



February 23, 2005

Woman to Woman Television Program Goes Statewide

JACKSON, MISS. (May 28, 2003) – "Woman to Woman" with Juanita Sims Doty and Pat Fordice is scheduled for statewide broadcast in the fall of 2003.

"Woman to Woman" is an entertaining and informative half-hour television program focused on issues facing women today. The show has ended its fourth season, and has secured a loyal audience in Jackson, Miss., Mobile, Ala., Pensacola, Fla., and Chattanooga, Tenn. Topics include health and fitness, financial planning and management, personal and family relationships, careers, skin care, time management, politics, parenting and many other quality of life issues. A health segment is included in every half hour television program. Sponsors have enjoyed the opportunity to reach a very targeted audience via a television program unlike any other in the state of Mississippi and surrounding areas.

"Woman to Woman" is hosted by Ms. Patricia Fordice, Mississippi's former Gubernatorial First Lady and Dr. Juanita Sims Doty, prominent educator, respected business woman and community leader.

The show is produced by twenty year veteran producer/director and former Meridianite Keith Collins of MaxLucre Creative Associates.

Woman to Woman is scheduled for statewide broadcast the fall of 2003 on the following stations:

- WJTV-12, Jackson; Saturdays at 6:30 a.m.
- WGBC, Meridian; NBC Affiliate; Sundays at 5:00 p.m.
- WXXV, Gulfport/Hattiesburg; FOX Affiliate, Sundays at 9:30 a.m. (Beginning October 5, 2003)
- UPNMS (WCBI-DT), Columbus/Tupelo; UPN Affiliate; Saturdays at 5:00 p.m.
- WABG, Greenville/Greenwood; ABC Affiliate: Saturdays at 10:00 a.m.

The *Clarion Ledger Newspaper* dubbed the Doty/Fordice team as the "**Dynamic Duo**". Mississippians should "fasten their seatbelts". The Dynamic Duo is coming to your area soon. Stay

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Woman to Woman

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Woman to Woman Topics

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- **Skin Care:** Find out information regarding caring for one's skin and the latest techniques in cosmetic surgery.
- **Women's Health Issues (including the health of the family):** Many health issues are discussed, including Breast Cancer, Cardiovascular Health, Menopause, Diabetes, Arthritis, Sudden Infant Death Syndrome(SIDS), Immunization, Folic Acid and many other areas of interest to women and families.
- **Sports:** Women have always had a high interest in many sports activities. This informative topic will show women who have excelled in basketball, track and other sports.
- **Fitness:** Exercise and fitness go hand in hand. As a woman ages, fitness routines should also change. The importance of exercise regarding women's health is discussed.
- **Politics:** More and more women and getting into politics on the local, state and national levels. Information will be shared regarding how women became interested in politics and how they prepared for political offices.
- **Parenting:** Experts give advice on dealing with preschoolers, school-aged and adult children.
- **Time Management:** How do women balance families, careers and have time for themselves? Experts tell you how to balance your time.
- **Career:** More and more women are entering what has been perceived as non-traditional jobs for females. They tell you the real story!
- And many, many, many more interesting topics!!!

Email us on the contact page and tell us other topics you'd like us to cover. We would love to hear from you!!!!

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Attn. Stations:

Dateline Friday, January 6, 2006 - pre-empted

Dateline Sunday, January 8, 2006 - 7pm

IN ORDER OF APPEARANCE:

-Ambassador L. Paul Bremer became a special envoy and Administrator of the Coalition Provisional Authority, the temporary government ruling Iraq after the fall of Baghdad, in May 2003. Now, almost three years later Bremer is speaking out against how the government handled the war in Iraq while he was there in a revealing, new book, "My Year In Iraq: The Struggle to Build a Future of Hope." In an extensive and exclusive interview with Brian Williams, Bremer shares with NBC News what happened behind the scenes at the highest levels, and discusses some surprising revelations of possible failures by top officials at the White House and the Pentagon.

