



Tamron Hall Draws on Her Local Station Roots for New Talk Show

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Just a few months away from the launch of her new eponymous daily talk show, Tamron Hall connected with TV station executives on Wednesday at Promax Station Summit 2019, recalling her time as an anchor on local TV stations in Chicago and Texas.

"The preparation for this daytime talk show did not come from my years on the national news stage, it came from my time on the local level," she said while sharing a stage with Bill Geddie, creator and former executive producer of ABC's *The View*, who will executive produce her new daytime talk show. "When you are on a national news show, you are in a bubble -- you are. You can't win without the local news. Local news is more trusted than the national news."Â

As part of the show's effort to connect with audiences in local markets, the show plans to incorporate technology that will let some guests join the show virtually. "We're working on technology where it looks like they are actually in the audience. It's all about making the show accessible," Hall said.

The show is staffing up ahead of its Sept. 9 launch. Talia Parkinson-Jones and Andrew Scher have joined the show as co-executive producer and supervising producer, respectively.

"Talia and Andrew are exceptionally talented production professionals, and we are beyond thrilled to welcome them to the Tamron Hall senior production team," said William Burton, senior vice president of daytime, sports and syndicated development/production, ABC Entertainment in a statement. "Talia is a highly regarded trailblazer in the daytime space, and her vision combined with Andrew's impressive track record will help position the show for the best possible success."

The show will be produced in New York City and air live-to-tape on most days. Tamron Hall premieres in national syndication on Monday, Sept. 9. On WABC New York, WPVI Philadelphia and WTVD Raleigh, Tamron Hall will air at 10 a.m., leading out of Disney's Live with Kelly and Ryan, bumping CBS Television Distribution's Rachael Ray to 2 p.m. in those markets.

Prior to joining Tamron Hall, Parkinson-Jones was co-executive producer at Debmar-Mercury's The Wendy Williams Show. She began her career in television at the Oxygen network and she has produced for ABC, NBC, Fox, MTV, BET and E!. She also was a casting director at Discovery's Cash Cab.

Scher developed and launched CTD's The Doctors and then spent five seasons working on that show. Prior to that, he was a senior producer at Dr. Phil and has served as a producer for several other syndicated talk shows, including John Walsh, Queen Latifah and Ricki Lake.

Tamron Hall will be a multi-topic, single-host talk show, covering everything from celebrity to true crime to fashion and much more. Hall got her start as a local news anchor in her home state of Texas and later in Chicago, and then jumped to the national stage as a co-anchor of NBC's Today and MSNBC. She also hosts a true-crime show on Investigation Discovery.

Hall compared her entry into the world of syndicated daytime talk to the NFL.

"Walter Peyton, to my mind, is the greatest running back that ever played the game," she said. "But when he retired, they didn't retire the position. There are obviously still running backs."

"[In daytime], the greatest have played the game in [Dr.] Phil [McGraw] and Oprah [Winfrey] but the game still remains. We'll be able to get on the field because of partners like your stations. I don't know what's going to happen but I'm happy to have the opportunity to get on the field."

Tamron Hall is executive produced by Hall and Geddie, co-creator and executive producer of ABC's The View. It is distributed in national syndication by Walt Disney Direct-to-Consumer and International, the global content sales and distribution segment of The Walt Disney Company.

A different version of this story also is posted at broadcastingcable.com.

[Images courtesy of Memoryscape]