

## Shepherd Fired, Hired, Lost, Found

THE SEARCH for Bridey Murphy was rivaled last week by WOR New York's "manhunt" for ex-employee Jean Shepherd [AT DEADLINE, Aug. 20]. On Aug. 17 the station, which had fired Mr. Shepherd, described as an "off-beat" disc jockey, last week re-hired him.

Mr. Shepherd had been discharged on Aug. 17 because he delivered a commercial on his after-midnight program for Sweetheart soap, which had not paid for the time, to prove that he was "commercial" and not merely "talented and erudite," as WOR officials had been telling him for sometime. Sweetheart soap, however, was intrigued by Mr. Shepherd's talent and offered to sponsor him on WOR. On Aug. 26 the station telephoned Mr. Shepherd's home in New Jersey. No Mr. Shepherd. His agent did not know his whereabouts. Another sponsor, the

Linguaphone Institute, called WOR to place an order for the Shepherd program. Still no Mr. Shepherd.

After wires, phone calls and newspaper ads, Mr. Shepherd telephoned the station last Wednesday morning and said he would drop in at 11 a.m. He did, and signed his contract. He said that he had been appearing in an educational film in Connecticut. Station executives were slightly mollified (and gratified) to hear that Mr. Shepherd had learned about the "manhunt" on WOR early Wednesday morning. He was scheduled to begin his new WOR show yesterday (Sunday) and promised to be there—positively.

P. S. B•T tried to reach Mr. Shepherd for comment last Thursday evening, but he was unreachable.

Frank Steltenkamp, sales staff, WWJ-TV Detroit, appointed sales development manager.

Bill Stewart, former program director of WNOE New Orleans and since March with Storz station KOWH Omaha, named KOWH program director. Eddie Clarke, morning personality, WHB Kansas City, also Storz outlet, transferred to firm's WTIK New Orleans as program director and "Morning Mayor." He succeeds Dave Croninger, now program director of new Storz acquisition, WQAM Miami, Fla.

Byron Dowty, program director, KDKA-TV Pittsburgh, to KFMB-TV San Diego, Calif., as program manager, effective Sept. 12.

Clyde W. Johnson, program director, KLOH Pipestone, Minn., named program director, WFIN Findlay, Ohio.



MR. DOWTY

Duane Hill, production manager, KUTV (TV) Salt Lake City, named operations director. LaMar Smith, executive producer, WOI-TV Ames, Iowa, to KUTV as production manager.

Bob Shaw, staff announcer, WHAI Greenfield, Mass., to chief announcer, WGUY Bangor, Me.

Dean Anderson, Good-All Electric, Ogallala, Neb., to KHOL-TV Kearney, Neb., as account

Grace Payne, retired. Joe Fiorini named assistant to film director.

Tom Watkins, formerly with KUTV (TV) and KSLA-TV, both Salt Lake City, named daytime supervisor of production operations for WHEN-TV Syracuse, N. Y.

Bob Wolff, sportscaster, WWDC Washington, signed by WPIX (TV) New York for play-by-play of 1956-57 Madison Square Garden events. He continues daily show on WWDC.

John Ademy, WCAO Baltimore, to WAYE that city for afternoon show.

Dick Carlson, WOW-TV Omaha, promoted to fulltime staff director; Bob Osborn to chief production assistant and parttime director and Dick Higgs to parttime director.

Nat Wright, morning personality, WPIK Alexandria, Va., to WWDC Washington for 1-6 a.m. show.

Joe Hyder, disc jockey, WADK Newport, R. I., to WMOO Milford, Mass., Oct. 1.

Mike Woloson, WNOR Norfolk, Va., personality, to New York.

Mike Levine, Pittsburgh newspaperman, to news staff of KDKA Pittsburgh. Jane Schultz, writer, WWSW Pittsburgh, to KDKA continuity staff.

Elaine Sahley, recent tv school graduate, to WTAP-TV Parkersburg, W. Va., as traffic director. Herb Fine, recent graduate of Michigan State College, to WTAP-TV production staff.

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