-In a Dateline consumer alert, chief consumer correspondent Lea Thompson reports on the latest crash tests from the Insurance Institute for Highway Safety. This time the institute focuses on how well seats in pickup trucks and SUVs protect passengers against whiplash. Vehicles tested include: Ford/Jeep/Honda/Landrover/Subaru/Volvo/Mazda/Nissan/Dodge/Toyota/and Mercury

-In her first in-depth interview in more than a year, Sharon Rocha will speak exclusively with Katie Couric about her new book, "For Laci: A Mother's Story of Love, Loss, and Justice." Rocha will recount her three years of heartbreak and grief, and vividly describe how she began to suspect her son in law, who now sits on death row, Scott Peterson.

Questions?

Please contact me:

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Phone: (212) 664-6038
kim.grabina@nbcuni.com

Attn. Stations:

This Sunday, January 22nd, Dateline will air a report by Lea Thompson on the results of its ***Supermarket Sweep***; an extensive investigation of sanitary and other health-related conditions in the nation's supermarkets.

This investigation is based on Dateline's analysis of health inspection reports of hundreds of supermarkets across the country, many of them owned by major food chains.

The full report will rank the following food chains:

Food Lion	Wal-Mart	Save-A-Lot	Costco
Sam's Club	Winn Dixie	Kroger	Publix
Albertsons	Safeway		

Food chains in the following locations will be mentioned within the Dateline report: (please contact me for specific information re: these locations)

Eatonton, GA	Madison, IN	Brooklyn, NY	Washington, DC
Florida	North Carolina	Texas	

INSIDER report:

A special INSIDER report will be available to your station for use in your early evening newscast on Friday or any of your weekend broadcasts. Additional information re: this INSIDER will be sent out later this week.

On-line/Digital elements:

The following elements will be live and active on Dateline's web site (www.dateline.msnbc.com) by Friday, January 20th. You may wish to link your station's web site to the Dateline site, or create your own on-line elements related to ***Supermarket Sweep***.

-*"What's your shopping secret?"* Share your tips on how you pick the best groceries on Dateline.MSNBC.com. The site will sort out the old wives' tales and share expert advice.

-From produce, frozen foods, to canned goods -- How do you pick the best groceries? Tips from food safety expert Jeffrey Nelken. You can e-mail questions for him on the website as well.

Questions?

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COMING UP ON DATELINE FRIDAY, FEBRUARY 3RD:

"DATELINE'S" CHRIS HANSEN REPORTS ON THIRD HIDDEN CAMERA INVESTIGATION THAT CATCHES MEN WHO APPEAR TO BE TRYING TO MEET CHILDREN ONLINE FOR SEX.

-Latest Report To Include Arrest of Potential Predators

-Hansen to Participate in Live Blog During Two-Hour Broadcast on MSNBC.com

MORE ABOUT THE INVESTIGATION:

Almost two years ago "Dateline NBC" aired the first in a series of breakthrough investigations exposing a national epidemic: men who target young teenagers online. In two different investigations in two different states, dozens of men showed up at our undercover houses after chatting about sex online and then making a date. On Friday, Feb. 3 (9:00 - 11:00 PM, ET), Chris Hansen reports in his third investigation, and this time around police arrest potential predators caught on camera. In addition, on the same day as NBC News' second online advertising buy, Hansen will participate in a live blog during the two-hour broadcast, offering anecdotes, behind-the-scenes information and answers to viewer questions, available at www.Dateline.MSNBC.com.

Hansen and NBC News set up their hidden camera investigation in a home in a Southern California. Members of a group called Perverted Justice, an Internet watchdog group, pretended to be 12 to 13 year old children chatting online. Within hours, adults solicited the undercover operatives for sex. Some sent graphic sexual images to what they believed were minors. Soon, many of those same men actually show up at the house for a rendezvous with the child. For this third investigation, Perverted Justice set up a plan with the Riverside County Sheriff's Department that after a potential predator is confronted by Hansen and leaves the house, a Perverted Justice volunteer alerts detectives.

