

Season of viewership drops from last year, the May sweeps are finally bringing people back to TV.

Through the 11 days of the sweeps — the quarterly period used by local stations to adjust advertising rates — the three networks' ratings are up from last year's 35.7 to a 36.1 (a ratings point represents 931,000 TV homes). NBC is the big winner, up 6% from a year ago.

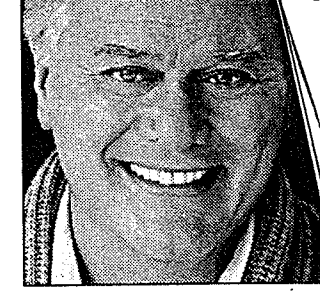
In the first week of the

at *Birth* with Bonnie Bedelia led NBC. Now, in week two, *Birth's* second and final part was No. 1 again.

CBS was second for the week, led by the *Dallas* finale at No. 2. (Given the cliffhanger ending, you have to believe there's a *Dallas* movie down the pike.) CBS estimates 41 million people watched all or part of J.R.'s long good-bye — also the highest-rated installment for the former No. 1-rated show

also placed third among women 18-49, a demographic group ABC usually wins. ABC failed to win even one night of the week.

Also, *Dinosaurs*, which ranked No. 6 in its premiere, dropped to No. 17 in week two. A special repeat Sunday edition ranked No. 19. Still, it is a hit with children. Friday's edition pulled in 64% of the kids and won the time periods among men and women 18-49.



LARRY HAGMAN: J.R. rides into the sunset at No. 2.

ABC won a 48 of 88 prime-timepeats — in a lull between regular season and May sweeps. The network beat NBC a ratings point, propelled by emergency-room sitcom ABC's *PrimeTime Live*, Kelley interview, had its of the season, No. 38. Season winner NBC's top show, a *Cheers* Minutes, not a rerun. CBS appears to have 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 29, 1991

	Viewers	Rating	Share	Rank
8:00 Evening Shade (CBS)	19.9	13.9	23	20
Fresh Prince of Bel-Air (NBC)	18.8	12.6	21	*32
MacGyver (ABC)	16.2	11.0	18	*47
Die Hard (Fox)	13.8	9.1	14	60
8:30 Major Dad (CBS)	21.3	14.9	23	16
Blossom (NBC)	18.4	12.2	19	37
9:00 Switched at Birth, Pt. 2 (NBC)	35.2	23.1	35	1
Murphy Brown (CBS)	18.7	13.2	19	26
Columbo (ABC)	17.5	12.6	19	*32
9:30 Designing Women (CBS)	17.2	12.5	18	*34
10:00 Northern Exposure (CBS)	13.4	9.8	15	*51

## Tuesday, April 30, 1991

8:00 Matlock (NBC)	18.6	13.7	23	*21
Rescue 911 (CBS)	19.4	12.8	22	*29
Who's the Boss? (ABC)	16.0	11.6	21	*40
8:30 Baby Talk (ABC)	16.0	11.3	19	*44
9:00 Roseanne (ABC)	25.3	17.0	27	4
In the Heat of the Night (NBC)	20.2	14.4	23	*17
The Accused (CBS)	15.7	11.4	19	43
9:30 Stat (ABC)	19.2	13.6	21	23
10:00 Shannon's Deal (NBC)	16.0	11.6	20	*40
thirtysomething (ABC)	12.9	9.7	17	54

## Wednesday, May 1, 1991

8:00 Unsolved Mysteries (NBC)	23.6	16.1	28	8
The Wonder Years (ABC)	15.5	11.3	21	*44
Snoopy's Reunion (CBS)	11.5	7.7	14	73
8:30 Growing Pains (ABC) (r)	15.4	11.0	19	*47
Daffy Duck Goes Hollywood (CBS)	11.3	7.3	12	74
9:00 Night Court (NBC)	18.5	12.8	21	*29
Doogie Howser, M.D. (ABC)	18.5	12.8	21	*29
Jake and the Fatman (CBS)	15.8	11.0	18	*47
9:30 Dear John (NBC)	16.8	11.9	20	39
My Life and Times (ABC)	11.8	8.5	14	*66
10:00 Quantum Leap (NBC)	18.3	12.5	22	*34
48 Hours (CBS)	12.9	9.4	17	*55
Gabriel's Fire (ABC)	10.7	8.0	14	71

