

TV News: USA Welcomes Real Characters with Reality TV Initiative

Submitted by [BrianTT](#) [1] on May 18, 2012 - 9:20am

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CHICAGO – USA Network, most known for it's WWE programming and a bunch of really good character focused comedy-drama's you've wanted to get around to watching (but haven't), announced several new reality TV programs it plans to bring to the network in 2012.

Unlike the recent reality boom focusing on blue-collar businesses ("Pawn Stars," "Auction Kings," etc.) the reality shows coming to USA appear to be focused on characters and their relationships. A good choice for a network with the motto 'Character's Welcome'.

With a buzzword straight from 2007, the 'Bromantic' reality series "Bride or Best Man" focuses on two male friends who have been put in charge of planning a big wedding. Shed Media is the producing company, veterans of the U.K Edition of "The Voice," and the deliciously titled "My Transsexual Summer."

And if dudes with dowels and dowries isn't enough testosterone for you, USA previously announced a reality TV series featuring Kurt Warner going around and giving second chances to America's bummed out and it could be the perfect compliment to "Bride or Best Man." "The Moment" features Warner helping people who have had exotic, life-long dreams, to make them realities. And here's the hook: At the end of the episode, after rigorous training, the contestant must choose between taking a life-changing job, or returning home to their families, thus proving it's impossible to be successful and a family man.

Other new reality show endeavors for the network include the Mark Burnett-produced (and 1984 adventure film referencing) "Romancing The Globe," which follows contestants as they travel the world looking for love and possibly betraying each other.

And from across the pond comes "The Choir," a reality show in which renowned choirmaster Gareth Malone takes on America, choir by choir. It looks to be like "Kitchen Nightmares" but with more singing, more God, and less swearing and hair product.

It looks like USA is opening up its characters welcome motif to actual characters in an effort to attract reality TV audiences with some exciting, high concept ideas. Between football, bromance, romance, and choir, there's sure to be a show for you come this Fall.

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