

2016 SEPTEMBER 21

LOOKING FOR LAUGHS

At the start of the second week for fall 2016 in syndication, we are both looking back at last week's debuts and looking ahead with this week's off-network launch of **LAST MAN STANDING**, the latest addition to local market line-ups. This same week last fall the anticipation was for 2

BROKE GIRLS and **TOSH .0**, along with the hoped for "first run funny" **CRAZY TALK**. That is not the case this fall with only one new series to track. This report will also highlight a second look at court, reality and the talkers including **HARRY, T. D. JAKES** and **SECURITY BRIEF**.

LAST SITCOM STANDING?

With the scarcity of viable new off-network sitcoms, **LAST MAN STANDING** was indeed the lone syndicated premiere this fall. With that in mind, anticipation was reasonable for the series to be able to augment current local market comedy blocks. As the daypart clearance levels indicate (at least in the metered market sample) there were only a few access schedulings with most in early and late fringe. The program did, however, premiere across 52 metered markets in our preliminary breakout. **LAST MAN STANDING** delivered a 0.5/1 HH rating for all schedulings, off from last September (0.7/2 HH) time period levels, while also down from its current average lead-ins (0.6/1). When scheduled in eight early fringe metered markets, **LAST MAN** posted a 0.5/1 in HH's. The same average held true across its 24 early fringe airings (0.5/1 HH) as well as its 19 late fringe instances (0.5/1). The Tim Allen starring comedy had its best performance in primetime in nine metered

markets yielding a 0.8/1 HH average. The best story was in Jacksonville (WJXT/8:30PM) 3.9/5. Other stories where the comedy achieved a 1 or better HH rating on its premiere Monday included: DY (WRGT/1AM) 1.8/6, DE (WKBD/6PM) 1.7/4, GR (WMYV/10:30PM) 1.6/3, LK (WKBI/7PM) 1.7/3, BF (WUTV/12M) 1.5/4, BH (WABM/1AM) 1.4/4, CL (WBNX/7:30PM) 1.4/2 and KX (WBXX/5PM) 1.3/3. Also at that same level of a 1 or better HH rating were JX (WJXT/12:30AM) 1.2/3, BH (WABM/1AM) 1.2/3, HT (WTIC/11:30PM) 1.1/3, ML (WCVG/6:30PM) 1.1/2, SM (KQCA/9PM) 1.0/2, CL (WBNX/2PM) 1.0/2 and GR (WMYV/10PM) 1.0/1. It would appear that **LAST MAN STANDING** has experienced some acceptable levels most often in primetime and late fringe, but it has not been able to significantly improve comedy blocks that still depend on the perennial series to maintain audience levels.

HARRY AFTER A WEEK

The latest high profile talk show premiered to strong ratings and good sampling last Monday. Followed by a mild hiccup on Tuesday, **HARRY** was averaging a 0.8/2 in metered market HH's, down from its 1.1/3 for the debut episode. **HARRY** started its second Monday with a 0.7/2. Looking closer at the program's performance for its first week, the talk show was able to maintain or grow in 43 of the airings across all dayparts, but unfortunately was below year ago levels for the remaining 48 airings. The good news was that at week's end and continuing early this week, **HARRY** earned the #1 or #2 spot in the time period in six markets: MN, IN, GS, AQ, NO and TL. Looking at early two week performance levels with 2 or better HH rating averages were FM (WINK/3PM) 3.6/9, IN (WTHR/11AM) 3.2/9, BH (WBMA/3PM) 2.9/6, NO (WVUE/11PM) 2.8/5, NO (WVUE/2PM) 2.5/6, GS (WLOS/3PM) 2.4/6, CI (WKRC/9AM) 2.2/7, LK (WAVE/2PM) 2.1/5 and AT

(WAGA/2PM) 2.0/6. While keeping a closer eye on the most visible airings in the top markets of the FOX O&O launch group, we find: NY (WNYW/4PM) averaging a 0.9/3 in HH's (on this Monday with a 1.0/2, #4 ahead of **WENDY** and **WILKOS**); LA (KTTV/4PM) 0.5/1, off this Monday at a 0.4/1, #6 in the time period; CH (WFLD/4PM) 0.5/2, but encouraged by the 1.0/2 on Monday, #6 ahead of **THE REAL**; PH (WTFX/2PM) 0.7/2, maintaining that level on Monday of week two, while placing 5th in the time period; and finally, we find DL (KDFW/2PM) 1.3/5, #3 in the time period with a 1.2/4 for this Monday ahead of **MAURY** and **MATHIS**. With mixed results and some daily ups and downs only Philadelphia and Dallas are edging past September '15 levels. The same can be said of the overall metered market performance. Remembering that there are less than two weeks of shows completed, **HARRY** has promise, promise that has not been totally fulfilled yet.

EXPANDING THEIR REACH

With limited, but noticeable, metered market clearances are several series from TEGNA, SCRIPPS and 86th Street Productions. Accounting for new and returning clearances across 26 metered markets was **T. D. JAKES**. The preacher and counselor averaged a 0.6/2 among the 33 metered market HH sample through this Monday. That was off from lead-in (1.1/3) and year ago (0.9/3) time period. The best stories to report are: NO (WWL/3PM) 3.6/8, only behind **JUDGE JUDY**; MS (WHBQ/1PM) 3.3/7; NF (WVEC/3PM) 2.4/6; and KX (WBIR/2PM) 2.0/5. There were another half

dozen markets -- DV, CT, SA, NF, BH, and LK -- that were recording a 1 or better HH rating average. The pattern, except for building year-ago for some returning time periods, was mixed overall with some solid and some still challenged time periods.

