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Posted 5/18/2005 8:51 PM

UPN applies the feminine touch

By Gary Levin, USA TODAY

NEW YORK — Shannen Doherty, Vanessa L. Williams and Denise Richards join the lineup at UPN, which unveils its new tagline, "Where the girls are," in a presentation today to advertisers that emphasizes a female-friendly push.



Produced by Rock: Newcomer Tyler Williams, front, as the title character in *Everybody Hates Chris*.

UPN

But the biggest attention-getter probably will be *Everybody Hates Chris*, as in *Rock*, a new show produced by the comedian that's loosely based on his life as a teenager growing up in Brooklyn in the early 1980s. Rock narrates but does not appear in the show; newcomer Tyler Williams plays "Chris."

Among current series, *Veronica Mars* returns, but the status of Taye Diggs' *Kevin Hill* is uncertain. And another celebrity-produced comedy, Will and Jada Pinkett Smith's *All of Us*, appears unlikely to return.

Though UPN's ratings are down slightly this season, the network is in a dead heat with rival WB, which has had bigger declines. *America's Next Top Model* remains UPN's top show, and it has abandoned male-skewing action and sci-fi dramas (including *Star Trek: Enterprise*) to focus on female viewers.

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New UPN series:

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•**Everybody Hates Chris**, in which the title character is bused to a faraway, mostly white middle school and navigates his strict parents as the eldest of three children.

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•**Love, Inc.**, a comedy starring Shannen Doherty (*Beverly Hills, 90210*; *Charmed*) as a "wingwoman" who helps men find dates.

•**Sex, Lies and Secrets**, a drama about six twentysomething friends, starring Richards and set in L.A.'s hip Silver Lake area.

•**South Beach**, as in Miami, a midseason drama about two pals, one of whom pursues his model ex-girlfriend (Williams). Jennifer Lopez is credited as a producer.

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