

be associated with it."

Schonfeld estimated that advertising sales are running about 60% ahead of projections made before CNN began operating.

CNN has about 2.3 million subscribers, far below the goal of five million by the end of the year it set earlier. To stimulate subscriber growth, Cable News Network is undertaking a promotion for 24 hours on July 31 when co-owned superstation WTBS(TV) Atlanta will substitute CNN service for its regular programming ("Closed Circuit," July 21). This move will enable five million cable subscribers to view CNN and perhaps induce subscribers to place pressure on cable systems to pick up CNN.

## Arbitron Radio to check for sampling errors

**Year-long 'replication' study will help define mistake rate**

Arbitron Radio officials said last week they have launched a "radio replication study"—designed to get a better fix on the size of sampling errors in its radio audience surveys—that will take a year to complete and may cost \$250,000 to \$500,000.

Arbitron did a replication study in 1974 that, though concerned primarily with TV audience measurement, concluded that

the average-quarter-hour estimates in its radio reports are subject to smaller sampling error than the "nomograph" in the reports indicates, but that the cumulative audience estimates are subject to greater error than the nomograph suggests. The nomograph is a means of estimating sampling error under different circumstances.

The new study, officials said, is intended to confirm and expand on the earlier one and "to develop an improved model and set of procedures" to get better estimates of sampling error, so that buyers and sellers of radio time can rely on the audience figures with more confidence.

Replication, Arbitron officials said, in this case will involve repetition of an entire study many times through the use of subsample simulations. The procedure will be applied to 19 separate Arbitron market reports. For each of the 19, eight replicates or subsamples will be generated and analyzed to determine how much audience estimates tend to vary because of the use of different samples of respondents.

Arbitron said it had retained a statistical consultant, Dr. Martin Frankel, to work on the study with Arbitron's vice president for statistical services, Michael Occhiogrosso. One of the first steps, officials said, will be to generate a data-base package consisting of 342 data tapes for delivery to Dr. Frankel. That is to be completed by the end of this year. The analysis then is expected to take until next summer. Arbitron said the study design has been reviewed by the Broadcast Rating Council's radio technical committee.

## Agency sets up unit to champion corporate advocacy

**Advisory panel of experts from government and industry to augment efforts of division fostered by William Hesse**

The voice of business in advocacy advertising and public relations is being offered added strength, more persuasiveness and firmer legal support. Those are some of the major services of the Corporate Communications Center, a new Washington division of Fahlgren & Ferriss.

CCC evolved under the leadership of the agency's board chairman, William R. Hesse, who joined Fahlgren & Ferriss Jan. 1 after retiring as executive vice president of the American Association of Advertising Agencies.

Hesse emphasized that CCC is neither an advertising agency in the usual sense nor a typical PR firm. It does not solicit or accept a product or service to be advertised. Rather, he said, it is geared to serve corporate needs in projecting positions on issues and goals.

Although not a lobbying organization, Hesse said, CCC can provide the communications that parallel and further that function.

Backing the expertise of CCC is an advisory panel of persons knowledgeable in

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