

Fan February for NBC Daytime Fans!

Written by Linda Marshall-Smith
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Show your soap loyalty with DOOL or Passions bracelets

Just How Loyal Are You?

You will get the chance to prove that this coming February, when NBC Daytime launches its first ever Fan February. Taking the lead from ABC Daytime – which has been doing Fan February promotions for the last two years – NBC is now giving fans an opportunity to not only display your loyalty to your favorite show, but to get a little fame for yourself in the bargain. Read on...

BURBANK, Calif. -- December 21, 2004 -- NBC Daytime programming has announced the "NBC Daytime Rewards Loyalty" contest for fans of both daytime dramas NBC's "Days of our Lives" and "Passions" (Monday-Fridays, check local listings) beginning Friday, December 24 -- and the contest could provide them with a special prize and a little fame.

Viewers ages 14 and up of the popular dramas can submit their names in hope of hearing them broadcast or seeing them displayed on screen after a random drawing as part of NBC Daytime's programs. The lucky contestants' names will appear during the first NBC Daytime "Fan February" (February 1-28, 2005). In addition, 10,000 Grand Prize Winners will receive a blue "Days of our Lives" or purple "Passions" bracelet as a reward for being loyal viewers. The unique bracelets are only available through this contest.

The announcement was made today by Sheraton Kalouria, Senior Vice President, Daytime Programming, NBC Entertainment, who said: "No other form of programming seeks or receives the level of commitment that soaps do. Our viewers have made the NBC Daytime block #1 and this is a way of showing our appreciation for their loyalty. In the process, we're gathering the most dedicated fans' names so that we can then show them on-air in February for the whole country to see."

On-air and website promotion for the contest will begin on December 24, 2004. Fans will have until January 15, 2005 to send in a postcard proclaiming their devotion to "Days of our Lives" and/or "Passions." Those who enter are encouraged to watch NBC Daytime in February to see their name appear during their favorite show. Official contest rules and entry form will be available on the NBC website, www.nbc.com/daytime beginning on December 24, 2004. The deadline for entry is January 15, 2005.

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The statistics...

For the season, NBC's daytime programs are #1 among women 18-49 (tied) and 18-34.

For the season, averages among women 18-49 are: NBC, 1.9/12; ABC, 1.9/12; CBS, 1.6/10. Among women 18-34 averages for the season are: NBC, 2.2/14; ABC, 1.5/9; CBS, 1.2/8. In total viewers, averages for the season are: CBS, 4.1 million; ABC, 3.4 million; NBC, 3.0 million. Note that NBC broadcasts two hours a day of daytime programming while ABC airs four hours and CBS carries four-and-a-half hours.

About NBC Daytime

"Like sands through the hourglass, so are the 'Days of our Lives.'" For almost 40 years, those words have introduced and underscored one of daytime drama's rare mainstays. NBC's "Days of our Lives," which turned 39 last November, first premiered as a half-hour drama in 1965 and expanded to an hour 10 years later. Today, it remains a consistent favorite among viewers of daytime television serials. In fact, for the first two quarters of 2004 "Days of our Lives" is #1 in the key demographic of women 18-49. In the valuable women 18-34 demographic, "Days" has been #1 for 459 of the past 461 weeks (in other words, every week but two over the past nine years). It is the powerhouse of NBC's soap opera lineup and a true classic in television history.

In its 39 years, "Days of our Lives" has generated numerous Emmy Awards and nominations, as well as numerous "Soap Opera Digest" Awards and People's Choice Awards. The show's success derives from its consistent commitment to excellence in writing and storytelling - supported by a diverse ensemble of performers - and an uncanny knack for anticipating viewer interests. From demonic possessions and baby switches to exciting teen stories and classic love triangles, "Days of our Lives" remains a perennial favorite among viewers of all ages.

"Days of our Lives" is set in the fictitious Midwestern town of Salem. The core families are the Hortons and Bradys, and the multi-layered storylines involve elements of romance, adventure, mystery, comedy and drama. Original cast member Frances Reid continues to star as Alice Horton.

"Days of our Lives" is produced by Corday Productions Inc. in association with Sony Pictures

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Television. Executive producer, Ken Corday, is following in the tradition of his parents, Betty and Ted Corday, who co-created "Days of our Lives" and helmed the series for many years. Stephen Wyman is also co-executive Producer. James Reilly is the headwriter.

"Passions"

Based on the rich history and mystery of the harbor community of Harmony, "Passions" explores the lives, loves and losses of four core families: the Cranes, the Lopez-Fitzgeralds, the Bennetts and the Russells, each of whom have their own distinct and diverse personalities. "Passions" is further distinguished by its 300-year-old witch, Tabitha Lenox (Juliet Mills). Passions is the #1-rated soap opera among women 12-24, and #2 (behind NBC's Days of our Lives) among women 18-34.

"Passions" is the creation of celebrated daytime drama scribe, James E. Reilly, who is considered by many industry insiders to be one of the most innovative and prolific writers of the genre. Reilly has created some of the most talked-about storytelling in daytime drama, including characters who are buried alive, or demon-possessed, as well as daytime's first-ever multiple character on NBC's "Days of our Lives."

"Passions" is produced by NBC Studios in association Outpost Farms Productions, Inc. and is taped in Studio City, California. Lisa de Cazotte is the executive producer.