

FLASH REPORT #1

2015 SEPTEMBER 16

PREMIERES CONTINUE

We begin after a week of returning series premieres that included **ELLEN** with Caitlyn Jenner, Hillary Clinton and a visit to Rockefeller Center in New York; **MEREDITH** introducing her panel on the newly **LIVE** show; and **STEVE HARVEY'S** two day event with a group of 150 women on stage asking questions of the 2,000 men seated in the theater. These premieres all took place starting on the Tuesday after Labor Day. Even with all of that happening in syndication, late night was the focus for many with Stephen Colbert taking his place behind the desk on the stage of the Ed Sullivan Theater as host of

the **LATE SHOW** on CBS. Now we again shift our attention to the new offerings in first-run syndication in advance of the primetime network premieres that arrive next Monday after the **EMMYS**. We find these newbies appearing in most markets across the country starting this week with crime, craziness and Tyra as their focus. We will also take a quick review of the other offerings scheduled on a limited basis (even with the major market return on FOX) of **HOLLYWOOD TODAYLIVE** and the already premiered **CORRUPT CRIMES** and **JFL (JUST FOR LAUGHS) GAGS**.

IT'S A CRIME

Hoping to draw the viewers who have been heading to **DISCOVERY ID** on cable in ever growing numbers, **WARNER BROTHERS** and the TRIBUNE stations have launched **CRIMEWATCH DAILY** anchored in the studio by Aussie Matt Doren with contributors Andrea Isom, Jordan Mattera and Michelle Signoa. In the first days, **CWD** has scheduled interviews with Michelle Blair, who tragically killed her two children; and the victims of the Evangelical preacher Pastor Sammy Nuckolls, who was charged with taping unsuspecting women in their homes.

From the past, they find and interview Joey Buttafucchio. **CRIMEWATCH DAILY** hopes to bust a scammer this month as part of their "Scamtember" on going investigations starting with the undercover investigation of a New York psychic ambushed with one of her victims.

The premiere included stories about Subway's former spokesman Jared Fogel with an interview with the woman who blew the whistle on his child pornography and under age sexual exploits. The segment concluded with Doran knocking on the door of his hidden location with no success.

Another story tells of the Las Vegas showgirl who went missing and was found dismembered Dexter-style by her dancer boyfriend. With the introduction stating that **CWD** will deal with crime, mystery and drama, becoming the new watchdog and the voice of the victims, while providing the story behind the crime. As their promotion states: “We are watching” and so are we. With Tribune as their launch group, the series is slotted in 55 metered markets achieving an average 0.8/2, off from the average 1.1/3 lead-in and from year ago time period (0.9/3). In the key demo categories for the LPM markets the program delivered a 0.2/2 in A18-49, and a 0.3/2 in A25-54. The available two-day average remained at that same 0.8/2 HH level. The best rating stories on Monday were on the beat in KC (WDAF/1PM) 3.2/10 and SL (KTVI/2PM) 2.8/9, while both were slightly off those levels on Tuesday. Orlando, Raleigh, Milwaukee, Norfolk, Birmingham, Greensboro-Winston/Salem and Fort

Myers delivered a 1.5 or better HH rating for the premiere.

CORRUPT CRIMES, from the folks at Bellum, takes a different tact using narrated documentary style features to look at the world of crime from murder to political corruption. It is designed as a fast-paced half-hour companion to news, crime and court shows. The program is in a variety of time periods across 37 metered markets and only delivers an average 0.2/1 HH performance, which is at year-ago time period levels, but slightly off its 0.3/1 lead-in average. **CORRUPT CRIMES** in the LPM sample is barely registering in A18-49 and A25-54. The series achieves a 0.5 or better HH rating in 30% of its clearances including Atlanta and Raleigh among the top 25 markets for its premiere. The program is having a difficult time getting sampled.

TYRA IS FAB-ULOUS?

While still hosting and producing **AMERICA’S NEXT TOP MODEL**, the Supermodel Tyra Banks created, hosts and produces the aptly titled **Tyra presents the FABLife**. She is joined at the lifestyle table by “tweetheart” and foodie Chrissy Teigen, “home girl next door” Lauren Mak, YOU TUBE lifestyle blogger and newly pregnant Leah Ashley and the lone male on the panel, the stylist to the stars, Joe Zee.

On the premiere episode, Tyra

indicated that she is not alone in making things fun and beautiful; she is joined by that family of experts. She is going to deal with business and beauty; your look and lives both inside and out. The panel was then introduced by a filmed segment followed by an in studio “show and tell”.

The show also had a “TYOVER”, using the fierce **FAB** flash makeover crew on a waitress (who never wears makeup) who was then surprised by her military daughter. “Take on Teigen” is a segment

that challenges others to a hot pepper eating contest and finally a way of getting red wine stains out of a white dress.

The program, scheduled in the afternoon on the ABC O&O's, was able to deliver an overall 1.1/4 HH performance for Monday's premiere, which was just below year ago levels (1.3/4) for a variety of offerings. It was also below its lead-ins (1.7/6) across 54 markets. Delivering key demos was more of a challenge with a 0.3/3 in A18-49 and a 0.4/3 for the A25-54 column. Tuesday yielded a 0.9/3 in HH's for a two-day average of 1.0/3.

The program's performance was uneven on premiere Monday, but was able to achieve a 2 or better HH rating in six key markets including CH (WLS/2PM) 2.4/8, PH (WPVI/2PM) 2.4/8, RD (WTVD/2PM) 2.3/6, NV (WSMV/11AM) 2.3/6), TL (KOKI/11AM) 2.1/5 and FM (WBBH/2PM) 2.1/6, while most of these markets experienced declines on the show's second day. We will be keeping an eye on how FABULOUS the program is in the days and weeks ahead.

