

Programming

Fox seeks broader demos for fall season

Eight new shows, including its first news magazine, join 10 veterans in seven-night lineup; sees Fridays as wide open; returning Sunday 10-11 p.m. slot to affiliates

By Steve Coe

Fox will debut eight new series on its seven-night-a-week fall schedule, including four comedies, two dramas, a variety show and *Front Page*, the network's first news magazine. Only Wednesday—home to *Beverly Hills, 90210* and *Melrose Place*—remains unchanged.

"Our mandate going into this development season was to create programs that would enable us to broaden our demographic base while at the same time keep us at the cutting edge of what's happening creatively in the television business today," said Sandy

Grushow, president, Fox Entertainment.

Fox scattered many of its veteran series—10 of which return, along with Monday's *Fox Night at the Movies*—to use as anchors on nights where new series are scheduled. *Martin* moves from Thursdays to join *Married... with Children* as co-anchor on Sundays, the night that boasts the most new shows, including *Townsend Television*, *My Girls* and *Daddy Dearest*.

The network confirmed it is returning the Sunday 10-11 p.m. hour to affiliates (BROADCASTING & CABLE, April 12). Lucie Salhany, chairman, Fox Broadcasting, denied the return of

the hour was in exchange for affiliates' clearing the upcoming Chevy Chase late-night show. "We're dropping Sunday 10-11 p.m. to make room for local news shows that many of our affiliates are producing. It had nothing to do with Chevy's debut," she said.

Probably the biggest gamble the network is taking is Tuesdays, when Fox is targeting ABC's powerhouse of *Full House* and *Roseanne*. *Roc* is anchoring the night at 8 p.m. as a counterprogramming move against *Full House*, and *America's Most Wanted* is slotted at 9-10 to take on *Roseanne* and *Coach*. Sandwiched in between at 8:30 is *Buddy Blues*, a comedy about

FOX 1993-94 SCHEDULE

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8-10 <i>Fox Night at the Movies</i> (beginning June 21)	8-8:30 <i>Roc</i> † 8:30-9 <i>Buddy Blues</i> * 9-10 <i>America's Most Wanted</i> †	8-9 <i>Beverly Hills, 90210</i> 9-10 <i>Melrose Place</i>	8-8:30 <i>The Simpsons</i> 8:30-9 <i>Sinbad</i> * 9-9:30 <i>In Living Color</i> † 9:30-10 <i>Herman's Head</i> †	8-9 <i>The Adventures of Brisco County, Jr.</i> * 9-10 <i>The X-Files</i> *	8-8:30 <i>Cops</i> 8:30-9 <i>Cops II</i> 9-10 <i>Front Page</i> *	7-8 <i>Townsend Television</i> * 8-8:30 <i>Martin</i> † 8:30-9 <i>My Girls</i> * 9-9:30 <i>Married with Children</i> 9:30-10 <i>Daddy Dearest</i> *

* New series
† New time

'My Girls'
Sunday at
8:30

