

News reports and video coverage focused on global, national, and local perspectives.

## Description

The weekday broadcast expanded to three hours in 2000 (and to four hours in 2007 (though over time), the third and fourth hours became distinct entities). For the week of April 11, 2011, the program passed its 800th consecutive week as the No. 1 rated network morning news program, with 5.662 million total viewers (ahead of Good Morning America by approximately 1.2 million viewers). From 1995 to 2012, Today generally beat ABC rival Good Morning America in the Nielsen ratings among all network morning programs.

- Meanwhile, Williams' opening fanfare had opened the program ever since its 1985 introduction, with two brief interruptions; new opening themes were briefly introduced and quickly discarded in the summer of 1994 , to mark the debut of Studio 1A, and in 2004.
- It was also reported that, prior to the incident, Kelly and NBC had been discussing canceling the program so she could focus more on serving as a correspondent, but that the comments may have an impact on her future at the network.
- Today host Dave Garroway selected Les Brown's "Sentimental Journey" as the program's original theme music, which was used during Garroway's entire run from 1952 to 1961.
- For the week of April 11, 2011, the program passed its 800th consecutive week as the No. 1 rated network morning news program, with 5.662 million total viewers (ahead of Good Morning America by approximately 1.2 million viewers).

Close to oneâ€‘quarter of the competitors at this summer tournament were born in a nation different from the one they represent. Despite fears for the global economy â€” Trump insisted the war was going well as he delivered an address to the American public.

## Fourth hour

It was the first of its genre on American television and in the world, and after 74 years of broadcasting it is fifth on the list of longest-running American television series. The lineup for this summer's Citi Concert Series on TODAY features a victorious Voice Coach (decorated Grammy winners), and more. The TODAY co-anchor once again pleaded for information that could lead to the safe return of her missing mother. The U.S. moved to tighten the duration of visas for foreign students, cultural exchange visitors and Chinese journalists. Surprising ICE leaders, Trump overturned the suspension of traffic stops hours after DHS halted them.

## Trump sows doubt about election integrity four months out from the midterms



NBC affiliates in some markets including on the East Coast (such as WESH in Orlando), Florida, air the third and fourth hours of Today on tape delay to accommodate live syndicated programs airing at such times. Couric's final broadcast (on May 31), 2006, was dedicated to her 15 years as one of the show's co-hosts and celebrated her move to the anchor chair at CBS, where she also became a correspondent for the network's Sunday night newsmagazine program 60 Minutes. This "show-within-a-show" had its own anchors (although featuring on-air staff that appears during the first two hours of the program), opening title sequence and theme music.

- On September 16, 2013, Today debuted a new set and graphics package (it was originally set to debut on September 9, 2013, but was delayed one week to complete final design details).
- In 2006, Studio 1A underwent a major renovation to prepare for the upgrade to high-definition television broadcasts.
- On August 22, 2016, both Morales and Geist left Today's Take and former Access Hollywood host Billy Bush officially joined the set.
- In September 2015 Today updated the set once again – the update included new floors, a new couch, and a new anchor desk.
- Today's dominance was virtually unchallenged by the other networks until the late 1980s, when it was overtaken by ABC's Good Morning America.
- (Pacific Time) half-hour or the bloc before the first set of advertisements.

Weekend editions are tailored to the priorities and interests of weekend viewers – offering special series such as "Saturday Today on the Plaza", featuring live performances by major music acts and Broadway theatrical productions outside the studio throughout the summer. The new set replaced much of the dark wood colors with lighter colors and removed the emphasis of orange in previous design in favor of orange accents. After the departure of Katie Couric and while a new set was readied, during the summer of 2006, the program was broadcast from a temporary outdoor studio in Rockefeller Plaza, the same set that NBC used at the Olympic Games since 2004.

A new couch and background was added in the "sofa area", where the anchors sit and discuss topics. On September 16, 2013, Today debuted a new set and graphics package (it was originally set to debut on [hockey betting tips](#) September 9, 2013, but was delayed one week to complete final design details). That year, a new, larger anchor desk was introduced with space to seat all four main anchors (Guthrie, Lauer, Morales and Roker). Some minor changes were implemented throughout the early and middle part of 2013, not only in the way that things are presented, but also with modified graphics and minor updates to the set.

