



PEOPLE

A Producer for All Seasons

Terenzio uses news lessons to beef up ratings at *Judge Brown* **By Jim Finkle**

John Terenzio has traveled the globe in search of big stories. He spent his early years in television as a field news producer, including stints at stations in Miami and Philadelphia, as well as senior and executive producer posts at ABC News and *NBC Nightly News*. At ABC alone, Terenzio covered four wars and three presidential elections and worked on at least two newsmagazines.

Today, Terenzio's primary focus is *Judge Joe Brown*, where he works as executive producer of the No. 2 court show in syndication. He gets high marks for his work on the show: Ratings are up across the board since he took over as executive producer in September 2003.

In February, *Brown* pulled in average of 6.9 million viewers and a 2.9 rating among women 25-54. The queen of the courtroom, *Judge Judy*, is far ahead with 11.3 million viewers and a rating of 4.6 in that key female demo. *Divorce Court* follows in third (5.2 million viewers and a 2.5 rating).

His full-time focus is sustaining *Brown's* growth among women: The show's biggest ratings gains have been in the youngest demo. Women 18-34 are up 15% so far this season compared with two years ago, before Terenzio came on board. Women 18-49 are up 13%, while women 25-54 are up 12%.

Terenzio says he used a simple strategy to push down the average age of his audience. He instituted new guidelines for selecting litigants, urging producers to avoid selecting people over 40. He also beefed up screening to identify the most entertaining candidates; the judge gets more animated when dealing with passionate litigants. If they sound dull on the phone, they're likely to fail on camera, says Terenzio.

LESSONS LEARNED

Reared in New Jersey, he graduated with a degree in journalism from Northwestern University in 1976. Three years later, he became an investigative reporter at KYW-TV Philadelphia. By 1979, he was a field producer at ABC News. In fact, he honed his booking skills while working as a producer for Ted Koppel on ABC's *Nightline*.

At ABC, he met an influential teacher: Roone Arledge, the broadcasting legend who turned ABC Sports and ABC News around during the 1970s and 1980s. "The lessons learned from him were immense," Terenzio says. "His understanding of demographics was visionary."

He spent two years at *NBC Nightly News* before moving in 1991 to a far edgier format: Fox's daily tabloid maga-

zine *A Current Affair*. He came in with a mandate from then-Twentieth TV Chairman Lucie Salhany to soften the show's sleazier edges. At one point, Terenzio bragged to *Daily Variety* the show would have its first sweeps with "no strippers swinging around a pole."

He also broke new ground at *Affair*, axing unwritten rules that stories on gays and urban America were verboten. Terenzio also landed an exclusive interview with Gennifer Flowers, who talked about her affair with Bill Clinton. But he refused to

pay \$100,000 for an Amy Fisher interview and passed on videotapes in which Mia Farrow's son Dylan allegedly described being molested by Woody Allen.

After leaving *Affair* in 1993, he worked as a consultant. By 1997, he took a job supervising news programming for Fox Sports Net. Instead of preparing news to fill assigned schedule slots, Terenzio built a news operation. "He is very good at thinking about his production as a business, as opposed to just a production," says Jeff Shell, former CFO of Fox Sports Net, who becomes Comcast's president of programming in May.

LOADED WITH IDEAS

In 2000, the enterprising Terenzio caught the Internet bug and took a post as programming and publishing president of Broadband Sports, which created multimedia sports content for Internet portals and sports Web sites. Terenzio was a good fit in the dotcom culture, says Richard Nanula, his Broadband Sports boss, now CFO at Amgen, the world's largest biotech company. "He's one of the highest-energy, fastest-talking, funniest guys I've ever worked with," says Nanula. "His mind moves quickly, coming up with an idea a minute."

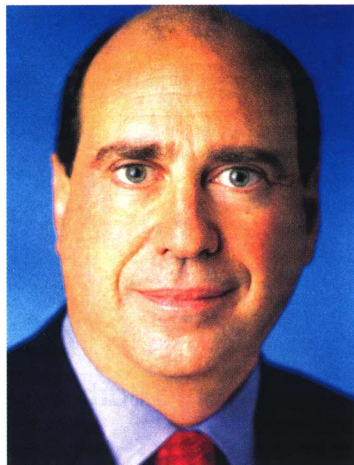
Although Broadband Sports failed, Terenzio says it gave him valuable training in new technologies. "You can take Internet lessons into traditional media," he says. Visitors to the *Judge Brown* Web site can view video clips, apply to appear on the show or get Web-based legal information by clicking through to links from another company, Nolo.

