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In November: What's bugging spot TV? An analysis of spot spending and spot spenders in the past decade. A deep look at a new system to thin out the paperwork in spot buying. A step-by-step examination of the making of a spot campaign. What the critics say about the new season. Interested? Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D.C. 20036; (202) 638-1022. Or bureaux in New York, Chicago and Hollywood.

DATEBOOK

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

■Indicates first or revised listing.

OCTOBER

Oct. 29-31—Bible Communication Congress sponsored by the Educational Communication Association. Bud Collyer, of CBS-TV's *To Tell the Truth*, will speak at the broadcasting and film luncheon. Hotel Washington, Washington. Registration details may be received from ECA, P. O. Box 7712, Washington.

■Oct. 31—Annual meeting of stockholders of Official Films Inc. to elect directors and to transact other business. Delmonico's hotel, New York.

NOVEMBER

Nov. 1—New deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three TV stations, not more than two of them VHF's, in the top 50 television markets.

■Nov. 1—Semi-annual East Coast membership meeting of the American Society of Composers, Authors and Publishers (ASCAP). Waldorf-Astoria hotel, New York.

■Nov. 1—Sales Executive Club luncheon with Peter G. Peterson, president and chief executive officer, Bell & Howell Co., as speaker. Hotel Roosevelt, New York.

Nov. 2-3—Annual fall meeting of the Pennsylvania Community Antenna Television Association. Speakers include E. Stratford Smith, Lew Cohen and Jack Cole, Washington communications attorneys. Pittsburgh Hilton, Pittsburgh.

■Nov. 2-3—National marketing conference sponsored by the Department of Commerce. Mayflower hotel, Washington, and National Bureau of Standards, Gaithersburg, Md.

Nov. 2-13—4th (International Film Trade Fair) Film forum sponsored by Ceskoslovensky Filmexport, Brno, Czechoslovakia. For information contact Jerry Rappoport, 630 Ninth Ave., New York.

Nov. 3—Third annual FM Day of Georgia Association of Broadcasters. Riviera motel, Atlanta.

Nov. 4—Fall meeting. Mid-America CATV Assn. Skirvin hotel, Oklahoma City.

■Nov. 4—International Radio and Television Society newsmaker luncheon, featuring Whitney Young Jr., executive director, National Urban League. Waldorf-Astoria hotel, New York.

■Nov. 4—Luncheon sponsored by Catholic Apostolate of Radio, Television and Advertising (CARTA). Guest speaker will be the Rev. John M. Culkin, S.J., director of communications center at Fordham University. Women's National Republican Club, New York.

■Nov. 6-9—Thirteenth annual convention of the Association Canadienne de la Radio et de la Television de Langue Francaise. Speakers include the Honorable Daniel Johnson, premier of the Province of Quebec; J. Alphonse Oulmet, president of the Canadian Broadcasting Corp.; Andrew Stewart, chairman of the Board of Broadcast Governors; Gerard Pelletier, chairman, broadcasting committee of the House of Commons; Jean-A. Pouliot, president of the Canadian Association of Broadcasters; and Gaby Lalonde of Young & Rubicam Ltd. Westbury hotel, Toronto.

Nov. 8-10—Seminar on computers in marketing and market research, spotlighting computer-based forecasting and sales analysis, sponsored by Computer Usage Education Inc., New York, educational subsidiary of Computer Usage Co. Marketing seminar will be led by Henry Stone, technical direc-

tor, Computer Usage Co. Waldorf-Astoria hotel, New York.

Nov. 9—Annual meeting of shareholders of Seven Arts Productions Ltd. to elect 10 directors and to transact other business. Royal York hotel, Toronto.

■Nov. 9-12—1966 convention of Sigma Delta Chi, professional journalistic society. Pittsburgh Hilton, Pittsburgh.

Nov. 10—New deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.

■Nov. 10—"Television in the space age—a new opportunity for the global advertiser," symposium sponsored by ABC International Television and the Worldvision Network. Features presentation and a panel composed of James McCormack, chairman of the board of Comsat; Asher Ende, chief of office of satellite communications, FCC; Barton Cummings, chairman of the board, Compton Advertising; Robert Young, VP-corporate marketing world wide, Colgate-Palmolive Inc., and Joseph Waldschmitt, Page Communications Engineers. Lincoln Center, New York.

Nov. 10-11—Joint fall meeting of Washington State Association of Broadcasters and Oregon Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; Charles A. Sweeney, director of bureau of deceptive practices, Federal Trade Commission; George W. Armstrong, vice president, Storz Broadcasting Co. Portland Hilton hotel, Portland, Ore.

Nov. 11-13—Fall meeting of the Ohio Associated Press Broadcasters Association. Christopher Inn, Columbus.

■Nov. 11-13—Sixth annual second district convention of the Advertising Federation of America. Shelburne hotel, Atlantic City.

■Nov. 12—Second annual creative seminar for Midwest members, National Federation of Advertising Agencies, O'Hare Inn, Chicago.

■Nov. 13-16—Fall convention of California Community TV Association. El Mirador hotel, Palm Springs.

Nov. 14—Joint "newsmaker" luncheon of International Radio and Television Society with the National Association of Broadcasters. Vincent Waslewski, NAB president, is the speaker. Waldorf-Astoria hotel, New York.

Nov. 14—Twelfth annual promotion seminar sponsored by Edward Petry & Co. The theme of the session will be "Promotion clicks of '66". Chase-Park Plaza hotel, St. Louis.

■Nov. 14—Radio and television workshop sessions sponsored by Peters, Griffin, Woodward Inc., for all stations represented by the company. Chase-Plaza hotel, St. Louis.

Nov. 14-16—1966 convention/seminar of the Broadcasters' Promotion Association. Chase-Park Plaza hotel, St. Louis.

Nov. 15-18—12th annual membership meet-

NAB FALL CONFERENCES

Nov. 10-11—Chase-Park Plaza hotel, St. Louis.

Nov. 14-15 — Waldorf-Astoria hotel, New York.

Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.

Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.