



**A CALENDAR OF MEETINGS AND EVENTS  
IN BROADCASTING AND RELATED FIELDS**  
(\*Indicates first or revised listing)

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

May 19—Wisconsin Broadcasters Assn., Plankinton Hotel, Milwaukee. H.V. Kaltenborn, pioneer news commentator, and Charles H. Tower, NAB personnel-economics manager, will be speakers.

May 19—Broadcasting Day, Emerson College, Boston. Theme is international broadcasting. Panel moderator will be Franklin A. Tooke, WBZ-TV Boston. Banquet follows at Hotel Vandome with Henry Loomis, Voice of America director, as speaker.

\*May 19—Film Producers Assn. of New York, annual achievement dinner, Plaza Hotel, New York. Awards will be presented to members of film industry. Carl Reiner, comedian, will be m. c.

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

\*May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago. Sec. of Defense Neil H. McElroy will speak at May 21 luncheon. Speakers at special management session following luncheon will be W. H. Burkhardt, Lever Bros. chairman; Henry Schachte, Lever executive vp; J. A. Jewell, Westinghouse Electric marketing vp; Dr. G. Rowland Collins, dean, New York U. graduate school of business. Douglas L. Smith, S. C. Johnson & Son, is chairman of ANA program committee.

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., Rainbow Hotel, Great Falls.

\*May 22—American Bar Assn.-Radio Television News Directors Assn., joint committee meeting on Canon 35, Metropolitan Club, Washington.

May 22—Chesapeake AP Radio-TV Assn., Sheraton-Belvedere Hotel, Baltimore. Topic: "Opening closed doors to radio and tv newsmen."

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

\*May 23—Tennessee AP Radio Assn., Mountain View Hotel, Gatlinburg.

May 23-24—Kansas Assn. of Radio Broadcasters, Lassen Hotel, Wichita. Douglas A. Anello, NAB chief attorney, will speak.

\*May 24-26—Assn. of Independent Metropolitan Stations, Houston.

\*May 24-26—Life Insurance Advertisers Assn., western roundtable, Ambassador Hotel, Los Angeles.

May 25—Testimony commences in FCC's study of use of spectrum in 25-890 mc region. Witnesses permitted to spend 15 minutes on position already stated in comments filed in March. Broadcast representatives bring up tail of witness list. Hearing is before FCC en banc. Docket 11,997.

\*May 26—FCC Chairman John C. Doerfer addresses Federal Communications Bar Assn. on extra-record material in rule-making cases. Willard Hotel, Washington.

May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

May 27—New Jersey Broadcasters Assn. spring meeting, Rutgers U. campus, Rutgers. Topics include single vs. multiple rate and station appraisals.

\*May 29—National Tv Repeater Assn., Denver.

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 2—Special NAB Tv Public Information Committee, formed to draw up national program, will hold first meeting in New York.

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

June 4-6—Fm Multiplexing Seminar under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va. Agency panels on fm and its future are planned. Other topics—FCC multiplexing regulation; is multiplex a broadcast or nonbroadcast service; must background and store services be broadcast on a subchannel only; music licensing fees; stereo; fm sales prospects; fm promotion. Dan Hydrick Jr., WGH-FM general manager, is in charge of planning.

June 4-6—First meeting of new FM Assn. of Broadcasters, Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.

June 5—NAB Tv-Music Advisory Committee, NAB hdqrs., Washington.

\*June 6—UPI Broadcasters of Wisconsin, Milwaukee.

June 7-9—North Carolina Assn. of Broadcasters, Morehead Biltmore Hotel, Morehead City.

\*June 7-9—American Women in Radio & Television, board of directors meeting, Statler Hilton Hotel, Washington.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James



**IN CINCINNATI  
METROPOLITAN  
AUDIENCE IN  
ONE YEAR**

Jan.-Feb. '58 avg. 1/4 hr. rating 3.0  
Jan.-Feb. '59 avg. 1/4 hr. rating 4.7  
6 AM - 6 PM, Mon. - Fri.

AND WCKY gives you a larger percentage of women buyers than any other Cincinnati station. Compare the percentage of women in WCKY's audience to the other Cincinnati stations. These figures are from the latest Nielsen Report (Jan.-Feb. 1959):

Station	Women	Men	Teen-agers and Children
WCKY	68%	14%	17%
Sta. A - Ind.	51%	20%	29%
Sta. B - Net	61%	22%	17%
Sta. C - Net	66%	20%	14%
Sta. D - Ind.	43%	8%	45%

**MORE AUDIENCE and  
MORE BUYERS  
mean MORE SALES**

Let us show you how we can sell your product or service on WCKY. Call CHerry 1-6565 in Cincinnati; in New York, call Tom Welstead, EL 5-1127; in Chicago and on the West Coast, call AM Radio Sales.



**Cincinnati, Ohio**