

R, E, 3 - BC-WINFREY, ATTN. TV, 11 - NK--I [PA] other sport. The TV season
ous By Leel Winfrey [PA] September and ends in April. The total number of prime-
time Knight-Ridder Newspapers [PA] sharply, declining by more than 10 percent, as
soon With the 1982-1983 television season two-thirds completed, "60 Minutes"
and "Dallas" are running one-two as the most popular series. [PA]

It's a familiar duel for these two durable hits. "60 Minutes" was the
number-one series in the 1979-80 season, with "Dallas" occupying the top spot
in 1980-81 and 1981-82. [PA]

<RO> Another old favorite, "M-A-S-H," is currently running third. "M-A-S-H"
is retiring after a grand finale on Feb. 28, finishing an 11-year run. [PA]

Here are the top 10 series for the first 20 weeks of the season, from Sept.
27 through Feb. 13, with their average rating as compiled by the A.C. Nielsen
Co. of Chicago. [PA]

1. "60 Minutes," 25.5. [PA]

2. "Dallas," 24.2. [PA]

3. "M-A-S-H," 22.6. [PA]

4. and 5. A tie between "Dynasty" and "Magnum, P.I.," both with 22.3. [PA]

6. "Three's Company," 21.5. [PA]

7. "Amanda's," 21.4. [PA]

8. "Simon and Simon," 20.9. [PA]

9. "Monday Night Football," 20.6. [PA]

10. "Love Boat," 20.5. [PA]

The only new series in the top 10 is ABC's "Amanda's," a comedy starring
Bea Arthur, which so far has appeared only once. Since the ratings for its
premiere last week benefited from its proximity to "The Winds of War" on the
same network, it will probably take another two or three weeks to clear up the
question of whether "Amanda's" is a genuine hit. [PA]

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covered last fall. [PA]

In the prime-time battle among the networks, CBS is leading in its drive to become the most popular for the fourth straight season. So far, CBS is averaging an 18.2 rating in prime time, compared with 17.6 for ABC and a distant 15.5 for NBC. [PA]

CBS and ABC each have five programs in the top 10. The most popular NBC series is "Hill Street Blues," ranked 20th with a 19.1 average rating. [PA]

Programs that finish the top 10 are virtually guaranteed renewal for another season. Networks like to finish first because then they can set their prices higher for their commercials. [PA]

Thanks to "The Winds of War," a mini-series that swamped every regular series opposed to it last week, ABC has a big early lead in the February sweeps, a key ratings period, and has an outside chance of overtaking CBS and winning the whole season. Most industry experts still think CBS will win, though. [PA]

"60 Minutes," now in its 15th season, is the most-watched news series in TV history. Currently featuring Mike Wallace, Morley Safer, Harry Reasoner and Ed Bradley, it consistently draws an audience estimated at more than 45 million people a week. The White House says President Reagan watches "60 Minutes" every week. [PA]

CBS is also leading in the weeknight newscasts. "The CBS Evening News," anchored by Dan Rather, has a 14.4 average rating so far this season, comfortably ahead of ABC's "World News Tonight" with 12.2 and "The NBC Nightly News" with 11.6. [PA]

A Nielsen rating is the estimated percentage of all TV sets that are turned on and tuned to a given show. Thus, on the average Sunday night, slightly more

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Like basketball, TV is mostly a cold-weather sport. The TV season customarily begins in September and ends in April. The total number of prime-time viewers usually falls off sharply, declining by more than 10 percent, as soon as daylight saving time gives people more daylight in the evenings for other interests.[PA]

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