CBS BEEFS UP MAGNUM'S BEEFCAKE PART

By TIM BOXER

TOP-rated CBS has admitted defeat in the Thursday-night arena, dominated by NBC's The Cosby Show. The network, with the help of Magnum PI, has added new shows to its schedule, but they have not been as successful as expected.

The network will now focus on Magnum, which has been renewed for a third season. The show is set to air on Thursdays at 8 p.m. ET.

Tom Selleck, who plays Magnum, has been a staple of the network for many years and is a familiar face to viewers. His character, a private investigator, has proven to be a hit with audiences.

However, the network is still looking to add more popular shows to its lineup. The network has been discussing the possibility of bringing back some of its classic shows, such as The Mary Tyler Moore Show and The Andy Griffith Show.

If those talks do not pan out, the network may consider producing new shows that could potentially attract a larger audience. The network has already renewed all of its current shows for the next season, which is a good sign that it is committed to continuing to produce high-quality programming.

Overall, CBS appears to be in a good position going into the next season, with a mix of returning favorites and potential new shows on the horizon. The network will need to continue to adapt to the changing landscape of television, but it seems to be well-positioned to do so.