



The Television Bureau of Advertising's (TVB) loss was WNBC-TV's gain last week as the NBC-owned New York station hired TVB President **Bill Moll** as its new vice president and general manager. "I feel like I've been preparing for this new job all my life," said Moll, who prior to becoming TVB president two years ago was president of Harte-Hanks Television. Moll has also been a TVB board member for ten years. At WNBC-TV he succeeds Carl "Bud" Carey, who left several months ago to become president of Times Mirror Broadcasting. TVB has already established a search committee, headed by King World Broadcasting President Paul Hughes, to find a new president, by Oct. 20, for the New York-based industry organization.

Spokane, Wash., joins KEYF-AM-FM there as general sales manager.

Barbara Goldstone, account executive, WCBM(AM) Baltimore, named sales manager.

Paul Saltin, president, MV Capital, Atlanta-based financing firm involved in real estate and broadcast equipment leasing, joins KOKH-TV Oklahoma City as general sales manager.

Peter J. Moran, VP, director of sales, Cable Networks Inc., New York-based spot cable advertising firm, named senior VP. **Stacie Colbeth**, national sales manager, Cable Networks Inc., New York, named Eastern director of sales.

Denis P. Dowdle, national sales manager, WLVI-TV Cambridge, Mass. (Boston), named national sales manager.

Appointments at Ross Roy Group, Bloomfield Hills, Mich.-based ad agency: **Mickey Guisewite**, associate creative director, advertising, to VP; **Kevin Wixted**, account supervisor, to VP; **Geri A. Bradley-Donoghue**, manager of account administration, to VP.

David Perry, senior VP, director of broadcast promotion, Saatchi & Saatchi Advertising, Chicago, named executive VP. **Gene Johnson**, VP, Saatchi & Saatchi Advertising, New York, named senior VP.

Programing

G. Gregory Miller, VP of television operations, Great American Broadcasting, Cincinnati, joins Tribune Entertainment Co., Chicago, as VP, programing.



Miller



Koppe

Appointments at Paramount Pictures Corp., domestic television division: **Charlotte Koppe**, assistant director of programing, WLS-TV Chicago, to VP, programing there; **Leslie Ross**, manager, production finance, Hollywood, to director, sales planning and production finance; **Richard Golden**, senior VP, domestic sales, BBC/Lionheart Televi-

sion, New York, to manager, Northeast division there; **Maura McDonough**, account executive, Southern region, Atlanta, to manager, Central division, Chicago.

Jim Ricks Jr., senior VP, general sales manager, Barris Program Sales, Los Angeles, joins ITC Domestic Television there as senior VP, Southeast sales.

Bill McGowan, VP and station manager, KTTV(TV) Los Angeles, named VP, operations and sales, Fox Television Stations, Beverly Hills, Calif. **William MacDowell Lincoln**, president and chief operating officer, Farragut Communications, McLean, Va.-based group owner of three TV's, joins Fox Television Stations, Beverly Hills, as VP, chief financial officer, succeeding Mitchell Stern (see "Media").

Mel Layton, VP, acquisitions, Vidmark Entertainment, Los Angeles, joins Republic Pictures Corp. there as VP, acquisitions.

Marvinina Anderson, director, worldwide cable/cassette marketing, ABC Distribution Co., New York, joins World International Network, Los Angeles, as VP, worldwide sales.

Russell Watkins, president, Russell Watkins International, Encino, Calif.-based film distribution company, adds duties of general manager, West Coast, Australian Broadcasting Corp. there.

Patrick Twyon, director of sports services, Petry, New York, joins Marathon Entertainment, New York-based sports programing producer, as executive VP in charge of marketing.

Margaret "Mara" Sternthal, assistant VP, Europe division, Irving Trust Co., New York, joins ABC Distribution Co. there as manager, international TV sales.

David Morris, VP, Western division manager, Disney Television syndication division, Buena Vista Television, Burbank, joins Television Program Enterprises, Los Angeles, as VP of program sales, West Coast. **Bethany Gorfine**, director of sales, Western region, Casablanca IV, Los Angeles, joins TPE as director of program sales, West Coast.

George Bodenheimer, director, affiliate marketing, Eastern division, ESPN, Bristol, Conn., named VP, affiliate sales and marketing, Eastern division.

Appointments at The Discovery Channel: **John Ford**, VP for community development, noncommercial WHYI-TV Wilmington, Del., to VP of corporate program partnerships, Landover, Md. (Washington); **Sandi Tracy**, account executive, USA Network, Chicago, to director of advertising

sales, Midwest region there; **Kerry Sheldon**, account executive, Bohbot Communications, New York, to same capacity there; **Ben Price**, account executive, Turner Broadcasting, Los Angeles, to same capacity there.

Appointments of air personalities, Prime Demo, light adult contemporary format, Drake-Chenault/Jones Satellite Services, Denver: **Kevin Coulter**, announcer, Drake-Chenault/Jones Adult Contemporary, to 2 a.m. to 6 a.m. announcer; **Dave Bogart**, announcer, KSYF(FM) Denver, to 6 a.m. to 10 a.m. announcer; **Jeff Stone**, announcer, KMJH(FM) Denver, to 10 a.m. to 2 p.m. announcer; **Jon Wells**, production director, Jones Intercable, Denver, to 2 p.m. to 6 p.m. announcer; **Laurie Cobb**, announcer, KSYF, to 6 p.m. to 10 p.m. announcer; **Denis Sullivan**, announcer, KSYF, to 10 p.m. to 2 a.m. announcer.

James P. Degni, assistant VP and project manager, Drexel Burnham Lambert Inc., New York, joins USA Network as director, MIS.

Ami Hope Witt, VP, Central division, Silverbach-Lazarus Group, Chicago, joins D.L. Taffner Ltd. there as Central division manager.

Robert G. Liuang, senior research analyst, 20th Century Fox Television, Los Angeles, joins Group W Productions there as senior analyst, research department.

Steve Huntington, program and music director, KIFM(FM) San Diego, joins The Wave Network, new adult contemporary format, Satellite Music Network, Chicago, as operations manager.

Randy C. Rice, operations manager, WJBO(AM)-WFME(FM) Baton Rouge, joins Narragansett Radio Inc. there as VP of programing/research.

Matt Lauer, host, *Entertainment News*, HBO, New York, joins WWOR-TV Secaucus, N.J., as co-host, *Nine Broadcast Plaza*, three-hour live news/talk show.

Danny Owen, assistant program director, KAAM(AM)-KZPS(FM) Dallas, named program director.

Steve Funk, program director and air personality, KOZZ(FM) Reno, Nev., joins KVFX-FM (formerly KIZS) Manteca, Calif., as program director.

J. Patrick, program director and midday air personality, WCRZ-FM, named operations manager, WKMF(AM)-WCRZ-FM.

Pete Fornatale, air personality, WNEW-FM New York, joins WXRK(FM) there as weekend air personality. **Alison Steele**, air personality, WQCD(FM) (formerly WPIX) New York, joins WXRK as Saturday air personality.

Allan Camp, air personality and production director, WRCC-FM Hartford, Conn., joins WRCH-FM New Britain, Conn. (Farming-ton), as morning air personality.

Barbara Skupeen, sales service executive, *Headline News* CNN, New York, named account executive, Turner Home Entertainment there.

Katherine Huey, public affairs producer, KRON-TV San Francisco, named writer-pro-