

# Television Digest

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**Personal Notes:** Robert M. McGredy, resigned acting TV mgr. of WCAU-TV, Philadelphia (Vol. 14:33), on Aug. 25 becomes national TV sales mgr., Westinghouse stations, succeeding Tom Judge, resigned; Irvin Ruby, from WBC headquarters, assigned to KYW-TV, Cleveland as business mgr.-auditor . . . John H. Norton Jr., ex-ABC v.p. in charge of central div., Chicago, recently resigned v.p.-gen. mgr. of WMTW, Portland, Me. (Ch. 8), the Mt. Washington station, named asst. to Dr. Clinton H. Churchill, pres. of newly authorized (Vol. 14:31) WKBW-TV, Buffalo (Ch. 2) . . . Robert J. Leder, v.p. of RKO Tele-radio, adds duties of gen. mgr., WOR div., succeeding v.p. Gordon Gray, now handling general executive assignments; Burt Lambert promoted to WOR-TV sales mgr.; Robert Smith to TV-radio program director . . . Curtis B. Peck, technical operations supervisor of WRCV & of WRCV-TV, Philadelphia, on Oct. 1 becomes engineer in charge of NBC's radio KNBC, San Francisco, succeeding J. W. Baker, retiring; he also will supervise NBC's shortwave contract operations for Voice of America at Dixon, Cal., will be succeeded in Philadelphia by George Lenfest, ex-WBUF, Buffalo . . . Walter Annenberg, pres. of Triangle stations, publisher of *Philadelphia Inquirer*, due back from Biarritz Sept. 1 . . . Sidney Piermont, ex-NBC program talent mgr., joins CBS-TV as program coordinator, assigned to bookings for Garry Moore, Jimmy Dean, Lucky Strike shows . . . John E. McCoy, v.p.-secy. of Storer Bestg. Co., was married Aug. 17 to Elizabeth Harrington Chastain, in Bronxville, N. Y.; onetime FCC attorney McCoy was widowed last year, has 2 young sons . . . Hugh O. Kerwin, head of Petry TV in St. Louis since 1955, transferred as of Aug. 15 to head TV in new Dallas branch, Adolphus Tower Bldg., where David C. Milam, ex-Avery-Knodel, takes charge of radio; Fred W. Johnson, ex-KTVI, ex-Branham, promoted from salesman to mgr. of St. Louis TV . . . Barney Ogle, ex-Hamilton, Stubblefield, Twining & Assoc., ex-NAB, named asst. gen. mgr., KENS-TV & KENS, San Antonio . . . Melvin B. Wright, mgr. of KGMB-TV & KGMB, Honolulu, in N. Y. this week and San Francisco (St. Francis Hotel) until Aug. 29, will be back at stations Sept. 2 . . . David A. Harris, ex-H-R Reps, formerly Ruthrauff & Ryan timebuyer, joins WABC-TV . . . Roger Wolfe promoted to traffic mgr., KDKA-TV, Pittsburgh, replacing Wm. Jewett, resigned to teach TV-radio at Duquesne U; exec. producer Wm. McGraw replaces Wolfe as asst. to B. Calvin Jones, program director . . . Rosemary Caputo quits as traffic & continuity mgr., educational WQED, Pittsburgh, to join upcoming WTAE (Ch. 4) in same capacity; Ted Nielson, also ex-WQED, joins educational WTTW, Chicago . . . Henry Cauthen quits WIS-TV, Columbia, S. C., to become technical director of state experiment in closed-circuit educational TV at Dreher High School, Columbia . . . James P. White appointed sales mgr. of upcoming WJRT, Flint (Ch. 12) due on air in early fall under mgr. A. Donovan Faust . . . Gregory G. Harney Jr.,

