

2015 SEPTEMBER 9

IS IT ALL JUST TALK?

“Can We Talk”, the fondly remembered catch phrase from the late Joan Rivers holds true as we look backwards and forwards in daytime syndication. Talk shows are part of the past, present and future and all of the fall talk offerings from September 2014 are back in 2015. These sophomore entries include: **THE REAL**, the multi-cultural next generations’ panel show; **INTELLEGENGE FOR YOUR LIFE**, the hybrid from John Tesh based on his successful radio series; and last but not least, the highly anticipated, but ratings challenged, **MEREDITH VIEIRA**

SHOW, hoping to be retooled and attract new viewers this fall. **MEREDITH** is switching to a live format and adding a “What’s Hot Now” segment with guest panelists including ‘N’ Sync singer Lance Bass. There were high hopes for those shows as there are for the limited offerings for the 2015-2106 season. But, unlike many past seasons, there is an early development line-up for next year’s talkers which include Harry Connick, Jr., Boris & Nicole, Ice T & Coco and a return for preacher T.D. Jakes.

WE’RE TALKING ABOUT THIS FALL

This year we have only one pure talk offering, **FABLife**, or more formerly “Tyra presents” the **FABLife**. This lifestyle panel show, developed by Disney ABC is slotted on their O&O’s in mid and late afternoon slots. Supermodel Banks is joined by Chrissy Teigen, Lauren Mak, Leah Ashley and stylist Joe Zee. With some of the highest Smith Geiger focus group testing scores producers believe that they have the right formula for success. Moving on to a program that is seen as a companion to talk (often confrontational) and as a bridge to sitcoms, NBC Universal has developed **CRAZY TALK**. This **TALK SOUP** style

program looks at reality, talk and games and is hosted by New York personality Ben Aaron and **BAD GIRLS CLUB**’s Tanisha Campbell. Produced by the team that helms **MAURY**, they have a comedic take on the clips and internet videos that are the fodder for humor and even include in-studio visits from the subjects themselves. Also on tap from Rich Colbert’s Program Partners is the Canadian based series **THE SOCIAL**, which is finding time periods in local markets. The summer test of **HOLLYWOOD TODAY LIVE** has also yielded a return this fall to FOX O&O’s and other stations across the country.

CRIMINALS BEWARE

Crime is in the forefront for two of the new syndicated series for this fall. **CRIMEWATCH DAILY** comes from the team at Warner Brothers with the Tribune stations as their launch group. Hoping to recreate the fascination with crime and crime prevention, the program has a magazine format that is geared to those who frequent **48 HOURS**, **DATELINE** and cable's **DISCOVERY ID** channel. The

program is anchored by Matt Doren with contributors Andrea Isom, Jordan Mattera and Michelle Signoa and is designed to air adjacent to news and court shows. The folks at Bellum have created another series with the crime theme called **CORRUPT CRIME**. This fast-paced half hour is an examination of crime from murder to political corruption and is not hosted, but narrated documentary style.

FUNNY, BUT THE PIPE IS ONLY DRIPPING

As the syndication comedy pipeline has become drier, we have fewer additions to our weekday schedules. The most anticipated for fall '15 has been **2 BROKE GIRLS**, which premieres on the second week of this syndication season. The off-CBS primetime series comes from the off-network comedies supplier Warner Brothers and is executive produced by **SEX & THE CITY's** Michael Patrick King. The sitcom stars Kat Denning and Beth Behrs as two young women from different backgrounds waitressing at a greasy spoon diner who strike up an unlikely friendship in hopes of launching a successful cupcake business if they can only raise the needed cash. **SATURDAY NIGHT LIVE** veteran Garrett Morris and comedian Jonathan Kite round out the cast of this sitcom that is expected to

be showcased in access and late fringe time periods often paired with 2014's newcomer **MIKE & MOLLY**. This season also includes new cycles for animation's **FAMILY GUY** and **AMERICAN DAD** and for sitcom perennials **TWO & A HALF MEN** and **THE KING OF QUEENS**. Elsewhere, as transition from and extenders of sitcom blocks, Debmar-Mercury provides **TOSH.0** off Comedy Central with comedian Daniel Tosh providing the satirical commentary to this outrageous show featuring clips from the internet. Gags and pranks in the style of **CANDID CAMERA** are part of the series **JUST FOR LAUGHS GAGS** from Program Partners, created from the library developed from the Just for Laughs Comedy Festival.

SOMETHING FOR EVERYONE

Turning to weekend fare, the animated **FOX ANIMATION DOMINATION** latest addition, **BOB'S BURGERS**, comes to syndication among the half hours. In the first run category, Telco has **GIGGING & GRUBBING** for music and food fans; **HIRING AMERICA** with an emphasis on

vets; the entry to the next generation of African American comics is **LAFF MOBB'S WE GOT NEXT**; the folks at TVS bring us, Jann Carl and Rodney Miller travelling the country for upbeat stories on **SMALL TOWN BIG DEAL**; and **50 PLUS PRIME**, a news magazine for Baby Boomers.

THE LOTTERY AND SHOW TICKETS

MONOPOLY MILLIONAIRES' CLUB continues its run from Las Vegas with Billy Gardell hosting a 30 minute format that allows for more original episodes this season. Kismet syndication brings us the weekly series **WHAT'S HOT ON BROADWAY**, a look at live theater

hosted by John O'Hurley. Staying with first run, the only hour offering is the unusual talent show from American TV Distribution with the title **THE BIG BIG SHOW**. The series includes the likes of Tommy Habeeb, Andrew Dice Clay and Tara Reid.

DRAMATIC DEVELOPMENTS

Among the off-network and cable hours are **RIZZOLI & ISLES** from TNT and **HAVEN** from Syfy. Also for weekend play is the summer Canadian series off- ABC, **ROOKIE BLUE** and off-CBS properties **ELEMENTARY** and **PERSON**

OF INTEREST. Additional cycles of **BONES** and **THE CLOSER** are also in the mix. The weekend line-ups also continue to be filled with the sophomore years of off- broadcasts series **BLUE BLOODS**, **SCANDAL** and **THE GOOD WIFE**.

LOOK FOR THE EARLY RESULTS

In a season with a limited number of new series in first run syndication, we hope to be providing the needed context for their premiering metered market performance. Our next communication will be the **KATZ FLASH REPORT #1**, which is scheduled for next Wednesday

September 16th. It will provide details on the premieres of **CRAZY TALK**, the **FABLife** and **CRIMEWATCH DAILY**. The following Wednesday, we will concentrate on **2 BROKE GIRLS** and **TOSH.O**, while updating the previous week and other key weekday and weekend developments.

MORE IN-DEPTH

The **KATZ FLASH REPORT #3** will return in mid-October. This will allow for the more detailed review of all of the premieres in our October sweep **SPECIAL EDITION NEWSLETTER #1** to be published and emailed early that month. October overnight sweep data will be the focus

of **SPECIAL EDITION #2** at the start of November. We anticipate that these in-depth looks at the new syndicated fare, as well as the returning series, will give our client station's management the information needed to make informed future programming choices.

KATZ