

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 WAOW-TV Wausau. This exclusive no-duplication, one-camera vertical coverage gives you total mileage throughout all central Wisconsin's ARB marketing area counties.



the Midwis market

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

National representative, **ADAM YOUNG**

DATEBOOK

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

■Indicates first or revised listing.

SEPTEMBER

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

■Sept. 14—Hollywood Advertising Club luncheon meeting honoring Philip Morris Inc. Ross Millhiser, 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-Nov. 17—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. 15-16—12th annual CBS Radio Affiliates Association convention. Leonard H. Marks, director of U. S. Information Agency, and Lowell Thomas, commentator —author, are luncheon speakers on the 16th and 15th, respectively. Arthur Hull Hayes, president of CBS Radio, and other network officials report to affiliates at morning and afternoon business meetings, and a banquet—entertainment program is set for evening of 15th. Hilton hotel, New York.

Sept. 15-17—New Jersey Public Utilities Commission resumes hearings on tariff submitted by New Jersey Bell Telephone Co. 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 Wasilewski, president, National Association of Broadcasters; John Gilbert, vice president and general manager, WABC-TV New York; David Bennett, director of FM operations, Triangle Stations, Philadelphia; James Caldwell, general manager, WAVE Louisville; Bruce Buchanan, general manager, WFBC Greenville, S. C.; J. Patrick Kane, advertising manager, United Motors Service Division of General Motors, Detroit; Robert A. Dearth, executive vice president and general manager, Kenyon & Eckhardt, Detroit. Hidden Valley, Gaylord.

Sept. 15-18—Annual convention, Federal Bar Association. Communication Law Committee panel on "The Future of Television in America—TV, CATV, or Both," with Henry Geller, FCC; Douglas A. Anello, National Association of Broadcasters, and Robert D. L'Heureux, National Community Television Association; moderator, Max D. Paglin, former general counsel, FCC, and now in private practice. Also Government Information Committee, panel on "Free Press vs. Fair Trial—Striking the Balance," with Howard P. Willens, Department of Justice, and H. Victor Logan, *Chicago Sun Times*; moderator, David Parson, Chicago attorney, Conrad Hilton hotel, Chicago.

Sept. 16—Conference on amendment of rules dealing with field strength curves for FM and TV broadcast stations invited by FCC and Association of Federal Communications Consulting Engineers. Washington.

Sept. 17—FCC deadline for filing reply comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating nonmicrowave com-

munity antenna TV systems. Former filing date was Aug. 6.

Sept. 17-19—Ninth annual southwestern area conference of American Women in Radio & Television. Sheraton-Dallas hotel, Dallas.

Sept. 19-20—Meeting of New York State Associated Press Broadcasters Association. Lake George Inn, Lake George.

Sept. 19-21—Tenth annual fall convention and election of officers of Pacific Northwest Community TV 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. Wasilewski, president of National Association of Broadcasters; Senator Carl T. Curtis (R-Neb.); FCC Commissioner Robert E. Lee; Frank Stisser, 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 David, president, Radio Advertising Bureau; Norman (Pete) Cash, president, Television Bureau of Advertising; Sherrill Taylor, vice president for radio, National Association of Broadcasters. Participants in CATV discussion 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 relating to 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 83 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.

Sept. 21-22—Meeting of National Association of Broadcasters Radio Code Board. Washington Hilton, Washington.

Sept. 21-23 — Fifth annual conference of Institute of Broadcasting Financial Management. Hotel Continental, Los Angeles.

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. 14-15—Brown hotel, Louisville, Ky.

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

Oct. 21-22—Lord Baltimore hotel, Baltimore.

Oct. 25-26—Statler Hilton, Boston.
 Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.

Nov. 18-19—Davenport hotel, Spokane, Wash.

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