

# Revenge Is...Earth Day Ts as seen on NBC's TODAY - Earth Day, April 22<sup>nd</sup>, 2009

The screenshot shows the top section of the TODAY website. At the top left is the TODAY logo with the text "site powered by msnbc.com". To the right are photos of Kathie Lee Gifford and Hoda Kotb, with the text "Kathie Lee & Hoda" in a large, pink, cursive font and "10am M-F" below it. Navigation links include "allDAY Blog", "Kathie Lee & Hoda", "Participate", and "About Us".

The main content area is divided into three columns:

- Categories:** A vertical list of topics including Food & Wine, Health, Pets, Fashion & Beauty, Parenting, Relationships, Entertainment, Books, and People.
- Green:** A section titled "Celebrating Earth Day on TODAY" featuring a video thumbnail and the text: "Video: Hoda and KLG discuss hot topics and check out eco-friendly T-shirts." Below it is a link for "Video: Earth Day trivia".
- Joy's Backstage Diet:** A section featuring a "DODGERS BEST DIET" sign with the following data:

EDDIE	
INITIAL WEIGHT	244
NEW WEIGHT	225
TOTAL POUNDS LOST OR GAINED	-19

A photo of a man in a red shirt is also visible.
- Entertainment:** A section titled "Follow along with Joy's crew diet menu" with a sub-headline "Nutritionist Joy Bauer provides a healthy menu for the five TODAY crew members who are looking to shed pounds." It includes a "Full story" link and a video link: "Video: Why do men lose weight faster?". To the right is a section for "Vivica A. Fox on 'Cougar'" with a video link: "Video: TODAY talks to the Hollywood star about hosting the new reality series, 'The Cougar.'"

This screenshot shows the video player interface on the TODAY website. The main video player displays a segment from "TODAY'S TALK EARTH DAY 39TH ANNUAL CELEBRATION" featuring Kathie Lee Gifford and Hoda Kotb. The video player includes a "Related link" to "TODAYshow.com home page" and a video control bar with a timestamp of 01:52 / 11:38.

On the left side, there is a navigation sidebar with the following sections:

- Playlists:** Includes "Latest program", "Most viewed", "My playlist" (with 0 items), and "Previously".
- Topics:** A list of categories such as News, Concert Series, Diet & health, Entertainment, Fashion, Food & wine, Home & garden, Money, Parenting, Pets, Relationships, People, Tech & gadgets, Travel, and Special Series.
- Web-only video:** A section for content available only on the website.
- Search:** A search bar with the text "Search ...".
- TODAY's chat:** A section showing "Now playing" and "Up next" video thumbnails with titles like "Hoda, Kathie Lee on Earth Day" and "Hoda, Kathie Lee on Miss California".

At the bottom of the page, there is an advertisement for "TIME WARP WEDNESDAYS 8P" on the Discovery Channel, along with a copyright notice: "© 2009 Today Show Privacy Policy Legal Advertise Feedback Help".

See the segment on the TODAY website

<http://today.msnbc.msn.com/id/26184891/vp/30346503#30346503>