



# TRADES

**Wednesday, April 28, 2010**

## **Sony moves Kevin James comedy to summer**

Sony took a good look at its recently acquired Kevin James comedy "The Zookeeper" and saw summer sizzler written all over it. As a result, the likely PG-rated pic is moving from Oct. 8 to July 8, 2011. Sony's delay of the film's release has the dual benefits of a more lucrative boxoffice play period and helping the Culver City studio fill out its release schedule for next year's swimsuit season. Sony recently acquired control of the project from MGM, its co-producer on "Zookeepers."

## **TruTV ramps up reality slate**

TruTV is ramping up its reality slate with eight shows in development, including a hidden-camera show from "Punk'd" producer Ashton Kutcher and an office-themed series from NBC's "The Office" producer Reveille. The Turner-owned network had its first upfront presentation Tuesday in New York, touting the first quarter as its most-watched ever among adults 18-49. The network announced 13 returning series, including a Season 2 renewal of "Conspiracy Theory With Jesse Ventura" and a slew of new programs. "When we introduced the truTV brand, we decided to target an audience we call real engagers: viewers who love exciting, real-life action," truTV executive vp and GM Marc Juris said. "We have built a lineup that has attracted a strong fan base, and it only continues to grow." The new programs in development include the self-described "Vegas Repo," a spinoff of the network's "Operation Repo" from Arietis and Intrigue.

## **Hallmark exec to join Byron Allen's company**

Janice Arouh, currently executive vp affiliate sales and marketing at Hallmark Channel, is joining Bryon Allen's Entertainment Studios as president of domestic distribution and marketing, effective May 10. In her new capacity, Arouh will oversee all facets of domestic distribution and marketing for all of Entertainment Studios' six 24-hour HD networks, including pets.TV and cars.TV. Arouh's duties will include sales strategy, national accounts, affiliate relations, sales operations and business development initiatives. "Janice's leadership, management depth and extensive trusting relationships with the distributor community will be major assets as we embark on expanding the presence of our HD networks and create additional opportunities for growth, including launching compelling 3D networks," said Allen, who is chairman-CEO of Entertainment Studios.

## **Three join coming-of-age comedy 'Sin Bin'**

Michael Seater, Emily Meade and Bo Burnham will topline "Sin Bin," a coming-of-age comedy that also counts Ben McKenzie, Jeff Garlin and Tim Blake Nelson among the cast. Billy Federighi is directing the indie, which is now shooting in Chicago. Brian Petsos, Gary Giudice, Federighi and Christopher Storer are producing, with Petsos also taking a role. "Bin," with a script by Storer, centers on a put-upon high school student (Seater) who loans out his van (nicknamed "The Sin Bin") to his friends for their sexual exploits. Complicating matters, he is caught in a love triangle between a cute girl at school (Meade) and the villainous student liaison (Burnham). Gillian Jacobs also is in cast.

### **Conan O'Brien to appear on '60 Minutes'**

Conan O'Brien will be on TV this weekend with his first post-"Tonight Show" interview. O'Brien talks with Steve Kroft on "60 Minutes," CBS said Tuesday. O'Brien's exit deal with NBC barred him from television appearances until May 1; the "60 Minutes" piece will air the day after. The interview was conducted last week in Los Angeles, according to a person with knowledge of it. The person, who lacked authority to discuss the matter publicly, spoke on condition of anonymity.

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