAMAS

Title	Studio	Executive producers
The Bedford Diaries	HBO Independent Prods., Warner Bros. TV	Tom Fontana (w), Barry Levinson, Julie Martin (w), James Finnerty
Key cast: Matthew Modine, Milo Ventimiglia, Audra McDonald, Tiffany Dupont, Corri English, Peter Gerety, Ernest Waddell, Victoria Cartagena <i>Ensemble drama about the lives of students in a human sexuality class at a small college.</i>		
Halley's Comet	20th Century Fox TV, David E. Kelley Productions	David E. Kelley, Andrew Kreisberg (w), Jonathan Pontell
Key cast: Audrey Marie Anderson, Adam Campbell, Marika Dominczyk, Sean Maher, Adam LaVorgna <i>A young female medical student makes her way through life after beating cancer.</i>		
Just Legal	Bruckheimer, Warner Bros.	Jonathan Shapiro (w), Jerry Bruckheimer, Jonathan Littman
Key cast: Jay Baruchel, Don Johnson, Peyton List, Raphael Sbarge, Veanne Cox, Michael Mitchell <i>While living with his parents, a 17-year-old lawyer practices law with a jaded defense attorney.</i>		
Pepper Dennis	20th Century Fox TV	Gretchen Berg & Aaron Harberts (w), Shawn Levy (w)
Key cast: Rebecca Romijn, Josh Hopkins, Brooke Burns, Rider Strong, Lindsay Price <i>Ambitious female TV news reporter in Chicago tries to balance work, romance and family.</i>		
The Prince	Fort Hill Productions, Berlanti-Liddell Productions, Warner Bros. TV	Jesse Wigutow (w), John Goldstone, Matt LeBlanc, Greg Berlanti, Mickey Liddell
Key cast: Tim Matheson, Mariel Hemingway, Chris Egan, Amber Heard, Margarita Levieva, Dan Hunter <i>Centers on a father-son relationship in a rich New York family after the elder, prodigal son dies.</i>		
Related	Class IV Productions, Warner Bros. TV	Liz Tuccillo (w), Marta Kauffman, Steve Pearlman, Andrew Plotkin, Mimi Leder
Key cast: Laura San Giacomo, Jennifer Esposito, Lizzy Caplan, Callum Blue, Jon Hamm, Laura Breckenridge <i>The four adult Sorelli sisters navigate career, romance and relationships in New York.</i>		
Supernatural	Warner Bros. TV, Wonderland Sound & Vision	Eric Kripke (w), McG, Peter Johnson, David Nutter
Key cast: Jared Padaleki, Jensen Ackles <i>"Route 66" meets "The X-Files" as two brothers cruise backroads in their '67 Chevy Impala.</i>		
Untitled Mermaid Project	Spelling TV	Brad Kern (w), Aaron Spelling, E. Duke Vincent
Key cast: Nathalie Kelley, Geoff Stults, Ana Ortiz, Beatrice Rosen, Roger Daltrey, Brandon Quinn <i>A mermaid gives up the ocean for life on land in Maui, Hawaii.</i>		

