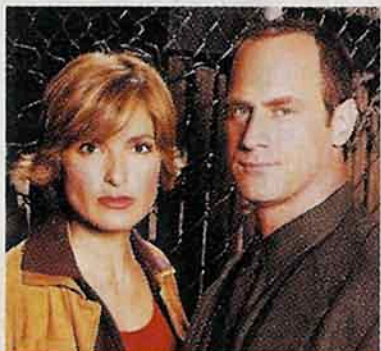


Name That Show

What's in a name? A lot, if you're a TV producer looking for a hit. Here are some hot shows that went through title changes before settling on the one that worked **By Carita Rizzo**



LAW & ORDER: SPECIAL VICTIMS UNIT

Original title:
Sex Crimes

The racy moniker was a daring choice. A bit *too* daring, says *SVU* star Christopher Meloni. "I heard [then studio honcho] Barry Diller hit the roof when he saw that title," recalls Meloni. "He said no. And when Barry Diller says no, even Dick Wolf says 'Fine.'"



HOUSE

Original title:
*Chasing Zebras,
Circling the Drain*

"We feared there'd be some confusion with the word *house*," says creator David Shore. But none of the other titles suggested were any clearer, so producers went with *House*, which also served as "a subtle homage to Sherlock Holmes," Shore says.



ONE TREE HILL

Original title:
Ravens

The first title, a nod to the show's fictional high school basketball team, was nixed by WB for being "too sports-centric," says exec producer Mark Schwahn. *One Tree Hill*, the name of the U2 song Schwahn listened to while writing the pilot, made the cut instead.



LOST

Original title:
Nowhere

Lost was taken by an NBC reality show, so producers used their second choice—*Nowhere*—instead. "But who wants to watch a show called *Nowhere*?" recalls cocreator Damon Lindelof. "You'd rather be *somewhere*." The title was wrangled from NBC. The rest is history.



BOSTON LEGAL

Original title:
Fleet Street

Fleet Street is an actual place in Boston, where the legal drama takes place. But it's also slang for the home of British tabloids, so ABC settled on *Boston Legal*. "It was clearly a more accurate fit," says ABC prime-time entertainment president Steve McPherson.

CLOCKWISE FROM TOP RIGHT: PHOTOGRAPH BY RODOLFO MARTINEZ; CARIN BAER/ABC; MARIO PEREZ/ABC; FRED NORRIS/WB; GLOBE PHOTOS, INC.; CHRIS HASTEN/FOX; PARAMOUNT TV/COURTESY OF EVERETT COLLECTION