

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Advertisers are OUT! The impasse between players and management is making baseball one of the toughest sells in the marketplace. Local rightsholders are finding stiff advertiser resistance to the idea of sponsoring replacement-player games. / 6

Reform hits partisan snag Senate Democrats' alternative to telecommunications-reform legislation bears little resemblance to the Republican proposal. The stark differences between the two may make reaching a consensus in the Senate difficult—if not impossible. / 8

Kids ad market sprouts The children's upfront advertising market grew by about 6% last week, to almost \$700 million. However, there were notable reductions in the amount of children's programming for next season by both USA Network and WTBS. / 9

Bell Atlantic cancels AT&T deal Bell Atlantic, at odds with AT&T over a number of issues, last week canceled its contract with the telco to integrate all elements of its interactive video network. / 10

Game's on time; WB lineup delayed The new Warner Bros. Network's regular Wednesday night lineup was delayed by one day last week on Tribune's WGN-TV Chicago superstation because of the station's prior commitment to televise a Chicago Bulls basketball game. The delay was especially painful because the station provides 18% of WB's coverage via its satellite delivery to cable systems across the country. / 12



SPECIAL REPORT: ORIGINAL CABLE PROGRAMING '95

Cable programing comes of age

The lineup of original cable programing is multiplying rapidly as new networks join the already sizable ranks of established services. Meanwhile, the mature networks continue to pump more dollars into original programing. Executives of the top 10 basic cable networks share their programing strategies. / 22

Channel checker

A rundown of original fare on the cable networks, from America's Talking to The Weather Channel. / 44

PROGRAMING

CBS schedules moves

In an effort to boost its sagging prime time fortunes, CBS is reshuffling the deck on Tuesday, Wednesday and Saturday nights by adding three new series and moving another. Joining the CBS lineup in March are two comedies, *The George Wendt Show* and *The Office*, and an hour drama, *Under One Roof*. *Double Rush* is moving. / 14



TNT has reduced its output of original movies to 10 per year, but remains committed to producing high-profile originals like 'Kingfish' with John Goodman. / 38

Strip replacements readied

Independent producer Steve Clements is developing two new syndicated strips for possible use as January midseason replacements. The shows are a talk show and a *People's Court*-type show. / 15

Battle of the titans

Starfleet and the life-guardians—the *Star Trek* series and *Baywatch*—may be facing some strong competition. MCA TV's new syndicated *Hercules: The Legendary Journeys* was the third-ranked action hour Jan. 30-Feb. 5 for the second week. / 15



'Lauren Hutton And...' has been cleared on 12 stations covering nearly 25% of the country. The clearances come despite polarized opinions: Some say the show is intriguing; others call it pretentious and boring. / 14

O.J. coverage wanes

The vast majority of live coverage and special shows devoted to O.J. Simpson's double-murder trial came on Jan. 30 or 31. As the trial continues, that coverage is waning. / 16