

[Michael Schneider](#)

[Michael Schneider](#) - is Variety's Executive Editor, TV. He has been covering the business of television for nearly 25 years - most of that time at Variety. He also hosts "Screengrab," a weekly segment about the TV industry, for KCRW. He was previously Executive Editor at IndieWire; the Chief Content Officer for TV Guide Magazine; and TV Editor at Variety and Daily Variety. Mike regularly moderates industry and TV show panels at events including Comic-Con, PaleyFest, HRTS, NATPE and others, and once won a staring contest with Jon Hamm on the Dolby Theatre stage.

[Michael Schneider Promoted to Television Editor, Kate Aurthur Expands TV Content Coverage](#)

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MUCKRAT Bio: "As a boy, Michael collected copies of TV Guide and programmed his own imaginary TV network. What seemed awfully odd back then came to good use later in life, as Michael has spent more than 18 years covering the TV business. He joined TV Guide in January 2011; prior to that, he was TV editor of Variety and Daily

Variety, a post he held since 1999. And before that, he was the Los Angeles bureau chief of the weekly trade Electronic Media.

As the blogger behind Franklin Avenue (www.franklinavenue.net), Michael writes about Los Angeles media, restaurants, politics and events for the blog, which has appeared in such publications as the Los Angeles Times and Los Angeles Magazine. He also organizes the annual "Great Los Angeles Walk" urban hike through the city, named a "Best of LA" event by LA Weekly.

As a television expert, Schneider has appeared on ABC "World News Tonight" and "Primetime Live," NBC's "Today" show and "Dateline NBC," CBS' "Early Show," G4's "Attack of the Show," E! News Daily, CNN, MSNBC, NPR and many other programs and outlets. He also served as a reality show judge on a Fox Reality Channel show you probably didn't see. Michael is a Northwestern Univ. graduate and lives in Los Angeles with his wife and two young boys."