ANDY ROONEY STEPS DOWN FROM HIS REGULAR “60 MINUTES” ROLE

On Sunday, Oct. 2, Andy Rooney made his last regular appearance on 60 MINUTES, where he has been featured since 1978. His announcement in his regular essay at the end of the program was his 1,097th original essay for 60 MINUTES. It was preceded by a segment in which Andy looked back on his career in an interview with Morley Safer. Rooney, 92, has been a contributor to 60 MINUTES since the program's inception in 1968. He became the broadcast's sole commentator in the fall of 1979, and in his first (Continued on page 2)

“You don't get any luckier than that.”
-- Andy Rooney on his career at CBS and 60 MINUTES

Andy joined CBS in 1949 as a writer for such top entertainment broadcasts as "Arthur Godfrey's Talent Scouts" and "The Garry Moore Show" (1959-1965) as well as CBS News public affairs broadcasts such as "The Twentieth Century" and "News of America." In 1968 he wrote two CBS News specials in the series "Of Black America." His script for "Black History: Lost, Stolen or Strayed" won him the first of four Emmy Awards. "An Essay on War" (1971), done for PBS, was his first appearance on television as himself and won Andy his third Writers Guild Award. In addition to numerous magazine articles he wrote earlier in his career, Andy is the author of 16 books.

60 MINUTES drew its largest October audience in four years last Sunday, attracting 17.11 million viewers to rank # 4 on Nielsen’s Top 10. To watch Morley Safer’s report --“The one and only Andy Rooney” -- go to http://tinyurl.com/3mw83s7.

**MORE TELEVISION NEWS**

**CBS PRIMETIME WINS 2nd WEEK BY SUBSTANTIAL ACROSS-THE-BOARD MARGINS: CBS** dominated the second week of the 20011-12 season in viewers, A18-49 and A25-54, led by the Network’s new and returning hit comedies and dramas. CBS had an advantage of nearly +3.6 million viewers over its closest competitor (ABC), by +0.4 in A18-49 and +1.0 in A25-54 over second place Fox. These numbers separated CBS even further from its competitors compared to the same week last year. Through the first two weeks of the season, CBS is first in viewers, A18-49 (tie) and A25-54. (Source: NTI)
CBS SPORTS AND PGA T-UP NEW AGREEMENT:

On Sept. 1 CBS Sports and the PGA Tour announced the completion of an unprecedented broadcast network television agreement which secures for the Network the

Tour’s television rights for the next 10 years. With the current deal running through 2012, the new agreement will extend from 2013 through the 2021 season. Under the deal, CBS Sports will continue its current broadcast television package with an average of 20 tournaments through the life of the agreement. Overall, CBS will broadcast more than 130 hours of live weekend coverage per year.

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And...
- On Wed. Sept 21, CBS Marketing hosted a 2 BROKE GIRLS screening & CBS Recruiting Event at the Wharton School of Business in Philadelphia. Co-star Beth Behrs, a graduate of Wharton, attended the student event, which was moderated by CBS 3 Philly anchor Erika von Tiehl. Also in attendance was Bryn Berglund, Director, Workforce Development, who talked about careers at CBS and fielded student questions about working in the entertainment industry.

On Sept. 26 Showtime Networks launched its second screen viewing experience “SHOWTIME Social” app for iPad. The app is designed to significantly enhance the live TV viewing experience for fans of the Network's award-winning and acclaimed series, including including DEXTER, HOMELAND, SHAMELESS, WEEDS, THE BIG C, THE BORGIA, CALIFORNICATION and more. The app offers three key advantages to fans of the Network’s programming:

- **Community:** Aggregates and filters all content online related to SHOWTIME and sorts it to present only relevant comments to the viewer. Included are real-time fan reactions on Twitter, Facebook and other relevant online blog posts, and features from entertainment websites, among others.

- **Live Discussion:** Provides viewers who are live-Tweeting and posting to Facebook with the opportunity to simply touch and select the options that they want, and see their friends’ reactions in real time. As each episode draws to a close, the app encourages viewers to stick around to see an interactive “heat map” depicting fans reactions throughout the episode.

- **Program Guide and Content:** Provides a sortable schedule for all of SHOWTIME’s programming as well as schedule information for movies on all of the Network’s multiplex channels. The Guide has the ability to set program reminders to tune-in. The app also offers robust episode guides for the Network’s original series, including preview scenes, behind-the-scenes video and photo galleries from upcoming episodes.

The new app may be downloaded on iPad.