

Oxygen, Esquire Boost New Programming, Add Co-Productions – Upfronts

NBCUniversal

Esquire Network and Oxygen Media announced their new lineups at today's [upfronts](#) in Manhattan. The rollout includes *Comedians Of L.A.* (working title) and *Living With Funny*, a joint project of the two channels that will feature one cast on two complementary shows featuring working comedians onstage and at home. Appearing at the presentation was Brandon T. Jackson, one of the featured stand-up guys, who was pretty darned funny: "We moved to the suburbs when I was 15," he said. "My school was so white they put my picture in every grade in the yearbook so the school" would look integrated. The Oxygen presentation was high-kicked with a personal appearance by the five enthusiastic members of *The Prancing Elites Project* (just a few blocks east of their *Kinky Boots* colleagues on Broadway). The Mobile, Alabama-based traveling dance troupe of gay men, whose show was previously announced, debuts on April 22.

OXYGEN

**OXYGEN MEDIA INCREASES
ORIGINAL PROGRAMMING
BY 25 PERCENT WITH ADDITION OF
EIGHT NEW SERIES**

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After becoming the network's highest-rated freshman series premiere among all key demos in 2014, *Sisterhood of Hip Hop* has been picked up for season two with all five cast members returning. In addition, successful business mavens Randi Zuckerberg, Ido Leffler, Sarah Prevette and Lauren Maillian will serve as mentors and investors on *Time to Quit Your Day Job*. Previously announced as *The Investment Club*, this risk-taking new series brings passionate young hopefuls together to pitch their innovative new products and make their mark as successful entrepreneurs.

"Oxygen is unveiling our most ambitious slate, embracing the new brand filter with bold and optimistic programming for young multicultural women," said Frances Berwick, President, Lifestyle Networks, NBCUniversal Cable Entertainment. "We are excited to be partnering with leading producers to create content that cuts through the clutter, connects our millennial viewers to the things that matter to them, with depictions of real people living life on their own terms."

Time To Quit Your Day Job (working title)

Produced by Original Productions, a FremantleMedia Company with Phillip D. Segal, Jeff Conroy and Kevin Williams serving as Executive Producers.

Aspiring millennials will have the unique opportunity to pitch themselves and their innovative ideas to Randi Zuckerberg, Ido Leffler, Sarah Prevette and Lauren Maillian, who will also serve as mentors to the young professionals. These hopefuls will have to win the confidence of these four investors and prove they have what it takes to turn their concept into a viable business.

LAUREN MAILLIAN