

watch!

YOUR EYE ON ENTERTAINMENT

No Guts, No Glory

Joel Stein on
becoming a CSI

Rocky Mountain High

Whitewater rafting
with *CSI: NY*'s
hottest sleuths

PLUS:

**Ghostbusting
with the Real-Life
Whisperer**

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The Cult of Horatio

CSI: Miami's DAVID CARUSO talks about the
YouTube phenomenon, celebrity impersonations
and why the world needs more Horatio Caine

Santa Claus Is Coming to (Tinsel) Town

What are the perfect holiday gifts for stars who have everything? Well, it depends if they were naughty or nice ...

MELINA KANAKAREDES (DET. STELLA BONASERA), CSI: NY
Holiday gift: CHI Turbo ceramic hairstyling iron



Melina Kanakaredes' beautiful, dark ringlets are her trademark. But what if, just for a change of pace one night, Stella wants her smooth back? The CHI can temporarily flatten out even the tightest of curls.



DREW CAREY, POWER OF 10 AND THE PRICE IS RIGHT
Holiday Gift: *The Price Is Right DVD Home Version TV Show Game*



With hosting duties on game show *Power of 10* also under his belt, Drew can concentrate on his newest gig, playing *The Price Is Right* home game to practice his Plinko.



NEIL PATRICK HARRIS (BARNEY STINSON), HOW I MET YOUR MOTHER

Holiday gift: A gift card from—wait for it—Barneys



How many times can a guy be expected to suit up for Maclaren's and not repeat his rep-stripes? Let's hope one of his friends springs for a new tie for the holidays. Bonus: Even the shopping bag has Barney's name on it. Legendary!



ANGUS T. JONES (JAKE HARPER), TWO AND A HALF MEN
Holiday gift: Nintendo Wii video game system



With its high-tech, high-energy sports simulation games, the Wii is just the right gift to trick a couch-potato kid like Jake into getting some exercise. Now if only he can wrestle control of the thing away from his fun-loving uncle Charlie.



WANDA SYKES (BARB), THE NEW ADVENTURES OF OLD CHRISTINE
Holiday gift: *Curb Your Enthusiasm, the complete first five seasons DVD box set*



It might be time for Christine to show Barb that there's a woman on her friend Larry David's popular HBO show who looks just like her—and is also hysterically funny.



DAVID SPADE (RUSSELL), RULES OF ENGAGEMENT
Holiday Gift: Subscription to match.com



Sure, Russell thinks he's a player—but what if, courtesy of a dating site like match.com, he finally settles down with the right girl? Would he stop harassing his two best, married buddies and their wives? (Without even looking at the tag, who wants to bet this gift is from Audrey and Jennifer?)



DAVID LETTERMAN, THE LATE SHOW WITH DAVID LETTERMAN

Holiday gift: Portable space heater



Letterman is famous for keeping the Ed Sullivan theater at a brisk, audience-wakening temp, but there's no reason the host himself should have to freeze. With this compact little space heater hidden under his desk, Dave will be able to keep himself toasty warm, and no one will be the wiser.



LILLY RUSH (KATHRYN MORRIS), COLD CASE

Holiday gift: 8GB iPod nano RED



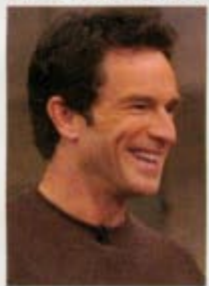
Cold Case is famous for its use of music to get its audience—and presumably, its star detective, Lilly—in the right temporal frame of mind to solve a long-abandoned murder. With a new iPod nano RED, star Kathryn Morris can tote up to 2,000 classic tunes along the streets of Philadelphia and feel great about it, as \$10 of



the purchase price goes to the Global Fund to fight AIDS in Africa.

JEFF PROBST, SURVIVOR

Holiday gift: Anything!



After 14 seasons roughing it in some of the world's most un hospitable terrain, Jeff Probst should be happy to get anything that smacks of civilization. Imagine: someone actually happy to get socks for Christmas!



ANDY ROONEY, 60 MINUTES

Holiday gift: Nothing



Don't anybody get Andy a wristwatch, because as he once told us on *60 Minutes*, he already has too many. (He thinks we all have too many if we have more than one.) And don't buy him lottery tickets, because he hates those, too. Ultimately, whatever Andy's nearest and dearest choose for him this year, they're just going to end up seeing him on the air six months later complaining about it. After all, that's his job. 🍷

Ask MO



Max Licht

CBS' in-house ratings guru, Marianne O'Leary, breaks down the numbers and answers your TV questions

Question: "When CBS decides what new shows to put on the schedule, do they just pick for themselves or do they test the shows with audiences?"

Marianne O'Leary: CBS, and all the networks, weigh a number of factors when deciding not only if they are going to add a program to the schedule but also where the program will air. Audience testing is a part of the decision-making process. When networks test their programs, they not only learn whether viewers would watch, they also learn what type of viewers are interested in the show, what characters catch the viewer's eye and what story lines are the most compelling.

Q: "Why is *Guiding Light* on at 2 p.m. in San Francisco and 10 a.m. in New York?"

MO: Although most network programs air at the same time across the country, with an adjustment for the different time zones, local stations can occasionally adjust their lineup when they feel viewers would be better served. Although the time slot for *Guiding Light* may shift, the program remains television's longest running drama and shared this year's Outstanding Drama Series Daytime Emmy with *The Young and the Restless*.

Q: "What does 'jump the shark' mean?"

MO: The term "jump the shark" comes from a clever website with the same name. A program "jumps the shark" in a particular moment, event or story line when a viewer realizes the show's quality is slipping. Although the program may remain good, even the viewer's favorite, the "jump the shark" moment is when that viewer knows the series is in decline.

The phrase goes back to a 1977 episode of *Happy Days* when Fonzie, on water skis but still wearing his trademark leather jacket, jumps over a shark. A couple of college friends coined the phrase and later built a website.

To have Marianne answer your TV questions, send an e-mail to ask.marianne@cbs.com 🍷