

SAVE JERICO AGAIN

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact:

Julie Horton
864-313-8018
jjones07@bellsouth.net

Barney Murphree
617-320-5854
bjmurphree@yahoo.com

SAVE JERICO AGAIN TV AD GOES NATIONAL ON NBC UNIVERSAL HD THROUGH DECEMBER

UHD media flight coincides with re-introduction of Jericho's Seasons 1 & 2 on The CW Network

In what's considered to be yet another first by a fan community supporting a beloved show, the NBC Universal HD Channel will begin airing nationally a fan-funded and -produced TV commercial designed to highlight the desired resurrection of the post-apocalyptic drama *Jericho*. Slated to run through the month of December 2008, the *Save Jericho Again* TV ad dovetails with Universal HD's run of the CBS-canceled show about a small Kansas town's fight for survival in the wake of nuclear bombs dropped on 23 American cities.

Fans, or Jericho Rangers, as they're often called, decided to expand their footprint beyond two previous ad buys in the Los Angeles area and raise several thousand dollars more in donations from around the globe to purchase a total of 85 spots to air on a national scale on Universal HD beginning December 1st. The 30-second ad, created by *Jericho* fan Jason Moore (screen name Rubberpoultry), will air in day parts of the Monday-Friday schedule and on Saturday and Sunday evenings through December 28th.

Surprisingly and coincidentally, the UHD flight schedule will coincide with the start of The CW Network's airing of *Jericho's* first and second seasons on Sunday nights at 7 PM, beginning November 30th. The CW, owned by CBS, announced on November 22nd that it was dumping its current Sunday night schedule for a revamped weekly line-up that would include all 29 episodes of *Jericho*.

The national NBC UHD ad run is a follow-up to two previous campaigns, in which more than 400 *Save Jericho Again* cable commercials aired in June and September in the Los Angeles area with popular, ratings-rich shows on the ESPN, Discovery, History, and Sci-Fi Channels. The original intent was to target efforts in and around the Hollywood industry area where a decision about *Jericho's* rumored future would most likely be made. The ad was created to complement fans' other media efforts and to maintain awareness of support for the show, its cast, and crew in the time frame that several networks had expressed an interest in reviving *Jericho's* story.

Upon completion of those two campaigns, Jericho Rangers decided to expand their reach



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nationally on Universal HD, which features *Jericho* episodes airing through the end of 2008. Despite high-definition conversion challenges (overcome with the generous assistance of USA Studios in Los Angeles and AD-ID LLC in North Carolina) and other logistical issues, fans have overcome the obstacles and brought to fruition their goal for multiple national airings of the *Save Jericho Again* ad.

Universal HD is a uniquely programmed, full-time network offering the best of NBC Universal's premier sporting events, blockbuster films, and award-winning TV series to over 3 million homes across the country. The CW Network, set to begin running *Jericho* episodes on Sunday, November 30th, is a joint venture between Warner Bros. Entertainment and CBS Corporation and America's fifth broadcast network, specifically targeting women in the 18-34 age group.

For more information about the *Jericho* TV ad or other Save Jericho initiatives, please visit www.savejerichoagain.com.

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