



TRADES

Wednesday, March 24, 2010

HBO renews 'Ricky Gervais Show'

Ricky Gervais will continue his podcast musings on HBO as the British comedian's "The Ricky Gervais Show" is getting a second season. The show is based on Gervais' popular podcast recordings with frequent collaborator Stephen Merchant and Karl Pilkington. In each animated episode, the three discuss a range of topics including donating to charities, public nudity and choosing the best superpowers.

Jennifer Beals lands role in Fox drama

Jennifer Beals has been tapped as the female lead opposite Jason Clarke in "Ride-along," Shawn Ryan's drama pilot for Fox, and John Larroquette is set to co-star opposite Jason Isaacs on another Fox drama pilot, "Pleading Guilty." Meanwhile, Keith David has landed a lead opposite David Lyons on the NBC drama pilot "The Cape." "Ride-Along" revolves around on a rogue cowboy cop (Clarke) and Chicago's first female police chief (Beals) who vow to clean up the streets. "The L Word" alumna Beals recently recurred on another Fox/20th TV drama, "Lie to Me." Her casting on "Ride-Along" comes a week after she signed with Paradigm. She also is with Greenlight Management.

Hallmark has big plans for Martha Stewart

Just two months after Martha Stewart announced she was bringing her first-run syndicated program to Hallmark Channel, the do-it-yourself doyenne unveiled details of her more comprehensive deal with the cable net. As part of an agreement that grants Hallmark Channel the exclusive rights to license the entire Martha Stewart Living Omnimedia TV library, the network will begin running a daily seven-hour lifestyle-programming block. Beginning Monday, Hallmark Channel will offer a blend of repurposed MSLO segments, including "From Martha's Kitchen," "From Martha's Home" and "From Martha's Garden." The lifestyle block will run weekdays from 11 a.m.-6 p.m. A more compact block will appear each weekend, in the 6 a.m.-9 a.m. slot. Other MSLO titles that will turn up on Hallmark Channel include: "Petkeeping With Marc Morrone," "Everyday Food" and "Martha Stewart Living." Seasonal specials also are part of the package.

Mandeville re-ups at Disney

Disney is keeping David Hoberman and Todd Lieberman's Mandeville Films and Television on its lot, signing the production company behind last year's hit "The Proposal" to a two year-extension of their first-look deal. Terms of the deal were not divulged, but the pact strengthens the 15-year bond between the companies at a time when other production outfits housed at the studio are being downsized or let go. Under new boss Rich Ross, Disney recently ended a rich deal with ImageMovers (though it might sign the company run by Robert Zemeckis, Steve Rapke and Steve Starkey to a more modest pact), and it is in negotiations with Scott Rudin to end his deal early.

Uni promotes Stephanie Testa

Stephanie Testa has been promoted to senior vp of corporate alliances, Universal Partnerships & Licensing at Universal, where she reports to UP&L president Stephanie Sperber. In her new role, Testa will be responsible for development of global brand alliances across Universal's various divisions, including motion pictures, home entertainment, staged productions and theme parks. In addition to continuing oversight of new business development, she will be responsible for the managing Universal's portfolio of blue chip partners.

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