

New MMR names 7

Major Market Radio Inc., New York, new radio representative firm, announced following appointments:

Jack Sloan, of AM Radio Sales, and **Gordon Gray Jr.** of The Katz Agency join New York sales staff. **Ron Gilbert** of AM Radio sales named head of MMR's Detroit office. **Everett Marsh** of WLS Chicago, and **John Dragomier**, formerly in MMR's Detroit office, join Chicago sales staff. **Dick Mahoney**, from Campbell-Ewald, Los Angeles, joins MMR's office there. **Pat Hodges**, sales executive at KSFO, San Francisco joins San Francisco sales staff.

MMR president Wilmot Losee also announced planned opening of Atlanta office, staff increase in Detroit, and plans for MMR sales executives to visit all their represented stations in Golden West Broadcasters and Storer Broadcasting Co. groups.

Larry O. Cole, in sales for WBAP-TV Fort Worth-Dallas, named sales manager of station's Fort Worth office. **Arthur Grimm**, with WBAP-AM-FM-TV, appointed sales manager for WBAP-TV's Dallas office.



Mr. Pickering

Charles M. Pickering, with Westinghouse stations in Boston, Cleveland and Philadelphia, appointed TV sales manager of WKGB Inc., applicant to purchase WXHR-AM-FM-TV Cambridge-Boston.

Raymond G. Mendelsohn, regional sales manager of WAKR Akron, Ohio, appointed general sales manager of Regional Reps Corp., Cleveland. **Dennis A. Leonard**, account executive, promoted to general manager of RRC's Penn State Reps division, Pittsburgh.

Everett L. (Tod) Moore Jr., president of Unicom Inc., CATV subsidiary of The Katz Agency, New York, rejoins parent company in newly created corporate executive position to undertake special assignments in radio. **Franklin R. Valentine**, executive VP, Unicom, succeeds Mr. Moore as president.

Marilynn Welan, controller for Scott/Rifkin/Rappaport, Los Angeles, appointed operations manager for Chuck Blore Creative Services (radio comm-

ercials). She replaces **Joyce Shahin**, promoted to production coordinator and director of public relations.

Andrew J. Quinn, assistant production manager of Doremus & Co., New York, named manager of production department.



Mr. Wadington

Robert W. Wadington elected president and board member of McLain Advertising Inc., Kalamazoo, Mich. He joined McLain in 1956 and has been VP and general manager for three years. Also elected to board was **Percy H. Russell**, Washington attorney with Kirkland, Ellis, Hodson, Chaffetz & Masters. **James S. Gilmore Jr.**, president Gilmore Broadcasting Corp., remains chairman of McLain.

THE MEDIA

Herbert Brotz, manager, business affairs, NBC Radio, appointed director, business affairs. **Michael Laurence**, director, promotion and client services, named director, marketing and creative services. **Ludwig W. Simmel** continues as manager, sales services and station clearances, with additional responsibility for coordinating functions of sales and traffic department.



Mr. McCurdy

Eugene McCurdy, general sales manager of WFIL Philadelphia, named general manager of WRCP-AM-FM there.

William R. Raihall, WTIG Massillon, Ohio, commercial manager, named general manager.

Norm Hankoff, account executive with KGMS and KCRA, both Sacramento, Calif., named general manager of KTHO-AM-FM Tahoe Valley, Calif.

Eddie Clarke, from Storz Broadcasting and Metromedia, named general manager of WTTT Tiffin, Ohio.

C. Howard McDonald, program manager for KURL-AM-FM Billings, Mont., named station manager of noncommercial WCTS-FM Minneapolis.

Ronald Laufer, senior research analyst at WABC-TV New York, named research director of WXYZ-TV Detroit.

Tom Galloway, commercial manager of KVOL Lafayette, La., appointed station manager. He is succeeded by **Barry Thompson**, sales representative.

Victoria Zeve named to research marketing division, WFGA-TV Jacksonville, Fla.



Mr. Street

Samuel S. Street Jr., director of marketing, Viking Industries Inc., named director of membership services, National Community Television Association, Washington. He previously had been advertising public relations executive with Ameco Inc., Phoenix, and Telesystems Corp., Glenside, Pa.

Joseph A. Sheridan, with WSWO-TV Springfield, Ohio, appointed general manager.

Ken Hart named president and general manager of WYND Sarasota, Fla.

George H. Duncan, account executive, WNEW-FM New York, appointed general manager.

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