



**Forum: HM General Chit Chat**

**Topic: What happened to Saturday morning cartoons?**

**Subject: Re: What happened to Saturday morning cartoons?**

Posted by: StarChild

Posted on: 2012/6/3 14:15:45

Quote:

Dark\_Wanderer wrote:

It started around 1997. They started saying too much TV was bad for Kids so they started cutting down on the amount of cartoons shown to start around 10:00 A.M. instead of the 5:30 - 1:30 P.M. A.M. we were used to, They now get 10-maybe 12:30 if they are lucky. i don't think thats it DW. i just think network tv just isnt getting the sponsors to host saturday morning kid shows anymore. think about it. does it really benefit a child to get up at 7am on a sat morning to watch a show they can see damn near at any time they want on cable? back in the days sponsors would have those big cartoon specials because they were fighting for the kid audience...basically so they could appeal to sponsors who targeted those kids..afterall back in the days you could only watch quality kids programming on sat. mornings. cable has changed the entire culture of kids and cartoons. just look at what they offer for kids to watch on sat mornings on network tv nowadays. nickalodeon and the kids wb are the major groups and they own at least 85% of the shows seen on sat.