

The Nixon-Frost Show Ratings Were Down Again

New York

Audience interest in the Nixon-Frost television interviews continues to decline with each broadcast, Arbitron Co., a television rating service, said yesterday.

The third interview between former President Nixon and David Frost Thursday night was broadcast on WNEW-TV in New York, which got a 13 per cent audience share, or 519,000 viewers, and a rating of eight, said Arbitron.

The New York Mets-San Francisco Giants baseball game Thursday night got a 16 per cent share, the firm said.

The first Nixon-Frost interview got a 42 per cent share, or 1,898,000 viewers, in New York; the second interview got 20 per cent, or 829,000.

In Los Angeles, where it was carried by KTTV, the third interview received a 20 per cent share of the audience, or 435,000 viewers, and an 11 rating, the service said.

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