

Written by
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It's official, Reilly's out, Sheffer's in at Days of our Lives

{mosimage}For several weeks the internet and print publications have been abuzz with the prospect of four-time Daytime Emmy Award-winning writer, Hogan Sheffer taking over the head writing reigns at NBC's long-running daytime drama "Days of our Lives." Well, the speculation can now come to an end. The dye is cast and the deal is done. Days has just made the official announcement that they've tapped Sheffer as its new head writer.

The network couldn't be more pleased with this development.

"Hogan's creative storytelling and expansive knowledge of the genre will continue to provide 'Days' fans with all the great storylines they crave," said Annamarie Kostura, Vice President, Daytime Programming, NBC Entertainment.

The show echoes the network's sentiment.

"I am thrilled that Hogan Sheffer has moved to California to join forces with 'Days of Our Lives,' Corday Productions and NBC in order to help us pursue our dream of returning 'Days of our Lives' to the top," said Ken Corday, Executive Producer. "Hogan is an exceptionally warm and humorous person whose many life experiences mirror those of our characters and our viewers. He will bring a new romantic and emotional vibrancy to the show which the fans have been looking forward to for a long time."

Prior to joining "Days of our Lives," Sheffer was head writer for five years on "As the World Turns." During his tenure, he was credited with reinvigorating the show winning four Daytime Emmy Awards for Outstanding Drama Series Writing Team in 2001, 2002, 2004 and 2005. He also garnered two additional nominations in 2003 and 2006. Earlier in his career, Sheffer was the Director of Screenplay Development for DreamWorks from where he developed screenplays for the films "My Dog Skip," "Galaxy Quest," "Home Fries" and "What Lies Beneath."

DOOL's New Head Writer ~ Hogan Sheffer

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"Days of our Lives," which celebrated its 40th anniversary in November 2005, 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 and continues to lead the competition among younger female viewers. Did you know that in the valuable women 18-34 category, "Days" is #1 for the season with an average 1.9 rating and has won 564 of the last 571 weeks in the women 18-34 category.

Soapdom congratulates Sheffer on landing in Salem and we look forward to his leaving his creative mark on Days of our Lives. The question is can he take Days to a Daytime Emmy win or two like he did with As the World Turns? The pressure is on. Stay tuned!