

& 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.

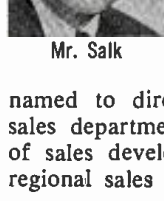
Albert A. Price Jr., Jeanie Price and Clayton Cosse, elected president, VP-treasurer, and chairman of board and secretary, respectively, of Dora-Clayton Agency, Atlanta.

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.



Miss Jackson

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.

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.

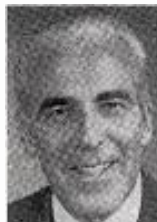
Michael F. Hogan, account executive, WCAU Philadelphia, appointed account executive, CBS Radio Spot Sales, Chicago.

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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