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February

Nuts for *Jericho*

Fifteen tons of peanuts saved the TV series *Jericho* from cancellation. The hour-long drama about a rural town that survives a nuclear attack never earned high ratings, but over its first season developed a passionate fan base. Thanks to viewers' persistence and zeal, CBS execs reversed their decision to cancel the show—something that's happened only a handful of times in TV history—and will begin airing seven new episodes this month.

Set in the fictional Kansas town of Jericho, the show follows the residents' heroic efforts to carry on after unknown parties detonate nuclear bombs in more than 20 major American cities. Skeet Ulrich stars as a former screw-up named Jake Green, who repeatedly saves his town from apocalyptic disasters. Jake's daring and *Jericho's* cliffhanger endings helped created a cadre of loyal viewers.

CBS learned that firsthand last May when the network cancelled *Jericho*. Unwilling to give up, fans mounted a grassroots campaign to bring back the show. Internet radio host Shaun Daily kick-started the effort by urging listeners to send peanuts to CBS, a reference to Jake's one-word reply of "Nuts!" when he refuses to surrender to an invading town in the final episode. Fans responded in bulk, and when CBS execs dug out from under the shells, they announced that new episodes would begin airing on Feb. 12 at 10 p.m. Eastern.

Daily now serves as the chief blogger for *Jericho's* website and can't wait for the show's return. "*Jericho* makes you wonder how you would react in a similar situation," he says. "It's not as convoluted as shows like *Lost* but just as addictive." Take a look, and you might find yourself going nuts for *Jericho*, too.

Incoming Shells

Peanuts revived Skeet Ulrich's TV career.