WHY STOP TO REFUEL

You no longer need two market buys to travel your TV ad the whole length of Wisconsin’s central market belt. Your film, tape or live commercial on WKOW-TV MADISON broadcasts simultaneously on microwave-interconnected WAOV-TV Wausau. This exclusive no-duplication, one-camera vertical coverage gives you total mileage throughout all central Wisconsin’s ARB marketing area counties.

Tony MOE, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Joe Floyd, Senior Vice-Pres.
Larry Benton, Pres.

National representative, ADAM YOUNG

DATEBOOK

A calendar of important meetings and events in the field of communications.

September

Sept. 12-15—Annual Meeting, New York State CATV Association, Concord hotel, Klammesh Lake (Monticello).

Sept. 14—Hollywood Advertising Club luncheon meeting honoring Philip Morris Inc. Rosa Milliner, executive vice president in charge of marketing; James C. Bowling, vice president for sales and corporate relations, and Don Harris, advertising director, will speak. Hollywood Roosevelt.

Sept. 14-15—International Telecommunications Union Ninth Plenipotentiary Conference in hundred-year existence. ITU elects secretary-general and deputy secretary-general; decides general policy and revises the ITU convention—union’s basic charter. Montreux, Switzerland.

Sept. 15—Meeting of board of governors of New York chapter of The National Academy of Television Arts and Sciences, President Sonny Fox presiding. Overseas Press Club.


Sept. 15-17—New Jersey Public Utilities Commission resumes hearings on tariff submitted by New Jersey Bell Telephone Company to furnish facilities for community antenna service. Trenton.

Sept. 15-18—Seventeenth annual fall meeting and election of officers of Michigan Association of Broadcasters. Speakers include Vincent Wastiewski, president, National Association of Broadcasters; John Gilbert, vice president and general manager, WAAC-TV New York; David Bennett, director of FM operations, Triangle Stations, Philadelphia; James Caldwell, general manager, WAVY-TV, Louisville; Bruce Buchanan, general manager, WFBC Greenville, S. C.; J. Patrick Kane, advertising manager, United Motor Service Division of General Motors, Detroit; Robert A. Dearth, executive vice president and general manager, Kenyon & Eckhardt, Detroit. Hidden Valley, Gaylord.


Sept. 17—FCC deadline for filing reply comments and Part II and paragraph 50 of Part II of the commission’s notice of inquiry and proposed rulemaking, issued April 23, 1965, which dealt with asserting jurisdiction and regulating nonmicrowave community antenna TV systems. Former filing date was Aug. 17.


Sept. 19-21—Tenth annual fall convention election of officers of Northwest Community Television Association. Speakers include Frederick W. Ford, president, National Community Television Association, and Ben Conroy Jr., chairman, NCTA. Olympic hotel, Seattle.

Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wastiewski, president of National Association of Broadcasters; Senator Carl T. Curtis (R-Neb.); FCC Commissioner Robert E. Lee; Frank Stissier, president of C. E. Hooper Inc., New York; George W. (Bud) Armstrong, executive vice president, Storz Stations, Blackstone hotel, Omaha.

Sept. 19-21—Annual fall meeting and election of officers of Louisiana and Mississippi Broadcasters Association. Speakers include Miles Davis, president, Radio Advertising Bureau; Norman (Pete) Cash, president, Television Bureau of Advertising; Sherman Bacon, vice president for radio, National Association of Broadcasters. Participants in 14th annual dinner are: William Carlisle, vice president for station services, NAB; Dwight Martin, vice president, WDSU-TV New Orleans; FCC Commissioner Kenneth Cox; Bruce Merrill, president, Ameco Inc., Phoenix, and Stratford Smith, Smith & Pepper, Washington, Fontainebleau hotel, New Orleans.

Sept. 20—Deadline for reply comments on the FCC’s notice of inquiry and proposed rulemaking which dealt with mutual funds and other investment houses that are in technical violation of the commission’s multiple-ownership rules.

Sept. 20—Deadline for comments on the FCC’s further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 81 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.


Sept. 22—Open membership meeting of New York chapter of National Academy of Television Arts and Sciences. Speakers will be Rod Serling, national president and Betty Furness, chairman of national awards.

NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters fall regional meetings:


Oct. 18-19—Marriott motor hotel, Atlanta.


Nov. 11-13—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.

Nov. 18-19—Davenport hotel, Spokane.

Nov. 22-23—Westward Ho hotel, Phoenix.