



# Screening Report

<b>Network:</b>	CBS	<b>Screening Date:</b>	2/4/2016
<b>Program:</b>	Late Show with Stephen Colbert, The		
<b>Air Date/Time:</b>	2/4/2016 11:35:00 PM	<b>Rough Cut:</b>	Yes
<b>Program Type:</b>	Variety	<b>Repeat:</b>	No
<b>Episode Name:</b>	Michael Strahan/Samantha Bee/Wilco		
<b>Episode Code:</b>	085	<b>Original Air Date/Time:</b>	
<b>Rating/Clarification:</b>	TV-14/		

## Advisory:

No Advisory

## Disclaimer:

No Disclaimer

## Synopsis:

Guests include Michael Strahan, Samantha Bee and Wilco.

## Areas of concern for this episode:

Alcohol Reference  
Animal Issue  
Brand Mention  
Brand Visible  
Celebrity Reference  
Homosexuality  
Industry Related  
Political  
Sexism  
Sexual Dialogue  
Sexual Innuendo  
Tobacco, Nicotine

## Full Content Report:

Stephen's monologue: Do you guys like the website Amazon? It's like Ebay but the things you buy don't show up smelling like cigarettes. Amazon is great because they ship things, they have drones and they pack double A batteries in a box the size of a minifridge. Amazon has announced plans to open a book store. It's a new trend called "off-line shopping." I think this could be the next big thing. Imagine if Tinder moved off-line. It could be a singles bar where you swipe people you don't like to the left and the people you do like you swipe just right. Seamless could open a restaurant where you wait an hour and a half for your food, only to have it brought to you by a sad looking man dressed in a garbage bag-looking

**Brand Mention (10)**  
**Tobacco, Nicotine**  
**Industry Related**  
**Sexual Dialogue**  
**Political**  
**Celebrity Reference**  
**Sexual Innuendo**

poncho. You then give the sad looking man three dollars without making eye contact. Netflix could open a movie theater where they play the movies you don't really want to see, so you just end up watching 'Clueless' again while playing Bejeweled on your iPhone. As a member of Amazon Prime, I ordered a great show for you tonight. I am talking to Michael Strahan, the former New York Giants player who is now co-host of 'Live with Kelly and Michael', of which he is actually the less ripped of the two hosts. I will also be talking to the very funny Samantha Bee of the new show, 'Full Frontal.' But, because this is CBS we are just going to call it 'Side Boob.' We also have indie band Wilco. Their new album is called 'Star Wars.' It is light and fluffy but it also has a dark side. And, one final thing, Donald Trump has been nominated for a Nobel Peace Prize. He may actually get it because he is a piece of something.

Intro and credits.

Stephen's Super Bowl Segment: Is everyone excited for Super Bowl Sunday? It's like the Olympics but better because it happens every year and America always wins. The guys of Draft Kings are going to start gambling on something else. This year's game is between the Broncos, aka the Broncs, and the Panthers, aka the Pants. It all started this Monday with Media Day, which was an orgy of reporters and people who couldn't land on 'Let's Make a Deal.' The event featured Miss Universe and people dressed as superheros and clowns. Because I am a media person, I reached out to the Super Bowl players and asked them how they pump themselves up for the big show. A montage of different football players saying what they do to prepare themselves for the Super Bowl ensues; I place a tiny crown on my head and pretend I am the prince of football; I tell my cat that we won the game, and then I go out and win the game because I can't lie to her; I wake up at 4 a.m. and hit the local garage sales. Nothing makes me happier than scoring a \$2 crock pot; I just ask myself, "What would the Harlem Globe Trotters do?"; I drink six cans of seltzer water and then belch the alphabet; I just do it for all the dinosaurs who didn't live to see me play; I suck in a bunch of helium to make myself lighter so I can run faster; I mouth the words "I love you" to my opponents; I listen to the 'Lion King' soundtrack on repeat. Nothing gets me going like the thought of two lions doing it.