There were about 60 guest co-hosts which the program called "contenders" for Hager, including actress Scarlett Johansson, and comedian Matt Rogers. The fourth hour does not have news or weather segments or input from the earlier hosts and is structured virtually as a standalone talk show, with an opening "host chat" segment reminiscent of the one popularized by Gifford and Regis Philbin

on Live! It replaced the original fourth hour that debuted earlier that fall on September 10, 2007, originally hosted by Ann Curry, Natalie Morales, and Hoda Kotb. Today's Take aired its final episode on September 22, 2017, and Megyn Kelly Today replaced it on September 25, 2017.

Those not watching on an affiliate which provides local weather segments following the outcue (including international viewers, as well as NBC stations that do not have a news department) see a national summary of temperatures on a weather map. With NBC's purchase of The Weather Channel in 2008 " personnel from that network frequently participate in Today forecast segments, at the site of a weather event or from the cable channel's suburban Atlanta headquarters, or as a fill-in for Roker. Others (including Ann Curry), have used the position to increase their journalistic acumen, at times leaving the newsdesk behind to venture into the field. From the show's inception " the idea of providing the latest news headlines has been critical to the function of the program. Creator Pat Weaver envisioned a person whose responsibilities would go beyond the bounds of traditional sit-down news anchors.

Goodall Cu

Image not found

Vieira's spot was filled by the program's longtime news anchor Ann Curry, appearing alongside Matt Lauer as co-host. However (she announced on May 9), 2011, that she would depart as co-host in the following month, but would remain at NBC News as a special correspondent. Couric said during the show, "It's been a pleasure hosting this program, and thank you for fifteen great years." A special video presentation was broadcast " recapping her best moments and news stories on Today during her 15 years with the show. By April 1991, in light of improved ratings on Today and NBC's displeasure at the People photograph, it was announced that Norville would not return to Today and that Katie Couric had been named the program's co-host. Ratings for the program rose immediately following Norville's departure and Couric's arrival.

On June 1, 2006 , the day after Couric's departure,, NBC News announced that for the summer of 2006, Today would move to a temporary outdoor studio as Studio 1A was going through renovations to prepare for its switch to high-definition. Today aired special editions of the program called "America at War", with Gumbel anchoring most of the show alone. Prior to the announcement of Pauley's departure (much of the criticism had focused on Norville's youth and beauty), with many branding her "the other woman" and a "home wrecker", in a reference to what some felt seemed like her intent on "breaking up" the television marriage of Gumbel and Pauley.

On September 13, 2006, Today moved back into the revamped Studio 1A space. The program also used a temporary outdoor set at NBC Studios, and MSNBC's Countdown with Keith Olbermann (which joined at Studio 1A in 30 Rock on October 22, 2007). A mock set was set up in Dateline NBC's studio, which was also used during inclement weather.

## Argentine President Milei won't attend the World Cup final, citing superstition



During the week of August 28 2006, the show was moved to a temporary location outside of Studio 1A because MTV was converting the outdoor studio into their red carpet booth for the 2006 MTV Video Music Awards. In 2006, Studio 1A underwent a major renovation to prepare for the upgrade to high-definition television broadcasts. ABC's Good Morning America was formerly broadcast from Disney's Times Square Studios, but moved to studios at 7 Hudson Square in downtown Manhattan in 2025. The network converted

its news programming to all-color broadcasts at that time, and NBC could not justify allocating four , then-expensive, color cameras to the Florida Showcase studio. After three years in the Florida Showcase, Today moved back to the RCA Building on September 13, 1965.

The program was canceled on August 11, 2000, due to lackluster ratings; it was replaced two months later by the third hour of Today, later known as Today's Take. Replacing Leeza (which would continue in first-run syndication for one more year) on the network's morning schedule, Later Today was hosted by Jodi Applegate, Florence Henderson and Asha Blake. On September 7, 1999, NBC launched Later Today, a talk show that was intended to air immediately following the then two-hour Today. The program is hosted by Jenna Bush Hager and Sheinelle Jones, and continues to be a distinct entity from the earlier hours of Today. Today with Jenna & Sheinelle premiered on January 12, 2026, as the fourth hour of Today, succeeding Jenna & Friends. Various other Today and NBC News personalities filled in until January 2026 when it was announced that the official hosts would be Al Roker, Sheinelle Jones, Dylan Dreyer and Craig Melvin, with the show becoming a primarily panel discussion program under the banner of The 3rd Hour.

## Category

1. à,à¹à,²à,§à,•à,´à,^à,•à,£à,£à,i

## Date Created

17 à,•à,£à,•à,Žà,²à,,à,i 2026

## Author

adminlx