

The fall of living dangerously

Most observers agree that Big Three-and-a-Half have taken chances in fashioning 1990-91 prime time lineups

A year after being labeled overly cautious in their scheduling decisions, the three networks and Fox appear intent on shaking off that mantle.

Most observers agree that there is plenty of risk-taking in the fall prime time schedules announced by the three networks and Fox (BROADCASTING, May 28, and story, page 55). Each of the networks has specific time slots that represent bold scheduling moves, according to advertisers, program suppliers and affiliates.

"The best thing to come out of the past

season is that the networks recognize the jeopardy they've been in. This is the year of giving up the pat hand, which is the opposite of last year when they got hammered," said David Salzman, president, Lorimar Television.

Garth Ancier, president, network television production, Walt Disney Studios, agreed. "They've all been quite aggressive

Battle lineups are drawn

The broadcast networks and Fox Broadcasting Co. have made room in their schedules for 30 shows representing 23 hours of new prime time series programming, or about one third of their 66-hour total of weekly series.

Some 57 veterans made the cut and will be back for the 1990-91 season. The 23-hour total is an increase of three hours over the lineups announced last May.

Contributing to the new series tally was Fox's addition of four hours of programs in its expansion to Thursday and Friday nights.

Numbers under the programs in the chart identify the producer according to their ranking in the "Producer's Scorecard" on the opposite page.

Sunday

	ABC	CBS	NBC	FOX
7	Life Goes On 1	60 Minutes 10	Hull Street High*	True Colors* 4
8	America's Funniest Home Videos 25	Murder, She Wrote 3	Signs of Life*	Parker Lewis Can't Lose* 7
9	Videos Part II *31			In Living Color* 4
10	Sunday Night Movie	CBS Sunday Movie	Sunday Night Movie	Get a Life* 12
11				Married... With Children 7
				Good Grief* 4
				Against the Law* 8

Monday

ABC	CBS	NBC	FOX
MacGyver 2	Uncle Buck* 3	Fresh Prince of Bel Air* 29	Monday Night at the Movies
	Major Dad 3	Ferris Bueller* 2	
Monday Night Football	Murphy Brown 5	Monday Night Movie	
	Designing Women 7		
	Face to Face/ Connie Chung†† 10		

Tuesday

	ABC	CBS	NBC
8	Who's the Boss? 7	Rescue 911 18	Matlock 11
9	Baby Talk* 7		
10	Roseanne 9		Heat of the Night 8
	Coach 3	CBS Tuesday Movie	
11	thirty-something 8		Law and Order* 3

Wednesday

ABC	CBS	NBC
Wonder Years†† 12	Lenny* 6	Unsolved Mysteries 19
Growing Pains† 5	Doctor, Doctor†	
Doogie Howser 15	Jake and Fatman 11	Fanelli Boys* 6
Married People* 7		Dear John† 2
Cop Rock* 15	WIOU* .21	Hunter† 22

Thursday

ABC	CBS
Father Dowling 11	The Flash* 5
Gabriel's Fire* 1	Hammer-smiths* 2
Primetime Live 13	Knots Landing 1

* Indicates new program.

† indicates new time.

†† indicates new day and time.