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No Good going to TV

NGTV makes jump to tube

By [MICHAEL SCHNEIDER](#)

TMZ isn't the only Internet phenom plotting a leap to television. Edgy site No Good TV -- best known for its raw, uncensored celebrity interviews -- is about to shop a latenight franchise around town.

"Late Show With David Letterman" alum Robert Morton is aboard to exec produce the project, which he hopes to pitch to nets in the next few weeks.

"The more time I spend with them, the more I feel they're just stylish, funny people," Morton said of the No Good TV crew. "And the things they put together -- there's such an energy there."

Morton and NGTV.com hooked up via Endeavor and 3 Arts Entertainment, which is also producing. NGTV co-president and programming head Kourosch Taj will also exec produce the project, along with 3 Arts' Dave Becky.

No Good TV -- tagline: "Putting the F-U back into fun" -- has seen its online visibility rise in recent months, with clips on YouTube hitting more than 62 million views. Site has grown famous via raunchy clips of celebs, such as Robin Williams riffing with profanity and Dwayne "the Rock" Johnson telling off-color jokes.

Morton credits the site's celeb-friendly attitude for securing such off-the-cuff interviews with stars; the site's leaders have characterized themselves as the anti-TMZ, with no paparazzi footage and a willingness to edit questionable material if requested by the stars' reps or studios.

"Mainstream people are playing along," Morton said. "They're going on these junkets, talking to top celebs, and publicists are sending talent their way."

The TV show would ape the website's mix of irreverent celeb chats, music, sketch comedy, CG animation and even puppetry. NGTV's Carrie Keagan is set to host.

To stay true to the spirit of the site, Morton said he wouldn't expand the No Good TV operation dramatically but attempt to keep it simple.

"I wouldn't want to give them a lot of budget or carte blanche," he said. "Part of the fun is that it's homegrown: You roll up your sleeves and you do a show."

No Good TV is based in a large Beverly Hills facility that doubles as a hip lounge, where much of the online programming is shot and produced. Morton said he plans to set the show there as well.

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