This Week magazine, joins J. Walter Thompson as marketing-merchandising associate.

- George Benneyan, former coordinator of special projects for Look magazine, joins MacLean Adv., as marketing consultant.

- Barbara Curry, formerly copy supervisor on Jergens Lotion at Cunningham & Walsh, N.Y., joins Norman, Craig & Kummel as copywriter.

The Media

- Richard C. Pistell, president of Pistell, Schroeder & Co., New York Investment Co., named chairman of finance committee and elected to board of Bartell Broadcasting Co. Mr. Pistell's firm handled underwriting of Bartell's initial stock offering when it became publicly owned last year.

- Ed Walton, vp of RKO General Inc., N.Y., rejoins RKO after year's absence to head domestic theatrical distribution.

- John F. Bayliss named vp and general manager of KOMY Watsonville, Calif. Johnny Gunn appointed operations manager.

- Ira G. Delumen appointed manager, program and project sales of CBS-TV Production Sales.

- Jack Gennaro, station manager of WFRV-TV Green Bay, Wis., appointed general manager, succeeding Soren Munkhoft. Mr. Gennaro previously served as regional sales manager.

- J.M. Higgins, general manager of Wabash Valley Broadcasting Corp., which owns WTHI-AM-FM-TV Terre Haute, Ind., named vp and director of company. He continues his duties as general manager of WTHI.

- Carleton Hense, formerly national sales manager of WBRE-TV Wilkes-Barre, Pa., to Transcontinent Television Corp., N.Y., as sales development manager.

- Sam E. Pendleton, formerly salesman at KWFT-AM-TV Waco, to KSET El Paso, both Texas, as general manager. Other appointments: Herbert N. Rand Jr., chief engineer; Ernest A. Vass Jr., merchandising manager; James Kiser, production manager and chief announcer; Alan A. Cohn, Larry A. Harris and James L. Street, all account executives; Richard Glancy and Greg Gregory, both announcers; Rita Sanich, copy coordinators and Bob Ambsberry, weathercaster.

- Blaney Harris, account executive at WPIX (TV), N.Y., named program sales manager.

- Phil Martin, on sales staff of XETV (TV) Tijuana-San Diego, Calif., promoted to local sales manager. Phil Kolbo and Ted Millon both join sales staff.

- Bill Stewart, formerly assistant to president of Star Stations (KOIL Omaha, KICN Denver and KISN Portland, Ore.) and for four years national program director of Storz Stations and before that national program director of McLendon Stations, named operations direc-