

television programming for deaf, Gallaudet College, Washington, joins Robert Bosch Corp., video equipment division, Salt Lake City, as training instructor.

Christopher Emery, technical sales representative, magnetic tape division, Agfa-Gevaert Inc., Teterboro, N.J., named video products manager.

Sherman H. Egan, engineer, WPIX-FM-TV New York, retires after 23 years with station.

Larry Paulausky, chief engineer, KXYZ(AM)-KSRF(FM) Houston, joins WPEN(AM)-WMGK(FM) Philadelphia in same capacity.

Promotion and PR

Gerald DeGrazia, general manager, Group W Cable's Dearborn, Mich., system, joins Warner Cable Communications Inc., Dublin, Ohio-based multiple cable systems operator, as community relations director, Eastern U.S.

Laura W. Conway, senior account executive, public relations department, Barnum Communications Inc., New York, joins Glick & Lorwin group of Creamer Dickson Basford Inc., New York public relations firm, as senior associate, nutrition.

Tom Kay, coordinator, Upper Midwest Communications Conclave, Minneapolis-based nonprofit organization, forms Main Street Marketing and Promotion Inc., recorded music promotion and marketing firm, Minneapolis.

Jan Wade, director, advertising and promotion, WLNE(TV) New Bedford, Mass., joins WKRN-TV Nashville as marketing director.

Ginger Sisco, deputy travel director, office of tourism, Minnesota Department of Energy and Economic Development, St. Paul, joins WCCO-AM-FM Minneapolis as marketing director.

Nancy L. Dudenhofer, special projects producer, WCPX-TV Orlando, Fla., joins WMMA(AM)-WHOO-FM there as promotion director.

Michele A. Young, assistant promotion director, WTLV(TV) Jacksonville, Fla., joins WTVN-TV Columbus, Ohio, as promotion coordinator.

Eric F. Thom, director, communications, Radio Advertising Bureau, New York, joins WEZN(FM) Bridgeport, Conn., as director, marketing and promotion.

Ricki Becker, former director, advertising and promotion, WRIF(FM) Detroit, joins WMMS(FM) Cleveland as promotion director.

Lucia Madrid, certified radio marketing consultant, KTAR(AM) Phoenix, joins noncommercial KAET(TV) there as manager, public information.

Allied Fields

Fred F. Fielding, counsel to President, becomes partner in Washington communications law firm, Wiley, Rein & Fielding. **Andrew S. Krulwich**, general counsel, Consumer Product Safety Commission, becomes member of firm.

Green Bay trust. Trust fund has been established to aid children of Mark Schnese, 32, general manager, American Television & Communication Corp.'s Green Bay, Wis., cable system, N.E.W. Media, and Charles Hook, 30, system's community programming director. Schnese was killed and Hook critically wounded on Aug. 6 by gunman who randomly opened fire in offices of N.E.W. Media (BROADCASTING, Aug. 18). Trust is being handled through Valley Bank, Green Bay.



Cummings

former executive producer, *CBS Morning News* (BROADCASTING, March 24).

Richard H. Reimer and I. Fred Koenigsberg, senior attorneys, American Society of Composers, Authors & Publishers, New York, named assistant general counsel.

Gene Linder, from American Television & Communications Corp., Englewood, Colo., retires after 11 years with company, to form Gene Linder & Associates, Denver cable TV consultancy.

John C. Malone, president and CEO, Telecommunications Inc., New York, elected to board of directors, The Bank of New York Co. and its principal subsidiary, The Bank of New York, 17th largest U.S. bank.

Loretta Polk, attorney, office of legal adviser, U.S. State Department, Washington, joins National Cable Television Association there as counsel.

Peter Kraslovsky, recent graduate, Annenberg School of Communications, University of Southern California, Los Angeles, with MA in communications policy, joins Cable Television Information Center, Alexandria, Va., as editor of its *CableReports*.

Deaths



McLendon

which at its peak had 458 affiliates. Under

nickname of "The Old Scotchman," McLendon would recreate baseball and football games on LBS using Western Union reports and sound effects. His partner on "Game of the Day" baseball broadcasts was Hall of Fame pitcher, Dizzy Dean. During 1950's and 1960's he built McLendon family-owned group of stations which included five AM's, seven FM's and one TV. McLendon used his stations to test new ideas in radio formats. In 1950's, McLendon-owned KLIF(AM) Dallas used technique of collecting list of most popular records, first used by Todd Storz, president, Mid-Continent Broadcasting Co., Omaha, and added colorful disk jockies, promotions and contests. Mix caught on and evolved into modern top 40 format. On San Francisco station he experimented with beautiful music format and with all-news format in Chicago. In Los Angeles, he tried all-want-ad format. McLendon is also credited with being among first to editorialize on radio. In 1964 he ran unsuccessfully in Texas for Democratic nomination to U.S. Senate against incumbent Ralph Yarborough. After selling last of McLendon stations in 1978, he invested in precious metals and wrote book, "Get Really Rich in the Coming Super Metals Boom," published in 1981. McLendon was executive producer of 1981 feature film, "Victory," directed by John Huston and starring Sylvester Stallone and Michael Caine. Asked in 1980 what he learned from radio, McLendon responded: "That it all begins with creativity and programming. You can have the greatest sales staff and signal in the world and it doesn't mean a thing if you don't have something great to put on the air." He is survived by son and three daughters.

Frank Nelson, 75, radio and TV actor and, in 1954-57, national president, American Federation of Television and Radio Artists, died Sept. 12 of cancer at his Hollywood home. Nelson was member of AFTRA's Los Angeles local since its establishment in 1938 (then known as American Federation of Radio Artists), until his death. He also held posts at national level and was member of national board at time of his death. In 1954 he helped establish pension and welfare plan for freelance broadcast performers. Professionally, Nelson was regular character on *The Jack Benny Program* on radio and TV. He also appeared with Burns and Allen, Bing Crosby, Eddie Cantor, Bob Hope, Lucille Ball and Frank Sinatra. He is survived by wife, actress Veola Vonn, son and daughter.

Murray Hamilton, 63, character actor, died Sept. 1 of cancer at Beaufort county hospital, Washington, N.C. Along with appearances on several TV shows, including recent roles on NBC's *Golden Girls*, Hamilton was regular on two series: *Love and Marriage* on NBC in 1959-1960 and ABC's *The Man Who Never Was* in 1966-67. He appeared on CBS's made-for-TV movie, *The Last Days of Patton*, on Sept. 14. Hamilton is survived by his wife, Terry, and son.

William L. Everitt, 86, dean emeritus, college of engineering, University of Ill., Urbana, died Sept. 6 at Carle Foundation hospital, Urbana. Everitt was author of textbook, *Communications Engineering*, published in 1932, and was co-author and editor of *Fundamentals of Radio*, published in 1942. He is survived by wife, Margaret, son and two daughters.