

## JFK, New Kids deliver ratings

CBS' "48 Hours" broadcast Wednesday on the assassination of President Kennedy delivered the program's highest-ever rating, according to overnight numbers from the A.C. Nielsen Co.

Meanwhile, New Kids on the Block also delivered big numbers for "The Arsenio Hall Show."

The "JFK" broadcast delivered a 16.9 rating/29 share, which was up by 30% over "48 Hours'" sea-

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## TV ratings

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son average of 13.0/23. It easily won its time period, beating NBC's "Quantum Leap" (9.4/16) and ABC's "Civil Wars" (8.5/15). The show's previous high was a 16.8/30 after the Super Bowl on Jan. 26.

Wednesday was a winning night also for Paramount Domestic Television's syndicated late-night talk show "The Arsenio Hall Show," which featured pop group New Kids on the Block in a live appearance designed to rebut charges that they lip-sync.

The show delivered a 4.8/14 metered market average, which was considerably above its average 4.1/12 performance during the November sweeps period.

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