
Nixon's TV Rating Plunges

SFChronicle MAY 14 1977
New York

David Frost's televised interview with Richard M. Nixon on foreign policy drew only about half the audience in New York and Los Angeles that viewed the first program on Watergate eight days earlier.

That was the finding of two ratings services yesterday that did audience surveys on the program Thursday night with the former president.

A.C. Nielsen Co. estimated that about 950,000 households in New York tuned in, compared with

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2,110,000 households for the first interview. That represented a 24 per cent share of the viewing audience, down from 47 per cent on May 4.

Arbitron said its meter sampling showed 829,000 households, or a 20 per cent share of the New York audience, tuned in, compared with 1,898,000 households or a 42 per cent share the previous week.

In Los Angeles, the Nielsen

survey showed about 630,000 households, a 26 per cent share, watched, down from 1,260,000, or a 50 per cent share, the first time.

Arbitron's sampling found 591,000 households were tuned to Nixon in Los Angeles, compared with 1,030,000 for the Watergate program. That was 25 per cent, down from 42 per cent.

In both New York and Los Angeles, Arbitron showed the interview losing the ratings battle to programs carried on ABC stations.

In New York, these shows were reruns of "What's Happening" and "Barney Miller" and a pilot for a comedy show about life in a psychiatric hospital, "Mixed Nuts." In Los Angeles, the ABC shows were "The Gong Show," "Welcome Back, Kotter," and "What's Happening."

Nielsen estimated that 222,000 households in Chicago watched, down from 555,000. That was a 20 per cent share, down from 35.

Associated Press