The other talker, **SECURITY BRIEF WITH PAUL VIOLLIS**, is an example of a very limited metered market sample of only 8 markets. On those stations the program inherited historic 0.2/1 average time periods and was able to maintain that level through the early part of this

week. That was slightly off lead-in (0.3/1) programming. With a line-up of almost exclusively independent stations in this metered grouping, **SECURITY BRIEF** was airing in a variety of time periods ranging from 3AM in Los Angeles to 5PM in Denver. The program has not gotten the hope for sampling in the small metered sample.

Adding to their own station line-up, SCRIPPS has expanded their market list with **THE LIST** this fall, averaging a 1.2/3 for its 22 market clearances. That is off its average lead-in performance (1.9/4) through the beginning of this week and only slightly off the 1.3/3 September '15 time period levels. Most often scheduled

in access, the program continues its outstanding numbers in WP (WPTV/7PM) 6.0/10, winning the time period. There are also several markets achieving a 2 or better HH rating including returning markets like CL (WEWS/7PM) 3.2/6, DE (WXYZ/7:30PM) 2.7/5 and TL (KJRH/6:30PM) 2.7/4 and new to the time period in BF (WKBW/7PM) 2.4/4 and CI(WCPO/7:30PM) 2.2/4. The program is off to a good start against tough established access competition, especially for the returning **THE LIST** stations while building in the newest time periods and markets.

SECOND WEEK ROUNDUP

We are starting with the newest courtrooms that have come to order. The latest addition to the ENTERTAINMENT STUDIOS court blocks was **THE VERDICT WITH JUDGE HATCHETT**. The series has delivered a 0.3/1 in HH's for its early second week average across 35 metered markets, that is just off its 0.4/1 September 2015 time period levels. Also back on station schedules is **JUDGE ALEX**. His cases come from the series library,

which are slotted in 31 of the metered markets averaging a 0.3/1 in HH's, just off similar 0.4/1 year ago time period levels, while holding the program's average lead-in. Finally, in the limited weekday scheduling of **PAWN STARS**, the program delivered a 0.3/1 in the 28 metered markets it was slotted. The program maintained the time period averages for the prior program occupants last September.

KEEPING AN EYE ON

Two series have particular interest to stations, one replaces the CW's mid-afternoon talk show **BILL CUNNINGHAM**. The other has been paired with WHO **WANTS TO BE A MILLIONAIRE** on the ABC O&O's replacing **THE FAB LIFE**. First, **THE ROBERT IRVINE SHOW** on the CW inherited time periods delivering an average 0.6/2 in HH's. The new program is at a 0.5/2 average for the season so far through the beginning of week

two, off from lead-in (0.9/3) across the 56 metered market sample. The best ratings are registered by MS (WLMT/3PM) 2.1/4, SM (KMAX/1PM) 1.1/4, CT (WCCB/1PM) 1.0/3, RD (WLFL/3PM) 1.1/3, LV (KVCN/2PM) 1.2/3, NF (WGNT/2PM) 1.0/3, JX (WCWJ/3PM) 1.1/3, NO (WNOL/3PM) 1.0/2 and RH (WUPW/2PM) 1.0/3. In the early going, the program seems not to have improved, but has been roughly maintaining time

period shares.

RIGHT THIS MINUTE, often paired with **MILLIONAIRE** in the top markets, is averaging a 1.0/4 in HH's across all clearances in time periods that were previously delivering a 1.1/4 last September. The 50 markets in this metered sample are off from average lead-in (1.3/5). When we look closer at the top market ABC O&O's, we find: NY (WABC/2:30PM) 1.2/4, off **MILLIONAIRE** (1.6/6) lead-in and historic time period; LA (KABC/1:30PM) 0.7/2, also off **MILLIONAIRE** (1.0/4) lead-in and year ago time period; PH (WPVI/2:30PM) 1.6/5, off from **MILLIONAIRE** lead-in (2.3/8), but at September '15 levels. It would seem that **MILLIONAIRE** has made a stronger

return to mid-afternoon than **RIGHT THIS MINUTE** in its premieres over on ABC. But all is not as dire for the series. When we examine the performance elsewhere we find better rating stories to report including 2 or better ratings for WP (WPTV/7:30PM) 4.7/8 , MS (WBRC/1PM) 3.6/8, MS (WMC/12:30PM) 3.3/7, DE (WXYZ/12:30PM) 2.8/9, CL (WEWS/12:30PM) 2.6/8, RD (WTVN/2:30PM) 2.2/6, NO (WVUE/9AM) 2.5/7, BF (WKBW/12:30PM) 2.0/6 and DY (WHIO/1:30AM) 3.8/15. As with many Monday-Friday programs, **RIGHT THIS MINUTE** has an inconsistent performance with good solid stories and challenged clearances.

MORE IN DEPTH

Content Strategy has been reporting on the limited number of new syndication offerings in these FLASHES. We always hope to provide some additional context for the metered market results. The **KATZ FLASH REPORT #3** will return in mid-October. That will allow for a detailed review of all of the freshman series covering the first weeks of the October sweep. **SPECIAL EDITION NEWSLETTER #1** is set to be emailed earlier

in October. The full October overnight sweep data will be the concentration of **SPECIAL EDITION #2** at the start of this November. We anticipate that these in-depth reviews of new and returning syndication series will provide our client stations with the needed arsenal of information as they make important scheduling and future program acquisition choices.

KATZ