

TELEVISION

NEWS, PROGRAMMING AND PERSONALITIES

INSIDE TV / BY MATT ROUSH

It's true — 'Too Good' proves good for NBC

Aggressive NBC, targeting the women's audience Monday by scheduling Loni Anderson's *Too Good to Be True* thriller opposite the season premieres of CBS' new *Murphy Brown* and *Designing Women*, cleaned up in Monday night's national ratings. The movie, not hurt by the strong performances of lead-ins *ALF* (18.0/27) and *The Hogan Family* (17.9/27), rose to a 19.9 rating/31 share, while ABC's football game averaged a second-place 15.7/27 in prime-time. *Murphy* managed a 14.7/22; *Women*, 15.3/23; and the *People Magazine on TV* special, 12.8/21. (A ratings point represents 904,000 TV households; shares are the percentage of sets in use.)

DOWNEY & OUT:

When Morton Downey Jr. says he's going to the USA's heartland to tape some shows, it only figures that he won't be standing in Kansas wheat fields. Not Mort. Tuesday, Downey took his red socks and *The Morton Downey Jr. Show* to Detroit for five shows to air Thanks-

giving week, all reflecting urban crises. The first show is on "Guns, Teens and Violence," with the Rev. Al Sharpton. The final show discusses racism in Detroit, and features Roy Innis, who participated in the *Geraldo* brawl and who got in a shoving match with Sharpton on an earlier *Downey* show.

AFTER HOURS: ABC's *Nightline* has two special episodes in the next week: Thursday, an hour show marking the National Geographic Society's 100th anniversary. The show, divided into segments titled "Land," "Sea" and "Air," features guests including Jane Goodall, John Glenn and society president Gilbert Grosvenor.

And, like almost every other news show that day, it will discuss John F. Kennedy's assassination on Tuesday, the 25th anniversary of the tragedy. *Nightline's* take: the exploitation of and continuing fascination with the Kennedy name and mystique. Correspondent Judd Rose reports.

ANOTHER KENNEDY MINI?: TV's love affair with the Kennedys won't end next week. ABC has its six-hour *The Kennedys of Massachusetts* airing later this season, and also is developing with Telecom a four-hour miniseries based on the current novel *Promises to Keep* by George Bernau. The sprawling political thriller suggests what would have happened had Kennedy (although the character has a different name) survived the assassination. Pulitzer Prize-winning playwright Charles Fuller (*A Soldier's Play*) is working on the first draft.



By Carol Halebian

DOWNEY: Looks at urban problems in Detroit

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