CRAZY CLIPS

Having dealt with the crazies on **MAURY**, the producers of **CRAZY TALK** are well suited to look for those same funny and unusual characteristics among those on talk, game and reality series and of course all over the internet. The show has quirky New York personality Ben Aaron joined in the studio by Tanisha Campbell, yes that Tanisha from the **BAD GIRLS CLUB**. The premiere program included the "Dinky Winky" clip from FEUD, drunken exploits on TOTAL DIVAS, SPRINGER ZINGER, BASKETBALL WIVES twerking and Tanisha's nightmare of being on the talk shows as a participant. **CRAZY TALK** concluded with THE BOX, where audience members commented on clips from the show.

The series that hopes to "make you laugh out loud" had clearances in 56 metered markets, but is off to a slow start. Premiere day yielded a 0.3/1 HH

average, which was off from both lead-in (0.5/1) and year-ago time period levels (0.6/2). Demographically the clip show in the LPM sample was only at a 0.1/1 among both Adults 18-49 and 25-54. There were no significant changes in Tuesday's results.

The series did achieve a one or better HH rating in the following markets for its debut: RD (WLFL/12M) 1.2/3, IN (WRTV/12:30PM) 1.1/3, CO (WTTE/10:30AM) 1.1/4, CI (WKRC/1;30AM) 1.1/5, BH (WABM/1AM) 1.2/4, OK (KOKH/12M) 1.2/3, GR (WMYV/1PM) 1.1/3 and JX (WFOX/5:30PM) 1.3/3. Although it was designed as a transitional program for late afternoon, these numbers indicate that often its best performance is as a sitcom alternative in late night. These early numbers are disappointing especially as many try to develop alternatives for the limited sitcom futures. Having vaults of gags and pranks, **JFL (JUST FOR LAUGHS)**

GAGS brings its **CANDID CAMERA** style comedy to American syndication. The program, an outgrowth of the famous **JUST FOR LAUGHS** festival in Canada, has been a part of the international scene for many years. It is hoped that the series can provide an extension and complementary programming in and around the dwindling availabilities for sitcom station line-ups. **JUST FOR LAUGHS GAGS**, airing in only 14 metered markets is now beginning its third week in US domestic syndication delivering an

average 0.2/1 HH performance. That level has been consistent from its premiere week. This Canadian export has been on par with year ago time period, while slightly off from its average 0.3/1 lead-in. With no outstanding stories to report, the best numbers have been recorded in overnight time slots with individual telecasts in ML (WISN/3AM) 1.3/9 and RH (WTVR/3:30AM) 1.0/3. The program is in challenged time periods and has not met the challenge.

FROM HOLLYWOOD & VINE

HOLLYWOOD TODAY LIVE, an entertainment based talk and gossip show, originates from the compact studios near the prestigious corner of Hollywood & Vine adjacent to the home of the OSCARS. The talk vehicle has a group of young anchors including A. J. Gibson, Kristen Brockman, Porscha Coleman and Tanner Thomanson with Amanda Salas. The program has been slotted on 12 FOX O&O stations including New York, Los Angeles and Chicago along with 33 Media General stations including San Francisco, Tampa and Indianapolis. The first segment of the Monday premiere involved the four co-hosts discussing topics ranging from the new Miss America and Vanessa Williams to Drake and Serena Williams, famous roommates to their fantasy roommates. On set, the guest was Malcolm Jamal Warner along with a taped interview with

Mira Sorvino. Other segments included Late Night Snack, Closeup, Who Does That and the Social Spin.

The program aired across 23 metered markets yielding a 0.4/1 HH performance, off from its average lead-in (0.7/2) and below year ago time period (0.5/2) for its premiere. In the key demographics for the LPM markets, the program delivered a 0.2/1 for both A18-49 and A25-54. Most often scheduled mid-day, the series' best ratings stories on Monday wereregistered at a 0.5 of better HH rating in NY (WNYW/12N) 0.7/2, LA (KTTV/1PM) 0.6/2, DL (KDFW/1PM) 0.9/3, DC (WTTG/2PM) 0.8/3, NF (WVBT/1PM) 0.6/1, AQ (KASY/1PM) 0.8/2 and in late night in RH (WRIC/1AM) 1.1/3. Most of these markets were off their premiere levels on Tuesday. In a competitive daytime environment **HOLLYWOOD TODAY LIVE** was not able to break through with viewers for its premiere.

MORE TO COME

As promised next Wednesday September 23rd, **FLASH #2** will arrive; we will concentrate on the new sitcom offerings particularly **2 BROKE GIRLS** and the off-**COMEDY CENTRAL** series **TOSH.O.** Of course, we will also be providing updates on the series that we covered in this report, along with any key developments among the returning shows.

Please remember that **KATZ FLASH REPORT #3** will return in mid-October. This allows for the creation of a more detailed review of all of the premieres in the October sweep. **SPECIAL EDITION**

NEWSLETTER #1 will be emailed early in October. The October overnight data will be the emphasis in the **SPECIAL EDITION #2 NEWSLETTER** coming to you at the start of November. All these reports are meant to provide reasonably in-depth analysis and review of all of the new syndicated programs and place them in context to the majority of returning series. By reviewing this data, you can hopefully make informed decisions on current scheduling options and future programming acquisitions.

KATZ