



Dr. Phil partners with Stitcher to launch four new podcasts in 2019

'Phil in the Blanks' premieres Jan. 8

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NEW YORK CITY – Phil McGraw, host of the No. 1 daytime talk show “Dr. Phil,” is launching a new podcast early next year with industry leader Stitcher as part of a partnership that also will bring three more shows to listeners throughout 2019.

Stitcher will support the show launches in collaboration with McGraw and will represent the shows for advertising through Midroll, its advertising arm.

The first of McGraw's shows with Stitcher, “Phil in the Blanks,” will introduce fans of the television show to a new side of Dr. Phil as he delves into the minds of the most interesting and accomplished people in the world today.

Now in its 17th season, the award-winning “Dr. Phil” television show continues to provide a comprehensive forum on mental health issues to daytime audiences nationwide. For his podcast, McGraw takes that same relatable approach, making complicated and technical information accessible and understandable to listeners.

As host of “Phil in the Blanks,” McGraw brings his trademark interview style and new insight into the events and people that shape our world through one-on-one interviews. Guests include celebrities Kathy Bates, Vivica A. Fox, Steve Harvey, Dax Shepard and Emmitt Smith as well as ordinary people in extraordinary circumstances: Dr. J. Patrick Johnson, a world-renowned neurosurgeon specializing in spinal disorders; and Tracie Arlington, founder and lead instructor of Play It Safe, an organization that teaches life-saving self-defense techniques to women and children.

“I love trying to figure out what makes people tick – what or who moved them along on their journey,” said McGraw. “I’m excited about this platform because I can have intimate conversations with successful individuals. Just like on my television show, audiences will learn something valuable that they can apply to their lives.”

In addition to “Phil in the Blanks,” McGraw will partner with Stitcher to launch three more shows in 2019. Midroll will represent all of McGraw's podcasts for advertising, and McGraw will lend his voice to ads that run in the shows, including three additional series to debut in 2019.

Stitcher Chief Revenue Officer Korri Kolesa said the partnership with McGraw builds on Stitcher's momentum as being the podcast industry partner of choice for major Hollywood personalities

looking to enter the podcast space. Stitcher and Midroll also have struck recent deals with Conan O'Brien and Jonathan Van Ness and have renewed their advertising partnership with Oprah's OWN network, which includes the hit podcasts "SuperSoul Sunday" and "MasterClass."

"The 'Dr. Phil' show is a demonstrated, trusted brand coming to fans in a fresh new format with original content and advertising," said Kolesa. "This movement toward podcasts from top TV talent validates the future power of podcasting as a content medium and monetization platform, with Stitcher as the end-to-end leader in this space."

The show, featuring all-new interviews, launches on Stitcher and all podcast listening platforms on Jan. 8 and will be available ad-free on Stitcher Premium.

About Stitcher

[Stitcher](#) the best place to listen to, produce and monetize podcasts. The Stitcher app, available for iOS and Android devices, is one of the world's most popular podcast listening platforms, with a growing network of original content and a premium subscription service. Stitcher is the parent company of Midroll Media, the leading podcast advertising network representing over 200 of the world's largest podcasts, and top-ranked comedy podcast network Earwolf. With offices in Los Angeles, New York City and San Francisco, Stitcher was founded in 2007 and is a wholly owned subsidiary of The E.W. Scripps Company (NASDAQ: SSP).

About Dr. Phil McGraw

McGraw is the host of the #1 daytime talk show, "Dr. Phil," currently in its 17th season. In 2015, he was inducted into the Broadcasting & Cable Hall of Fame, an honor bestowed on the pioneers, visionaries and stars of the electronic arts. Dr. McGraw is also an executive producer of CBS Television Distribution's Emmy Award-winning daytime talk show "The Doctors," which is currently in its 11th season, as well as executive producer of the new syndicated daily talk show "Face The Truth" and the daily syndicated newsmagazine "DailyMailTV," now in its second season. On the scripted side, Dr. McGraw serves as co-creator, executive producer and writer on the major hit CBS primetime drama series BULL, now in its third smash season, which was inspired by his early career as head of the nation's most sophisticated trial science firm. His development deal with CBS Television Studios for Stage 29 Productions, run by CEO Jay McGraw, has several additional scripted projects lined up for CBS including "Melanie" and "Chaplain." Dr. McGraw is also a prolific author with nine #1 *New York Times* best-sellers to his name.

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