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CLIENT:

## **“30 Seconds to Fame”**

(FOX TELEVISION)

WRITING EXAMPLE:

### **Press Releases**

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## **15 acts from the New York Area to compete on New Episodes of FOX' "30 Seconds to Fame"**

**TV's fastest talent show is back with all-new episodes on  
WNYW FOX 5 at 8 pm every Thursday –  
beginning October 31, 2002 – Halloween night**

Trick or treat! Fox' wild and wacky "30 Seconds to Fame" – featuring a tornado of talent at a lightening pace – is back with all-new episodes, starting Halloween night.

Called everything from "Ed Sullivan on speed" to "The freakiest talent show ever," "30 Seconds to Fame" became a surprise summer hit during its original eight-week run, which began on July 17, 2002.

The only talent showcase ever to feature as many as 25 contestants per half-hour show, with a weekly grand prize of \$25,000, "30 Seconds to Fame" recently conducted a nation-wide talent search, with auditions in over a dozen major cities, including New York.

"We were amazed at the enthusiasm and quality of talent we found. There were people who drove eight to ten hours getting to these auditions. And it made a major difference that people had already seen the show, so they knew what we were looking for in a 30-second bit. These new shows are definitely our best yet," says executive producer Michael Binkow.

Fifteen unique acts from the New York and New Jersey area were selected to compete on "30 Seconds to Fame" during November and December. To find out if someone you know had enough talent to win the grand prize, tune into **WNYW FOX 5 at 8 pm on Thursday nights, beginning October 31**, to root for...

- Japanese rapper "Yuna", Jack Dyville (Tappin Jack of Texas), and speed tapper Jared Grimes of Manhattan

*“30 Seconds to Fame”*

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- The Players Club step group (Timothy Barner, Edward Nelson, Linell Brown, and Terrence Terry), the King Charles Unicycle Troupe, and hand percussionist Rappo Clappo (Danny Bonet) from the Bronx
- Fire spinner Ted E, juggler Jay Green, and Jumpers in Command from Brooklyn
- Exotic Belly Dancer Seleka, Queen of the Nile, from New Rochelle, NY
- The Hip Pickles drummers (Chet Doboe, Christopher Scherer, and Jeremy Fischer) from Melville, NJ
- Don Wilder, the three-legged dancer from Cliffside, NJ
- Lisa Cobb, the human puppet from Cherry Hill, NJ
- Richard Gonci, the upside-down piano player from Bergenfield, NJ
- Ventriloquist Nick Pawlow from Pennsauken, NJ

“30 Seconds to Fame” was conceived by Joe Revello and developed over a period of seven years by Revello and Binkow, who serve as the co-creators and executive producers.

“The original inspiration came from Andy Warhol’s statement that one day everyone would have their 15 minutes of fame. Nowadays, things move much faster, and 30 seconds seemed to be just the right amount of time to keep people’s interest,” says Revello. “Plus, this show is like a remote control for viewers. If you don’t like an act, just stick around 30 seconds (or less – if the audience eliminates them) – because a new act is on the way.”

To date, “30 Seconds to Fame” has featured over 400 different acts in just 16 half-hour episodes! “There’s never been a television show that presented so many different kinds of talent, competing for such a large weekly prize,” says Binkow.

To be considered as a contestant, viewers can mail a VHS videotape of their performance to: 30 SECONDS TO FAME, P.O. 55851 , Sherman Oaks, CA 91413. For more information, call 1-877-547-4999 toll free. (Please note: all materials become the property of the show and cannot be returned.)

“30 Seconds to Fame” is hosted by Craig J. Jackson and produced by Wild Jams Productions, LLC. Jackson previously hosted “The X Show” on f/x. A former executive producer and development executive for FOXLAB (the division that pioneered “COPS,” “America’s Most Wanted” and “South Park”), Revello has created and produced a number of series over the years, including “Rendez-View,” “Culture Clash,” and “Comic Strip Live.” Binkow was the supervising producer for “Who Wants to be a Millionaire?” and previously worked with Revello on the game shows, “Make Me Laugh” and “You’re On!,” as well as serving as the Vice President of Specials and Current Programming for the Fox Broadcasting Company.

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**MEDIA CONTACT:** Lyla Foggia, (661) 259-6561 or [lyla@foggiapr.com](mailto:lyla@foggiapr.com)

# **FOX' "30 Seconds to Fame"**

## **To Hold Open Audition in New Orleans**

### **This Wednesday, 9/4**

The new hit television series, "30 Seconds to Fame" – which airs every Wednesday night on the FOX Network – has been called everything from "a hyperactive 'Star Search' meets 'The Gong Show,'" to "'Star Search' on speed" and "'The Ed Sullivan Show' with 'Stupid Human Tricks.'"

The producers of the fastest, competitive talent show on television are coming to New Orleans during a nationwide search for contestants to compete on-air for the weekly grand prize of \$25,000.

