

Times-Union and Knickerbocker News for several years.

**Norton Mockridge** and **Jimmy Wallington** join news staff of WCBS-AM-FM New York.

## INTERNATIONAL

**William G. Moore** joins BBDO in newly created position of VP for international, New York. Mr. Moore was formerly VP and account supervisor on Ford and Eastman Kodak accounts at J. Walter Thompson, New York and Detroit. **Bruce E. Crawford**, senior group head on American Tobacco account, elected to VP.

**Ralph Snelgrove**, CKVR-TV and CKBB Barrie, Ont., elected president of Radio and Television Executives Club of Toronto, succeeding **Ken Soble**, CHCH-TV and CHML Hamilton, Ont. **Sam Eiber**, *Canadian Sponsor*, elected first VP; **William W. Vanderburgh**, Coca-Cola Ltd., second VP; **Doug L. Breithaupt**, of Breithaupt, Milson & Benson Ltd., third VP; and **T. Gordon Ferris**, Radio & Television Representatives Ltd., secretary-treasurer.

**Michael Connor** named director of Screen Gems sales in Germany. Mr. Connor was group sales supervisor in Germany for Columbia Pictures' "Lawrence of Arabia."

**Albert G. Hartigan** joins international division of Time-Life Broadcast Inc. Mr. Hartigan will specialize in TV programming for foreign stations operations. He was previously VP and general manager of Video House, New York.

**Jimmy Darin**, formerly of KNEW Spokane, Wash., joins CKY Winnipeg, Manitoba, Canada, as air personality-program director. **Peter Jackson**, CKY

## NATAS PR appointments

Syd Eiges, VP of public information for NBC, announced appointment of members to his publicity and public relations committee for New York chapter of National Academy of Television Arts and Sciences.

They are: **Alan J. Baker**, NBC; **Robert Beusse**, WOR; **Milton Brown**, NBC; **Phil Cowan**, WNEW; **Harry Feeney**, CBS; **Michael Foster**, ABC; **Sid Garfield**, WCBS; **George Hoover**, WABC; **Robert Kasmire**, NBC; **Arthur Kent**, NBC; **Phil King**, WCBS; **Dorothy Leffler**, CBS; **William R. Morris**, *TV Guide*; **George Norford**, New York State Commission for Human Rights; **John Scuoppo**, NBC; **Al Slep** and **Jay H. Smolin**, WNBC; **Sylvia Spence**, WNDT(TV); **Charles Steinberg**, CBS; and **John Weitzel**, WNYC.

The committee is responsible for overseeing and advising on all public relations aspects of the New York chapter.

air personality, moves to CKLG Vancouver, B. C. **Dave Lyman**, former CKY program director, named station promotion manager, replacing **Bill Grogan**, who becomes sales promotion manager.

**William S. MacDonald**, formerly of media research division of A. C. Nielsen Co., New York, joins Crane Adv. Ltd. of London as account supervisor.

## ALLIED FIELDS

**Marian Searchinger** elected VP of literary department of Artists Agency Corp., New York.

**Sherlee Barish**, formerly in sales executive posts with Official Films and National Telefilm Associates, has

formed Broadcast Personnel Agency, New York, an employment service in radio-TV field exclusively. Office is at 527 Madison Ave. Telephone is Eldorado 5-2672.



Mr. Baiman

held positions of research associate, project supervisor, supervisor of surveys and manager of research studies.

**John C. Smith**, member of radio production department for past eight years at Southern Baptists' Radio and Television Commission in Fort Worth, Tex., named director of organization's newly formed program production section. New unit will produce radio programs for seasonal special events broadcasts.

**Milton Robertson**, producer of *PM West* TV series for Westinghouse Broadcasting Co., appointed director of radio-TV films for National Tuberculosis Association.

## DEATHS



Mr. Strotz

**Sidney N. Strotz**, 65, former executive VP of NBC, died Oct. 4 of heart attack at Ojai (Calif.) Community Hospital. In early 1930's Mr. Strotz was president of Chicago Stadium Corp., which promoted championship boxing matches and other public entertainments. His knowledge of show business prompted NBC to appoint him VP in charge of programs. Mr. Strotz was transferred to Hollywood in 1941 as VP for West Coast operations and in 1948 was named administrative VP in charge of TV. He left NBC in 1950 to become president of Quaker State Coca-Cola Bottling Co. in Pittsburgh, and recently moved to Glendale, Calif.

**Herbert Richardson**, 57, Lisbon, Portugal, representative for McGraw-Hill and *Newsweek* and former NBC correspondent, died of brain hemorrhage Oct. 8 at his home in Cascais, Portugal.

**Claire Niesen**, 40, radio actress who for 14 years played title role in *Mary Noble, Backstage Wife* on CBS, died of cancer Oct. 4 in Encino, Calif. Miss Niesen, who in 1943 won Philco Hall of Fame award, also appeared in *The Second Mrs. Burton, Life Can Be Beautiful* radio serials.

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