

# The Serpent's Tale



South Miami Senior High  
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Miami, Florida 33165  
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## The WB and UPN to Merge; The Frog is Croaking



By Michael Garcia  
Editor-in-Chief



audiences." Programming will include two hours of prime time each Monday through Friday night along with three hours every Sunday night. Children will have five hours of programming on Saturday mornings and there will be plenty of programs throughout the day on weekdays and Sundays.

The new network, The CW, will be run by Dawn Ostroff, former president of UPN, who will run the programming and by chief operating officer John Maatta who will oversee the business end of it. The CW derives its name from

the first letters of its parent networks' names, the C of CBS and the W in WB. So far, after the announcement, CBS and Warner Bros. stock values rose considerably at the New York Stock Exchange late Tuesday afternoon.

In a long, struggling run to stay on the air on televisions all over the nation, it was announced Tuesday morning, January 24, that the WB and UPN networks will temporarily shut down. Executives with CBS and Warner Bros., who currently own both networks, claim they have struggled to keep up with other major networks such as FOX, ABC and NBC in the television business.

The parent companies have agreed on a 50-50 ownership on creating a new network af-

ter the old networks shut down this fall. Executives plan to introduce The CW by merging different assets and programs from both old networks. The CW will be carried by airwaves on the 16 current Tribune stations alongside the 12 original UPN stations. CBS and Warner

Bros. hope to sign many new affiliates around the globe, providing a broader broadcast to audiences nationwide.

Chief Executive Leslie Moonves of CBS said, "The new network will air 30 hours of programming seven days a week, aimed in part at young