BRIEFLY: Ruby and Oswald, a docudrama about Kennedy assassin Lee Harvey Oswald and his killer, Jack Ruby, airs Wednesday at 9 p.m. EST/PST on Lifetime. . . . King World is getting into the cartoon business. It'll produce C.O.W. Boys of Moo Mesa for ABC for next fall. . . . The presidents of ABC, NBC, CBS and Fox entertainment divisions appear on Thursday's Good Morning America. . . . Finally, veteran news producer Tom Bradford will be executive producer of CBS' new overnight news service, to make its debut in March. Senior producer is Steven Ackermann, most recently senior producer of CBS Newsnet, the network's affiliate news service.

Also reporting: Jefferson Graham in Los Angeles and Brian Donlon in New York