

Nixon TV Ratings Rise

New York **SFChronicle**

show.

MAY 27 1977

The fourth segment of the Richard Nixon-David Frost interviews had better ratings than last week's show, but not as high as the first program dealing with Watergate, the Arbitron rating service said yesterday.

The company said Wednesday night's interview, entitled "Final Days and Other Highlights," had a 17 per cent audience share in the New York metropolitan area.

It estimated 671,000 viewing homes in the metropolitan area were tuned to the Nixon-Frost

The interview, shown on WNEW-TV, was topped by ABC, which scored a 34 per cent share with "The Brady Bunch Hour" and "Baretta," Arbitron said.

CBS came in second with a 23 per cent share with a pilot for the situation comedy, "Roosevelt and Truman," and the movie "Red Sun."

Only NBC, which got a 14 per cent share with the film "Life and Times of Grizzly Adams," scored lower than the Nixon interview, according to Arbitron.

Wednesday's segment had a higher Arbitron rating than last week's show — in which Nixon said a president was above the law. That show took a 13 per cent share.

The first segment, which dealt with Watergate, had a 42 per cent share.

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The second interview, dealing with foreign policy, scored a 20 per cent share, Arbitron said.

United Press