

week in TV land when the highlight of the prime-time ratings race is the number of failed pilots that aired.

Seven series the networks passed on made it to prime time — one time.

ABC won the week and had the highest-rated of the rejected pilots: *Howie and Rose*, starring comic Howie Mandel, tied at No. 28. Second-place CBS had the next-highest-rated failure at No. 60 with *The Owl*, about an insomniac investigator. This is one for the "whatever happened to" file because it was produced by Kim LeMasters, former

ABC's *Deadline*, about TV journalism, died at No. 62; CBS' *N.Y.P.D. Mounted* was No. 71 and ABC's *Big Deals* was anything but at No. 81. Third-place NBC bottomed out with Rodney Dangerfield's *Where's Rodney?* at No. 85, followed by NBC's version of the movie, *Turner and Hooch*.

No. 4 Fox was the closest it's been to No. 1 ABC, 2.4 ratings points away.

ABC won the evening news race by .3 of a ratings point, its smallest lead since January 1988. NBC and CBS tied for second.



MANDEL: 'Howie and Rose' was the highest-ranked rejected pilot, at No. 28.

## 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, July 29, 1991

	Viewers	Rating	Share	Rank
8:00 Fresh Prince of Bel-Air (NBC) (r)	15.6	10.5	20	*17
Evening Shade (CBS) (r)	13.5	10.0	19	*25
MacGyver (ABC) (r)	13.0	8.7	16	*41
8:30 A Different World (NBC) (r)	16.3	10.7	20	*14
Major Dad (CBS) (r)	14.2	10.4	19	*19
9:00 Murphy Brown (CBS) (r)	17.9	12.4	22	6
Elvis and Me, Part 2 (ABC) (r)	17.2	11.1	19	11
Strange Voices (NBC) (r)	16.2	11.0	19	12
9:30 Designing Women (CBS) (r)	18.3	12.7	21	4
10:00 Northern Exposure (CBS) (r)	16.6	11.6	20	9

### Tuesday, July 30, 1991

	Viewers	Rating	Share	Rank
8:00 Rescue 911 (CBS) (r)	16.4	10.6	20	16
Who's the Boss? (ABC) (r)	14.4	10.4	20	*19
Matlock (NBC) (r)	13.3	9.3	18	*35
8:30 Davis Rules (ABC) (r)	14.1	9.8	18	*28
9:00 Roseanne (ABC) (r)	22.2	14.6	26	1
In the Heat of the Night (NBC) (r)	15.7	10.7	19	*14
Donor (CBS) (r)	13.2	9.2	17	*38
9:30 Coach (ABC) (r)	19.1	13.2	23	3
10:00 Law & Order (NBC) (r)	12.9	9.2	17	*38
thirtysomething (ABC) (r)	8.9	7.0	13	*58

### Wednesday, July 31, 1991

	Viewers	Rating	Share	Rank
8:00 Unsolved Mysteries (NBC) (r)	18.0	12.6	25	5
The Wonder Years (ABC) (r)	11.8	8.4	17	47
Police Squad (CBS) (r)	10.0	6.5	13	*65
8:30 Growing Pains (ABC) (r)	13.4	9.5	19	33
Morton & Hayes (CBS)	7.2	4.6	9	*78
9:00 Circus of the Stars (CBS)	14.8	9.7	18	31
Doogie Howser, M.D. (ABC) (r)	13.4	9.6	18	32
Night Court (NBC) (r)	12.9	9.4	18	34
9:30 Seinfeld (NBC)	11.4	8.2	15	50
Man in the Family (ABC)	9.4	7.1	13	*56
10:00 Quantum Leap (NBC) (r)	12.2	8.3	16	*48
Deadline (ABC)	8.7	6.7	13	62

### Thursday, August 1, 1991

	Viewers	Rating	Share	Rank
8:00 The Cosby Show (NBC) (r)	14.5	10.0	21	*25
Top Cops (CBS) (r)	12.7	8.7	18	*41
The Simpsons (Fox) (r)	13.6	8.6	18	*45
Gabriel's Fire (ABC) (r)	6.4	5.0	10	76
8:30 A Different World (NBC) (r)	14.8	10.1	20	*23
True Colors (Fox) (r)	9.8	6.5	13	*65
9:00 Cheers (NBC) (r)	18.1	12.3	23	7
Beverly Hills, 90210 (Fox)	15.4	10.1	19	*23
Father Dowling (ABC) (r)	8.6	6.4	12	*67
Trials of Rosie O'Neill (CBS) (r)	8.7	6.2	11	*69
9:30 Wings (NBC) (r)	15.3	10.5	19	*17
10:00 PrimeTime Live (ABC)	13.3	10.0	19	*25
L.A. Law (NBC) (r)	11.8	8.6	17	*45
Golden Years (CBS)	10.4	7.2	14	55

