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TLC Abandoning The 'Freak Show' To Find Some Heart

BY DAVID BAUDER AP Television Writer

NEW YORK — Stepping away from the stage after outlining TLC's future plans one recent morning, Marjorie Kaplan used the phrase "freak show" before anyone else could. It's an image the network chief wants TLC to stay away from.

Yes, Honey Boo Boo is in the rear view mirror. The Gosselin children still appear occasionally, but there's no more divorce drama with Jon and Kate. TLC's latest star, Whitney Thore of "My Big Fat Fabulous" Life," is someone to root for.

The network's shows fit broadly under an umbrella of family, style and life milestones, and Kaplan's presentation exuded calmness and

"It's kind of a relief to go back to something with a sense of purpose," Kaplan, a veteran Discovery Communications executive who also oversees Animal Planet, said in a later interview. "The further the brand went from being The Learning Channel, the harder it got for people to see the purpose.'

Brands are important to Kaplan, who found it frustrating that while studies showed people tended to like TLC's programs, they had no sense of what TLC stood for.

Ask about TLC a couple of

Celebrate

grandma. Since then, she has

Clark developed a creative

never missed a day without

way to blend her passion for

personal growth with her love

for coffee. Her goal is to make

her audience realize their full

"I really teach people to

embrace life," Clark said on her

website. "I show people how

to make a lasting difference

each day more positively. I

in the lives of others and live

show people how to pour their

heart into life and to make the

most of their days. We only get one chance at life. We need to

live it well and we need to live

From Page 1B

potential.

it fully.'

years ago, and the first image to pop into people's heads would have been Alana "Honey Boo Boo" Thompson, a ham from rural Georgia prone to catchphrases like "a dolla makes me holla." TLC surfed the wave of that cultural phenomenon until it crashed, cancelled last fall with a new season aiready in the can after reports surfaced that Thompson's mother was dating a man

with a criminal past. An attention-getting show like "Here Comes Honey Boo Boo" is a boon in ratings and revenue. The risk is whether its cheesiness — and the bad publicity when things go south - take a toll on a network's reputation.

The bigger danger is that hits that burn bright tend to burn out fast, leaving a struggling network in the ashes, said Robert Thompson, director of Syracuse University's Bleier Center for Television and

Popular Culture. "People are not deciding whether or not to watch a program based on a network's reputation or bad publicity," he said. "They're watching the shows because they like to watch them."

TLC's ratings have been fairly steady, at least in comparison to the steep drops seen by other cable networks lately. It is averaging 919,000 viewers in prime-time this season, down from 1.05 million four years ago, according to the Nielsen company. The slip is a little more pronounced among the desirable demo-

graphic of 18-to-49-year-olds. 'I do think it's time for them to get another franchise show that they can build around,' said Brad Adgate, researcher for Horizon Media, "and that's easier said than done

The experience of Honey Boo Boo did make for some interesting meetings with prospective show producers, not all of them welcome.

"We've had people pitch us with crazy people," Kaplan said. "We've said we don't feel

comfortable with where that show is going to go." Health problems that led

to Thore's obesity made her an interesting character for "My Big Fat Fabulous Life," but the show works because of her outsized personality. The network has done well with series on unusual families, like the Duggars of "19 Kids and Counting," and the stars of "Little People, Big World." In May, TLC is premiering a series on the 14-member Willis clan, who have a country music act that was featured on NBC's

"America's Got Talent.' Other family-oriented series

in the works are "Long Lost Family," about people trying to reunite with family or friends they'd grown apart from, and "I Got You Babies," about firsttime parents.

The makeover series "Love, Lust or Run" brought TLC back into the fashion genre. The upcoming "Dare to Wear" and Brides Gone Styled" attempt to gently pull back people from their own bad taste.

A new dating series, "Married By Mom and Dad," follows people so unlucky in love they're willing to let their parents set them up.

To Kaplan, the connective

thread for TLC series is they ultimately have heart. In discussions about a new slogan, she was almost sheepish to suggest "everyone needs a little TLC," because it seemed so obvious.

The network can't become so heartwarming that it loses its edge, however. TLC jumped on a hot IV trend when it announced in March that it would make a new series, "All That Jazz," about transgender teen Jazz Jennings and her family.

"This is a world without judgment," Kaplan said. "We put our arms around every-



On Saturday, May 23rd we will publish in print and online at Yankton.net a Memorial Day section devoted to those who are gone but not forgotten.

According to Clark, women "In fact, that is one of the

qualities that makes us so special," she said. "We are always going above and beyond for everybody around us. But if you are empty, worn down and burned out, you can't possibly be your best to yourself or to those around you. My messages help you find ways to fill yourself back up so you can feel refreshed and rejuvenated and ready to become the person you truly want to be. That is one of the greatest gifts you can give yourself and your

Ticket are available at Hy-Vee, the *Press and Dakotan* and the Broadcaster Press. For more information about

Julie Clark, go to www.theinspi-

'I want to give them the confidence to believe wholeheartedly in themselves so they can be more and do more," she said. "They don't

have to be afraid to fail. It's stepping out in courage and in faith and doing the things you want to do. You have to push past fear to experience all that life has to offer.'

have a tendency to pour themselves out to everyone around

Clark said she wants to inspire people to take more chances and pursue dreams they have pushed aside.

rationalcoffeeclub.com. Follow @hartjordynne on

Aneta
Burrows
Dec. 30, 1960-Nov. 8, 2002

Your courage and bravery still inspire

us all, and the memory of your smile fills us with joy and laughter.

Dan, Ann & Sarah

Address/City/State/Zip_

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- 1. We hold you in our thoughts and memories forever.
- May God cradle you in his arms, now
- Forever missed, never forgotten. May God hold you in the palm of His hand.
- Thank you for the wonderful days we shared together. My prayers will be with you until we meet again.
- The days we shared were sweet. I long to see you again in Gods heavenly
- Your courage and bravery still inspire us all, and the memory of your smile fills us with joy and laughter.
- Though out of sight, you'll forever be in my heart and mind.
- npany your tribute. 8. May the light of peace shine on your
- face for eternity. May God's angels guide you and
- protect you throughout time. 10. You were a light in our life that burns
- forever in our hearts. 11. May God's graces shine over you for
- 12. You are in our thoughts and prayers from morning to night and from year
- to year. 13. We send this message with a loving
- kiss for eternal rest and happiness. 14. May the Lord bless you with His graces
- and warm, loving heart.
- 15. I have written my own message and it is included.

Name of deceased							
Date of birth	Date of passing						
Number of selected verse	OR Personal message (25 word limit)						
Your Name	Phone_						

To remember your loved one in this special way, send \$12.00 per listing, up to 25 word verse and \$5 for photo. (One Name Per Ad)

Fill out the form and mail to: Yankton Daily Press & Dakotan/ With Fondest Memories 319 Walnut St., Yankton, SD 57078

Deadline: Tuesday, May 19, 2015, 5pm