

# ARE RATINGS REALLY RISING AT NBC?

*As NBC makes morning changes, adds new shows and winter television events return to the network, are they really keeping viewers watching and ratings rising?*

by Cody Gough  
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As the winter season of television at NBC begins, it's time to start fresh and new with shows, television events and ratings. In the months prior to this, the network has made some dramatic changes to its prime morning show and evening show slots. The network is hoping these changes could lead to a demographic change and in turn new viewers young and old tuning in to see what's changed.

NBC has seen a huge spike in ratings after the decision to terminate longtime Today Show co-host Matt Lauer in Nov. of last year, due to accusations of inappropriate workplace behavior. Mark Fetch, Earth Science teacher, is a regular viewer of the morning show and he said he "finds the on air talent creates a family atmosphere" and also that they are "informative, but funny and entertaining." Since to Fetch "The Today Show is like a family there," when the news of Lauer surfaced he said it was "shocking and disappointing" and that everyone "felt betrayed that he would do that."

After Matt was let go NBC had to make a decision on who would co-host beside Savannah Guthrie and they decided on 10 o'clock on-air personality Hoda Kotb. "She's a great fit and was the right person for the job at the right time" Fetch said about Kotb's new job.

In keeping with the family feel at NBC, the networks biggest new hit show "This is Us" is drawing in viewers as well. Its viewers like Cheryl Collins, Art teacher, loves and watches the show for that relatable family like feel it gives off. She says it has a "emotional quality to it where people can relate to the characters struggles." Such as the struggles of the "overweight girl, and the African-American in a white family, and the alcoholic." With these new changes in the morning and evening its keeping viewers like Fetch and bringing in ones like Collins.

Now if NBC can draw in adults and families with shows they can relate to, are they doing the same with teens and young adults? It seems to do so with its late night comedies and sporting events that air on the weekends.

Late night comedies like "SNL" and "The Tonight Show" which is currently hosted by "SNL" alum Jimmy Fallon are laughing their way to viewers such as Spencer Davis ('18) who says, "it's a stressful life as a senior with the worries of it" and with that "life itself is boring and shows like this entertain and brighten our days." Davis who is also into political satire like SNL thinks these shows are fun to watch as well in how "Trump is easy to make fun of," with sketches and impersonations like those of Alec Baldwin.

Also on NBC weekend and annual televi-

sion and sporting events draw in viewers of all ages. Like Austin Romano ('19) who watched Super Bowl LII that was played by the New England Patriots again and the Philadelphia Eagles. Even though Romano watched, he thinks there were some who likely "didn't want to watch" since the Patriots were playing again and many already "knew what the outcome would be" since the team won last year. Yet others tuned in for the commercials and the half time show performed by Justin Timberlake, which many young teens and kids waited for all night.

Changes in this industry can either help or hurt you and NBC is seeing a combination of high and low ratings this season. Yet this back and forth pattern of low to high and then high to low ratings will blow over soon for the network. CHS teachers and students have shown that shows like "The Today Show" and "This is Us" are perfect for adults and busy families, while late night comedies like "SNL" and "The Tonight Show starring Jimmy Fallon" and sporting events are drawing in teens and young adults. If NBC can keep a hold of its now beloved new shows, morning time broadcasts, late night comedies and bring in viewers with sporting events everyone can watch, its on track to see higher ratings than it ever has before.

