

& Schorr, Philadelphia, as senior copywriter.

**Mike Boudreau**, local commercial manager of WDRC Hartford, Conn., named VP-sales. **Michael Drechsler**, account executive, named national sales manager.

**Albert A. Price Jr., Jeanie Price** and **Clayton Cosse**, elected president, VP-treasurer, and chairman of board and secretary, respectively, of Dora-Clayton Agency, Atlanta.

**Edna Kenyon**, treasurer with Sales Promotion Services, Hartford, Conn., agency, named VP. **Peter H. Renkert**, advertising manager with Mechanics Savings Bank, Hartford, joins SPS there as account executive.



Mr. Salk

**Robert H. Salk**, director of special projects with Capital Cities Broadcasting, New York, appointed director of sales development.

**John Barbieri**, account executive with WPHL-TV Philadelphia, named to direct newly created retail sales department. **Jack Kline**, director of sales development, named to head regional sales department.



Miss Jackson

**Babette Jackson**, VP in research department of Dancer-Fitzgerald-Sample, New York, named VP and director of research, succeeding **David Inouye**, who resigns with no plans announced.

**James A. Wethington**, joins Lawton & Associates, Honolulu, as account executive.

**James H. Smith**, account executive with KNBC(TV) Los Angeles, joins TV sales office of Edward Petry & Co., that city.

**Bruce McEwen**, account executive with The Katz Agency, New York, joins The Hollingbery Co., that city, in similar position.



Mr. Schrank

**William Schrank**, television and radio research director with Avery - Knodel, New York, joins The Katz Agency, that city, as research director for radio division.

**Joseph X. O'Hara**, account executive with NBC-TV Spot Sales, New York, joins Harrington, Righter & Parsons, that city, in similar position.

**Marvin D. Gwinn**, manager of Aylin

Advertising Agency, Dallas, joins account service staff of Smith & Douglas Advertising, that city.

**Robert Z. Goldberg** joins WANN and WXTV(FM) Annapolis, Md., as assistant sales manager.

**Michael F. Hogan**, account executive, WCAU Philadelphia, appointed account executive, CBS Radio Spot Sales, Chicago.

**Richard Muth**, media buyer with Northlich Stolley Inc., Cincinnati agency, joins WEBN-FM, that city, as sales manager.

**Hal Heisler**, with Jack Tinker & Partners, New York, joins Smith/Greenland Co., that city, as copywriter.

**Sigvald B. Wehrle**, formerly with Arthur Meyerhoff Assoc., Chicago, joins North Advertising, that city, as account director.

## MEDIA



Mr. Sherwin



Mr. Klein

**Wally Sherwin**, program director for KHJ-TV Los Angeles, appointed general manager, effective April 1, succeeding **Mal Klein**, who joins National General Corp., Beverly Hills, Calif., as VP, heading new creative service and marketing division.

**John D. Chapman**, manager of Taft Broadcasting Co.'s Cleveland sales office, joins WOKO Albany, N. Y., as VP and general manager.

**Floyd T. Christian**, Florida state superintendent of public instruction, **Dr. Ralph Dailard**, superintendent of San

Diego city schools, and **Dr. Carroll V. Newsom**, VP for education, RCA, named to executive board of directors of National Association of Educational Broadcasters, Washington.

**James H. Erwin**, local sales manager for KXOK St. Louis, joins KOMA Oklahoma City, as general manager. Both are Storz Broadcasting stations.



Mrs. Zorbaugh

**Geraldine Bone Zorbaugh**, VP and general attorney with CBS Radio, retires.

**Bruce E. Haight**, assistant controller—planning for CBS-TV, New York, named controller, CBS-TV, Hollywood, succeeding

**Robert B. Jackson**, who resigns to join Capitol Records Distributing Corp., that city.

**Bob Carlson** joins Linder Radio Group, Willmar, Minn., as VP.



Mr. Sondheim

**Jay Sondheim**, general manager of WLYH-TV Lancaster-Lebanon, Pa., joins KFRE-TV Fresno, Calif., in similar position. Both are Triangle stations.

**Wilbur Schramm**, professor of international communication and director of institute for communication research, Stanford University, and **Lawrence T. Frymire**, executive director of Illinois Telecommunications Commission, appointed to national advisory board of National Center for School and College Television, Bloomington, Ind.

**Richard M. Klaus**, director of business development for Major Market Radio Inc., New York, resigns to join Courtland Broadcasting Corp., Cleveland, as executive VP. Courtland owns

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