



Rep purchase

John Blair & Co., owner of the rep firm, Blair Radio, signed a letter of intent last Tuesday (Feb. 21) with Westinghouse Broadcasting & Cable Inc. for the purchase of Group W Radio Sales, an in-house rep company ("Closed Circuit," Jan. 30). The transaction, which takes effect April 1, was reported to be for between \$3 million and \$5 million.

The acquisition has triggered a departmental restructuring at JBC, leading to the creation of a radio representative division to be headed by John Boden, current Blair Radio president, once the deal is completed. Boden will serve as the new division's president and chief executive officer. Under Boden will be James O'Neill, who will become executive vice president and chief operating officer. O'Neill was formerly chairman and chief executive officer of John Blair & Co.'s now-defunct Quantiplex subsidiary—a qualitative broadcast research company.

Both Blair Radio and Group W Radio Sales, which will be renamed (it now has the working title, The Radio Representative [TRR]), will operate as separate companies under the radio representative division umbrella of JBC. No one has yet been named to succeed Boden at Blair Radio. But Dick McCauley, senior vice president/stations for Blair Radio, has been tapped to head TRR as its senior vice president and general manager. Thomas Turner, senior vice president/mid-Atlantic regional manager for Blair Radio, will become TRR's senior vice president and general sales manager.

Blair Radio currently represents 206 stations in 119 markets. Group W Radio Sales represents the 10 Westinghouse-owned properties. Boden said he expects to add more major-market facilities to the new rep's fold, but "it will still be a limited-list firm."

Current Group W Radio Sales President Roy Shapiro will be named to the newly created post of senior vice president/radio, responsible for strategic planning, sales development and programming for the Group W radio outlets. He will report to Group W Radio President Dick Harris. All Group W Radio Sales account executives are expected to stay with the firm after ownership is transferred to Blair, officials of both companies noted.

"The divestiture decision comes at a time when Group W Radio Sales has been doing exceedingly well. In 1983, our national radio billings jumped 13%," said Harris. "But because of the changing nature of the spot radio business, we feel the concept of company-owned reps, insofar as radio is concerned, is not as effective as it once was," he added.

Demo promo

The 35-64 Committee, a group formed by radio broadcasters to promote the sales potential of that demographic to the advertising community, has produced two booklets, one dealing with the group's general characteristics and the other comparing product

usage of the 25-to-64 demographic. Major efforts will be made to increase committee participants from 200 to more than 300 individual stations, networks, syndicators and station representatives, said Maurie Webster, president of the New York-based Radio Information Center and consultant to the committee. Last year local station chapters of the 35-64 Committee were established in New York, Washington, Los Angeles, San Francisco, Boston and New Orleans. The group also produced a major slide presentation—"35-64: The New Growth Market."

Sale switch

In a surprise move, NBC signed a letter of intent last Wednesday (Feb. 22) with New Brunswick, N.J.-based Greater Media for the sale of NBC's news/talk Washington for about \$3.5 million. Last November, Washington real estate developer Joseph Della Ratta reached an agreement in principle with NBC for the station for the same price (BROADCASTING, Nov. 7, 1983). But, according to NBC Radio President Michael Eskridge, they were unable to arrive at a definitive agreement after months of negotiations.

Greater Media, which owns 12 radio stations (five AM and seven FM), must now divest itself of WGAY(AM) in the Washington suburb of Silver Spring, Md. Blackburn & Co. brokered the transaction.

Fined

The FCC Mass Media Bureau has fined WCRV(AM) Washington, N.J., \$5,000 for allegedly violating the lowest-unit-charge rule 689 times, and allegedly violating the rule prohibiting discrimination among candidates. The bureau also directed the station to rebate \$3,235.48 to candidates the station had allegedly overcharged.

NRBA move

The National Radio Broadcasters Association is scheduled to move into its new headquarters today, Feb. 27, at 2033 14th Street, N.W., Washington, D.C. 20036. The phone number remains the same at (202) 466-2030.

USFL kickoff

The ABC Radio Networks begin their second season of United States Football League coverage tonight, Feb. 27, on a lineup of approximately 150 stations with the match up between the Chicago Blitz and the Michigan Panthers. Coverage for the 1984 season comprises 40 games—35 regular season contests on Monday and Saturday



Boden and Harris