## **iCarly**

From Page 5

elodeon, has invested tens of millions of dollars into development of new programs to find that replacement. Its recent launch of a revamped "Teenage Mutant Ninja Turtles" has already helped the network make gains. And Cohn categorized the network's next crop of live-action shows as "high concept" — with some projects centering on ghosts and superheroes. On Saturday, Nickelodeon will roll out "Marvin Marvin," starring Lucas Cruikshank (a rising Nickelodeon star best known as the character Fred Figglehorn in a series of YouTube videos) about an alien trying to fit in as a human teenager.

Not that the "iCarly" universe is totally imploding. In keeping with its tradition of launching spinoffs, the network will feature two offshoots from the show: In "Gibby," Noah Munck carries on his role as the oddball teen, with viewers following him as he gets a job at a recreational center and winds up becoming a mentor to four middleschool students. In "Sam & Cat," McCurdy resumes her role as Sam and will be paired with "Victorious' character Cat (Ariana Grande) for the show in which the duo become roommates and start a babysitting business. And Jerry Trainor, who plays Carly's older brother Spencer, will appear in the comedy "Wendell & Vinnie." The network will also continue to show "iCarly" in reruns.

"One of the things that is interesting and fun about kids television is that the audience turns constantly and there are new kids all the time," said Cohn, who has been at the network for more than two decades. "And they're different than the kids that came before. I think it's important if you're going to stay contemporary and relevant that you are offering shows that are made for the generation that is just joining into that tween mind-set. They want to have shows of their

own."

"It's weird to think of it as being a pioneer, in some ways, because technology becomes so ubiquitous and we adapt so quickly to new tools," said Shelley Pasnik, director of New York-based Center for Children and Technology. "But when you look back to when it first began, it was a time when young people were still getting accustomed to the personal broadcasting via YouTube, Tumblr ... it rode that wave. But it didn't lose its resonance with the everyday concerns, anxieties and aspirations of young people."

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The "iCarly" fictional Web showwithin-the-show was often as spontaneous as what actual teenagers are generating on the Internet.
There was Carly and her friend Sam's famous outbursts of random dancing — luring First Lady Michelle Obama to take part when she guest-starred — or that time they made spaghetti tacos, inciting an army of kids to demand a new

When the friends are not holed up in Carly's attic producing the show, they're at school dealing with the travails of youth: annoying teachers, high school dances, love triangles, etc.

The entertainment carried over to "iCarly's" website, supplying media-hungry tweens with online videos, quizzes and blog posts between episodes (now de rigueur for almost all TV shows).

"It wasn't just something that you watched through the TV," Cosgrove said. "You could also communicate back to the 'iCarly' world. I think that was something that was very new to kids and that appealed to them."

The 19-year-old, who got an early start starring as a 10-year-old band manager in 2003's Jack Black comedy "School of Rock," is more soft-spoken and docile than her fictional persona. Like many a child star, she has parlayed her "iCarly" stardom into a singing career — albeit a more subdued one than her peers Miley Cyrus, Selena Gomez and Demi Lovato.

"In the episode, we're all moving on," a soft-spoken Cosgrove said. "It's sad because it's kind of the same as how it is in real life. We all kind of grew up and had our childhoods on set, and now it's time to leave it behind."

Cosgrove, at the time of the interview, was just a couple of months away from starting her first semester at University of Southern California to study theater (her followers on Twitter, @MirandaCosgrove, have since been along for the ride as she has chronicled sketch class achievements and library encounters: "You know ur in trouble when u go to check out books at the library to write an essay & the guy checking u out says "May the force be with u" she recently tweeted)

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The finality of it all was not lost on Schneider. He conducted exit interviews with the cast on his own—an "audio scrapbook," as he called it—asking questions such as "What's your favorite episode?" and "If 'iCarly' were going to be erased or destroyed forever and you could only save one (episode), which would it be?"

"I just wanted to have it because 'iCarly' was something really magical," he said. "And not just for us involved in making it, but a generation of kids. I know that when these kids are in college, they'll have 'iCarly' as a point of reference. Sort of like the way some kids had 'Saved by the Bell.' We'll be a form of nostalgia and that's really cool."

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