

From: Giaimo, Melissa <Melissa.Giaimo@cnn.com>  
To: Adams, ChaneyChaneyAdams@gov.sc.gov  
CC: Godfrey, RobRobGodfrey@gov.sc.gov  
Date: 1/6/2016 4:36:59 PM  
Subject: RE: CNN & SOTU: Wed, Jan. 13 (6-9A)

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Fantastic. Keep me honest when you can!

End of year numbers, fyi:

**New Day** (and HLN) beat MSNBC's *Morning Joe* for the second straight year in the demo 25-54 (114 vs. 93), while *Joe* ranks #4. CNN is now posting its biggest morning show advantage over MSNBC in seven years. During the 6-9a time period, CNN is having its best yearly performance in the demo since 2011 and in total viewers since 2009.

*New Day* also grew this year, increasing +14% in total viewers and +10% in the demo, while *Joe* is down -7% in the demo, posting its 2<sup>nd</sup> worst demo performance in 16 years (since 1999; tied with 2007 and after 2005). *Fox & Friends* is down -5% in total viewers and -9% in the demo and is registering its lowest yearly performance in total viewers in seven years and in the demo in 14 years (since 2001). CNN is seeing its largest yearly share of the cable news morning audience among 25-54 (20%; tied with 2009) in seven years (since 2008), and in total viewers (18%) in six years (since 2009).

<http://www.mediaite.com/tv/as-2016-approaches-cnns-new-day-is-doing-better-than-you-may-know/>  
<http://www.adweek.com/tvnewser/november-2015-ratings-cnn-finishes-no-2-for-month/278557>

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From: Adams, Chaney [mailto:ChaneyAdams@gov.sc.gov]  
Sent: Wednesday, January 06, 2016 4:27 PM  
To: Giaimo, Melissa <Melissa.Giaimo@cnn.com>  
Cc: Godfrey, Rob <RobGodfrey@gov.sc.gov>  
Subject: RE: CNN & SOTU: Wed, Jan. 13 (6-9A)

Melissa,

Thanks for reaching out.

We have your request on the radar and we'll be back in touch regarding the governor's availability.

Don't hesitate to reach out anytime we can be a resource.

Thanks,

Chaney

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From: Giaimo, Melissa [mailto:Melissa.Giaimo@cnn.com]  
Sent: Wednesday, January 06, 2016 4:25 PM  
To: Adams, Chaney  
Subject: FW: CNN & SOTU: Wed, Jan. 13 (6-9A)

Hi Chaney! Jon with RGA referred me to you. Can you help? Please see below.

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From: Giaimo, Melissa  
Sent: Wednesday, January 06, 2016 9:22 AM  
To: [robgodfrey@gov.sc.gov](mailto:robgodfrey@gov.sc.gov)  
Subject: CNN & SOTU: Wed, Jan. 13 (6-9A)

Hi Rob,

I'm the Washington guest producer for CNN's morning show. My anchor will be here to anchor special coverage from Capitol Hill the following morning, Jan. 13.

Can you give early guidance on how you plan to handle interview requests? Will Gov. Haley do morning shows?

Kind Regards,  
Melissa



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