

**SHERAK.2.dla**

**When the big screen uses the small screen, you can make a mint. Good morning to ya, I'm Dean Lane, and yer on the Nightside. Nobody viewed the Internet with more dismay than Hollywood. It seemed that, as soon as the technology became available, people were sneaking digital cameras into theaters, bootlegging first-run films, and selling them on the 'net.**

**Chalk it up to a local film, The Blair Witch Project, to turn 22-grand into hundreds of millions of dollars worldwide...with a sneak ad campaign on the Web. Tom Sherak of Twentieth Century Fox faces the future with hope for young filmmakers everywhere.**

**[TAKE SOT  
NAME: sherak i'view 2  
DURATION:2'13"]**

**Twentieth Century Fox exec Tom Sherak this morning with WTOP producer Dave Smolar, stoking the fires that have always fueled the dream factory behind Tinsel Town. More news, traffic, weather, and sports coming up, right here on WTOP radio. Yer on the Nightside...I'm Dean Lane.**