

Los Angeles as assistant general sales manager replacing **Richard Beesemyer** who was named manager of ABC-TV Spot Sales in Los Angeles.

**Oliver Allen** named coordinating director and production manager of WAOK Atlanta and WRMA Montgomery. He formerly was program director of WRAP Norfolk, Va. (Call letters of WAOK were given incorrectly in July 3 BROADCASTING.)

**Sid Bakal**, formerly associate editor, Sunday Tv and Radio Magazine of *New York Herald Tribune*, appointed pr director for WOR-AM-FM-TV New York.

**Frank Malone** appointed news director of WEJL Scranton, Pa., replacing **Robert Flanagan** who resigned to join *Scranton Times*.

**Bernard L. Ruttenberg**, formerly director of publications, Ithaca College, joins news department, WNEW-TV New York.

**Fred L. Bernstein** appointed general sales manager of WLOS-TV Asheville, N. C., succeeding **Saul Rosenzweig**, who resigned to join KPLR-TV St. Louis, as vp and general manager (BROADCASTING, July 10). Mr. Bernstein served as national sales representative for KVOS-TV Bellingham, Wash., another Wometco station. Prior to that he was executive vp and general manager of WTTM Trenton, N. J., executive vp of Forjoe & Co., N. Y., executive vp of WSAI Cincinnati and owner of WMET Miami Beach.



Mr. Bernstein

**Leigh Cardwell**, newscaster for KRGV-TV Weslaco, Tex., promoted to news editor replacing **James Metcalf** who resigned to accept position in San Antonio.

**Glenn Bell** appointed program direc-

### First person account

A narrow escape by Lyle DeMoss and his wife, passengers aboard the jet airliner that crashed last Tuesday (July 11) at the Denver Airport, didn't deter the executive of Allen & Reynolds Advertising, Omaha, from feeding a quick news special back to WOW-AM-TV. At 1:12 p.m., just 36 minutes after the tragedy, he originated a first person report for the Omaha stations. Before joining Allen & Reynolds, Mr. DeMoss was a longtime WOW-AM-TV executive.

tor for KIMN Denver replacing **Roger Barkley** who accepted similar position with KLAC Hollywood. Mr. Bell, who has been station's music director for past three years, had previously been program director for KUDY (now KMOR) Littleton, Colo.

**Edward H. Najarian** appointed chief engineer and technical research director of Radio Pulsebeat News, Jamaica, N.Y.

**Jerry Grove**, WIBG Philadelphia news director, elected president of UPI Broadcasters of Pennsylvania.

**Audrey Caughey Tittle**, radio-tv instructor at U. of Florida, appointed women's editor for WSB Atlanta, Ga.

**Lee N. McEachern**, program director for KFRC San Francisco, joins KRON-TV, that city, as writer-producer in public affairs department.

**David H. Sandberg**, radio-tv management consultant and owner of Sandberg-Gates & Co., Los Angeles, appointed San Francisco manager of Weed Television Corp.

**Paul Kennedy Jr.** resigns as Los Angeles manager of Weed & Co., station rep., to join sales staff of KCOP (TV), that city.

**Bob Lyte**, promotion manager for WWL-TV New Orleans, named manager of promotion department for world's fair Century 21 Exposition in Seattle, Wash.

**John Scott**, formerly newscaster, KVOL Lafayette, La., named in charge of news department, WGHQ Saugerties, N. Y. **Ed Robbins**, former WGHQ chief announcer and network program manager, returns as air personality.

**Alan Hanson** joins KYW-TV Cleveland as producer-director. Mr. Hanson had been independent director in Burbank, Calif.

**Charles Edwards** named assistant news director for WIP Philadelphia.

**Thom Sherwood**, program director and air personality with WCMW Canton, Ohio, joins WIND Chicago, as air personality.

**Ken Rabat**, formerly with WJRT (TV) Flint, Mich., joins announcing and sports staff of WBAL-TV Baltimore.



Mr. Sampson

**Jack S. Sampson**, general manager of KOMA Oklahoma City, elected vp of Storz Broadcasting Co., owners of KOMA. He previously was sales manager and account executive of WHB Kansas City,

Mo.

**Big Wilson**, KYW Cleveland air personality, joins WNEW New York in same capacity.

### PROGRAMMING

**Berne Tabakin**, vp in charge of sales, National Telefilm Assoc., N. Y., elected executive vp. **Robert Goldston**, director of business administration, elected vp in charge of business affairs and secretary, and **Leon Peck**, assistant treasurer, named treasurer. Also **Vernon Burns**, acting general manager, named executive in charge of production of new series for NTA, and **Remi Crasto**, foreign field supervisor, appointed general foreign manager in all countries except Canada.

**Larry Lowenstein**, formerly pr director, National Telefilm Assoc., N.Y., appointed to newly-created post of vp and pr director, publicity and advertising, General Artists Corp., that city.

**Robert A. Behrens**, eastern sales manager for Official Films Inc., N. Y., appointed general manager of syndicated sales for company and will head worldwide distribution of Official's recently-acquired off-network series.

**Nicholas Mamula**, director of infor-

