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Newsmakers

KEYE morning team taking off; Sinus Show hitting small screen

Compiled by Katherine Dillinger
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KEYE early birds take off

KEYE's early morning news, which finishes dead last in local Nielsen ratings, has decided to let go of its anchor team.

Paul Serrell and Lori Parker, who have been on for two years, were released this week, a year before their three-year contracts were scheduled to end. Their last broadcast is likely to be in mid-March.

"We just decided to move in a different direction," said KEYE news director Tim Gardner, who declined to provide specifics. He said the CBS-owned station has a policy against discussing personnel matters.

"Tim came to us in November and said he wasn't happy with the ratings, so he was going to let us out (of the contracts)," Parker said. "I'm disappointed, but it's the nature of the business."

Parker is a Southern California native who plans to move west, possibly to San Diego. She doesn't have any job offers yet.

Serrell, a Dallas native and 1989 University of Texas grad, took courses in public relations at UT in the fall and hopes to stay in Austin.

-- Diane Holloway

Sinus showmen to inject their humor into 'SNL'

The pun-happy pranksters of Austin's own Sinus Show (formerly Mr. Sinus Theater) are making the big leap to the small screen.

Starting Saturday, the comedy trio -- Jerm Pollett, Owen Egerton and John Erler -- will star in original short movies to be broadcast in Central Texas during a commercial break of "Saturday Night Live."

The first movie will be "The Evil Twinkie," a two-minute lark directed by award-winning filmmaker Jeffrey Travis. Pollett estimates that the movie will air during the later part of the "SNL" broadcast, between 11:45 p.m. and midnight. A new Sinus short will be shown at about the same time each Saturday in February on KXAN.

The films mark a new direction for the Sinus Show, which is known for its almost weekly sell-out performances at the Alamo Drafthouse Downtown, where its members heckle movies.

-- Chris Garcia

Longoria's love life

Actress Eva Longoria was desperate to set the record straight on her love life during a photo shoot in the northern Mexico city of Monterrey, where her family has roots.

The "Desperate Housewives" co-star and Corpus Christi native was spotted at Monterrey's international airport Sunday with former

'N Sync singer JC Chasez after her weekend photo shoot with Latina magazine, the Reforma newspaper reported. Longoria arrived alone Friday, but Chasez was there for the shoot.

Chasez told reporters he was vacationing in Monterrey, and Longoria said she was "here alone, with my friends, my publicist." Chasez, she said, "is only my friend."

The tabloids, of course, say otherwise.

Longoria has also been linked to San Antonio Spurs guard Tony Parker.

Today's birthdays

Actress Elaine Stritch is 80. Comedian Tom Smothers is 68. Rock singer-guitarist Graham Nash is 63. Television executive Barry Diller is 63. Actress Farrah Fawcett is 58. Actor Brent Spiner is 56. Model Christie Brinkley is 51. Singer Shakira is 28.

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