Here's your chance to go from zero to fame in just 30 seconds if you have a special talent, skill or novelty act that can be performed in one-half minute – including singing, dancing, juggling, physical or prop comedy, impressions, acrobatics, fire-eating, magic tricks, *you name it!*

Either attend the **OPEN AUDITION this Wednesday, September 4, 2002**, or send in a VHS videotape.

**Where to go:** **Sheraton New Orleans Hotel, 500 Canal Street.** Look for signs in lobby.

**Call toll-free 877-547-4999 to reserve an audition time, or simply show up between noon and 7 pm.**

**Or mail a VHS videotape of your performance to: 30 SECONDS TO FAME, 13400 Riverside Drive, Suite 210, Sherman Oaks, CA 91423.** (Please note: tapes become the property of the show and cannot be returned.)

Performers should be high-energy and have two unique and well-rehearsed 30-second performance segments. Singles, duos, or teams – both union performers and amateurs – are welcome. Set up time at the audition is minimal, and you must provide your own backing music on CD or tape. Go to FOX.com, then click on "30 Seconds to Fame" for more details or call 877-547-4999.

Selected performers will be flown to Los Angeles to appear on FOX' "30 Seconds to Fame," which uniquely showcases 24 acts in each weekly half-hour episode. After the first round of competition, three acts are chosen by the studio audience to advance to the second round in which a winner is selected to receive the \$25,000 grand prize.

One of the hit new shows of the summer season, "30 Seconds to Fame" debuted on July 17, and has averaged over 7 million viewers each week. "30 Seconds to Fame" is hosted by Craig J. Jackson ("The X Show") and produced by Wild Jams Productions, LLC. Joe Revello and Michael Binkow are the creators and executive producers.

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Bored with the usual Sweeps TV fare?

**TONIGHT** *on*  
**FOX' "30 Seconds to Fame":**

*24 of the most unusual acts ever  
seen on television!*

Tune into WAGA FOX 5 at 8:30 pm for an all-new episode!

There's NEVER a dull moment on FOX' "30 Seconds to Fame" – the fastest, wildest talent search competition in the history of television.

**Here's a preview of tonight's competitors from around the world...**

- Don't try this at home! St. Petersburg, Florida, commercial air conditioning serviceman Douglas Cyr balances a surf board, wheel barrow, and heavy utility table...on his chin!
- Imagine swallowing a billiard ball and turning sugar water back into granules. It's a mouthful for Stevie Starr of London.
- Snoop Dogg in da house! A Japanese rapper from New York named Kumiko Sugiyama, who has worked as a graphic designer and translator.
- The Precision Lawn Chair Drill Team from the Denver area. Yep, somebody finally figured out what to do with those ugly web chairs when the party gets boring. When these guys aren't working as fire inspectors, real brokers, snow plow operators, and roughnecks on oil rigs, they've actually performed during NBA and NFL half-times!
- You've seen the Harlem Globetrotters. Now try that on unicycles and you've got the King Charles Unicycle Troupe from the Bronx!
- Someone alert the Food Network! Former Apple computer salesman Bob Whitcomb of Columbus, Ohio can really fire up an audience while balancing a stove with a sizzling frying pan on his head, then chucking up the eggs for a quick omelet. Hard to believe he's performed this trick twice at the White House!
- The human noodle! Contortionist Vladimir Malachikhin from Russia actually learned this stuff from his parents.

- Aretha Franklin watch out! Meet R&B singer Gaye Arbuckle-Sneed, a Dallas substitute teacher and collector for Neiman-Marcus, can really belt them out.
- The hottest salsa dancers north of the border! Miami's Bianka Gonzalez (originally from Venezuela) and Ariel Rodriguez (formerly of Cuba) burn up the stage with some of the sexiest Latin moves allowed in primetime.
- Red hot baton twirler Ted Pugliesi of Brooklyn works as a nightclub production manager when he's not playing with fire.
- Get out the silverware and start practicing! Originally from Cincinnati, Joe "Mr. Spoons" Jones of New York, a former elevator operator at Macy's, has performed for the Queen of England and made ten trips to Japan. (Wonder if he's tried this with chop sticks.)
- George Lucas, hope you're watching! The Robostilts from Athens, Georgia, would be perfect for your next "Star Wars" epic.
- Ever seen a dulcemer played with a fork and knife? Comic Trent Wideman of Osage Beach, Missouri, is also a whiz on sixteen different instruments, including the fiddle.
- The human pyramid! The Moroccan Tumblers may be American, but they got the idea for this muscle-building act on the beach in Tangiers, Morocco.
- Sister acrobats Kay and Sarah Glynn of Hastings, Iowa, once won a Ford Mustang at their state fair for this trick: picking up a glass of wine with their teeth while bending over backwards while perched on chairs.

### **Want to be a contestant on FOX's "30 Seconds to Fame"?**

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