

## SYNDICATION PREVIEW / 2019-20

2019 September 5

With the 2019-20 syndication season upon us, we wanted to give you a refresher of what to expect of the freshman class. This fall the narrative is very different than a year ago when very few new series debuted. Bowing in syndication over the next couple of weeks are three new talk shows, one game, two court, a true crime and a weekly sitcom turned strip. Our focus is to explore their early journey in syndication, their individual performance and how these programs fit into the syndication landscape in general. Throughout the month of September, Content Strategy will provide a weekly **FLASH REPORT** reviewing these premiering shows as well as the returning series of note they air alongside.

## KELLY CLARKSON, TAMRON HALL &amp; MEL ROBBINS TALK IT OUT

New talk show offerings over the last several years have been challenged, to say the least, so it is an exciting time when, this September, three new, very diverse and distinctive hour talk show voices will be heard. We know all about them by now, just wanted

First on tap, **KELLY CLARKSON** is in the house and NBC Universal is counting on her “homegrown”



star appeal, talent, energy, youth (she’s 37), accessibility, heart, humor, authenticity and social media following to bring eyeballs to daytime television. Kelly Clarkson is a name that

people know and recognize. That doesn’t always mean success, but given KELLY’s NBC O&O launch group and as a companion to ELLEN, we’re “wishing and hoping” that her singing and talking translates to victory (or at least sampling). NBCU’s recent press on Kelly states that *“THE KELLY CLARKSON SHOW presents the biggest newsmakers and names in film, television and music; as well as*

Also in the public eye, but with a very different background is Disney/ABC’s talker **TAMRON HALL**.



Tamron’s pedigree is as a former TODAY SHOW and MSNBC anchor and host and overall, an “accomplished and credible talent with wit, style, intelligence and warmth”. According to ABC/Disney, *Tamron’s message is one of community, inclusion and*

*empowerment. “Real people talking about real, topical issues that matter to women.”* TAMRON also

to send off a primer before the new season begins. We hope that these new offerings will meet with success for our stations and for syndication in general.

*emerging new talent and people who are beacons of hope in their communities. Kelly will also connect with everyday people and everyday relatable issues. Her “weekday hang” will also include live performances, games and her unfiltered perspective on life, family, kids, relationships, marriage and the things that inspire her along the way.* THE KELLY CLARKSON SHOW,



executive produced by Alex Duda along with Brandon Blackstock and Kelly herself, will be unveiled on Monday, 9/9/19 with first guest Dwayne Johnson. As her promos indicate the show is all about “Real People, True Colors, No Filter”.

includes local viewer participation with an in-show live stream. Bill Geddie, former co-creator and producer of THE VIEW returns to daytime as TAMRON’s Executive Producer. With the ABC O&O’s and Hearst as its launch group, we hope Tamron’s, Bill’s and Disney/ABC’s vision and Tamron’s transition to the syndication marketplace will have a positive impact. TAMRON HALL premieres on Monday, 9/19/19.



**MEL ROBBINS**, brought to syndication by Sony Pictures TV is a motivational speaker, life strategist and author of “The 5 Second Rule” and “Stop Saying You’re Fine”. Unlike, Kelly and Tamron, Mel is the least recognizable as far as broadcast television goes, but she is a big deal on digital platforms and in the real world. Mel is the CEO and co-founder of The Confidence Project, a media and digital learning company working with Fortune 500 brands (Starbucks, AT&T, Chase and Microsoft, to name a few) to inspire their employees. She is also



the creator and star of the Audible Original series “Kick Ass with Mel Robbins,” a life and business advice talk show. She empowers her audience to overcome their everyday problems and life’s biggest challenges and “provides practical tools and takeaways to improve their lives”, in a word, Mel offers “resolution”. Tribune is the launch group for MEL ROBBINS, coming out on 9/16/19 with Mindy Borman as the Executive Producer.

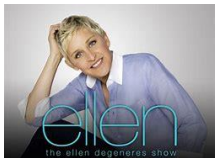


## STILL TALKING

The narrative in this category continues with the veteran talkers, which return year-after-year turning in a better performance than each freshman class – **DR. PHIL** (17 years on the air), **ELLEN**



(16 years), **RACHAEL RAY** (13 years), **THE DOCTORS** (11 years), **WENDY WILLIAMS** (11 years), **MAURY** (28 years), **STEVE WILKOS** (12 years), **DR. OZ** (10 years) and **THE**



**REAL** (5 years) to name a few of the workhorses. And of course, the longest-running talk series, **LIVE**, which has had a myriad of hosts since it went into national syndication in 1988. **KELLY & RYAN** continue to help the show going into their third season together.



