Robert M. McGredy named general sales manager of Television Advertising Representatives, N. Y. Mr. McGredy, former national tv sales manager of Westinghouse Broadcasting Co., N. Y., who replaces Jack Mohler, will coordinate sales policies for TVAR offices throughout U.S. Mr. McGredy started his career in 1946, as sales manager of WTOP Washington. In 1948 he became sales manager of WPAT Paterson, N. J., and in 1949, assistant director of Broadcast Advertising Bureau (now RAB). He joined WCAU-TV Philadelphia, in 1950, first as sales manager and subsequently as vp in charge of station.

Don Wirth, vp and general manager, WNAM Neenah, Wis., elected president of Wisconsin Broadcasters Assn., succeeding Migi Figi, co-owner and general manager, WAUX Waukesha, who becomes ex officio member of board. Other officers named at WBA annual meeting in Milwaukee Tuesday include: Bruce Wallace, public service and promotion manager, WMJ-TV Milwaukee, vp; Dick Dudley, general manager, WAUS Wausau, re-elected treasurer; Carl Kolata, president and general manager, WTTN Watertown, re-elected secretary; George Freehette, general manager, WHFR Wisconsin Rapids, re-elected to board. WBA had record attendance of 82 members.

Doyle Harden, formerly with KFMI Tulsa Okla., joins announcing staff of KTUL, that city.

James C. Steele, formerly radio-tv creative director for Watts-Payne Adv., Tulsa, Okla., joins KVOO-TV, same city.

Neil E. Wolford, formerly at WRVC Norfolk, joins staff of WHPL Winchester, both Virginia.

Dan Johnson, formerly with WGBS Miami, joins WFLA-AM-FM Tampa, Fla., as air personality. Other personnel changes: Kay MacLean Nero and Joe McDonald join WFLA-AM-FM promotion department.

Herbert S. Dolgoff, corporate legal advisor, and Grahame Richards, national director of programming, named vp's of Storz Broadcasting Co., Omaha. In addition to new duties, they will continue to function in present capacities. Storz stations are WDGY Minneapolis-St. Paul, WHB Kansas City, KOMA Oklahoma City, KXOK St. Louis, WTTX New Orleans, and WQAM Miami.

Sarnoff honored by American Legion

Robert W. Sarnoff, NBC chairman (r) receives a special award from American Legion National Commander William R. Burke (l) at a special luncheon in Washington March 1. The citation commended Mr. Sarnoff and NBC for distinguished public service in making tv "a dynamic force in public service."

Mr. Sarnoff, in his acceptance remarks, urged that the restrictions of Sec. 315 of the Communications Act (which requires broadcasters to give equal opportunity to all candidates for political office once one of them has been seen or heard on the air) be removed since broadcasters have demonstrated their skill, fairness and responsibility in handling the "Great Debates" in the 1960 presidential campaign. Mr. Sarnoff also detailed NBC's informational program and said that the network was doing more such programming than it undertook during the 1960 presidential election year.

The American Legion also presented awards to David Brinkley, NBC commentator, and to Quentin Reynolds, author and war correspondent.