



There is nothing like a dame who watches **KOIN-TV**. And in Portland and the surrounding 32 Oregon and Washington counties, that's practically all the gals. They're different. They're different because they're resolute and reactive. They believe in **KOIN-TV**. They're sold on it...just ask the discriminating fellows at CBS-TV Spot Sales, who will be delighted to display distinctive rating figures for you.

America, convention, Hotel Frederick, Huntington, W.Va.

May 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. (Extended from April 8 deadline, previously announced). Docket 12,729.

\*May 8—Connecticut Broadcasters Assn., Waverly Inn, Cheshire. Agenda includes agency panel discussion by Catherine Noble, Marschalk & Pratt; Dick Jackson, J. M. Mathes Inc.; Jerry Sprague, Cunningham & Walsh; Leo Kaufman, Kaufman Agency; Edward Lush, E. J. Lush Inc., and Shirley Walker, Graceman Advertising Inc. Dinner speaker: Comdr. Edward Whitehead, president of Schweppes (USA) Ltd.

\*May 8—Ninth annual Radio-Television Industry Conference, San Francisco State College, San Francisco, Calif. Discussions by national and local figures include motivational research, editorializing and panel on "What Time Buyers Look For." Banquet speaker: Writer Rod Serling.

May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.

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 14—Sigma Delta Chi annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winners of 1959 SDX distinguished service in journalism awards in 15 categories.

May 14—U. of Michigan Advertising Conference. Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

May 14—Washington AP Broadcasters Assn., Washington Athletic Club, Seattle.

May 14-15—Nebraska Broadcasters Assn., annual convention, Cornhusker Hotel, Lincoln.

\*May 15—Iowa AP Radio & Television News Assn. annual spring meeting, Fort Des Moines Hotel, Des Moines. To be held in connection with Iowa Radio & Television News Directors Assn. convention.

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

\*May 18-20—Annual Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

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

May 21—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 Inc.) be revoked and allegations of ex parte representations by applicants be weighed against them in new comparative hearing. Docket No. 9321 et al.

May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, Highlights for Children magazine, will be chief speaker.

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

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

\*May 23—California AP Television & Radio Assn., El Cortez Hotel, San Diego.

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

\*May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co. In departure from past, awards in radio-tv category will be based solely on commercial, rather than on program carrying it, to keep category consistent with other media divisions. Deadline for entries: April 24.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

**JUNE**

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis.

June 9-11—National Community Television Assn. annual convention, Mayflower Hotel, Washington, D.C.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

\*June 13—UPI Broadcasters of Pennsylvania, Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio, Tex.

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

\*June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools.

June 17-19—American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 17-20—National Assn. of Radio-Television Farm Directors convention, Hotel Statler, New York.

June 18—Maryland-D.C. Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

\*June 18-20—Florida Assn. of Broadcasters convention, DuPont Plaza Hotel, Miami.

\*June 18-21—Pet Milk's second annual Grand Ole Opry talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for promotion prizes and for all expense-paid trips to Nashville.

June 19-20—Colorado Broadcasters & Telecasters Assn., Glenwood Springs.

June 21-26—American Institute of Electrical Engineers, summer and Pacific general meeting, Olympia Hotel, Seattle.

June 22-Aug. 15—Summer Radio-Tv Institute, Stanford U., Stanford, Calif. George A. Willey, director.

June 28-July 2—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe City, Calif.