As mentioned last season, these resilient talkers have a stronghold on their audience and their more advantageous time periods and, for the most part, have been able to deliver for their stations. Even though we want fresh programs and new faces on the air to revive schedules, an unproven entity is a hard pill to swallow in today’s marketplace, even if you can find the time periods for it. So, let’s root for **KELLY, TAMRON** and **MEL** to join this club!

Turning to network daytime, ABC’s **THE VIEW** continues to spotlight the political agenda with its “Hot Topics” at 11AM EST. With the election coming up next year, the co-hosts varied political opinions and explanations makes the process more understandable. All co-hosts remain in place around the table. **STRAHAN & SARA** on ABC at 1PM EST just added a new co-host KeKe Palmer and the show is now titled **STRAHAN, SARA & KEKE**. Over at CBS, Sara Gilbert, one of the creators of **THE TALK**, left this summer to pursue other endeavors and her seat is being filled by Marie Osmond when the show has its fall premiere the week of 9/9/19.

## FIRST ON THE DOCKET

Conflict is the name of the game, not just in talk, but in the courtroom. Presiding over the court genre, where there are almost as many offerings as in talk, **JUDGE JUDY** remains the undisputed leader going into her 24<sup>th</sup> year in syndication. Not quite at the top, but long-standing solid performers going into their 21<sup>st</sup> seasons are **JUDGE MATHIS** and **DIVORCE COURT. THE PEOPLE’S COURT** have been in syndication even longer (since 1981 when Judge Wapner’s word was law). **HOT BENCH**, while



on the air since 2014 and one of the younger court shows, is one of the highest rated.

Joining an already robust slate of returning jurists is NBC Universal’s **JUDGE JERRY**. Takes some getting used to hearing that Jerry Springer, the talk show host, is now sitting on the bench. A recognizable name and reputation in the syndication community for over 25 years, NBCU is touting Jerry’s longevity, his



funny personality and his ability to get to the truth as an asset. He's the "jurist that viewers really know". When you see him in action, he looks quite comfortable in his black robe. Maybe because Jerry is no stranger to a courtroom setting, having been a lawyer, the Mayor of Cincinnati, a political commentator and anchor at the NBC affiliate in Cincinnati prior to being the outrageous J-E-R-R-Y talk show host. The hope for stations picking up the show is that Jerry's dedicated talk viewers will follow him into the courtroom and his broad-fan-base



appeal will bring in more. JUDGE JERRY is set in small-claims court where, through meaningful conflict in a fun and entertaining way, "real justice"

and "real resolutions" will be doled out. The show will set a more conservative tone, but includes some of Jerry's "spicy" anecdotes. Along those lines,

Jerry's "Final Thoughts" will evolve in this new venue to include his "Springeresque" wisdom. Watch out JUDGE JUDY, JUDGE JERRY might be nipping at your heels starting on 9/9/19.

Another new entry for fall is Orion/MGM's **PERSONAL INJURY COURT** with Judge Gino Brogdon holding onto the gavel. Videos, testimony, accident recreation and eye-witness accounts are used to ascertain who is responsible for the injuries presented in each case. Not as well known as

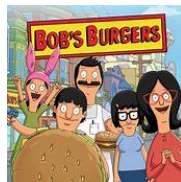


Judge Jerry, Brogdon has served for nearly 10 years on the busiest trial bench in the Southeast, Atlanta's own Fulton County, presiding over

various high-stakes civil cases worth billions of dollars. Debuts 9/16/19.

## LAUGH IT OUT

Comedy brings out the best in us, providing comfort and laughter. Unfortunately, the network pipeline for "blue chip" sitcoms continues to dwindle. This fall is no different with only one new strip offering -- **BOB'S BURGERS** -- and technically it is not a new-to-syndication sitcom



as it has already been airing on local stations as a weekly. Starts 9/9/19.

Current top sitcom performers include the "new classic" and veteran product such as **BIG BANG THEORY**, **LAST MAN STANDING**, **MODERN FAMILY**, **TWO & A HALF MEN**, **FAMILY GUY** and newer entry **THE GOLDBERGS**.

