

NBC movies, producer Michael O'Hara has the golden touch.

O'Hara is the writer/producer of the fact-based *Switched at Birth*, whose first installment swept the first week of May sweeps competition. *Switched* was the week's top-rated program; Monday's finale looks like it's in the running to win this week. NBC says *Switch* likely will tie CBS' *Sarah, Plain and Tall* as the year's No. 1 movie.

Success like this is nothing new to O'Hara, a former NBC vice president of

scored the season's highest-rated movie with *To Those She Left Behind*, about how a mother's death affected her family. Already, NBC is talking to him about a project for next May.

NBC also was aided by old reliable *Cheers*, once again the highest-rated series of the week (No. 2). Its *L.A. Law*, riding high as the season winds down, tied for No. 4. NBC's *Academy of Country Music Awards* placed 10th.

ABC eked out second place, thanks to the *Dinosaurs* premiere, tied for No.

savings time arrives, have begun seasonal swoons. ABC's *World Tonight* dominated again, followed by *NBC Nightly News* and *The CBS Evening News* — which is on a sex week losing streak.

The NBC News special, *Lost You* — anchored by *Today's* Bryant Gumbel and Katie Couric — placed 59th. But that was a 52% rating improvement over NBC's previous occupant of the 8 p.m. Friday time period, the now-on-hiatus *Black Jack Savage*.

ABC won a 48 of 88 prime-time peats — in a lull between regular season and May sweeps. The network beat NBC a ratings point, propelled an emergency-room sitcom, ABC's *PrimeTime Live*, Kelley interview, had its of the season, No. 38. Season winner NBC top show, a *Cheers* *Minutes*, not a rerun. CBS appears to be day nights with its signing *Women*

Using this chart

- ▶ Ratings information comes from the A.C. Nielsen Co.
- ▶ A ratings point represents 931,000 TV households; shares are the percentage of sets in use; number of viewers is in millions.
- ▶ (*) indicates a Nielsen ratings tie.
- ▶ (r) indicates a repeat episode.
- ▶ (s) indicates a special broadcast.

Monday, April 22, 1991

Time	Program	Viewers	Rating	Share	Rank
8:00	Fresh Prince of Bel-Air (NBC) (r)	17.2	11.5	20	37
	Evening Shade (CBS) (r)	15.6	11.1	19	42
	MacGyver (ABC) (r)	13.7	9.8	16	*48
	Hi Honey, I'm Dead (Fox)	10.1	6.7	11	*74
8:30	Major Dad (CBS) (r)	17.6	12.5	20	*33
	Blossom (NBC) (r)	14.4	9.8	16	*48
9:00	Murphy Brown (CBS) (r)	20.5	14.7	23	20
	For the Very First Time (NBC)	15.4	10.8	18	*43
	Addicted to His Love (ABC) (r)	11.0	8.1	13	66
9:30	Designing Women (CBS) (r)	20.6	14.9	23	*17
10:00	Northern Exposure (CBS) (r)	17.5	12.8	22	31

Tuesday, April 23, 1991

Time	Program	Viewers	Rating	Share	Rank
8:00	Rescue 911 (CBS) (r)	20.8	12.9	22	30
	Who's the Boss? (ABC) (r)	16.2	11.4	20	*38
	Matlock (NBC) (r)	16.0	11.4	19	*38
8:30	Baby Talk (ABC)	18.1	12.5	21	*33
9:00	Roseanne (ABC) (r)	23.8	16.2	26	6
	In the Heat of the Night (NBC) (r)	17.8	13.0	21	29
	I Saw What You Did (CBS) (r)	13.6	9.3	16	*56
9:30	Stat (ABC)	18.8	13.3	21	26
10:00	Shannon's Deal (NBC)	15.8	11.3	21	41
	thirtysomething (ABC) (r)	9.8	8.0	15	67

Wednesday, April 24, 1991

Time	Program	Viewers	Rating	Share	Rank
8:00	Unsolved Mysteries (NBC)	23.0	15.9	28	*7
	The Wonder Years (ABC)	18.3	12.7	23	32
	Mutant Ninja Turtles (CBS) (r)	10.2	6.4	12	77
8:30	Growing Pains (ABC)	19.0	13.4	23	25
	Prime Time Pets (CBS)	10.5	6.5	11	76
9:00	Country Music Awards (NBC)	23.4	15.6	26	*10
	Doogie Howser, M.D. (ABC)	22.8	15.2	25	15
	Jake and the Fatman (CBS)	14.4	10.2	17	47
9:30	My Life and Times (ABC)	15.4	10.6	17	*45
10:00	48 Hours (CBS)	13.0	9.7	17	50
	Gabriel's Fire (ABC)	11.6	8.6	15	61

