

## CBS Radio, Tv Spot Sales To Represent KOIN Stations

CBS RADIO Spot Sales and CBS-TV Spot Sales have been appointed national spot representatives for KOIN-AM-TV Portland, Ore., it was announced jointly last week by Henry R. Flynn, general sales manager of CBS Radio Spot Sales, and Clark B. George, general sales manager of CBS-TV Spot Sales [CLOSED CIRCUIT, Sept. 13].

KOIN-AM-TV are owned and operated by the Mount Hood Radio & Television Broadcasting Corp. C. Howard Lane is vice president and manager of KOIN-TV and Harry H. Buckendahl is vice president and manager of KOIN.

KOIN, which was organized in 1925, operates on 970 kc with 5 kw. It is a primary basic affiliate of CBS Radio. KOIN-TV, on ch. 6, was established in October 1953 and is a primary basic affiliate of CBS-TV.

### STATION PEOPLE

**John F. Box**, account executive, WOKY-TV Milwaukee, appointed station manager, WOKY.

**S. John Schile**, vice president, Rocky Mountain Broadcasting System, and sales manager, KUTV (TV), both Salt Lake City, to KLOR (TV) Portland, Ore., as general manager.



MR. SCHILE

**Dale R. Peterson**, commercial manager, Broadcasting Corp. of America (KPRO Riverside, KROP Brawley, KREO Indio and

KYOR Blythe, all Calif.) appointed director of operations; **Nadine Hill** succeeds Mr. Peterson; **Joseph Hill** becomes business manager; **Effie Brakebill** becomes office manager.

**Ken Hildebrandt**, commercial sales manager, KYA S. F., appointed general manager, KEAR there.

**Lester M. Smith**, Blackburn-Hamilton Co., S. F., to KVSM San Mateo, Calif., as general manager.

**Ted Cramer**, formerly program director, KTVX-TV Muskogee, Okla., appointed station manager of that station; **John Devine**, formerly program manager, KCBD Lubbock, Tex., appointed program director, Tulsa Broadcasting

## Highest



KWTV (TV) Oklahoma City's new antenna reaches skyward 1,572 feet and is, according to station reports, the world's tallest man-made structure.

The tower cost approximately \$650,000, weighs 525 tons and rests on insulators designed to withstand a load of 5,600 tons with an estimated maximum work load of 1,400 tons. Line of sight of an observer at the top of the tower is from 60 to 80 miles.

Twenty-seven beams requiring 14,400 watts of power are needed to outline the tower and additional lighting is required for the guy wires, night and day.

Designer and fabricator was the Ideco Division, Dresser-Stacey Co., Columbus, Ohio, and the builders were Mizell Construction Co., Ganado, Texas.

Co. (KTUL Tulsa, KFPW Fort Smith, Ark., KTVX-TV).

**Frederick Bailey** to WBMS Boston as manager.

**Louis F. Allen**, account executive, WCPO-TV Cincinnati, to WMUR-TV Manchester, N. H., as assistant general manager.

**Eugene P. McElwee**, recently released from U. S. Air Force, to WTOP-TV Washington, as account executive.

**Bob Brown**, sales manager, KUDU (formerly KVVC) Ventura, Calif., to KVEN there as account executive.

**Chick O'Malley**, program director, WACE Chicopee, Mass., promoted to account executive;

**Ed Carter**, chief announcer, succeeds Mr. O'Malley.

**William W. Van der Busch**, sales manager, WITV (TV) Miami, appointed general manager in charge of national and local sales.

**Gene Ellerman**, sales dept., Booth Radio and Television Stations Inc., Detroit, (WJLB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw, Mich.), transfers to WBBC as sales manager; **Jim Rush**, news editor, WBBC, appointed program director of that station; **Charles Speights**, formerly advertising manager, Oxford Tool Co., Lapeer, Mich., to sales staff, WBBC; **G. Elwood Ryan**, chief engineer, WBBC, transfers to Detroit office; **Walter Wierzbicki** appointed transmitter supervisor, WBBC.

**Joseph M. Miller** appointed to newly-created position of local sales manager, KFMB San Diego; **Virgil L. Clemons**, automotive salesman, to sales staff.

**Bill German**, formerly with WJWL Georgetown, Dela., to WOND Pleasantville, N. J., as sales representative in Atlantic City market; **Chet Wise**, producer, *Beachcomber Show*, WOND, appointed sales representative in same market.

**Harold W. Storm**, promotion director, KMBC-AM-TV Kansas City, Kan., to KLZ-AM-TV Denver as promotion and advertising manager, succeeding **Bill Day**, appointed publicity director of that station.

**A. Richard Robertson** appointed head, promotion and public relations dept., KSL-AM-TV Salt Lake City; **Robert Murdock**, promotion dept., KSL-AM, becomes assistant to Mr. Robertson.

**Ted Nelson**, formerly vice president and general manager, WBRD Ft. Lauderdale, Fla., to KIMN Denver (Intermountain Network station), as promotion and merchandising manager; **Howard Vineyard**, formerly with KFEL-TV Denver, to KIMN and Intermountain Network, Denver, as account executive.

**Jim Eskilson**, floor man for local productions, KEYT (TV) Santa Barbara, Calif., appointed studio-production manager; **Ray Dietrich**, news announcer and production assistant, appointed film and public events dept. head and night production supervisor; **Bill Huddy**, announcer, appointed news editor, senior announcer and assistant night supervisor; **Joe Costantino**, production and promotion depts., appointed to full-time promotion activities.

**Jack Roach**, sportscaster, WKBZ Muskegon, Mich., appointed news editor; **James Leiker** appointed chief announcer, WKBZ, succeeding **Miles Olsen**, resigned to accept teaching position.

**Ethel Grey**, women's director, WSBA York, Pa., returns after two month absence following accident July 16.

**Jim Raser**, writer-producer, *Jane Todd Show*, KCBS San Francisco, father of boy, David O'Donnell.

**Rolf Hersgaard**, newscaster, WCCO Minneapolis-St. Paul, father of boy, Barry Craig.

**Harry Bickhardt**, engineer, WIP Philadelphia, father of boy, William Craig.

**Mark S. Love**, 53, former vocal group director and soloist, WGN Chicago, died Sept. 10.



MR. STORM

THE LATEST  
**WCKY**  
STORY

## THE DAILY HIT PARADE

FIRST in Cincinnati—6:15-7:00 pm

From Pulse  
May-June  
**WCKY—6.2**  
Net A—5.3  
Net B—3.0  
Net C—2.9  
Net D—2.7

1947—1948

1949—1950

1951—1952

1953—1954

are YOU Buying a  
6.2 Rating in Cincinnati?