## Thursday, May 2, 1991

8:00 The Cosby Show (NBC)	22.1	15.2	27	*14
The Simpsons (Fox)	19.7	11.6	20	*40
Father Dowling Mysteries (ABC)	11.5	8.6	15	*64
Top Cops (CBS)	12.3	8.4	15	69
8:30 A Different World (NBC)	24.1	16.3	28	7
Babes (Fox)	10.4	6.7	11	77
9:00 Cheers (NBC)	31.3	20.8	33	3
American Detectives (ABC)	12.5	9.3	15	58
Beverly Hills, 90210 (Fox)	12.9	8.6	14	*64
Antagonists (CBS)	9.5	7.1	11	*75
9:30 Seinfeld (NBC)	22.9	15.7	25	*11
10:00 L.A. Law (NBC)	22.6	16.8	28	5
Knots Landing (CBS)	18.2	13.1	22	27
PrimeTime Live (ABC)	11.3	8.7	15	63

## Top 10

- 1 Switched at Birth, Pt. 2 (NBC)
- 2 Dallas (CBS)
- 3 Cheers (NBC)
- 4 Roseanne (ABC)
- 5 L.A. Law (NBC)
- 6 60 Minutes (CBS)
- 7 A Different World (NBC)
- 8 Unsolved Mysteries (NBC)
- 9 Murder, She Wrote (CBS)
- 10 Home Videos (ABC)

## Network ratings

For the week:  
 NBC: 13.5  
 CBS: 12.0  
 ABC: 10.8  
 Fox: 6.9

Season to date:  
 NBC: 12.6  
 ABC: 12.3  
 CBS: 12.2  
 Fox: 6.4

## Bottom 5

- 86 True Colors (Fox)
- 87 America's Most Wanted (Fox)
- 88 Totally Hidden Video (Fox)
- 89 Yearbook (Fox)
- 90 DEA (Fox)

For the week:  
 ABC: 9.8  
 NBC: 8.2  
 CBS: 7.9

Last week:  
 ABC: 9.5  
 CBS: 8.0  
 NBC: 7.9

## Friday, May 3, 1991

	Viewers	Rating	Share	Rank
8:00 Full House (ABC)	23.8	15.2	30	*14
Guns of Paradise (CBS)	13.0	9.0	17	61
Unsolved Mysteries (NBC)	12.0	8.5	16	*66
America's Most Wanted (Fox)	6.5	4.4	8	87
8:30 Dinosaurs (ABC)	24.8	14.4	26	*17
9:00 Dallas (CBS)	33.3	22.0	38	2
Family Matters (ABC)	22.9	13.4	23	25
Red Dragon (NBC) (r)	14.4	9.8	17	*51
DEA (Fox)	3.4	2.4	4	90
9:30 Perfect Strangers (ABC)	18.1	11.2	19	46
10:00 20/20 (ABC)	12.6	9.2	16	59

## Saturday, May 4, 1991

8:00 Amen (NBC)	13.5	9.4	21	*55
Young Riders (ABC)	11.9	7.8	15	72
Flash (CBS)	8.4	5.5	12	*81
Totally Hidden Video (Fox)	5.7	3.8	8	88
8:30 Yearbook (Fox)	5.1	3.5	7	89
8:44 Down Home (NBC)	13.8	9.9	20	50
9:00 The Golden Girls (NBC)	22.0	15.7	30	*11
Fleeth Lives (CBS) (r)	12.5	8.3	16	70
Cops (Fox)	8.2	5.2	10	*83
9:30 Empty Nest (NBC)	22.4	15.6	29	13
Cops (Fox) (r)	8.8	5.7	11	80
10:00 Carol & Company (NBC)	19.4	13.5	27	24
10:22 American Saturday Night (ABC)	7.1	5.1	10	85

## Sunday, May 5, 1991

7:00 60 Minutes (CBS)	23.1	16.5	31	6
Life Goes On (ABC)	13.5	8.5	16	*66
Super Bloopers & Jokes (NBC)	9.2	6.0	11	*78
True Colors (Fox) (r)	6.8	4.7	9	86
7:30 Parker Lewis (Fox)	7.8	5.2	9	*83
8:00 Murder, She Wrote (CBS)	22.6	16.0	26	9
Home Videos (ABC)	28.7	15.8	26	10
In Living Color (Fox)	15.3	9.4	16	*55
Expose (NBC)	8.3	6.0	10	*78
8:30 Dinosaurs (ABC) (r)	26.5	14.0	22	19
Real Life/Jane Pauley (NBC)	13.3	8.9	14	62
Get a Life (Fox) (r)	10.8	7.1	11	*75
9:00 Married... With Children (Fox)	20.7	13.0	20	28
9:14 White Hot: Thelma Todd (NBC)	16.9	12.3	20	36
9:15 Victim of Love (CBS)	16.3	12.0	20	38
9:16 Night of the Hunter (ABC)	20.9	13.7	23	*21
9:30 Top of the Heap (Fox)	14.9	9.8	16	*51
10:00 Sunday Comics (Fox)	8.1	5.5	10	*81

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