

CBS SPOT SALES POST TO CAMPBELL

CBS Radio vice president takes charge of spot sales representative organization today. J. Kelly Smith will assume Mr. Campbell's former duties.

IN A MOVE attributed to "the continuing and increasing importance" of the spot sales operation to CBS Radio, Wendell B. Campbell, vice president in charge of station operations for the network, has been appointed vice president in charge of CBS Radio Spot Sales, effective today (Monday).



MR. CAMPBELL

In making the announcement, Arthur Hull Hayes, president of CBS Radio, said that Mr. Campbell's former duties will be assumed by J. Kelly Smith, administrative vice president of CBS Radio. Henry Flynn continues as general sales manager of CBS Radio Spot Sales.

Mr. Campbell has been with CBS since 1938, when he joined the network's sales staff in Chicago. He became western sales manager of CBS Radio Sales in May 1942, and was named sales manager of CBS-owned KMOX St. Louis in August 1942. He later became assistant general manager and in 1945 was promoted to general manager of KMOX.

In 1949, Mr. Campbell was appointed general manager of CBS Radio's WCCO Minneapolis-St. Paul. In 1950 he was named western sales manager in Chicago for CBS Radio and in 1951 was appointed general sales manager of CBS Radio Spot Sales. Two years later, Mr. Campbell was advanced to vice president in charge of station administration for the radio network.

Corbett, Male, Dawes Promoted by WCPO-AM-TV

PROMOTION of three members of the WCPO-AM-TV Cincinnati staff was announced last week by Mort Watters, vice president and general manager. Colin Male, tv personality, succeeds Earl Corbett as director of WCPO. Mr. Corbett becomes commercial program manager of WCPO-TV and Mr. Male will continue his television appearances.

Bill Dawes was named WCPO program director and continues the *Bill Dawes Show*, in addition to his new duties. Appointments became effective Oct. 1.

KRON-TV's Cameron Dies

GEORGE T. CAMERON, 82, editor and publisher of the *San Francisco Chronicle* (KRON-TV San Francisco), died last Monday (Oct. 3) following a heart attack.

In addition to his newspaper and radio-tv properties Mr. Cameron had other business interests which included cement, finance, steel, oil and mining.

Mr. Cameron is survived by his widow, Helen de Young Cameron, and a nephew, Charles de Young Thieriot, vice president-general manager of KRON-TV and assistant publisher of the *Chronicle*.

In addition to KRON-TV, the *Chronicle* owns 97 1/3% of KBAK-AM-TV Bakersfield.



OFFICIALS of Esso Standard Oil Co. and Marschalk & Pratt Div. of McCann-Erickson Inc. discuss final details of Esso's contract for sponsorship of 23 weekly newscasts on WSM Nashville. The contract, which was effective last Monday, calls for newscasts Monday-Saturday for 52 weeks. L to r: Robert Jones, vice president, M&P Div. of McCann-Erickson and account executive on Esso; William Forlie, Esso assistant manager of advertising; Curt Peterson, M&P vice president; Wallace Rusher of Esso, and Tucker Scott, account executive, John Blair & Co., station representative.

New Tvs Take Air In Roanoke, Detroit

TWO tv stations, one commercial and one educational, began programming last week, both going on the air Monday.

In Detroit, ch. 56 WTVS (TV), licensed to the Detroit Educational Television Foundation, became the 17th educational tv station to go into operation.

WDBJ-TV Roanoke, Va., on ch. 7 and owned and operated by the Times World Corp., began commercial programming with a special inaugural show. Participating in the program were leading civic, religious and station officials. Included in the program were award presentations to the winners of a slogan contest conducted by the station.

Staff appointments announced by WDBJ-TV are: Harry Wiseman, formerly producer-director for WLSL-TV Roanoke, production manager; Ed Ewing, formerly with WLWT (TV) Cincinnati, producer-director; Carl Ruble, formerly with WTOP Washington, producer-director; Boone Boggs, WKNA-TV Charleston, W. Va., director of art and photography; Francis Ballard, continuity, and Betty Krebs, traffic.

WDBJ-TV is affiliated with CBS and represented by Free & Peters. M. W. Armistead III, president of Times World Corp. (*Roanoke Times and World News*), is president of WDBJ-TV.

KGHM Plans Nov. 1 Start

KGHM Brookfield, Mo., with completion of modern studios and offices, has announced plans to go on the air Nov. 1. The station, owned by the Green Hills Broadcasting Co., will operate on 1470 kc with 500 w and will be under the direction of Station Manager Herbert Noyes.

Green Hills Broadcasting is composed of

William R. Tedrick, owner of KWRT Booneville, Mo., and partner in KBTO El Dorado, Kan.; Leslie P. Ware, owner of KLPW Union, Mo., and manager of KCKT-TV Great Bend, Kan., and Ira J. Williams, publisher of the *Brookfield News-Bulletin*.

KLAD Begins Broadcasting

KLAD Klamath Falls, Ore., went on the air Sept. 7 with 1 kw power emanating from a 328 ft. tower. Owners of the new station are Phillip D. Jackson, Clarence Wilson and Bill Hansen. The three also own KBOY Medford, Ore.

WLBK Plans Construction

WLBK De Kalb, Ill., plans to start construction shortly on its new studio-office-transmitter building and move its 200-ft tower to the new site, it has been announced by George C. Biggar, vice president and general manager of the station. Construction is expected to be completed by the first of the year.

Opening Night Holdover

WHEN WDBJ-TV, Roanoke's newest station, went on the air last week, everything ran according to schedule: From the time the opening ceremonies were telecast until the last film spun itself out, there were no technical or personnel complications. It was only after the station closed up for the night that staffers discovered that the outside doors to the Mountain Trust Bank Building were locked and there wasn't a key on the premises. The staff got out all right after one phone call and a 30-minute wait.