Rudy Petersdorf joins National Telefilm Assoc., as director of business administration. Mr. Petersdorf, who will headquarter in Beverly Hills, has been in business affairs department of Desilu for over four years, and prior to that served in legal department of Capitol Records for two years.

Samuel Manners, associate producer of Screen Gems’ “Route 66,” named executive in charge of production of all Herbert B. Leonard’s TV shows, current and future. Two series currently in production are “Naked City” and “Route 66.”


EQUIPMENT & ENGINEERING

Donald G. Fink, director of research and general manager of research division of Philco Corp., appointed vp for research. He has been with Philco since 1952 when he became director of research for consumer product programs.

Justin L. Albers, manager-distributor operations, RCA Sales Corp., N. Y., named vp, distributor operation services.

Bryce S. Durant, manager, product planning and development, RCA Sales Corp., elected vp.

Arnold J. Ryden, president of Midwest Technical Development Corp., Minneapolis, and James K. Nunan, president of Electra Scientific Corp., Fullerton, Calif., elected to board of directors of Midwestern Instruments, Tulsa, Okla., manufacturer of electronic instruments and components, and through its Magnecord division, producer of commercial and professional tape recorders and associated equipment.

William R. Weir, Pacific regional sales manager in semiconductors for Sylvania Electric Products, named to newly created position of national sales manager for semiconductor division at Woburn, Mass. Henry H. Cunningham, Thomas A. Foster and Mark L. Green join to initiate and oversee cooperative advertising programs among Sylvania’s electronic parts distributors. Mr. Cunnigham was formerly with Schlage Lock Co., San Francisco; Mr. Foster was with J. Walter Thompson, N. Y., and Mr. Green served Campbell-Ewald Detroit.


Walter R. Hedeman, assistant chief engineer for systems, at Texas Instrument’s apparatus division, appointed coordinator of advanced development, engineering division of General Precision’s GPL division in Pleasantville, N. Y., develops and manufactures of airborne navigational systems, data processing equipment and medical electronic devices, as well as closed circuit tv systems and motion picture projection apparatus.

Bernhard Yagerman, special projects engineer and southwestern sales manager for Canoga division of Underwood Corp., Van Nuys, Calif., named sales manager of electronics division of Telechrome Manufacturing Corp., Amityville, N. Y.

Robert E. Culligan appointed advertising supervisor of Revere Camera Co., Chicago, subsidiary of Minnesota Mining & Manufacturing Co. Mr. Culligan has been member of 3M advertising department since 1956.

Alex E. Alden, research engineer for 20th Century-Fox Film Corp., joins Society of Motion Picture & Television Engineers, N. Y., as staff engineer, succeeding J. Howard Schumacher.

INTERNATIONAL

W. Hugh Clark, vp and director of radio & tv at Young & Rubicam Ltd., Toronto, named vp in charge of sales for newly formed CTV Canadian Television Network.

ALLIED FIELDS

Peter Cott, pr and press director for National Academy of Television Arts & Sciences, named director of national projects. Mr. Cott will be responsible for coordination and development of new chapters and expansion of Academy’s lecture bureau and educational program.

GOVERNMENT

Fletcher G. Cohn, legal adviser on antimonopoly in Bureau of Litigation for Federal Trade Commission, named assistant general counsel for legislation.

DEATHS

Mrs. George C. McConnaughey, 62, wife of former FCC chairman, died at her home in Upper Arlington, Ohio, May 7.