

Shefchik

■ Continued from Page 1B

Here are the results of the March-June survey, compared with the Arbitron book from October-November, 1981. The share points represent an average percentage of the metro audience. Stations are ranked according to the amount of share points gathered in the March-June period.

	March-June	Oct.-Nov.
WCCO-AM	20.0	22.9
KSTP-FM	12.2	14.8
WLOL-FM	10.0	4.2
WDGY-AM	8.5	6.4
KDWB-FM	6.0	6.6
KQRS-FM	4.6	6.0
WCCO-FM	4.4	4.4
KEEY-FM	4.1	4.2
WAYL-FM	3.2	4.1
KSTP-AM	3.1	3.3
WWTC-AM	2.3	2.5
KDWB-AM	2.0	1.8
KJJO-FM	2.0	1.8
KTWN-FM	1.6	.8
KTCR-FM	1.1	
KRSI-AM	.7	1.0
KLBB-AM	.6	.3
KQRS-AM	.5	.8
KTCR-AM	.5	

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KMSF Channel 9 has signed an exclusive Twin Cities agreement with Ted Turner's Cable News Networks. Beginning Monday, July 26, Channel 9 will present CNN2's news update at 5 a.m., 12:30 p.m. (following the Independent News Network report at noon), Saturdays from 6-7 a.m., and a half-hour at sign-off time each night.

Stuart Swartz, vice president and general manager of Channel 9, said he believes CNN will provide his station with a strong, if expensive, complement to both Channel 9's local reports and the Independent News Network.

"We've made a major commitment dollarwise," Swartz said. "We think we've offered a good news product, but in the past we've been late with newsbreak-

ing stories. We felt a little handicapped when the plane went down in Washington, or when Reagan was shot, because we had no access to the major story of the day."

CNN2 is a continually updated half-hour report, while CNN1 is a less structured 24-hour news channel which can cover a presidential news conference or a major story on location. Swartz said both will be used as the situation dictates, but Channel 9 will continue to emphasize its regular programming.

Swartz said KMSF will continue to offer CNN1 and CNN2 even when St. Paul and Minneapolis have cable systems installed. CNN has been a staple of basic cable systems across the country.

Don Harrison, who left his news anchor post at Channel 9 in 1979 to take a similar job in Tampa, is currently reporting on CNN.

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Next week you'll find funny-colored glasses for sale at 165 area Tom Thumb stores, at a price of two for 99 cents.

Channel 9 is hoping to sell about 700,000 of them, to be worn while watching the 1954 3-D film "Gorilla at Large," starring Anne Bancroft, Lee J. Cobb, Raymond Burr and Lee Marvin, at 7 p.m. Thursday, July 29.

KMSF's Swartz said viewers will be able to watch the film without the glasses, but considering the plot — something along the lines of a small-scale "King Kong" — who'd want to? With the glasses, this ape-opera should seem to leap off the screen and into your living room.

3-D TV movies are catching on in other markets, according to Swartz, who said 2.5 million glasses were sold in Los Angeles for a 3-D presentation. □