**Brand Mention (2)**  
**Industry Related (3)**  
**Sexual Dialogue**  
**Celebrity Reference**  
**Animal Issue**

Break 1 @ 15:00

The first guest is Michael Strahan. Michael talks about his rigorous work schedule. He has to wake up at the crack of dawn every morning to shoot GMA and "Live with Kelly and Michael," and then he flies to LA each weekend to shoot Fox. Stephen asks Michael which is more difficult, filming three shows or running a defensive line. Michael jokes about how he used to pretend that his opponents were saying something about his mother in order to become angry enough to tackle them. Stephen notes how Michael has won the Super Bowl before. Michael lets Stephen try on his Super Bowl ring. Michael jokes about how he loved one of his teammates, "I loved him so much I could kiss him." Michael says he is a fan of both Peyton Manning and Cam Newton. Michael says he enjoys watching Cam Newton because he seems so excited. Stephen jokes about how he would pay to see Cam dance. Stephen presents an old photo of Michael as a football player. In the photo, Michael is tackling Tom Brady. Stephen jokes about how Michael looks like a Peter Pan who is about to bring Tom Brady to Neverland. Stephen asks Michael about his personal style. Michael and Stephen talk about the flashy pants Cam Newton wore to Media Day. Michael reminisces on how his personal stylist would buy him a suit in every color, "It was like reaching into a bag of Skittles, you just chose it." Stephen says he enjoys wearing suits because it gives him the illusion of having a male physique. Stephen notes how Michael is the spokesperson of Metamucil, who recently changed their name to "Meta." Stephen jokes, "Did they shorten their name in an attempt to be more hip or regular?" Michael says no one is ever too old to have good intestinal health. Stephen asks Michael if he ever has had the desire to hit a celebrity chef, like Mario Batali. Michael says the only people he wants to hit are men wearing other quarterbacks' jerseys. Michael complains about how quarterbacks get all the credit. He mentions how a recent article in "Sports Illustrated" claimed that quarterbacks are the best looking men on football teams, hence why they all date supermodels. Michael says he has never regretted hitting an opponent too hard, "I just pretend they said something bad about my mom and I feel better."

**Brand Mention (6)**  
**Industry Related**  
**Celebrity Reference**

Break 2 @ 25:00

Stephen's Midnight Confessions: When I see a story about an extinct species I wonder what they tasted like; I have a fair amount of gay friends, but I worry that I don't have enough gay enemies; Sometimes when I'm having dinner with my wife I propose so we get a free dessert; My email address is still KarateKid69@aol.com; Sometimes when I have a bologna sandwich, I sing the Oscar Mayer theme song, and when I bite into the sandwich I whisper, "Oscar I'm eating you"; Sometimes I worry that I will die before I use all of my Forever stamps; I can still remember the names of all four Teletubbies and I have listed them in my will; Why is it not called a pants suit when a man wears it? Am I not supposed to wear the pants?; I saw something so I said something. But, the thing I saw is not what I said; I don't understand the collective slang of young people: "My hair is on point and fleek so bye, Felicia"; I had a dream that I got drunk and got a tattoo. (Stephen looks down, presumably towards his crotch): Daffy and Bugs, why are you fighting over that?; I sometimes yell "Bingo" even when I'm not playing Bingo; I know you're not supposed to put plastic in the microwave, but I hate playing with cold Legos; Sometimes I like to act like I'm holding the elevator for a person even though I didn't even touch the button; When I say "We'll be right back" I actually mean "after three to four minutes of commercials."

**Brand Mention (7)**  
**Homosexuality**  
**Industry Related (2)**  
**Alcohol Reference**  
**Sexual Innuendo**  
**Animal Issue**

Break 3 @ 35:00

The second guest is Samantha Bee of "Full Frontal" and "The Daily Show" fame. Samantha talks about the premiere of her new TV show next week. Samantha says she is ready for the show to air because she has been working on it for so long now. She says she is ready for internet commentators to "roll in." Stephen encourages Samantha to read the YouTube comments because it will help her sleep better at night. Samantha tells Stephen that she really "bites his style" and he was her inspiration when she was an aspiring comedian. Samantha talks about how she recently became an American citizen and this will be her first time voting. Stephen asks Samantha if any of the candidates seem Canadian to her. She says Bernie isn't Canadian-like, even though he is for nationwide health care. Stephen presents a photo of Canadian prime minister, Justin Trudeau. Stephen jokes, "Where did they find this guy? From Central Casting?" A clip from the TBS show, 'Full Frontal' is presented. In the clip, Samantha mocks Hillary Clinton and notes how America is still rooted in sexism. Stephen congratulates Samantha on being the first female late night talk show host. Samantha jokes, "I didn't know women could talk before I took this job." Samantha tells Stephen that she watches his show regularly and she feels like he discusses his "man parts" too often. A montage of clips ensue of past episodes of Stephen's show: Stephen says he is "balls to the walls"; Stephen tells Lin-Manuel Miranda that he "has balls"; Stephen displays a photo of Michelangelo's David, no nudity is seen; Stephen jokes about how CBS won't let him say "Caucus" anymore; Stephen tells viewers that a loser will have to place a bumper sticker on their car that is the same size as their penis. Samantha tells Stephen that she doesn't have the same liberties as he, because there aren't very many creative names for "lady parts." Stephen pulls out an assortment of note cards, all which feature names that can refer to female genitalia. The names include: Bouncy Castle, Mrs. BoJangles, Tavern on the Green, Ferngully, The Chamber of Secrets, She Who Should Not be Named, Where I Hide My Keys, and Sam's Club. Stephen says, in reference to Sam's Club, "Sadly, I am not a member."