Thursday, April 25, 1991

Time	Program	Viewers	Rating	Share	Rank
8:00	The Cosby Show (NBC)	20.2	14.4	25	*21
	The Simpsons (Fox)	17.7	10.8	19	*43
	Father Dowling Mysteries (ABC)	13.0	9.3	16	*56
	Top Cops (CBS)	12.1	8.5	15	62
8:30	A Different World (NBC)	22.5	15.3	26	*13
	Babes (Fox)	9.2	5.9	10	81
9:00	Cheers (NBC)	27.7	19.3	31	2
	Crimes of the Century (ABC) (s)	11.7	8.3	13	*63
	Antagonists (CBS)	10.7	7.9	13	*68
	Beverly Hills, 90210 (Fox)	10.5	7.1	11	73
9:30	Seinfeld (NBC)	20.6	14.9	24	*17
10:00	L.A. Law (NBC)	23.5	17.0	28	*4
	Knots Landing (CBS)	18.1	13.1	22	28
	PrimeTime Live (ABC)	12.6	9.4	16	55

Top 10

- 1 *Switched at Birth* (NBC)
- 2 *Cheers* (NBC)
- 3 *60 Minutes* (CBS)
- 4 *L.A. Law* (NBC)
- * *Murder, She Wrote* (CBS)
- 6 *Roseanne* (ABC)
- 7 *Unsolved Mysteries* (NBC)
- * *Dinosaurs* (ABC)
- 9 *Home Videos* (ABC)
- 10 *Country Music Awards* (NBC)
- * *Family Matters* (ABC)

Network ratings

For the week:

NBC: 12.7
ABC: 11.4
CBS: 11.1
Fox: 5.9

Season to date:

NBC: 12.6
ABC: 12.4
CBS: 12.2
Fox: 6.4

Bottom 5

- 86 *Sunday Comics* (Fox)
 - * *Totally Hidden Video* (Fox)
 - 88 *America's Most Wanted* (Fox)
 - 89 *Yearbook* (Fox)
 - 90 *DEA* (Fox)
- For the week:
- ABC: 9.5
NBC: 8.0
CBS: 7.9
- Last week:
- ABC: 10.1
NBC: 8.3
CBS: 8.0

Evening news

Friday, April 26, 1991

Time	Program	Viewers	Rating	Share	Rank
8:00	Full House (ABC)	23.1	14.4	28	*21
	Rescue 911 (CBS)	14.0	9.6	18	*51
	NBC Special: Lost Youth (NBC)	11.8	8.8	16	*59
	America's Most Wanted (Fox)	4.7	3.6	7	88
8:30	Dinosaurs (ABC)	28.4	15.9	29	*7
9:00	Family Matters (ABC)	26.5	15.6	27	*10
	Dallas (CBS)	16.8	11.8	21	36
	Hunter (NBC)	11.6	7.7	13	*70
	DEA (Fox)	2.9	2.2	4	90
9:30	Perfect Strangers (ABC)	22.2	13.6	24	23
10:00	20/20 (ABC)	22.0	14.8	28	19
	True Detectives (CBS)	12.3	8.8	16	*59
	Midnight Caller (NBC)	9.8	6.7	12	*74

Saturday, April 27, 1991

Time	Program	Viewers	Rating	Share	Rank
8:00	'Crocodile' Dundee (ABC) (r)	18.7	11.9	23	35
	Amen (NBC)	12.9	9.3	20	*56
	Flash (CBS)	9.5	6.0	12	80
	Totally Hidden Video (Fox)	5.4	3.7	8	*86
8:30	Down Home (NBC)	13.4	9.6	19	*51
	Yearbook (Fox)	4.1	3.0	6	89
9:00	The Golden Girls (NBC)	21.0	15.1	27	16
	Beetlejuice (CBS)	14.2	8.3	15	*63
	Cops (Fox)	6.9	5.0	9	84
9:30	Cops (Fox) (r)	8.2	5.8	10	82
10:00	Empty Nest (NBC) (r)	19.2	13.5	25	24
	Country Music Celebration (ABC)	14.0	9.5	18	*53
10:30	Carol & Company (NBC)	16.2	11.4	22	*38

Sunday, April 28, 1991

Time	Program	Viewers	Rating	Share	Rank
7:00	60 Minutes (CBS)	23.8	17.1	33	3
	Life Goes On (ABC)	11.7	7.9	15	*68
	Super Bloopers & Jokes (NBC)	9.2	6.3	12	*78
	True Colors (Fox)	7.5	4.9	10	85
7:30	Parker Lewis (Fox)	8.7	5.6	10	83
8:00	Murder, She Wrote (CBS)	23.7	17.0	28	*4
	Home Videos (ABC)	27.4	15.8	26	9
	In Living Color (Fox)	15.0	9.5	16	*53
	Exposé (NBC)	9.0	6.3	10	*78
8:30	Funniest People (ABC)	27.4	15.4	24	12
	Get a Life (Fox)	13.1	8.2	13	65
	Real Life/Jane Pauley (NBC)	10.9	7.6	12	72
9:00	Switched at Birth, Pt. 1 (NBC)	32.1	20.4	32	1
	Shadow of a Doubt (CBS)	21.3	15.3	24	*13
	Rambo III (ABC)	20.1	13.2	21	27
	Marned... With Children (Fox)	16.5	10.6	16	*45
9:30	Top of the Heap (Fox)	11.2	7.7	12	*70
10:00	Sunday Comics (Fox)	5.1	3.7	6	*86

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