

ocus on

PEOPLE

ese are some of the people in—and behind—the
ries in this issue of TELEVISION MAGAZINE:

Andrew Heiskell, publisher of *Life*, has become a
major TV client. The growing interest of Time Inc.
in the medium is described in this issue. Heiskell
attended the Harvard Graduate School of Business
and went to work for the N. Y. *Herald Tribune*.
He soon left to become *Life's* science editor. Ap-
pointed assistant general manager in 1939 and
general manager soon afterwards, Heiskell was
named publisher in 1946. He is a v.p. of Time Inc.

Craig Davidson, v.p. and marketing director of
Perex Corp., whose New Blue Dutch campaign is
discussed in the article, "Building a New Brand
Image," is the author of several grocery trade
books. He was previously an account executive on
WJG for Compton Advertising and at one time
owned Ball & Davidson, an agency specializing in
grocery accounts.

Director of research and sales development at
WNEW, New York, Mary L. McKenna chaired the
1156-57 RTES Seminar (see this month's Special
Report). Miss McKenna came to WNEW in 1954
from Benton & Bowles, where she was broadcast
media supervisor. Previously, she had worked for
Earst Radio in research and sales promotion.

Harry Wayne McMahan, author of this month's
lead story on "The Television Commercial," has
written over 3,000 commercials and supervised
production on nearly 10,000. Now TV creative
director at the Institute of Motivational Research,
McMahan until recently was v.p. in charge of TV-
radio commercials at McCann-Erickson. He is au-
thor of "The TV Commercial."

and featured in this issue:
Robert Kintner in "The Kinetic Mr. Kintner"
O. Parker McComas in "McComas of Philip Morris"
Robert Todd Storz in "Radio Study"



ANDREW HEISKELL

CRAIG DAVIDSON



MARY L. MCKENNA

ROBERT KINTNER



HARRY WAYNE MCMAHAN

O. PARKER MCCOMAS



ROBERT TODD STORZ