

'Magnum' Blasts Status Quo

VARIETY (Ft.)

In an environment resonating with a deep-toned death knell for off-network hourlong tv series, MCA TV's "Magnum, P.I." has scored solid ratings since it began in rerun syndication last September.

The dozen metered markets for February 1987 show continued strength from the November 1986 sweeps numbers. And in November, according to MCA TV's researchers, "Magnum" was at least No. 2 in the time period in 62% of its markets throughout the country.

All of the February-sweeps rating books won't be in until later this month. But in New York, WOR-TV averaged a 7.4 rating and 13 share in the Nielsens and a 5.9/12 in Arbitron for "Magnum" at 6 p.m. That puts it in a loftier position than the February 1985 occupant of that time period, "Hart To Hart."

On KTLA-TV Los Angeles, for February at 6 p.m., "Magnum" averaged an 8.9/15 in the Nielsens and a 7.3/13 in the Arbitrons. That's a double-digit percentage increase over last February's "Matt Houston" on KTLA. "Magnum" was in first place at 6 p.m. in Los Angeles two out of the four February weeks in Nielsen.

WGN-TV Chicago stays solidly ahead of its three indie rivals by stripping "Magnum" at 10:30 p.m., where the show averaged a 6.8/15 Nielsen for February and a 7.5/17 Arbitron. "Magnum" easily outperforms last February's 10:30 strip

on WGN, "Trapper John, M.D."

In San Francisco, "Magnum" makes KTVU the No. 1 indie station at 6 p.m., where the show averaged a 7.1/13 in the February Nielsens and a 6.2/12 in the February Arbitrons. However, in this instance, KTVU was doing somewhat better a year ago with "Three's Company" at 6 and "WKRP In Cincinnati" at 6:30. **MAR 18 1987**

Boston is the biggest market in which a network affiliate, Group W's WBZ-TV, has bought "Magnum." WBZ beats its two affiliate rivals with "Magnum" in the Arbitrons at 4 p.m., with a 7.9/21, but it finishes third in the Nielsens, with a 5.9/15. (The four indie stations are well off the pace in both serv-

ices.)

A year ago, "Hawaii Five-O" was performing better than "Magnum" for WBZ at 4 p.m. But a station source says "Magnum" is hurt by the weak lead-in of "Santa Barbara," the network soap opera stripped at 3 p.m.

Washington Glitters

WJLA-TV Washington easily harvests the most glittering numbers for "Magnum" in all of the metered markets. "Magnum" 's 10.1/25 Nielsen average for February at 4 p.m. and its 7.4/23 Arbitron average make it No. 1 in both services, and put the station well ahead of last February's shows, "Million Dollar Chance Of A Lifetime" and "Sale

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'Magnum, P.I.' Soars

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Of The Century." (Tel)

If D.C. presents the best report card to "Magnum" in the metered markets, Dallas comes up with the worst. KTXA-TV, a UHF indie in Dallas, manages only a 2.3/4 Nielsen for Feb. at 7 p.m. and a 2.8/4 Arbitron. "Magnum" finishes a poor sixth in the time period in Dallas, behind black-and-white reruns of "Gunsmoke" on KXTA-TV.

KHTV, a UHF indie in Houston, is also getting disappointing numbers by stripping "Magnum" at 7 p.m., a 4.4/7 Nielsen for Feb. and a 4.5/7 Arbitron, putting it about even with its two main indie rivals (and well behind the three network affiliates). KHTV's consolation is that "Magnum" is doing better than last year's occupant of the time period, "Matt Houston."

WTVJ-TV, the CBS affiliate in Miami, is the only metered-market station that double-runs "Magnum," and in both of the time periods it's doing better than a year ago February. In Nielsen for February, "Magnum" averaged a 7.1/20 at 4 p.m. and a 5.4/16 at 11:30 p.m. In Arbitron, "Magnum" got a 6.5/18 at 4 p.m. and a 5.2/18 at 11:30 p.m.

Finally, WAGA-TV, the CBS affiliate in Atlanta, averaged an 8.4/19 in the February Nielsens. (Arbitron hasn't metered Atlanta yet.) That puts the station ahead of its schedule of last February, "Jeopardy" and "Break The Bank." But "Magnum" is beaten in Atlanta by the ABC affiliate WSB-TV, which gets a 9.4/22 for "People's Court" at 4 and a 10.2/22 for "Newlywed Game" at 4:30.

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