

# [***CNN Lands Charles Barkley And Gayle King For New King Charles Primetime Show. Can It Challenge Fox?***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:682W-VB31-JBCM-F3T5-00000-00&context=1516831)

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**Length:** 423 words

**Byline:** Ty Roush, Forbes Staff

**Highlight:** A show featuring the two personalities has been speculated on in recent weeks.

**Body**

**Topline**

Former NBA player Charles Barkley and CBS anchor Gayle King will host a weekly primetime show for CNN, the pair announced Saturday, following weeks of speculation the network which has struggled in recent months amid declining ratings was negotiating with the two personalities.

<figure>

<figcaption>

Former NBA star Charles Barkley will host a new CNN primetime show with CBS anchor Gayle King.

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</figcaption></figure>

**Key Facts**

Barkley and King will host the one-hour live program King Charles, which is expected to air on Wednesdays starting in the fall, the pairannouncedon TNT Saturday.

Barkley suggested the show will not have a political perspective because that s already ruined television, though both noted that ***politics*** and current events will be discussed.

**Variety** reportedin March that CNN was nearing a deal with King and Barkley to host a primetime slot for the network, though details about the show were unknown.

The show s announcement comes amid declining primetime ratings for CNN, after the network averaged 473,000 viewers in March,accordingto Nielsen, while Fox News dominated with 2.09 million viewers.

During the first quarter of 2023, CNNposteda 34% decline in year-over-year viewership for primetime and a 61% drop for March.

**Crucial Quote**

CNN CEO Chris Licht said in a staff memo Saturday the show will deliver culturally relevant programming and unique perspectives to our audience, from two incredibly dynamic personalities, accordingto the**Wall Street Journal**.

**Key Background**

Licht became CNN s new chief executive last year after his predecessor, Jeff Zucker, resigned after an internal investigation found he had an undisclosed affair with another CNN executive. After taking over, Licht said he would revamp its programming in an effort to make itless partisan. He subsequentlyannounceda series of layoffs and reassignments, including a decision to move Don Lemon from primetime to a morning show (which has created its owncontroversies). Prior to Licht, CNN s ratingsdeclinedafter former President Donald Trump left the White House, while Fox News ratings have only risen. In February 2022, the month Zucker resigned, CNN s ratingsfellby 69% year-over-year, while Fox News reported a 2% increase in total viewers. Numbers have only dropped under Licht, who has fought back against criticism of his leadership,callingthe scrutiny uninformed vitriol and suggesting what passes for news on other networks is name-calling, half-truths and desperation.

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