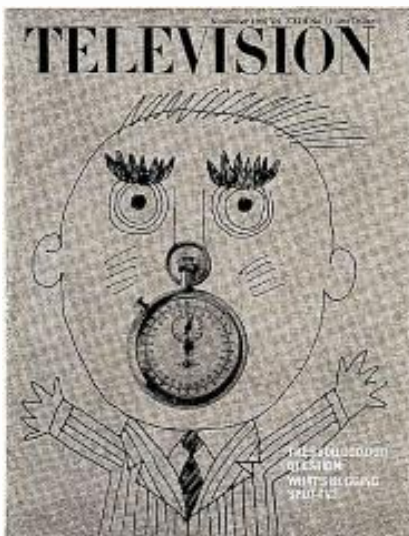


We get
channels
you
can't get
anywhere
else.



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 bureaus in New York, Chicago and Hollywood.

DATEBOOK

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

■Indicates first or revised listing.

NOVEMBER

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. 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 director, 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, vice president-corporate marketing world wide, Colgate-Palmolive Inc., and Joseph Waldschmitt, Page Communications Engineers. Lincoln Center, New York.

■Nov. 10—Second annual international television showcase, "A Salute to German Television," presented by the New York chapter of the National Academy of Television Arts and Sciences in association with the International Relations Committee and the German television networks. Trans Lux theatre, 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. Sweeny, 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. Program participants include John H. Candioto, general sales manager of WTEV(TV) New Bedford, Mass.; Warren A. Bahr, senior vice president, media director of Young & Rubicam; Frank Blair, with

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.

NBC-TV's Today show; and Jo Foxworth, vice president, Calkins & Holden Inc. Shelburne hotel, Atlantic City.

■Nov. 12—Annual meeting of program managers of stations represented by The Katz Agency, New York. Speakers include Sheldon Saltman, director of advertising, promotion and public relations, MCA-TV; and Frank N. Magid, who heads Cedar Rapids, Iowa, research firm bearing his name. Chase-Park Plaza hotel, St. Louis.

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. 13-16—Annual convention-seminar of the Broadcasters' Promotion Association. St. Louis.

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 meeting of the Television Bureau of Advertising. Continental Plaza hotel, Chicago.

■Nov. 17—Third annual "Forum on Broadcast Controls" co-sponsored by the radio-TV department of Indiana University and WLWI (TV) Indianapolis. Panel on "section 315 and elections" includes FCC Commissioner Nicholas Johnson and Henry Geller, FCC general counsel; Thomas O'Brian, vice president in charge of ABC Radio News, New York; Victor A. Sholis, vice president and director of WHAS-AM-FM-TV Louisville, Ky.; and J. R. Livesay, president of WTWO-TV Terre Haute, Ind. Indiana University, Bloomington.

Nov. 19—The fourth New Mexico Advertising Awards Craft Competition Awards Banquet, sponsored by the Albuquerque Advertising Club. Featured speaker is Norman E. Cash, president, Television Bureau of Advertising. Albuquerque Sunport, Albuquerque, N.M.

Nov. 20—Annual meeting of the Hollywood general membership of the Screen Actors Guild. Hollywood Palladium, Hollywood.

Nov. 24-27—Annual fall meeting of the National Association of Farm Broadcasters. Speakers include Vincent Waslewski, president of the National Association of Broadcasters. Conrad Hilton, Chicago.

Nov. 28-Dec. 2—Second engineering/management seminar sponsored by the National