

Meredith Names Emmy Award Winning TV Producer Rob Silverstein Executive Producer/Showrunner Of New PEOPLE-Branded Syndicated TV Show Launching Fall 2020

NEW YORK, May 19, 2020 /[PRNewswire](#)/ -- Meredith Corporation (NYSE:MDP) ([www.meredith.com](#)) announced today that it has named **Rob Silverstein** Executive Producer/Showrunner of its new daily, syndicated half-hour TV show based on the content of the PEOPLE brand, effective immediately. Silverstein will oversee all aspects of the new program, which will launch in Meredith's local television markets in fall 2020. He will report to **Gary Brown**, Senior Vice President of Content for the Meredith Local Media Group.

"Rob is a Hollywood insider and veteran TV producer. He led 'Access Hollywood' for two decades, created and launched 'Access Live,' and produced several Emmy and Golden Globes red carpet specials," said Brown. "We are thrilled to have someone with Rob's breadth of experience in this new venture into syndicated programming."

The PEOPLE half-hour TV program will be inspired by the iconic brand's unique combination of the most popular celebrity and inspirational human-interest stories including entertainment news, exclusive interviews, feature stories, beauty and style, true crime, and more. The daily strip will air Monday - Friday in all 12 Meredith markets including Atlanta, Phoenix, St. Louis, Portland, Nashville, Kansas City, Hartford-New Haven, Greenville-Spartanburg, Las Vegas, Mobile-Pensacola, Flint-Saginaw, and Springfield-Holyoke, MA.

"PEOPLE is the gold standard in celebrity and entertainment news with a reputation as the most trusted brand in media," said Silverstein. "It is the opportunity of a lifetime to be at the helm of this beloved brand on television."

"We look forward to working with a seasoned television producer with decades of experience covering the biggest stars in the world," said **Dan Wakeford**, PEOPLE's editor in chief. "This new syndicated show is an exciting addition to how the PEOPLE brand reaches consumers on all platforms. I am thrilled to work with him as he brings the brand to life on screen."

Silverstein joined "Access Hollywood" as a weekend producer and was promoted to executive producer in 1999. He was previously senior producer of the series "American Gladiators." He also served as broadcast producer for the Fox News program "Front Page"; producer for CBS Sports; and executive sports producer for KMOX Radio in St. Louis.

ABOUT MEREDITH CORPORATION

Meredith Corporation has been committed to service journalism for more than 118 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print and digital – to provide consumers with content they desire and to deliver the messages of its advertising partners.

Meredith's Local Media Group includes 17 television stations reaching 11 percent of U.S.


households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 and 13 in Top 50 markets. Meredith's stations produce approximately 700 hours of local news and entertainment content each week and operate leading local digital destinations.

ABOUT PEOPLE

Meredith Corporation's PEOPLE revolutionized personality journalism when it launched as a weekly in 1974 with a mission to celebrate extraordinary people doing ordinary things and ordinary people doing extraordinary things. Ubiquitous and still at the center of pop culture more than 45 years later, the PEOPLE brand is accessible across all media and platforms (print, digital, video, OTT, mobile, social) bringing more than 100 million consumers a unique mix of breaking entertainment news, exclusive photos, video, unparalleled access to the red carpet, celebrities, and in-depth reporting on the most compelling newsmakers of our time. An essential component of PEOPLE's editorial vision remains human interest stories, which touch and often mirror the lives of our passionate audience. ComScore ranks the PEOPLE/Entertainment Weekly Digital Network No. 1 in the entertainment news category. PeopleTV, the advertiser-supported OTT streaming service from PEOPLE and Entertainment Weekly that launched in 2016, features original series and specials focusing on celebrity, red carpet, pop culture, lifestyle and human-interest stories. PEOPLE is an award-winning 24/7 news organization headquartered in NYC with reporters worldwide. For more information visit [PEOPLE.com](https://people.com) and follow @people on Twitter and Instagram, @peplemag on Facebook, and the PEOPLE channel on YouTube and on Snapchat's Discover.

SOURCE Meredith Corporation

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Additional assets available online:  [Photos \(1\)](#)

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