Most of the men confronted by Hansen claim their intentions were innocent. Some of the most alarming cases involve seemingly prominent members of the community: an active INS agent, a teacher and a lawyer. The hidden camera investigation exposes 51 men in three days, giving viewers a frightening glimpse at how widespread the problem is.

MSNBC.com will post additional information and a number of resources will be available to viewers. Online security expert, Bob Sullivan, will provide articles on "Kids, blogs and too much information," as well as an entry in his "Red Tape Chronicles" blog answering frequently asked questions about online safety in light of these predator reports. Following the broadcast, Sullivan and a group of other online safety experts, will answer parents' online safety questions.

Also available online will be a number of resources for parents including tips to keep kids and teenagers of different ages safe online, links to the National Center for Missing and Exploited Children, including their "cyber tip line," a link to the national sex offender registry, and an Internet safety contract for parents and kids to use as a starting point for staying safe online. Video, blog entries and full reports from this and previous predator reports will be available at www.Dateline.MSNBC.com.

**THE FOLLOWING INFORMATION IS PROVIDED FOR GUIDANCE
PURPOSES ONLY AND IS NOT FOR BROADCAST.**

As we informed you last week, the Insurance Institute for Highway Safety has scheduled release of its next crash test study for Sunday, March 5th, which Dateline will report that night.

The study focuses on front- and side-impact testing of seven mid-sized cars:

Pontiac G6
BMW 3
Hyundai Sonata
Acura TSX
Lexus IS
Infiniti G35
Ford Fusion

It is possible that some of this coverage will also appear on Today on Monday, March 6th.

The Insurance Institute is expected to release footage and additional data to News Channel for your news broadcasts on Monday as well.

Given the nature of the content, please make sure that your sales and traffic departments are aware of this scheduling.

Attn. Stations:

A DATELINE HEAD'S UP...FOR SUNDAY, MARCH 19, 2006

...Bedbugs are making a comeback!

Recent high-profile lawsuits filed against hotels are drawing attention to what many travelers already know - bedbugs are back and biting. But what exactly are bedbugs? How do you detect them? What signs do you look for when you check into your hotel room?

Dateline visits several New York hotels to give viewers the answers. Along with an experienced entomologist, Dennis Murphy will examine every inch of hotel rooms to uncover some surprising results.

WHAT CAN YOU DO?

This is not just a New York problem. The Orkin Pest Control Company says after decades without them, it's now treated bedbugs in **all but three states** -- Alaska, North Dakota, and South Dakota.

-Check with local hotels or dormitories to see how bad the bedbug problem is in your city.

Orkin, Inc., conducted an internal branch survey in early 2005. Responses from 372 branches revealed that bedbug treatments increased more than 80% from 2003 to 2004.

You can access your local Orkin branch at: <http://www.orkin.com/customerservice>

The National Pest Management Association (NPMA), a non-profit organization dedicated to public health, also noted an increase in bedbug complaints, with the northeast seeing the most activity.

A 2004 NPMA survey of 800 pest-control companies on residential incidence of bedbugs revealed the following:

NORTHEAST: 57.1%

MIDWEST: 34.0%

SOUTHEAST: 31.4%

SOUTH CENTRAL: 23.8%

WEST: 41.2%

You can contact the NPMA at: National Pest Management Association
9300 Lee Highway, Suite 301
Fairfax, VA 22031
(703) 352-6762 (NPMA)
(703) 652-3031

ON-LINE ELEMENTS:

Included on the Dateline web site will be:

- tips from experts on what to do in event of a bed bug attack
- links to bedbug studies
- blog buzz over bed bugs
- and viewers will be able to submit their questions about bedbugs.

...this topic lends itself to a great on-line tie-in, so don't forget to get your station's Web Site involved as well!

AVAILABLE FOOTAGE:

An INSIDER Report pegged to this story will be available on Friday, March 17th.

You may wish to use this report in your early evening newscasts on Friday or in any of your newscasts over the weekend.

Look for additional information tomorrow afternoon.

Questions?

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