ex-CBS-TV, named production mgr. of WGBH-TV, Boston . . . Wm. B. Colvin, ex-TvB, named adv. & sales promotion mgr., WBZ-TV, Boston . . . Norman S. Livingston promoted to program sales director, NBC Radio . . . George W. Armstrong promoted to exec. v.p. of Storz Bestg., continues as gen. mgr. of radio WHB, Kansas City . . . Sid White, ex-Warner Bros., ex-*Radio-TV Daily* columnist, joins ABC press information dept. . . Joseph Kotler promoted to Ziv N. Y. sales mgr., succeeding Len Firestone, now general sales mgr. of syndication; Richard Hamburger promoted to asst. N. Y. sales mgr., James Parker to spot sales mgr., eastern div. . . Gene Deitch, ex-CBS Terrytoons, has formed Gene Deitch Associates, 43 W. 61st St., N. Y. to produce animated film for TV. . . Gilbert Williams, ex-Van Praag Productions, ex-WRGB, Schenectady, ex-WOR-TV, N. Y. and winner of Detroit Ad Club's 1957 gold medal award for Chevrolet commercial, joins Robert Lawrence Productions, Inc., N. Y.

**ADVERTISING AGENCIES:** Jerome J. Cowen promoted to exec. v.p. for west coast offices, Cunningham & Walsh, succeeding Franklin C. Wheeler, retired . . . Herbert Gunter, Ted Bates v.p., adds duties of TV-radio production; Richard B. Jackson, ex-NBC, named TV-radio operations director . . . James C. McDonough, ex-Erwin Wasey, Ruthrauff & Ryan, named v.p. of W. B. Doner & Co., Chicago . . . Wayne Jervis Jr., ex-McCann-Erickson, Chicago, named marketing v.p., Leo Burnett Co. there . . . D. M. Marshman Jr., promoted to v.p., C. J. LaRoche & Co., N. Y. . . John F. Adlinger promoted to v.p., Young & Rubicam . . . Gene Martel, from N. Y. office, heads Young & Rubicam TV commercial film production, San Francisco . . . Dean Pennington, Gardner Adv. v.p., named TV-radio commercial dept. director; John Gunter named program director-business mgr., St. Louis . . . Grant A. Tinker, ex-McCann-Erickson, named TV programming director, Warwick & Legler, N. Y.

Educational TV advisory committee to N. Y. Board of Regents includes: Jacob L. Holtzmann, N. Y. attorney, chairman; John Daly, ABC news v.p.; the Very Rev. Timothy J. Flynn, TV-radio director, N. Y. Archdiocese; Leavitt Pope, WPIX v.p.; P. B. Reed, RCA v.p.; Clarence Worden, WCBS-TV director of public affairs; Kenneth G. Bartlett, Syracuse U v.p.; John J. Theobald, supt.-elect, N.Y.C. schools; Thomas C. Fetherston, N. Y. School Boards Assn.; Mrs. May M. Henry, pres. N. Y. State Teachers Assn.; Stanley G. Jones, N. Y. Telephone Co.; Harry C. Lautensack, Mfrs. Trust, Buffalo; Brother Augustine Philip, Manhattan College pres.; Howard C. Seymour, supt., Rochester schools; Mark Starr, ILGWU education director.

Eleven-man CBS-TV Affiliate Advisory Board (C. Howard Lane, KOIN-TV, Portland, Ore., chairman) meets in Bermuda's Mid-Ocean Hotel Aug. 28-30 for briefings by top CBS-TV executives, including TV pres. Louis G. Cowan, CBS Inc v.p. Dick Salant, sales v.p. Wm. H. Hylan, engineering-affiliate relations v.p. Wm. B. Lodge, affiliate relations v.p.-director Edmund C. Bunker.

F. C. Sowell, v.p. & gen. mgr. of radio WLAC, Nashville, named chairman of NAB AM Radio Committee.

## Obituary

Walter Tenbroeck Gassenheimer, 52, engineer of N. Y. *Times'* WQXR, died Aug. 17 in Perth Amboy. Surviving are wife and daughter.

Watson M. Gordon, 75, retired McCann-Erickson v.p., died Aug. 11 at Pocasset, Mass.