

'JFK' Spec Scores Ratings Success

"Who Murdered JFK?" first of a quartet of live-event spec to air under the banner "American Expose," garnered solid ratings in 16 metered markets Wednesday, averaging an 11.6 rating/18 share.

Two-hour primetime spec — produced by Saban Prods., distributed by Orbis Communications and hosted by journalist Jack Anderson — hit double digits or better in 11 of those markets, topped ironically, by a 20.6/31 on KTVT-TV, Dallas, where the President was slain 25 years ago.

Lowest rating came on WPWR, Chicago, which posted a 5.0/9, while WWOR in New York delivered a 10.3/16.

Locally, KCOP received the second highest rating of the Nielsen markets measured with a 16.3/24. While the rating will likely not be approved for inclusion in the station's 8 o'clock pic average, the spec finished number one in the market for its time period and pumped KCOP's news to an 8.2/16 in Arbitron for the first night of November sweeps.