### Top 10

1 Roseanne (ABC)
2 60 Minutes (CBS)
3 Coach (ABC)
4 Designing Women (CBS)
5 Unsolved Mysteries (NBC)
6 Murphy Brown (CBS)
7 Cheers (NBC)
8 20/20 (ABC)
9 Northern Exposure (CBS)
10 Murder, She Wrote (CBS)

### Network ratings

For the week:

ABC: 8.6

CBS: 8.6

NBC: 8.5

Fox: 6.4

Season to date:

NBC: 11.7

CBS: 11.4

ABC: 11.4

Fox: 6.2

### Bottom 5

82 Totally Hidden Video (Fox)
83 Totally Hidden Video (Fox)
84 Comic Strip Primetime (Fox)
85 Where's Rodney? (NBC)
86 Turner and Hooch (NBC)
Babes (Fox)

### Evening news

For the week:

ABC: 8.1

CBS: 7.8

NBC: 7.8

Last week:

ABC: 9.0

CBS: 8.3

NBC: 8.0

### Friday, August 2, 1991

	Viewers	Rating	Share	Rank
8:00 Full House (ABC) (r)	16.3	10.9	24	13
Take My Daughters, Please (NBC)	8.5	6.6	14	*63
America's Most Wanted (Fox)	9.1	6.2	14	*69
Verdict (CBS)	6.5	4.9	11	77
8:30 Howie and Rose (ABC)	15.0	9.8	21	*28
Whose Side Are You On? (CBS)	5.9	4.6	10	*78
9:00 Perfect Strangers (ABC) (r)	14.3	9.2	19	*38
Secret Life of Archie's Wife (CBS)	8.0	5.5	11	72
Comic Strip Primetime (Fox)	5.7	3.6	7	84
9:30 Hi Honey, I'm Home (ABC)	12.6	8.7	18	*41
10:00 20/20 (ABC)	16.8	12.2	25	8
Midnight Caller (NBC) (r)	7.2	5.4	11	73

### Saturday, August 3, 1991

8:00 Golden Girls (NBC) (r)	10.3	7.4	17	*53
Best Little Whorehouse (ABC)	9.3	6.6	14	*63
N.Y.P.D. Mounted (CBS)	8.8	6.1	13	71
Cops (Fox)	8.0	5.1	11	75
8:30 Down Home (NBC) (r)	9.9	7.0	15	*58
9:00 Empty Nest (NBC) (r)	12.6	8.7	18	*41
Totally Hidden Video (Fox)	6.2	3.9	8	82
9:30 Dear John (NBC) (r)	11.7	8.3	17	*48
Babes (Fox) (r)	4.4	2.9	6	*86
10:00 Sisters (NBC) (r)	9.7	7.1	15	*56
Owl (CBS)	9.5	6.9	15	60
10:30 Big Deals (ABC)	5.7	4.0	9	81

### Sunday, August 4, 1991

7:00 60 Minutes (CBS) (r)	19.0	13.9	31	2
Life Goes On (ABC) (r)	7.7	5.3	12	74
Totally Hidden Video (Fox) (r)	5.4	3.8	9	83
Where's Rodney? (NBC)	4.3	3.1	7	85
7:30 Parker Lewis (Fox) (r)	6.6	4.4	9	80
Turner and Hooch (NBC)	4.3	2.9	6	*86
8:00 Murder, She Wrote (CBS) (r)	15.4	11.3	22	10
Home Videos (ABC) (r)	16.2	9.8	19	*28
In Living Color (Fox) (r)	10.9	7.4	15	*53
1st Person Maria Shriver (NBC)	9.7	6.8	13	61
8:30 A View to a Kill (ABC) (r)	15.4	10.2	19	*21
Get a Life (Fox) (r)	9.3	6.4	12	*67
9:00 Married With Children (Fox) (r)	15.8	10.2	18	*21
Gunsmoke II (CBS)	13.2	9.3	17	*35
Rage of Angels (NBC)	10.1	7.5	13	*51
9:30 In Living Color Special (Fox)	14.5	9.3	16	*35
10:00 P. Rodriguez: Behind Bars (Fox)	11.7	7.5	14	*51