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TURNER TOONS UP FOR FALL LAUNCH

Network will target adults as well as children; original programing slated for third year

By Rich Brown

Turner Broadcasting's Cartoon Network will be targeting both children and adults in the key prime time period when the channel launches on Oct. 1, featuring a week-night lineup that will include stripped episodes of *The Flintstones*, *The Jetsons* and a two-hour block of classic Warner Bros. cartoons, *Bugs & Daffy Tonight*.

"We're not positioning The Cartoon Network as just a kids network," says executive vice president Betty Cohen. "Toons appeal to people of all ages."

All of the cartoon product that will be seen on the network will initially come from Turner's library of more than 8,500 animated titles, including product from Hanna-Barbera, MGM, Warner Bros. and Paramount. However, Cohen says there are plans to license other programing as early as next year, and the network hopes to begin original programing in the third year.

While Cohen discussed the schedule at length at a press gathering last week, she declined to say just how many subscribers will be able to see the service when it launches in October. She pointed out that Turner's successful TNT network did not provide its subscriber count prior to its launch four years ago. Asked to project ratings for The Cartoon Network, Cohen said Turner is targeting a 24-hour rating of 0.6.

Turner is also counting on a global audience for The Cartoon Network, which will be pursued following its domestic launch. Turner Entertainment Company has already dubbed almost all of the Hanna-Barbera and MGM cartoon product into Spanish,



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and plans to have a Spanish feed available to viewers on a second audio signal have already been established.

As for the schedule, many of the cartoons that will be featured on The Cartoon Network in prime time originally aired in evening slots on the broadcast networks. *The Flintstones*, which will air weeknights at 8 p.m., got its start in 1960 on Friday nights on ABC. *The Jetsons*, which will follow at 8:30 p.m., originally ran Sundays at 7:30 p.m. on ABC. And *Bugs Bunny*, which will be featured on the

network from 9 p.m. to 11 p.m., has had various prime time runs on ABC and CBS.

Outside prime time, The Cartoon Network schedule has been segmented into dayparts aimed at specific age groups. Mornings will be targeted to kids with a four-hour show, *Morning Crew*, loosely patterned after morning radio shows and featuring more than 1,000 Hanna-Barbera titles linked together with 10-second vignettes. Beginning at 11 a.m., the network targets pre-schoolers with a three-hour block featuring *Top Cat*, *Snorks* and various other stripped half-hours.

The 2 p.m. to 4 p.m. weekday block will be a mix of Hanna-Barbera, MGM and Warner Bros. titles presented under the umbrella title *Down Wit Droopy*. An action-adventure block will air from 5 p.m. to 7:30 p.m., followed by a *Flintstones* spin-off, *Back to Bedrock*, which leads into prime time. Late night will include an 11:30 p.m. airing of *Toon Heads*, a 15-minute program of rare animated footage aimed at cartoon buffs. Overnight will feature a repeat of much of the day's schedule.

On weekends, prime time will also feature *The Flintstones*, *The Jetsons* and the Warner Bros. cartoons. Among other cartoons featured on weekends will be a Sunday morning compilation series, *Boomerang*, which will present four commercial-free half-hours of cartoons packaged according to the year they originally aired.

Cohen brushed off any concerns about competing with another Turner network, TNT, which schedules cartoons at 6-8 p.m. Turner properties superstation WTBS-TV and TNT have been competing for four years with movie titles, and both have managed to succeed in the category, she said. ■