

RAB decides to stick with single president

It drops plan to hire two executive VP's; will look for single individual to serve under and probably succeed David; Chapin elected chairman

The Radio Advertising Bureau's board of directors turned around the expectation—and recommendation—of some of its leaders last week and authorized the hiring of a president and chief operating officer to serve under Vice Chairman and Chief Executive Miles David.

This course was not totally unexpected; it had been under discussion ("Closed Circuit," Oct. 18). But lately it had been overshadowed by talk of creating two executive vice presidencies, one for national sales and one for local ("Closed Circuit," Oct. 25). The theory was that this would not only strengthen top management but also provide a testing ground for eventual succession to David, who at age 56, has headed RAB for 17 years and is now working under a new four-year contract.

Participants said creation of the two executive vice presidencies was in fact recommended at last week's meeting by the board's long-range planning committee, headed by Arthur Carlson of Susquehanna Broadcasting. But in the discussions that ensued within the executive committee, headed by George Armstrong of Storz, the dual concept was said to

have yielded to the original idea of a single president, largely in the belief that two equal officers, knowing they were competing for future elevation to RAB's top spot, might become so involved in politics and self-promotion that they would fail to do the jobs they were hired for. A single president in charge of all operations, it was concluded, would be more practical.

George Duncan of Metromedia, retiring RAB board chairman, was named to head a search committee to seek the new president. The process, sources said, is expected to take at least three months and perhaps longer. An executive search firm will be retained to help scout candidates.

The object of the search was described unofficially as a person strong in management and marketing. Board sources said that was a necessity, which could open the way for a strong manager/marketer from, say, a major advertiser. Since the ultimate choice will be widely perceived as David's potential successor, he or she will probably be several years younger than David—in the 40-45 range, though officials shied away from this point lest age-discrimination questions be raised.

Because a perceived need to strengthen management was behind the move and the maneuverings that preceded it, there seemed little thought that anyone now at RAB would be in line for the new job.

No salary range was specified, but RAB sources suggested it would be "in six figures," probably up to around \$120,000 depending on the skills and circumstances of the person chosen.

If the decision to name a president surprised some board members, another

development surprised many. That was the decision of Storz's Armstrong not to stand for election as RAB chairman. As executive committee chairman he was in line for the post, but he told associates early in the meeting that the demands of his own job would not leave him enough time to serve as RAB chairman as well.

Richard W. Chapin of Stuart Broadcasting, chairman of RAB's finance committee, was then elected chairman. Richard H. Harris of Westinghouse Broadcasting was named chairman of the executive committee, and James P. Arcara of Capital City Communications was named chairman of the finance committee. The elections are effective Jan. 1.

Ben Hoberman of ABC Radio, chairman of the national sales committee, said in a report that RAB in 1983 will expand its strategy of making customized sales presentations at conventions of significant industries and then working with industry sales executives in following up sales leads. Michael Lareau of WOOD(AM) Grand Rapids, Mich., chairman of the sales tools and research committee, said RAB sales services for 1983 will be varied by market size, and that presentations will emphasize findings from a special survey by the R.H. Bruskin Associates research firm.

Named to serve with Duncan on the presidential search committee were Chapin as incoming RAB chairman, Harris and Arcara as incoming chairman of the executive and finance committees, executive committee members Hoberman of ABC and Martin Rubenstein of Mutual and Vice Chairman David. □

After 6 weeks of no football, network-station gloom deepens

Even if season is saved there will be problems of scheduling conflicts with other events; financial loss hurts affiliates

Hope for an end to the National Football League players strike rose modestly last week, as both sides agreed to have another go at negotiations over the past weekend. The TV networks, deprived of NFL games for the sixth straight week, were waiting stoically for a decision on whether there would be an NFL season, and at one of them, CBS, new qualms were surfacing.

"We're fully booked with Sunday-afternoon programming starting from the date of the Super Bowl," a high CBS Sports official said. "Fully booked and fully sold. We would encounter serious problems—both programming and economic problems—if the season is stretched beyond that date."

That date is Jan. 30, and lately NFL officials have been talking about a possibility of stretching the season a couple of weeks beyond its originally scheduled boundaries to get in 12 or 13 regular-season games—enough to justify a Super Bowl—if the strike is settled soon. Two weeks would fill the usual gap between the last

NFL playoffs and the Super Bowl, and even that, the CBS official said, would upset some program and sales commitments already made.

If the Super Bowl were pushed into March, the conflicts would worsen, he continued. Programming already set and sold, he said, includes golf tournaments, tennis matches, the Daytona 500, college basketball championships and regular-season games.

"All these economic problems, if we encountered them, would be passed along to the NFL—that's understood," he said. "I'm not sure it would be economically viable for the league to extend the season into February or March."

NBC also has other events scheduled for the period immediately following the Super Bowl—but it also has the Super Bowl, a gold mine of revenues that some thought could soothe the inconvenience of delaying it a week or two. However, a top official said Friday that rescheduling other events would be virtually "intolerable" and that NBC was "totally opposed" to delaying the Super Bowl.

ABC-TV is hoping for an early NFL return for another reason. Its Monday

nights have been suffering from the substitution of movies for *NFL Monday Night Football*. The movie ratings have not only hurt Monday night ratings but, in the process, have been a drag on ABC's hopes of overtaking CBS in the over-all prime time averages. Officials think they can still un-do the damage done thus far, but agree that, from their standpoint, the sooner the NFL returns, the better.

The extent of the strike's downpull on ratings was shown again last week. A repeat of the movie, "Moonraker," on ABC Monday night drew a 15.3 rating and 25 share of audience where an NFL game one year earlier produced a 22.2/35. On CBS, boxing, gymnastics and pool on Sunday got 5.6/18 as compared with 15.8/36 for NFL football a year ago. On NBC, boxing and motorcycles on Sunday got 4.2/14 versus 11.6/25 with NFL football 12 months earlier.

The networks say they're not losing money on the programming they're substituting for NFL, because the stand-in programming costs a lot less than NFL but they're getting nowhere near the revenues that NFL football would produce. They also say they've made no firm plans on what