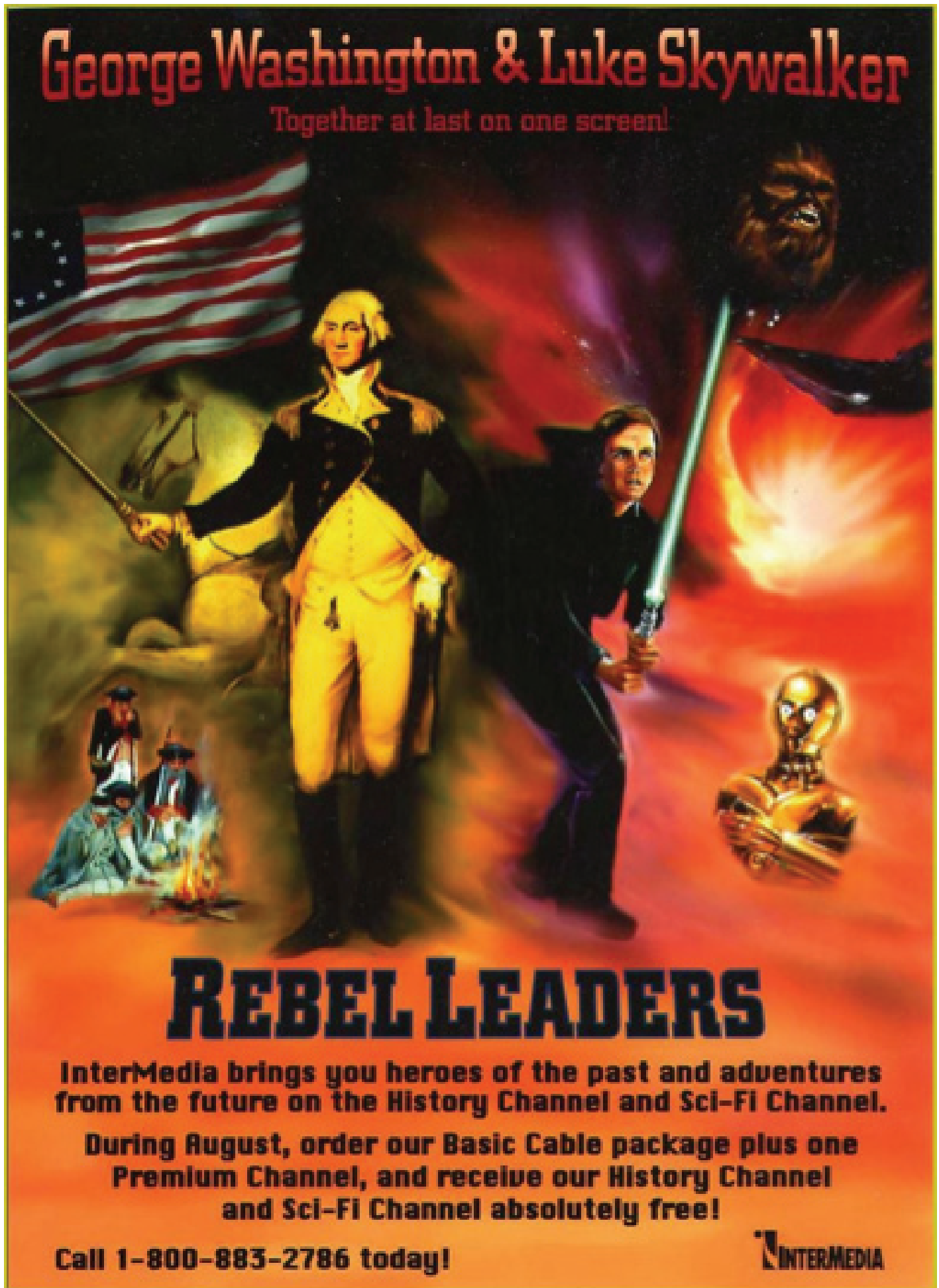


I was presented with a challenging task from InterMedia Cable (the predecessor of Comcast) to come up with a promotion that specifically featured both the History Channel and the Sci-Fi Channel together. (Both channels were relatively new at the time.) A movie poster with an unusual pairing of heroes in a fictitious release "Rebel Leaders" immediately came to mind.



The poster features George Washington in 18th-century attire holding a flag, and Luke Skywalker in a black Jedi robe holding a lightsaber. They are set against a background of a large American flag and a fiery, orange-red sky. In the bottom left, a group of men in historical clothing are gathered around a campfire. In the bottom right, a golden alien head is visible. The title 'REBEL LEADERS' is prominently displayed in a bold, black, serif font.

George Washington & Luke Skywalker

Together at last on one screen!

REBEL LEADERS

InterMedia brings you heroes of the past and adventures from the future on the History Channel and Sci-Fi Channel.

During August, order our Basic Cable package plus one Premium Channel, and receive our History Channel and Sci-Fi Channel absolutely free!

Call 1-800-883-2786 today!

INTERMEDIA