

Who's the next Oprah?

'The View,' Dr. Oz and Cooper seek daytime viewers

NEW YORK — With Oprah Winfrey gone, daytime television is ready for a new monarch.

Barbara Walters and the show she invented 15 years ago, *The View*, pronounce themselves ready to step up. She may be past 80 now, but would you bet against her?

In a muddled daytime picture, *The View* plans to compete aggressively for displaced Winfrey viewers with a more topical feel, aggressive booking of guests and a few pages ripped from Oprah's playbook.

In other daytime changes, the health-focused *Dr. Oz Show* moves into the 4 p.m. Oprah spot on WFAA-TV (Channel 8), starting Monday. CNN's Anderson Cooper also starts his new talk show, *Anderson*, at 3 p.m. on Channel 8.

On Tuesday, Dr. Mehmet Oz will feature a Dallas woman's story in a special episode on detecting ovarian cancer.

The show traveled to Dallas earlier this year, and Zanette McCoy learned she had a large tumor during a local cancer screening event. She appears on the show to discuss her experience.

The late-afternoon time slot, where Winfrey's show ran across most of the country, is considered a more desirable time slot than the



The Dr. Oz Show

The story of Zanette McCoy (left), who met with with Dr. Mehmet Oz and Dr. Wesley Anne Brady in Dallas, will be featured Tuesday on *The Dr. Oz Show*.

10 a.m. home of *The View*.

But a big mixture of personalities such as Dr. Phil, Ellen DeGeneres, Cooper and Dr. Oz will now be competing in the afternoon, some of them new to their time slots or new to the business, and none goes in with a huge advantage in the ratings, said Bill Carroll, an expert in the daytime market for Katz Media.

"*Oprah* was the only other show that did some of the things that we did," said Bill Geddie, *The View* executive producer. "Quite honestly,

some of the people that we might have gotten second, we'll be getting first now."

The View evolved to become more topical and opinionated as the years went on, a progression that is continuing. Last week, the show featured former New York Mayor Rudolph Giuliani and a focus on the 10th anniversary of the terrorist attacks. Former Vice President Dick Cheney and GOP presidential candidate Jon Huntsman are scheduled to appear in the first month.

Such guests co-exist with

the popular "hot topics" opening segment, where Goldberg, Walters, Joy Behar, Elisabeth Hasselbeck and Sherri Shepherd kick around the day's water-cooler subjects.

Still, Walters cautioned, "We are not *Meet the Press*." Not when first-month guests include the Kardashian sisters, Matthew Broderick, Jennifer Aniston, Demi Moore and Alicia Keys.

Staffwriter Leslie Snyder and David Bauder of the *Associated Press* contributed to this report.