

Ralph August, manager, CBS-FM Spot Sales, Los Angeles, joins GCI Sales West there in same capacity.

Leland A. Jackoway, sales executive, television program sales syndicated division, Multimedia Program Sales, Cincinnati, appointed regional sales manager, syndication.

John P. Walsh, executive assistant to president, Lehn & Fink Products, New York, and member radio policy and co-op advertising committees, Association of National Advertisers, named to new post of advertising services director at Lehn & Fink, major consumer products division of Sterling Drug.

Scott Marcus, in sales development, Metro TV Sales, New York, appointed account executive.

Balm L. Lavell III, retail division, *Chicago Sun Times*, joins WMAQ(AM)-WNIS-FM there as business development director.

James Marks, VP/associate creative director, William Esty Co., New York, joins Sawdon and Bess there as associate creative director.

Judith Marren, secretary, Weightman advertising, Philadelphia, named assistant broadcast traffic manager.

Donald P. Hodges, sales representative, KBC(FM) Oklahoma City, promoted to sales manager.

George T. Jordan Jr., **Alan M. Yurman**, **William O. Boris** and **John J. Powers**, VP/account supervisors, Leo Burnett, Chicago, appointed VP/management directors. **Edson O. Sessions**, account executive, promoted to account supervisor.

Mary Jo Ziegenfuss, media planner, and **Tim Finney** from media department, D'Arcy-MacManus & Masius, St. Louis, named media supervisors. **Lynda Heatherly**, media buyer, named media planner.

Lee Lahey, senior VP, and **Mike Bellantoni**, VP, Eastman Radio, New York, named co-managers of office there.

Tina Hildreth, traffic manager, McCann-Erickson, Los Angeles, promoted to assistant production manager.

Richard A. Groat, television sales representative, WOTV(TV) Grand Rapids, Mich., appointed national sales manager.

Howard F. Ritchie, local sales manager, WTAE-TV Pittsburgh, appointed general sales manager, WISN-TV Milwaukee. Both stations are Hearst-owned.

Lester J. Elias, general sales manager, WCIR-AM-FM Beckley, W.Va., joins WNIS-FM Chicago as sales manager.

Mike Kirtner, account executive, WGNT(AM) Huntington, W.Va., joins WTCR(AM) Ashland, Ky., as sales manager.

Programming

John Rhinehart, producer, NBC-TV, New York, appointed daytime program development director, West Coast.

Herbert F. Solow, president, Taft Broadcasting's Hanna-Barbera Productions, Hollywood, named to establish independent production firm, Solow Production Co., as Taft subsidiary.

He will report to **Samuel T. Johnson**, executive VP of Taft West Coast Group. **Cullen Houghtaling**, commercial department manager, DePatie-Freleng Productions, Van Nuys, Calif., appointed Hanna-Barbera commercial sales director.

Inez Aimee Gensheimer, sales director, NFL Films, New York, assumes additional responsibility as head of office there.

Harry J. Wiest, program director, noncommercial WCBB(TV) Augusta, Me., appointed program manager, WROC-TV Rochester, N.Y.

Dick Stockton and **Ken Harrelson** have signed four-year contracts with WSBK-TV Boston and will continue as play-by-play and color man, respectively, for station's telecasts of Boston Red Sox games.

Ron Dennington, operations/program director, WCOB(AM) Boston, joins WJAR(AM) Providence, R.I., as program director.

Jan Ervin Skrentny, correspondent, UPI's Rome bureau, joins WMAL-TV Washington, as public affairs producer/director.

Dave Harrison, air personality, WDJQ(FM) Baltimore, named program director.

Roderick A. Daniels, graduate, William Paterson College, Wayne, N.J., joins wis-TV Columbia, S.C., as weekend sports operations manager/anchor.

John A. Ratcliffe III, assistant production manager, WITN-TV Washington, N.C., promoted to production manager.

Oscar A. Backlund, film editor, WTCN-TV Minneapolis, promoted to film supervisor.



Living memory. An Allan Land Award has been established at Ohio University, Athens, for the senior judged by the faculty of the College of Communications to have the most potential in broadcast management. Mr. Land is VP WHIZ-AM-FM-TV Zanesville, Ohio. The award was funded by his son, Eric Land, salesman at WCPO-TV Cincinnati. First winner was Bill Klaus (center in photo, between the Lands), son of Dick Klaus, president of WKNT-AM-FM Kent, Ohio.

Broadcast Journalism

Irwin A. (Bud) Lewis, director of elections for NBC News since 1969, joins CBS News Election and Survey Unit, reporting to **Warren Mitofsky**, director of unit. Mr. Lewis assumed direction of NBC News poll month ago and Roy

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