



ROCK SOLID: (Clockwise from left) Fey's *30 Rock*; Tyler Perry's *House of Payne*; Disney's *Camp Rock*



2. Tina Fey

AGE 38

TITLE Exec producer, *30 Rock*; actress

SMART BECAUSE Not only did she captivate the nation with her uncanny, brilliant take on Sarah Palin, but Fey also capitalized on that attention and focused the spotlight on her beloved but low-rated sitcom. She ended her Emmy acceptance speech by coolly and coyly plugging all the ways viewers can watch *30 Rock* (Hulu.com, iTunes, United Airlines, "occasionally on actual television"), and then made sure the show delivered on the post-Palin viewer surge with episodes smartly studded with

mass-appeal stars (Oprah and Jennifer Aniston). The result: *Rock's* premiere scored its highest numbers ever.



3. Nancy Tellem

AGE 56

TITLE President, CBS Paramount Network Entertainment Group

SMART BECAUSE It's been a brutal year for broadcast TV (see: double-digit viewership declines at NBC, Fox, and The CW), but Tellem is the one network honcho getting raves. Her big call: restoring CBS' entire prime-time lineup quickly after the 100-day writers' strike (ABC and NBC, meanwhile, postponed the re-

turn of many shows until the fall). Her strategy paid off: CBS is easily No. 1 in viewers, and *The Mentalist* is the only bona fide new hit of the fall season.



4. Tyler Perry

AGE 39

TITLE CEO, Tyler Perry Studios; writer, actor

SMART BECAUSE The Atlanta-based mogul has proved that one need not exist within the borders of Hollywood to become an industry heavyweight. Through his Tyler Perry Studios, he created and produced *Tyler Perry's House of Payne*—and persuaded TBS to buy 90 additional episodes in 2006 after a 10-show run earned major ratings. Then in August, he struck a deal with the cable net to produce a new sitcom, *Meet the Browns*, based on his hit play and movie. The biggest sign of his growing success? This fall, Perry ditched his 70,000-square-foot studio for a twice-the-size production complex in Atlanta, which includes five soundstages and a backlot.



5. Gary Marsh

AGE 54

TITLE President, Entertainment, Disney Channels Worldwide

SMART BECAUSE After developing the multibillion-dollar *High School Musical*

The Dumbest Moves of 2008

So much stupidity to choose from, but we narrowed it down to the top (bottom?) three

1. Having the five reality-host nominees emcee the 60th Annual Emmy Awards. So let's see if we have this right: The plan was for the quintet (Tom Bergeron, Howie Mandel, Heidi Klum, Ryan Seacrest, and Jeff Probst) to waltz on stage without a script and simply scrape for laughs by...joking about how they had no plan whatsoever? Thud. Thud. Thud. Thud. Thud.

2. Not bringing series back after the writers' strike. The audience's response: Out of sight, out of mind. The once-formidable *Heroes* continued its ratings slide after a nine-month hiatus, while other shows that were still trying to find their footing ultimately found themselves with fewer viewers (*Chuck*, *Private Practice*)—and, in some cases, off the schedule completely (*Dirty Sexy Money*, *Pushing Daisies*).

3. *Knight Rider*. Hey, we love that old '80s show. However, NBC's beef-witted, critically drubbed new iteration failed to capture the fun of the original before it skidded off the air last month. Undeterred, the network will soon launch a revamped version of its revamped version of the two-hour TV-movie reboot of the franchise. KITT, we need you...to drive off a cliff. And stay there. —Dan Snierson