Terenzio also wants to turn the site into a profit center. He declined to discuss those details, but, given the subject of the show, logical options could include e-commerce (such as *Judge Brown* T-shirts and mugs), referrals, class-action lawsuit listings and a broad range of ads geared to women.

Tech savvy goes only so far, he says. It's important to stay apace with pop culture. "When I was young, I loved going to see the Rolling Stones. But I don't want to see the Rolling Stones today. I want to see young people on stage," he says. "You want to keep on the forefront on what's new, what your viewers will appreciate."

When not immersed in *Brown*, Terenzio travels to China four times a year as a consultant to a government-operated 24-hour English-language news channel run by CCTV in Beijing. *Time* recently described the seasoned TV pro as "the first foreigner charged with putting an internationally friendly face on the mainland's propaganda machine." ■

FIFTH ESTATE



JOHN TERENZIO

Executive Producer, *Judge Joe Brown*
(Consultant, CCTV-China Central Television)

EDUCATION

B.S., Medill School of Journalism, Northwestern University, 1976

EMPLOYMENT

Assignment editor/producer/on-air investigative reporter, KYW-TV, 1976-79; field producer/national assignment manager, ABC News, 1979-85; news director, WPLG-TV, 1985-87; senior producer, ABC News, 1987-89; executive producer, *NBC Nightly News* weekend editions, 1989-91; executive producer, *A Current Affair*, 1991-93; executive producer, *The Crusaders*; consultant, Buena Vista Television, 1993-97; executive vice president/executive producer, Fox Sports Net, 1997-2000; president, programming and publishing, Broadband Sports, 2000-02; present position since September 2003

PERSONAL

Married; three children

FATES & FORTUNES

BROADCAST TV

ANDY ALFORD, station manager/general sales manager, WGCL Atlanta, upped to VP/general manager.

DENISE FINCH, account executive, KTVT Dallas, named local sales manager.

At KTXA Fort Worth, Texas: **GLENN COLEMAN**, account executive, promoted to local sales manager; **KYLE BRAWNER**, account executive, Viacom Spot Sales Office, Austin, Texas, named national sales manager.

At KAUT Oklahoma City: **NICK NICOLL**, account executive, KOCO Oklahoma City, Okla., named new business development manager; **TINA DAWSON**, account executive, KOKH/KOCB Oklahoma City, named national sales manager.

CABLE TV

At Cox Communications: **DAN HENSON**, director, customer operations, Western region, promoted to VP, customer operations, Las Vegas; **JERMICA CURRY**, national sales support manager, Cox business services, promoted to director, national sales operations, Cox business services; **CATHY FERGUSON**, marketing coordinator and corporate event planner, Shenandoah Life Insurance, Roanoke, Va., named account coordinator, Cox Media, Roanoke, Va.

GARY WATERFIELD, area VP, West division, Comcast, Salt Lake City, returns to Comcast Southern division, Charleston, S.C., as VP.

PROGRAMMING

DEBORAH GIBSON, senior director, production finance, Court TV, New York, promoted to VP.

MATTHEW FRANKEL, VP, public relations, IFC Companies, New York, named VP, corporate communications, Rainbow Media Holdings, New York.

At Turner Broadcasting System Inc., Atlanta: **KAREN CASSELL**, senior VP, public relations, TBS and TNT, promoted to senior VP, entertainment public relations, TBS Inc.; **MONICA NEAL**, VP, public relations, Turner South, adds oversight of Turner Classic Movies; **JAMES GLASSCOCK**, director, advanced media technology, Turner, Atlanta, named director, business development, Turner Broadcasting System Inc., Atlanta.

KELVIN DAVIS, senior director, editorial operations, CNN/U.S., Atlanta, named senior director, sales and affiliate relations, CNN

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