

Gift from an alumnus. Lowell Thomas, who first recounted the exploits of Lawrence of Arabia, devised the first live prologue used in motion pictures, with his wife logged the record number of air passenger miles in the 1920's and who still broadcasts nightly on the CBS Radio Network, hasn't forgotten his alma mater. Mr. Thomas has given his Dutchess county, N.Y., estate, Hammersley Hill to the University of Denver. Valued in excess of \$2 million, the estate will be sold by the university, which hasn't forgotten its famed son either, to help create the Lowell Thomas Law Center adjoining the Denver campus. Both Mr. Thomas and his wife, the late Frances Thomas who died last month, were Denver graduates, classes of 1913 and 1916, respectively.



Conner

Ralph Conner, for past 12 years with McGavren - Guild, New York, most recently as VP in charge of Eastern division and director of planning development, joins Alan Torbet Associates, New York, in newly created position of VP, Eastern division, with responsibilities including supervision of Eastern area sales, personnel, station relations and administration for New York, Philadelphia and Boston and for Torbet's Atlanta office. **George Peter** and **Jack Levins** promoted at Torbet to new posts of New York sales managers for stations in Eastern and Western areas, respectively.

Lester Wunderman, president and chief executive officer, Wunderman, Ricotta & Kline which merged with Young & Rubicam, New York, in 1974, elected executive VP of Y&R International Inc.

Joseph P. Nolan, regional manager, Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

Larry Divney, general sales manager of ABC-owned WDAI(FM) Chicago, named to same post at ABC's WPLJ(FM) New York.

Jack West, formerly general sales manager, KWGN(TV) Denver, named sales manager, KBHK-TV San Francisco-Oakland.

Mark Sager, account executive, WEAM(AM) Arlington, Va., named sales manager.

Lynn Koch, general manager, KGVO-TV Missoula, Mont., named national-regional sales manager for parent company, Western Broadcasting Co., radio-TV group in Montana and Idaho.

Jerry A. McElroy, director of national sales and merchandising, WFBL(AM) Syracuse, N.Y., named sales manager, WLVA(AM) Lynchburg, Va.

Ira Rosenblatt, account executive, WHYI-

(FM) Fort Lauderdale, Fla., named sales manager.

E. Markham Bench, account executive, Peters Griffin Woodward Inc., New York, named national sales manager, Bonneville International Corp.'s AM and FM stations. He will be based in New York.

Robert S. Culler, in regional sales, WITN-TV Washington, N.C., named regional sales manager.

Steve April, account executive, KXOK(AM) St. Louis, named local sales manager.

Bill Bee, senior VP, Petry Television, named executive VP, The Meeker Co., New York.

James A. Jurist, VP-administration, John Blair & Co., New York, elected VP and treasurer, succeeding **Joseph G. Rose Jr.**, who resigned. **Ellen C. Conlon**, assistant to treasurer, John Blair & Co., elected secretary of corporation.

Sheila McKeever, copywriter, Ogilvy & Mather, New York, named to same post, Kaufman & Associates Inc., Washington.

Ned Gardner, VP-account supervisor, J. Walter Thompson Co., Chicago, named management supervisor.

Ellen Beck, media planner/buyer, W. B. Doner & Co., Baltimore, named media director, Eisner & Associates, Baltimore.

Doug Balogh, VP and Midwest sales manager, and **Farrell Reynolds**, VP and Eastern sales manager, MMT Sales Inc., New York, named to board of directors, which was expanded from five to seven members.

James Dale, VP and associate creative director, W. B. Doner & Co., Detroit, named creative director.

John E. McArdle, VP-general manager, WNYS-TV Syracuse, N.Y., named director of sales, Actmedia Inc., New York advertising-marketing firm.

Jeff Leedy, art director, Hoefler, Dieterich & Brown Inc., San Francisco advertising agency, named associate creative director.

Bill Bateman, partner in Myers, Bateman and Wartnik Advertising Inc., and formerly VP-creative director, J. Walter Thompson, both Los Angeles, named VP-creative services, Ed Yelin Enterprises Inc., Hollywood-based commercial production company.

Programing

Bob Boyett, program executive, prime-time programs, ABC Entertainment, New York, appointed director of prime-time series television, East Coast.

Philip Barry, VP-creative affairs, Tomorrow Entertainment Inc., Hollywood, named to develop and be executive producer of hour-long family films at MTM Enterprises Inc., Studio City, Calif., for early evening network scheduling.

Dave MacFee, program director, Sudbrink Broadcasting, Fort Lauderdale, Fla., named VP, Stereo Radio Productions Ltd., New York, and continues as consultant with Sudbrink Broadcasting.

Craig D. Heslor, senior director, WOKI (TV) Rochester, N.Y., named production manager.

Paul Lovelace, director of country marketing, 20th Century Records, Hollywood, elected VP-general manager, country division.

Marc Stover, producer-director, WSPTV Toledo, Ohio, named production manager.

Scott Sherwood, announcer/production director, WQAM(AM) Miami, named program director, KXOK(AM) St. Louis. Both are Storz Broadcasting Co. stations.

Phillip de Marne, music director and assistant program manager, WMAL-FM Washington, named program manager; **Mike Selman**, in traffic, WMAL-FM named music director.

George A. Milner, station manager, WQXI-TV Atlanta, named sales representative for Columbia Pictures Television based in Chicago.

Broadcast Journalism

Ron Steinman, general manager, new specials, NBC News, named producer Washington staff of NBC's *Today* show as part of staff expansion there.

Ed Turner, executive producer, news WMAL-TV Washington, appointed producer, *The CBS Morning News*, CBS-TV Washington.

Helen Thomas, UPI correspondent named president of White House Correspondents Association. She is first woman named to post. **Robert Pierpoint**, CBS correspondent, appointed to executive committee of association. He is first broadcast journalist on that committee.

White House News Photographers Association competition winners, to receive awards at April 16 dinner meeting, are **Hal Hoiland**, WTOP-TV Washington, in spot news/general news and personality categories; **Ken Resnick**, WTTG(TV) Washington, spot news; **Lee Parker** WRC-TV Washington, general news/personality and honorable mention personality; **Bob Peterson**, ABC TV Network Washington, general news; **George Ronilly**, ABC TV Network, Washington features; **Dave Moubray**, WTOP-TV, features; **Pete Hakel**, WMAL-TV Washington, features; **Richard Norling**, NBC TV Network, Washington, honorable mention, features; **Paul Fine**, WMAL-TV, documentary; **Clyde Roller**, WMAL-TV, sound, and **Tad Dukehart**, WTOP-TV, sound.

Richard Stueber, formerly with KDKA-AM-FM Pittsburgh, named news director, WSPD-TV Toledo, Ohio, succeeding **William Peterson** who assumes same post with KCST-TV San Diego. Both KCST-TV and WSPD-TV are Storer Broadcasting stations.

Don S. Ringe, special projects/documentary producer, KABC-TV Los Angeles, named assistant news director, KPIX(TV) San Francisco. **Susan A. Hewitt**, news producer, KGO-TV San Francisco, named news producer, KPIX. **Harry Fuller**, news reporter / writer / producer, KTRR(AM) Rolla, Mo., named news producer, KPIX.