

**Media Alert**  
For Immediate Release  
September 6, 2017



## **CHCH PRESENTS 2017 FALL SCHEDULE AND PREMIERE DATES**

*Featuring the Canadian Broadcast Premiere of **HOUSE OF CARDS** and a new season of Golden Globe®-nominated drama **EMPIRE***

(Hamilton, Ontario) From the White House to Red Square... from Gotham City to the NYC music scene... CHCH delivers a star-studded lineup this fall. For the first time ever on North American television, Frank Underwood schemes his way to political gain in the Emmy® and Golden Globe® award winning series **HOUSE OF CARDS**. Plus, critically-acclaimed dramas **THE AMERICANS**, **SLEEPY HOLLOW**, and **THE STRAIN** are welcomed to TV for a whole new audience. **EMPIRE** has found a new home for an all-new season of hot music and scandalous storylines, plus much more coming to CHCH this fall!

The premiere event of the broadcast year takes place on **Wednesday, September 13**, as Kevin Spacey takes his iconic Frank Underwood character to primetime in **HOUSE OF CARDS**. Airing two episodes back-to-back each week as a “mini-binge”, it’s a first for conventional television in North America, and Canadian viewers will see it only on CHCH. The Canadian Broadcast Premiere of **HOUSE OF CARDS** is supported by an extensive media campaign in the Toronto market booked with media agency Cairns Oneil.

Spy thrillers & dramatic chillers fill the schedule on CHCH this fall, starting with the premiere of the modern-day twist on Washington Irving’s classic **SLEEPY HOLLOW** on **Monday, September 11**. Then on **Tuesday, September 12**, two KGB spies (played by Keri Russell & Matthew Rhys) pose as an American couple in suburban Washington D.C. on a special 90-minute premiere of **THE AMERICANS**. The thrillers continue with a mysterious viral outbreak that threatens the fate of humanity in another special 90-minute premiere of **THE STRAIN**, on **Monday, September 25**.

An exhilarating and enlightening sci-fi docudrama comes to CHCH on **Monday, September 11** with the premiere of **MARS**. The six-part miniseries is a National Geographic production about humanity’s first crewed mission to Mars, blending feature film-caliber scripted elements set in the future with documentary interviews with today’s best and brightest minds in modern science.

Family ambition threatens to destroy a music dynasty on the Season Four premiere of **EMPIRE**, **Wednesday, September 27** on CHCH. In this all new season, **EMPIRE**’s explosive twists and turns resume, as Empire Entertainment embarks on a celebration of its 20th anniversary. In true Lyon fashion, Season Four will be filled with exciting new music, splashy events and high-profile guest stars. The premiere of **EMPIRE** is also supported by a media campaign in the Toronto market with Cairns Oneil.

News magazine powerhouses **20/20**, **48 HOURS**, **NIGHTLINE**, and **60 MINUTES** will continue to deliver hard-hitting investigative reporting to CHCH this fall. Each program features a unique blend of breaking news, politics, and the most compelling real-life stories, with all-new episodes focusing on the biggest headlines.

Last but certainly not least, CHCH continues its winning formula of retro fan-favourites in the afternoon. **BATMAN** leads the charge with the adventures of the original dynamic duo (starring Burt Ward & the late Adam West) weekdays at 4pm. Immediately following the classic Caped Crusader is a stellar lineup of classic television sitcoms: **BEWITCHED**, **THE PARTRIDGE FAMILY**, and **THE MARY TYLER MOORE SHOW**.

## **2017 FALL PREMIERE DATES**

All dates are subject to change. All times ET. (s) = simulcast

### **Monday, September 11**

8pm: Mars

9pm: Sleepy Hollow

### **Tuesday, September 12**

8pm: Betty White's Off Their Rockers

9pm: The Americans\* *Special 90-Minute Premiere*

*\*\*The Americans moves to its regular timeslot at 10pm beginning September 19*

### **Wednesday, September 13**

9pm: House of Cards\* *Canadian Broadcast Premiere*

### **Friday, September 15**

10pm: 20/20 (s)\* *Season Premiere*

### **Monday, September 18**

4pm: Batman

4:30pm: Bewitched

5pm: The Partridge Family

5:30pm: The Mary Tyler Moore Show

### **Sunday, September 24**

7:30pm: 60 Minutes (s) \* *Special Time for 50<sup>th</sup> Season Premiere*

### **Monday, September 25**

9pm: The Strain\* *Special 90-Minute Premiere*

*\*\*The Strain moves to its regular timeslot at 10pm beginning October 2*

### **Wednesday, September 27**

8pm: Empire (s)\* *Season 4 Premiere*

### **Saturday, September 30**

9pm: 48 Hours (s)\* *Back-to-back Season Premiere*

### **Tuesday, October 3**

8:30pm: Fresh Off The Boat (s)\* *Season 4 Premiere*

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## About CHCH-TV

CHCH-TV started broadcasting in 1954 and is proud to be the news leader for Hamilton and the surrounding Halton and Niagara regions. CHCH produces over 24 hours of original local news programming each week. With a primetime line-up anchored by movies, news magazine shows, and hit dramas, CHCH is available to over 92% of Ontario households and is viewed by millions nationally each week. CHCH News is produced daily out of its broadcast studio located in Hamilton, Ontario. For more information, please visit [chch.com](http://chch.com).

## About Channel Zero

Channel Zero is an independent Canadian media company that owns over-the-air channel [CHCH-TV](http://chch.com) and a bouquet of specialty channels including [Rewind](http://rewind.com), [Silver Screen Classics](http://silver.screen.classics.com) and [Bloomberg TV Canada](http://bloomberg.tv/canada). Channel Zero's digital sales agency [Junction Digital](http://junction.digital) offers advertisers marketing solutions on [Bloomberg.com](http://bloomberg.com), [CHCH.com](http://chch.com), [Andpop.com](http://andpop.com) and [ChartAttack.com](http://chartattack.com), as well as the top ad exchanges. Other divisions of Channel Zero include **Channel Zero World Media**, which operates [Halla Bol](http://halla.bol) – Canada's first South Asian HD TV channel – and [TV Asia](http://tv.asia); and [Ouat Media](http://ouat.media), an Academy Award® winning film sales and distribution company. Channel Zero's head office is located in Toronto, Ontario. For more information, please visit [chz.com](http://chz.com).