**Brand Visible**  
**Brand Mention (5)**  
**Industry Related**  
**Sexual Dialogue**  
**Political**  
**Celebrity Reference**  
**Sexual Innuendo**  
**Sexism**

Break 4 @ 45:00

Musical guest Wilco performs "Random Name Generator."

Break 5 @ 55:00

Goodnight, end credits; The lead singer of Wilco sings Stephen a lullaby while Stephen sits in a bed with a teddy bear.

#### Client-Specific Information:

	Type	Length
Amazon	Brand Mention	NA
Stephen says, "Do you guys like the website Amazon? It's like Ebay but the things you buy don't show up smelling like cigarettes. Amazon is great because they ship things, they have drones and they pack double A batteries in a box the size of a minifridge. Amazon announced plans to open a book store. It's a new trend called 'off-line shopping'; As a member of Amazon		

Prime, I ordered a great show for you tonight."

eBay Brand Mention NA

Stephen says, "Do you guys like the website Amazon? It's like Ebay but the things you buy don't show up smelling like cigarettes."

Tinder Brand Mention NA

Stephen says, "Imagine if Tinder moved off-line. It could be a singles bar where you swipe people you don't like to the left and the people you do like you swipe just right."

Seamless Brand Mention NA

Stephen says, "Seamless could open a restaurant where you wait an hour and a half for your food, only to have it brought to you by a sad looking man dressed in a garbage bag-looking poncho. You then give the sad looking man three dollars without making eye contact."

Netflix Brand Mention NA

Stephen says, "Netflix could open a movie theater where they play the movies you don't really want to see, so you just end up watching 'Clueless' again while playing Bejeweled on your iPhone."

Apple Brand Mention NA

Stephen says, "Netflix could open a movie theater where they play the movies you don't really want to see, so you just end up watching 'Clueless' again while playing Bejeweled on your iPhone."

Paramount Pictures Brand Mention NA

Stephen says, "Netflix could open a movie theater where they play the movies you don't really want to see, so you just end up watching 'Clueless' again while playing Bejeweled on your iPhone."

ABC TV Brand Mention NA

Stephen says, "I am talking to Michael Strahan, the former New York Giants player who is now co-host of 'Live with Kelly and Michael', of which he is actually the less ripped of the two hosts."

TBS Brand Mention NA

Stephen says, "I will also be talking to the very funny Samantha Bee of the new show, 'Full Frontal.' But, because this is CBS we are just going to call it 'Side Boob.'"

Star Wars Brand Mention NA

We also have indie band Wilco. Their new album is called 'Star Wars.' It is light and fluffy but it also has a dark side.

DraftKings Brand Mention NA

Stephen's Super Bowl Segment: Is everyone excited for Super Bowl Sunday? It's like the Olympics but better because it happens every year and America always wins. The guys of Draft Kings are going to start gambling on something else.

Walt Disney Company, The (Entertainment) Brand Mention NA

A montage of different football players saying what they do to prepare themselves for the Super Bowl includes: "I listen to the 'Lion King' soundtrack on repeat. Nothing gets me going like the thought of two lions doing it."

ABC TV Brand Mention NA

Michael talks about his rigorous work schedule. He has to wake up at the crack of dawn every morning to shoot GMA and

"Live with Kelly and Michael," and then he flies to LA each weekend to shoot Fox.

Fox Broadcasting Company

Brand Mention

NA

Michael talks about his rigorous work schedule. He has to wake up at the crack of dawn every morning to shoot GMA and "Live with Kelly and Michael," and then he flies to LA each weekend to shoot Fox.

Walt Disney Company, The (Entertainment)

Brand Mention

NA

Stephen presents an old photo of Michael as a football player. In the photo, Michael is tackling Tom Brady. Stephen jokes about how Michael looks like a Peter Pan who is about to bring Tom Brady to Neverland.

Skittles

Brand Mention

NA

Michael and Stephen talk about the flashy pants Cam Newton wore to Media Day. Michael reminisces on how his personal stylist would buy him a suit in every color, "It was like reaching into a bag of Skittles, you just chose it."

Metamucil

Brand Mention

NA

Stephen notes how Michael is the spokesperson of Metamucil, who recently changed their name to "Meta." Stephen jokes, "Did they shorten their name in an attempt to be more hip or regular?" Michael says no one is ever too old to have good intestinal health.

Sports Illustrated

Brand Mention

NA

Michael complains about how quarterbacks get all the credit. He mentions how a recent article in "Sports Illustrated" claimed that quarterbacks are the best looking men on football teams, hence why they all date supermodels.

