

MEDIA LIFE

People

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CABLE TV

Tom Arnold is not leaving FSN's "Best Damn Sports Show Period," as had been rumored, but he will appear less on it. The show wants to get away from talk-show mode, and so Roseanne's ex will only cover special events for the show, moving out of the studio. **Chris Rose**, who is returning from a three-month hiatus, will host the show along with Arnold's former partner-in-silliness **John Salley**. Two other athletes are expected to join the show.

Rapper **Eve** will executive produce a Showtime film with **Troy Carter**, and **Larry Kennar** based on the true-life story of HIV-positive lesbian talk show producer Conscious. Eve will star in the picture, titled "Getting Unstuck," based on the autobiography of Conscious, whose real name is Merle Soden.

Robyn Ulrich has risen to senior vice president of marketing and public relations at DIY Network. She formerly served as the vice president of marketing.

Judy L. Harris has been named president and CEO of Channel One, a division of Primedia. She was most recently executive vice president of PBS businesses.

"Sex and the City's" **Sarah Jessica Parker** has signed a two-year deal with HBO to develop and produce series and other programming for the channel through her Pretty Matches Productions company.

MAGAZINES

NETWORK TV

Mark Burnett Productions filed a lawsuit last week claiming **Madison Road Productions** charged advertisers up to 250 percent more than it eventually gave to Burnett for the brands to be used in contestant challenges on NBC's "The Apprentice." Companies such as Burger King, Pepsi and Crest toothpaste have paid to be a part of such challenges, and other companies like Madison Road sometimes pay fees to pitch and design challenges, even if they aren't ever used on the show. In the suit Burnett claims it only worked with Madison Road because it claimed to have exclusive negotiating rights for certain companies that went unnamed in the suit. Madison Road intends to file a response.

Pregnant "The View" host **Elisabeth Hasselbeck** is swiftly approaching her due date, and the show is lining up a string of guest hosts for her six-week absence. **Hilary Duff**, "That '70s Show's" **Mila Kunis** and **Anna Kournikova** are among the guest hosts.

Nicky Katt has been added to the cast of "The Evidence," which already stars **Martin Landau** and **Orlando Jones** on ABC. Another ABC show, "Play Mates," has made its first casting decision with "Spin City's" **Michael Boatman**. The comedy is about three couples whose lives intersect in a pre-natal class.

Funnygirl **Aisha Tyler** will



Mary Clarke has been named beauty director of *Elegant Bride* magazine. Clarke will also remain the beauty director of *Modern Bride*, which she joined in 1998.

■ AGENCIES

Lloyd "Skip" Pollard has joined Starmark International as vice president, director of media strategy. He had served as group media director at Merkle Newman Harty and at DiMassimo Brand Advertising.

Gina Bedsole has risen to vice president-director of media services at Wilkins Media Company. She was most recently a media director.

■ RADIO

Amanda Aronczyk has been added to American Public Media's "Weekend America" as its New York-based arts reporter and editor. Most recently she was a producer for WNYC's national culture program "The Next Big Thing."

Sandy Smallens has joined Infinity Broadcasting as vice president of interactive marketing and sales. Smallens joins Infinity from ssDmm, a boutique digital marketing consultancy, which Smallens founded.

■ NEW MEDIA

Mary S. Butler has been appointed editor of *ForbesAutos.com*, which *Forbes.com* plans to launch in May 2005. At *cars.com*, Butler was most recently managing editor.

co-star in an untitled CBS drama with **Jennifer Love Hewitt**. The show focuses on Hewitt's character, a psychic who speaks with dead people. Also on the network, **Johnathan Schaech** and **Christine Taylor** have been added to "The Commuters" cast. **Scott Foley** will join "The Unit's" cast.

The Fox program "Ticket to Ride" has been retitled "Windfall" and has added **Sarah Wynter** to the cast. The project is about a large group of people who share a winning lottery ticket valued at \$386 million. **Jonathan Sadowski** and **Jake Sandvig** will star in the Fox comedy "Pool Guys," and "Murder Book" has added **Nester Serrano** to its lineup.

Loni Anderson is coming back to TV as **Tori Spelling's** mother in the NBC pilot "Notorious." The show is based on Spelling's life immediately following her "90210" days. **Idris Elba** joins **Vinessa Shaw** in "World of Trouble," about an elite government agency that investigates crimes against Americans.

Lindsay Sloane has been added to the "Crazy" cast on UPN. **Lara Flynn Boyle** stars as a psychiatrist who begins to see her patient's problems and issues in her own life.

Lucas Grabeel will play the younger brother on "Halley's Comet," a WB drama pilot about a lifelong medical patient working to become a doctor.