COMEDIES

Title	Studio	Executive producers
Bow	Touchstone TV	Erica Montolfo (w), Dan Cross (w), David Hoge (w), Teresa Caldwell, Michael Mauldin
Key cast: Bow, Kim Fields, Charles Duckworth, Joseph Lawrence, Alan Dale, Elaine Hendrix <i>An 18-year-old rap superstar deals with coming of age as he assumes control of his business.</i>		
Camryn Manheim Project	Tannenbaum Co., Warner Bros. TV	Chuck Ranberg & Anne Flett-Giordano (w), Eric & Kim Tannenbaum
Key cast: Camryn Manheim, Katie Cecil, Spencer Locke, Heather Paige Kent, Evan Livingston, Lauren Holly, Cynthia Stevenson <i>Pilot presentation of a single mother of three who moves into a neighborhood of soccer moms.</i>		
Grown Men	Sony Pictures TV	Mike Sikowitz (w)
Key cast: Dean Cain, Mitch Rouse, John Ducey, Dan Cortese, John DiMaggio <i>Single-camera comedy about a group of college frat buddies who are reunited at a friend's funeral.</i>		
Liquid Generation	Parkchester Pictures, Liquid Generation	Bruce Freud, Jerry Offsay
Key cast: Charlie Schlatter, Julianne Grossman, Tom Kenny, Keone Young <i>Flash animation, no-holds-barred, sketch comedy show.</i>		
Mindy and Brenda	Carsey-Werner, Martin/Stein Co.	Mindy Calling & Brenda Withers (w), Steve Martin, Joan Stein, Marcy Carsey, Tom Werner
Key cast: Noureen DeWulf, Virginia Williams, Simon Rex, Joshua Janowicz <i>Female buddy comedy about two best friends in New York who see the world differently.</i>		
Misconceptions	20th Century Fox TV, Imagine TV	Jeff Kleeman (w), Michael Saltzman(w), Brian Grazer, David Nevins
Key cast: Jane Leeves, Taylor Momsen, Adam Rothenberg, French Stewart, Dave Higgins, Brian Klugman <i>A woman struggles when her daughter meets her biological father, who was an anonymous sperm donor.</i>		
Modern Man	Bruckheimer, Warner Bros. TV	Jerry Bruckheimer, Jonathan Littman, Marsh McCall (w), Ross McCall
Key cast: George Wendt, Josh Braaten, Max Greenfield, Eric Lively, Marla Sokoloff <i>Three guys hire a female life coach to help them with women.</i>		
Nobody's Watching	NBC Universal TV Studio	Bill Lawrence (w), Neil Goldman & Garrett Donovan (w)
Key cast: Paul Campbell, Taran Killam, Lauren Bittner, Mircea Monroe, Paul Adelstein <i>Scripted reality comedy about two guys who get to create their own sitcom.</i>		
Rosie True	Warner Bros. TV	Kari Lizer (w)
Key cast: Anne Heche, Swoosie Kurtz, Ed Begley Jr., Kyle Howard, Emy Coligado, Josh Randall <i>A woman gets dumped by her boyfriend just as she delivers their baby, and she is forced to move in with her parents.</i>		
Twins	Warner Bros. TV	Max Mutchnick & David Kohan (w)
Key cast: Sara Gilbert, Molly Stanton, Christopher Fitzgerald, Melanie Griffith, Mark Linn-Baker, Steve Braun <i>Grown fraternal twins who have nothing in common inherit the family undergarment business.</i>		

(w) Indicates writer credit in addition to executive producer credit.



"Just Legal"

THE WB: TIME TO GROW UP

Rather than return to the high school playground on which it has so often played, The WB may for the new season embrace more sophisticated fare with veteran auspices, insiders said.

The WB could use at least one new drama for Sunday, plus a show more robust than the critically acclaimed but ratings-challenged "Jack & Bobby" on Wednesdays at 9 p.m. And like all its competitors, at least two new comedies would help invigorate its comedy blocks on Thursday and Friday.

Despite the success of "Blue Collar TV" on Thursdays, two seasons have gone by since The WB had a comedy hit. The network's saving grace has been the continued success of teen- and 20-something-focused stalwarts such as "7th Heaven," "Gilmore Girls" and "One Tree Hill."

But rather than focusing solely on its teen and 20-something audience, The WB this development season made a priority of being in business with A-list show creators and targeting the upper range of the adults 18 to 34 demo. New Entertainment President David Janollari brought in, for example, producers such as Tom Fontana, David E. Kelley and Jerry Bruckheimer to develop for The WB.

Front-of-the camera talent includes Camryn Manheim in a comedy as a single mother and Rebecca Romijn as a TV reporter in the drama "Pepper Dennis."

Network executives have been talking up "Pepper Dennis," sources said, while Warner Bros.' drama "Supernatural" was described by one agent as "all but picked up."

"He's done a good job wrangling in the high-level talent," an agent said of Mr. Janollari. "He went after those people and got them."

Another agent said forgoing high school dramas has its risks. "[The WB has] an identity problem," he said. "They are developing away from what has made them what they were."

Still, another agent said that with just 13 hours of programming, The WB can do more for its flat ratings with less.

"If they have just one fresh show, they'll be fine," he said. ■
—CHRISTOPHER LISOTTA

THE WB SNAPSHOT

When: Tuesday, May 17, 10:30 a.m. (ET); doors open at 10 a.m.

Where: Madison Square Garden Arena, Seventh Avenue entrance between 31st and 33rd Streets

Key executives: Garth Ancier, chairman; David Janollari, entertainment president; Bill Morningstar, executive VP of media sales

Adults 18 to 49 season to date: 1.4/4, down 6 percent, tied for No. 5

Total viewers season to date: 3.3 million, down 9 percent, ranks No. 6

2004-05 breakouts: "Blue Collar TV," resurgence of veteran "Gilmore Girls"

Biggest holes: Sundays 7-10 p.m.

Ratings information is from Nielsen Media Research (Sept. 20, 2004-May 8, 2005).



"Supernatural"