

# PAY DIRT

TV show offers viewers cash and prizes to spill the dirt  
on the rich and famous

If you've got the dirt on a celebrity, political candidate, professional athlete, Bill Gates or your next door neighbor, Steve Langford wants to know. The former *Hard Copy* producer is readying the pilot for his new show, *Pay Dirt*, on which viewers across America can win prizes and cash by turning State's evidence on the rich and famous.

"It's the return of the KGB, only this time it's in America; and the agents are your next door neighbors, co-workers and friends. It's outrageous," said one television industry insider.

*Pay Dirt* boasts a format in which Langford implores the audience to call up the show with any information they have on political candidates, show business celebrities, professional athletes, business leaders and next door neighbors. A special *Pay Dirt* celebrity panel fields all of the calls. All leads are treated confidentially, with callers offering anonymous tips and information in exchange for cash and prizes. Once the dirt is verified, it's 'spilled', with accompanying video packages and interviews.

Langford says *Pay Dirt* will be meticulous in its fact-checking and verification, even though defamation laws are much more lenient for public figures.

"We're not out to crucify anyone," Langford said. "But if people want to run for office based on their record and personal qualifications, the public has a right to know the truth about the candidates...the whole truth. And that goes for anyone else in the public, and not-so-public, eye."

Langford, long known as a renegade in an industry he helped shape, is no friend to industry bigwigs. He says a major broadcast industry consulting firm has posted his picture on the wall as one of the nation's Ten Most Un-Wanted media personalities.

"The truth and nothing but the truth. That's what matters," said a reflective Langford. "With my new show and its unerring goal of getting to the truth, we've hit *Pay Dirt*."