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Michael Starr
Blog: TV

Elvis has entered the building... well, sort of.

TNT sportscaster/clothes horse **Craig Sager**, who's been known to flash the stylish threads, will be in top form tomorrow night while he patrols the sidelines for Game 2 of the LA Clippers-Memphis Grizzlies playoff game (9:30 p.m. on TNT).

Sager will be wearing a custom-made jacket tailored by famed Memphis-based clothier **Lansky Brothers** (or **Lansky's**), better known as Presley's favorite haberdashery (and a favorite of Roy Orbison, Count Basie, **BB King**, **Robert Plant**, **Steven Tyler** and Isaac Hayes, among many other musicians and celebrities).



Craig Sager

Craig's custom-made jacket was stitched by **Hal Lansky**, whose father, **Bernard Lansky**, made the jacket Presley wore in the promos for his 1957 big-screen movie, "Jailhouse Rock." (Lansky also made the jacket Elvis wore the year before in his famous appearance on "The Ed Sullivan Show," when he was shown only from the waist up).

Sager knows all the major haberdashers across the country and decided to get into the spirit when he visited Lansky's.

TNT's coverage of the NBA Playoffs continues tonight with Philly-Chicago (8 p.m.) and Denver-LA (10:30).

TV books (or books by people on TV):

You've probably heard or read about the fuss over "50 Shades of Grey," which has been dubbed "Mormon Porn" by those unnamed media wags. Well, those who are interested in that book might want to pick up a copy of **Dr. Ian Smith's "The Truth About Men: The Secret Side of the Opposite Sex."**

In his newest book, Smith ("Celebrity Fit Club," "Rachael Ray") -- who once toiled as **WABC** CH 4's medical correspondent -- writes about what makes men tick. In other words (not mine, but the tome's press release), it's "a book to decode men for anyone." Smith is no stranger to literary pursuits; he's written nine books including "Extreme Fat Smash Diet," "The 4 Day Diet," "Happy, Dr. Ian Smith's Guide to Medical Websites" and "The Take-Control of Diet, EAT: The Effortless Weight Loss Solution."

He also hosts the national radio show, "HealthWatch," which is syndicated by

American Urban Radio Networks and does about 37 other industry-related things too numerous to mention here (he's one busy guy).

Well, in this instance, the most-hyped TV show on the planet is actually reaping the benefits of its non-stop publicity campaign.

Ratings for AMC's "**Mad Men**" are up significantly so far this season over last season, despite the series taking a 17-month respite before returning for its breathless fans on March 25. Maybe absence, in this case, did make the heart grow fonder.

Since its fifth-season premiere, "Mad Men" has averaged 4.2 million viewers -- up nearly 30 percent from its Season 3 average (3.3 million viewers). It's also up significantly in its target demos of persons 18-49 (up 33 percent), females 18-49 (up 31 percent), according to Nielsen.

Lionsgate has launched **Lionsgate BeFit**, a new **YouTube** channel encompassing all-things fitness.

The new channel features original programming, as well as an extensive roster, of fitness-types including **Jillian Michaels** (formerly of "The Biggest Loser" and "The Doctors"), **Jane Fonda**, **Denise Austin**, **Deepak Chopra** (OK, maybe not fitness, but let's say "well-being") and **Tara Stiles**.

It's all available at youtube.com/befit.

The popular PBS kids show, "**Super WHY**," is branching out into a live stage version.

"**Super WHY Live: You've Got the Power**," produced by **S2BN Entertainment** ("Spider Man: Turn Off the Dark"), will start this summer, featuring music by **Jack Antonoff**. The tour starts in Monroe, La. and will hit nine cities throughout July (no shows scheduled, yet, for New York City).

Tickets will be available beginning May 4 (superwhyfive.com).

Last, but not least:

* **Valerie Harper**, who's just signed a book deal ("Rhoda Book"), will star in a special industry reading of **Sherri Heller's** new comedy, "My Mother, My Sister & Me" on Monday, May 14 (7 p.m.) at the **DR2 Theatre** (103 East 15th). It'll be directed by **Dan Wackerman** and presented by the **Peccadillo Theater Company**. Heller, by the way, is a former CBS exec... Congrats to **Todd Garlin**, who's been promoted to associate producer for ABC's "**The Chew**"... The second season of HBO's "**Treme**" is now out on DVD/Blu-ray.

We recommend

• **John Travolta had six-year fling with personal pilot: report** (Page Six)

From around the web

• **Why TV Lovers Are Going Mad for This DVR** (How Life Works)

from the producers of LITTLE MISS SUNSHINE

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