

**Priorities**

**\* DETAILS DRIVE TSL - Terrific teases in and out of break + Strong content = Larger audience shares**

**\* PLAY THE HITS - Don't over think what's important, give the audience what they want.**

**\* SITCOMS NOT MOVIES - Produce each quarter hour with a sense of urgency. Every minute counts!**

**\* NEVER TAKE OURSELVES TOO SERIOUSLY - Fun is contagious. Be willing to laugh at your own expense when it's called for.**

**\* T.E.A.M - Together Everyone Achieves More. Individuality is what drives us but it can NEVER get in the way of team goals.**

**\* IT BEGINS AND ENDS WITH THE PRODUCT - Every detail matters & everything we do must match our brand promise!**