## GAME TIME

The game genre continues to be a tight knit group of players with not much new syndicated action breaking in over the years. Perennials **JEOPARDY** and **WHEEL OF FORTUNE** make it to another season, 36<sup>th</sup> and 37<sup>th</sup>,



respectively, continuing to pull in top performances with their coveted line-ups. It has been announced that Alex Trebek will return to **JEOPARDY** for its fall premiere. Workhorse **FAMILY FEUD** is about to hit its 21<sup>st</sup> anniversary (in this incarnation) and the utility game can't be beat. It had a good run. All began as



network games before taking a turn to syndication, simple in theme with likeable hosts and challenging matches. **FUNNY YOU SHOULD ASK** debuts its third season.

Having aired as a three-week summer test last year, **25 WORDS OR LESS** returns to fall line-ups on 9/16/19 with



FOX as its launch group. This celebrity/civilian game show, taken from the board game of the same name, is hosted and produced by Meredith Vieira.

## WHAT'S GOING ON? LET'S "WATCH" ALL ABOUT IT

This is the second fall in a row where the magazine genre hasn't seen any new entries. Though there is a changing of the guard where some of the hosts are concerned. Another category with a fairly-crowded field, the core veteran magazines have been around collectively for 116 years – **E.T.** (38), **INSIDE EDITION** (30), **EXTRA** (25) and **ACCESS** (23) -- and all have changed with the times. Tabloid **TMZ** has 12 years behind it, followed by video-feed **RIGHT THIS MINUTE** and **DISH NATION** with eight each.

## WEEKEND WATCH

There are no new hours entering the weekly syndication marketplace this fall. **NCIS: NEW ORLEANS**, **LAW & ORDER: CI**, **CHICAGO PD WKLY**, **CASTLE** and **MADAM SECRETARY** were the top-rated hours this past season. In the half-hour weekly category, look for freshman offerings such as **WORLD'S FUNNIEST WEATHER**, **FORENSIC FACTOR** and political vehicle **FULL**

## WHAT'S NEXT

The next **FLASH #1** will cover the September 9th debuts of **KELLY CLARKSON**, **TAMRON HALL** and **JUDGE JERRY** and **FLASH #2** covers the 9/16 new series premieres. In late Fall after all the **FLASH** reports are released and the October and November **NSI** data comes in, the **KATZ CONTENT STRATEGY RANKINGS & TRENDS** report will take

Kicking off its 26<sup>th</sup> season, **EXTRA** (yes, it will remain **EXTRA** and not *Extra, Extra*) welcomes Billy Bush as host and managing editor of the rebooted magazine. Will viewers accept him back? Warner Bros thinks so. On the flip side, Mario Lopez jumps over to host **ACCESS**, replacing Natalie Morales. In addition to the magazine, Lopez will preside over its daytime counterpart, **ACCESS LIVE**, now being called **ACCESS DAILY**. Another host leaving her post is E.T.'s Nancy O'Dell after almost nine years on the show.

**COURT PRESS WITH GRETA VAN SUSTEREN**. Returning series include Hearst's **MATTER OF FACT**, **KICKIN' IT**, **ON THE MONEY**, **OPEN HOUSE** and many more. On the E/I front, there is **WEEKEND ADVENTURE**, **AMERICAN ATHLETE**, **JACK HANNA'S ANIMAL ADVENTURES** and **WONDERAMA**, to name only a very few.

over. These will allow for a more in-depth review of the syndicated marketplace. We anticipate that these more detailed evaluations of the new syndicated fare, as well as the returning programs, will provide our client stations with the essential information needed to make important future series scheduling choices.

## HERE'S TO A SUCCESSFUL SEASON

We all want these programs to succeed; it's good for our business now and for the future!

### FOR A LOOK AT MORE FLASHES FROM THIS FALL, click below:

[SYNDICATED STATS FLASH 1 - Series Premieres – metered markets - week of 9-9-19](#)

[SYNDICATED STATS FLASH 2 - Series Premieres -metered markets - week of 9-16-19 and review of previous week](#)

[SYNDICATED STATS FLASH 3 - Update on new series performance and a look at new and returning shows by daypart](#)

[SYNDICATED STATS FLASH 4 - Update on new series performance and how the syndication marketplace looks from a national perspective](#)

## STAY TUNED ...