



Gilmore Girls

THURSDAY PRIME

Charmed



Time	KWGN	KCNC	KMGH	KUSA	KTVD	KDVR
7-8p	Gilmore Girls	48 Hours	Whose Line Is It	Friends Steven Webber	WWF Smackdown	FOX Nite at the Movies
8-9p	<i>Charmed</i>	City of Angels	Who Wants to be a Millionaire	Will & Grace Just Shoot Me		

New WB drama of a young single mom raising her daughter in a small town, while sometimes having to turn to her straight laced upper class parents for help.

- Family Dramas perform very well on the WB.
- Picked by BBDO as of the top 10 new shows for fall 2000.
- Advertisers such as Proctor and Gamble and Kraft have given the WB funds to develop family friendly programs, including Gilmore Girls.

Beginning its third season, Charmed has garnered the network's highest rating among women 18-34, and tied with Dawson's Creek for top honors among viewers 18-34.

- Based on the shows strength exhibited in Fall '99 and its increase in the May time period year to year, Charmed should easily deliver '99 actuals.
- Continues to be one of the WB's top rated primetime programs for men and women.
- With the popularity of Charmed growing and direct competition not as strong for Fall '00 anticipate Charmed to cast their spell on viewers once again.

4th Quarter '00 Estimates

<u>Time</u>	<u>HH</u>	<u>A18-34</u>	<u>W18-34</u>	<u>A18-49</u>	<u>W18-49</u>	<u>A25-54</u>	<u>W25-54</u>
7-8p	5.5/9	5.0/11	8.0/6	4.5/10	6.5/14	4.5/10	6.5/13
8-9p	6.0/10	5.0/11	8.0/6	5.0/10	7.0/15	5.0/10	7.0/13

Rationale: 7-8p Nov '99 7-8p shares x Nov '99 TP HUT/PUTs
 Rationale: 8-9p Nov '99 Charmed actuals