AOL

Brand Mention

NA

Stephen's Midnight Confessions: "My email address is still KarateKid69@aol.com."

Oscar Mayer

Brand Mention

NA

Stephen's Midnight Confessions: "Sometimes when I have a bologna sandwich I sing the Oscar Mayer theme song, and when I bite into the sandwich I whisper, "Oscar, I'm eating you."

US Postal Service

Brand Mention

NA

Stephen says, "Sometimes I worry that I will die before I use all of my Forever stamps."

PBS

Brand Mention

NA

Stephen says, "I can still remember the names of all four Teletubbies and I have listed them in my will."

MTA

Brand Mention

NA

Stephen's Midnight Confessions: "I saw something so I said something. But, the thing I saw is not what I said." [A joke about the MTA's "If you see something, say something" campaign.]

Warner Brothers

Brand Mention

NA

Stephen's Midnight Confessions: Stephen says, "I had a dream that I got drunk and got a tattoo." Stephen looks down, presumably towards his crotch and says, "Daffy and Bugs, why are you fighting over that?"

Lego

Brand Mention

NA

Stephen's Midnight Confessions: "I know you're not supposed to put plastic in the microwave, but I hate playing with cold Legos."

<b>TBS</b>	<b>Brand Visible</b>	<b>00:15</b>
The second guest is Samantha Bee of "Full Frontal." A clip from the TBS show is presented. In the clip, Samantha mocks Hillary Clinton and notes how America is still rooted in sexism. Stephen congratulates Samantha on being the first female late night talk show host. Samantha jokes, "I didn't know women could talk before I took this job."		
<b>Comedy Central</b>	<b>Brand Mention</b>	<b>NA</b>
The second guest is Samantha Bee of "The Daily Show" fame.		
<b>YouTube</b>	<b>Brand Mention</b>	<b>NA</b>
Stephen encourages Samantha to read the YouTube comments because it will help her sleep better at night.		
<b>20th Century Fox</b>	<b>Brand Mention</b>	<b>NA</b>
Stephen pulls out an assortment of note cards, all which feature names that can refer to female genitalia. The names include "Fergully."		
<b>Harry Potter</b>	<b>Brand Mention</b>	<b>NA</b>
Stephen pulls out an assortment of note cards, all which feature names that can refer to female genitalia. The names include "The Chamber of Secrets" and "She Who Should Not be Named."		
<b>Sam's Club</b>	<b>Brand Mention</b>	<b>NA</b>
Stephen pulls out an assortment of note cards, all which feature names that can refer to female genitalia. The names include "Sam's Club." Stephen says, in reference to Sam's Club, "Sadly, I am not a member."		
<b>Household Supplies</b>	<b>Industry Related</b>	<b>NA</b>
Amazon is great because they ship things, they have drones and they pack double A batteries in a box the size of a minifridge.		
<b>Media</b>	<b>Industry Related</b>	<b>NA</b>
This year's game is between the Broncos, aka the Broncs, and the Panthers, aka the Pants. It all started this Monday with Media Day, which was an orgy of reporters and people who couldn't land on 'Let's Make a Deal.' The event featured Miss Universe and people dressed as superheros and clowns.		
<b>Home Furnishings-Electronics</b>	<b>Industry Related</b>	<b>NA</b>
A montage of different football players saying what they do to prepare themselves for the Super Bowl includes: "I wake up at 4 a.m. and hit the local garage sales. Nothing makes me happier than scoring a \$2 crock pot."		
<b>Beverages</b>	<b>Industry Related</b>	<b>NA</b>
A montage of different football players saying what they do to prepare themselves for the Super Bowl includes: "I drink six cans of seltzer water and then belch the alphabet."		
<b>Apparel</b>	<b>Industry Related</b>	<b>NA</b>
Michael and Stephen talk about the flashy pants Cam Newton wore to Media Day. Michael reminisces on how his personal stylist would buy him a suit in every color, "It was like reaching into a bag of Skittles, you just chose it."		
<b>Restaurants</b>	<b>Industry Related</b>	<b>NA</b>
Stephen's Midnight Confessions: "Sometimes when I'm having dinner with my wife I propose so we get a free dessert."		
<b>Apparel</b>	<b>Industry Related</b>	<b>NA</b>
Stephen's Midnight Confessions: "Why is it not called a pants suit when a man wears it? Am I not supposed to wear the		

pants?"

Health Care

Industry Related

NA

Samantha talks about how she recently became an American citizen and this will be her first time voting. Stephen asks Samantha if any of the candidates seem Canadian to her. She says Bernie isn't Canadian-like, even though he is for nationwide health care.

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**Contact: MIS screening department at (212) 329-2200 or [miseast@misnyc.com](mailto:miseast@misnyc.com)**

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