

Another thriller-diller from WJRT—



Time-buyers' best friend: WJRT, the easiest way known to round up Flint, Lansing, Saginaw and Bay City. And the most efficient way, for this single-station buy reaches all four mid-Michigan metropolitan areas with a grade "A" or better signal. No more hit and miss propositions! WJRT puts you on location with penetration from within. If your market includes Flint, Lansing, Saginaw and Bay City, WJRT's single-station approach is your corner. Try it on for size. See how success becomes you in mid-Michigan.

WJRT

CHANNEL **12** FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

*April 12-13—Spring meeting, Texas Assn. of Broadcasters, Commodore Perry Hotel, Austin. Members of Legislature will be April 13 luncheon guests.

April 12-14—Assn. of National Advertisers, annual west coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

April 20-23—American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

*April 23—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Initial decision by Examiner Horace Stern recommended grant to Public Service Television Inc. (National Airlines) be revoked and allegations of ex parte representations by applicants be weighed against them in new comparative hearing. Docket No. 9321 et al.

April 23-25—Western States Advertising Agencies Assn., ninth annual conference, Oasis Hotel, Palm Springs, Calif.

April 23-25—American Assn. of Advertising Agencies, annual meeting at The Greenbrier in White Sulphur Springs, W. Va. Annual dinner will be held April 24.

April 24—Ohio Assn. of Broadcasters, Terrace-Hilton Hotel, Cincinnati.

April 24-25—New Mexico Broadcasters Assn., Bishop's Lodge, Santa Fe.

April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

April 30-May 2—Alabama Broadcasters Assn., Buena Vista Hotel, Biloxi, Miss.

April 30-May 3—Assn. of Women in Radio & Television, annual national convention, Waldorf-Astoria Hotel, New York.

April 30-May 3—4th district, Advertising Federation of America, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.

May 1—National Law Day.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

*May 7-8—Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale; also, United Press Intl. business meeting.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-23—Montana Radio Stations Inc., Great Falls.

May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.

May 24-27—Associated Business Publications, annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 28-31—Second Annual Pop Music Disc Jockey Convention & Seminar under auspices of Storz Stations, Americana Hotel, Miami, Fla.