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SURFING THE WAVES OF POPULAR CULTURE
BY MICHAEL GILTZ & FRIENDS

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Network TV Has Lost Its Mind

"Dancing With The Stars" is a big hit. So is the game show "Deal Or No Deal." Hence "Show Me The Money," a new game show on ABC premiering November 22. William Shatner is the host, contestants have to answer trivia questions and the one who gets it right has to choose one of the show's glitzy dancers to reveal how much (or how little) money they've won. Shatner boogies with the dancers and then they reveal the contestant's fate. You can't just stop after winning some money, you've got to go on till the end of the game. William Shatner, trivia, secret envelopes and lots of dancing: it makes perfect sense...if you're a network executive.

POSTED BY MICHAEL IN NEW YORK AT 9:43 PM



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