



**THE**

life hacks that you didn't even know you needed  
that make your world better,  
save you money,  
and make your life more fun

# **ONE-HOUR NON-NEWS PROGRAMMING BLOCK**

## THESE ARE TOUGH TIMES IN BROADCASTING

We don't have to explain... you're living it every day. The industry's finding its way in an increasingly fragmented and ad avoidant world. But unless you're ready to throw in the towel and turn off the lights, we're operating on the basic premise that to be a broadcaster...

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## YA GOTTA HAVE CONTENT

(...and not just more news)

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### THAT'S WHERE WE COME IN



When **Scripps** canceled **The List**, it cut loose a talented, battle-tested group of world-class content creators who never failed to deliver a show on time during an 11-year run, including two years of fully-remote (and hybrid) production during the pandemic.

Now members of a **core creative team** from The List are taking everything they've learned — from both successes and from setbacks — to propose a one-hour non-news content block consisting of **Trendy** and **The Hot Dollar**.

We call ourselves the **Honey Badger Collective**. Because we were drinking when we came up with the idea.

**Trendy** helps viewers find their sweet spot in today's mile-a-minute culture churn with tips on fashion, decor, food, health, and self-care.



**The Hot Dollar** takes a comedic approach to a subject most Americans hate to talk about: Money. It may be funny, but the tips for stretching, saving, and maximizing the value of every penny for your family's financial well-being are accurate and actionable.

Full write-ups are attached. But first, the elephant in the room...

### WHY DID SCRIPPS CANCEL THE LIST?

On its face, it was a business decision to shift resources to less ad-avoidant content: News and sports. But beyond the press release, let's be honest...

### MISTAKES WERE MADE

The beautiful thing for you is that **this pitch has been pre-disastered**. Scripps made mistakes so you don't have to. Here are a few missteps we know to avoid:

**They made affiliates pay market-rate syndication fees for the show**, then strongly encouraged them to air it. So station general managers didn't champion the brand, they resented it. But "strongly encouraged" doesn't mean *everyone* aired it, because...

**They never made it a must-carry.** So even though Scripps was in as many as 48 markets during the run, *The List* was never in more than 36 of them. Plus...

**They didn't mandate day parts.** One station aired the show at 1:37am. Why even bother?

**They made programmers' jobs harder** by distributing a half-hour. Programmers think in hour-long blocks. Giving them a half-hour stand-alone made them scramble to find a companion half-hour to match the tone of *The List*.

**They let the production get management heavy.** Whenever you have more managers than widget makers, you're in trouble. And managers tend to have the bigger salaries, so the show got more expensive to produce over time.

**They suffered through a huge amount of staffing churn.** They paid people poorly and burned them out with too little support. And staff turnover is itself super expensive.

**They half-assed their out-of-group syndication efforts,** torpedoing what could have been an outside revenue stream.

## **WE'RE BUILDING A BETTER MOUSETRAP**

Our approach takes into account what we learned on *The List*.

**HQ pays for the shows. Affiliates air them for free.** Stations make money on the first ad they sell, and station general managers become enthusiastic brand ambassadors. But...

**It's an HQ-mandated must-carry.** The block airs in every market in the station group's reach, which makes booking so much easier. And no more burying the shows...

**It must air in specific day parts.** It's either your prime access block, or daytime. That's plenty of flexibility to empower programmers and GMs so they don't feel bullied.

**It's a thematic, one-hour programming block.** Lifestyle and money go hand-in-hand, and the production team can ensure that the tones go together, too.

**We're leveraging the 80-20 rule.** You know the old yarn: 20% of the staff does 80% of the work. We're starting this venture with the core 20%. We watched 'em. We know who they are.

**We're treating people right.** No more manager-heavy payroll. Instead, we're taking all those expensive manager salaries and spreading them across the room to the people who actually produce the content. With the right kinds of efficiencies, a smaller group of well-paid grinders in it for the long haul can create better content for less money.

**Every platform matters.** Our content can feed station group affiliate newscasts. It can be syndicated outside the station group. It will feed all the social media platforms. All either cost saving or revenue generating practices.

## **HURRY! ACT WHILE SUPPLIES LAST!**

To its everlasting credit, Scripps gave us a juicy severance package, and most of the crew remains in a location where it's cheap to live and produce: Phoenix, AZ. But at some point, this Dream Team of content creators will disperse to new locations and jobs. Right now unique (and fleeting) circumstances exist to launch a high-quality asset for all your platforms.

The **Honey Badger Collective** is seeking an "in association with" production arrangement with a national station group to produce 250 original shows (50 weeks' worth) of this Monday-Friday, one-hour programming block.

The write-ups for **Trendy** and **The Hot Dollar** follow. We hope to hear from you, and thanks.