

Entertainment

BILLIE ROWE'S NOTEBOOK

New Rating System Checks Cosby Runaway

N'ROCHELLE, N.Y.—The A.C. Nielsen diaries and the first people meter rating systems are computers apart. That is, if you're counting eyes that are glued to the tubes and on what show. Some skeptics ear the uproar as the sound and furry of an attempt to halt the runaway of the Bill Cosby NBC sitcom. Others

questioned, "is the 'man' changing the rules because we have learned the rudiments of the game too well?" Whatever, Ad-Age, the Bible of the advertising fraternity, page-oned the announcement under a bold headline; "Nielsen's Meter Tally Rocks Nets." The slick sheet undressed the core of the story in its initial

paragraph; and I quote: "The first people meter audience measurements for the '86 season reveal that TV's most popular series, 'The Bill Cosby Show,' has 19% fewer adult female viewers than earlier reported." In fact, write one went the report, "The over-all network viewing by women, age 25-54 has been overstated by the Nielsen diaries by an average of 10%." Ain't that a kick in the eye? In this demographic, the people meter findings were that "Miami Vice" was given 10% more eyes than actual. The same findings fit the fast moving "Hunter" and

"Knots Landing." The overcount for "60 Minutes came to 24%, but the Equalizer" was credited with a 10% under count among women 24-54 years old. "Monday Nite Football" picked up 4 % more guys in the 18-44 age brackets than it was credited with. The Nielsen Television Index meter ratings have been the industry eyes counting machinery for some 30-yrs. It covers 1700 homes and the Cosby Show has been atop its list almost from its NBC-TV beginning. The people-index meters are found in 1000 homes.

NEWS & VIEWS:—Nobel Laureate, Archbishop

Desmond Tutu, visited the Queen City of the Sound last week. His chore, to dedicate a stained glass window in memory of Canon Robert Powell, the late Rector of N'Rochelle's St. Simons Episcopal Church. To make his second visit to the edifice, the South African spiritual-leader requested no luncheon, brunch or press conference... Dick Griffey, the wax works executive, is telling all whose ears are open that the corporate pull out of "aparthate" South Africa is a public relations ploy... M. Paul Redd, the political activist, packaged a group with dollars and bought the W'chester County

Press from its long ago founder and publisher Alger Adams... Innovative Sacramento Observer publisher, Dr. William Lee, Sacramento Observer, resigned as press of the West Coast Publishers and first veep of the National Newspaper Publishers' Ass'n. He blamed the pressure of new major business involvements. The kleig light premiere of the screen revival of Richard Wright's "Native Son" was another major event in the Apollo Theatre's backtrack to the glory days of Harlem. It attracted the well-to-do Blacks and Whites who are on the side of equality. For

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