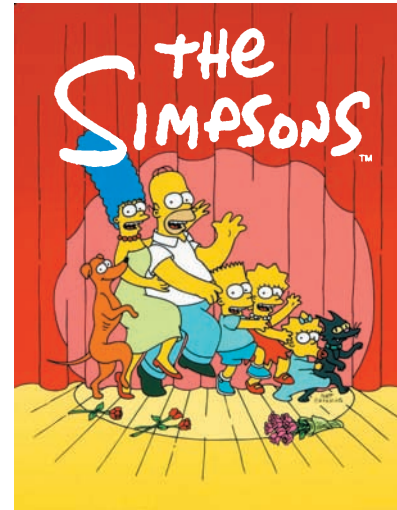




The Simpsons



Sunday 7:00-7:30pm

The longest-running prime time animated series in history, and now the longest running sitcom currently on prime time, The Simpsons has changed the medium forever. Now in its tenth season, The Simpsons has been honored with a Peabody Award, 12 Emmy Awards, 12 Annie Awards, three Genesis Awards, seven international Monitor Awards and four Environmental Media Awards, among numerous other nods. In 1999, the show will be honored with a star on the Hollywood Walk of Fame.

Certainly a colorful family, the Simpsons reside in the town of Springfield. Homer works at the local nuclear power plant; Marge takes pride in her family and her hair; 10 year old Bart has the refined skills of a mischievous underachiever; Lisa the intelligent member of the family, is a jazz saxophone playing eight year old vegetarian; and baby Maggie conveys a wide range of emotions via pacifier sucks.



Edgy, and Clever the show appeals to a wide array of creative people for its socially savvy, well educated and irreverent work.

DMA HH Rating 4.6	Adults 18+ Rating 3.0	Adults 18-34 Rating 6.8	Adults 25-54 Rating 3.4	Adults 25+ Rating 2.3
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February Nielsen adjusted to May