

CBS Returning to Core; Betting on ‘The Mentalist,’ ‘The Big Bang Theory,’ ‘NCIS,’ ‘CSI’

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- [Adam Fendelman](#) [2]
- [CBS](#) [3]
- [CSI](#) [4]
- [Harper's Island](#) [5]
- [HollywoodChicago.com Content](#) [6]
- [Laurence Fishburne](#) [7]
- [Let's Make a Deal](#) [8]
- [NCIS](#) [9]
- [NCIS: Los Angeles](#) [10]
- [Nina Tassler](#) [11]
- [Pauley Perrette](#) [12]
- [Rocky Carroll](#) [13]
- [The Big Bang Theory](#) [14]
- [The Mentalist](#) [15]
- [Viva Laughlin](#) [16]

CHICAGO – Though CBS is the turtle in selling sexy TV, the network is the hare when it comes to selling a broad audience what they ultimately want. CBS on Monday promised to return to its core of rock-solid dramas and sitcoms and plans to “make a lot of noise,” according to programming chief Nina Tassler.



“NCIS” on CBS with Mark Harmon (right) and guest star Joe Spano (left).

Image credit: Sonja Flemming, CBS

Tassler told critics on Monday that CBS is “finally at a place where we’ve got the goods”.

After falling flat on its face with some high-risk attempts (such as the musical “Viva Laughlin” and the serialized murder mystery “Harper’s Island”), some of its safer bets will see switched time slots. Top CBS hit “The Mentalist” is moving to Thursdays at 10 p.m. ET/PT and the new hit comedy “The Big Bang Theory” is moving to Mondays at 9:30 p.m. ET/PT.

After setting record ratings six years into its run, “NCIS” co-stars Pauley Perrette and Rocky Carroll will help launch the spin-off “NCIS: Los Angeles” on Sept. 22, 2009.

The top CBS drama “CSI” has seen its ratings plummet following the departures of stars William Petersen and Jorja Fox. In addition, “CSI” has seen lackluster viewer response from the addition of actor Laurence Fishburne. CBS will be making changes with “CSI,” the network says, in order to energize its ratings.

During the day, a new iteration of the game show “Let’s Make a Deal” will air beginning on Oct. 5, 2009 with host Wayne Brady. “Let’s Make a Deal” will replace “Guiding Light,” which will end its 57-year TV run on Sept. 18, 2009.



[17]

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- [8] <http://www.hollywoodchicago.com/news/lets-make-a-deal>
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