

AGENDA

34TH ANNUAL NARTB CONVENTION, CONRAD HILTON, CHICAGO

Monday, 16 April

10 a.m.-12 noon

FM SESSION (H. Quenton Cox presiding): "The Fm Band: Past, Present and Future," Dr. Frank E. Schooley. "What Our Fm Facilities Mean to Us," George J. Volger, F. Merrill Lindsay, Calvin J. Smith. "Fm—the Plus Factor," George A. Heinemann. "Current Developments in Multiflexing," Ross Beville, Sam Gersh, William S. Halstead, Walton N. Hershfield in roundtable discussion.

2:30 p.m.

TELEVISION BUSINESS SESSION (Clair R. McCollough presiding): Election of directors to Television Board (Judge Justin Miller presiding).

LABOR CLINIC (for station management only, Leslie C. Johnson presiding): Address. John W. Seybold. Panel discussion: Bert Locke, Lowell Jacobsen, Calvin J. Smith, Charles West. Followed by questions and answers.

Tuesday, 17 April

10:30 a.m.-12 noon

JOINT SESSION MANAGEMENT AND ENGINEERING (E. K. Hartenbower presiding): Keynote address by Robert E. Kintner who will receive 1956 Keynote Award.

12:30 p.m.-2:30 p.m.

LUNCHEON (Campbell Arnoux presiding). Address by Hon. George C. McConnaughey following introduction by Hal Fellows.

2:45-3:30 p.m.

AFTERNOON JOINT SESSION (Campbell Arnoux presiding): Special presentation on Freedom of Information with John Charles Daly making address following introduction by Robert D. Swezey.

3:45-5:00 p.m.

PANEL DISCUSSION, FCC: Chairman McConnaughey and all of FCC Commissioners—Rosel H. Hyde, Edward M. Webster, Robert T. Bartley, John C. Doerfer, Robert E. Lee and Richard A. Mack—will participate. Hal Fellows will be moderator.

6:30 p.m.

ENGINEERING RECEPTION

Wednesday, 18 April—Television Day

8:00 a.m.

WAGE HOUR BREAKFAST

10:00 a.m.-12:30 p.m.

MANAGEMENT CONFERENCE (Campbell Arnoux presiding): Opening address, Clair R. McCollough. Tv Code presentation by G. Richard Shafto and Ed Bronson. Forum on Television Film including following speakers: Harold Essex, Harold P. See, George T. Shupert, John L. Sinn. Forum on Color Television Management Problems: Jules Herbuveaux, Harold Hough, Thomas Howard, Robert D. Swezey.

12:45 p.m.

LUNCHEON: Annual report to NARTB members by Harold E. Fellows.

2:15 p.m.-3:30 p.m.

AFTERNOON SESSION: Addresses by James C. Hagerty and J. Leonard Reinsch. Political telecast forum: Otto Brandt, Edwin K. Wheeler, Robert Heald.

3:30 p.m.-5:00 p.m.

TELEVISION BUREAU OF ADVERTISING: Presentation by Oliver Treyz speaking on "Focusing Tv's Spotlight—New Perspective on National and Local Spot."

7:30 p.m.

RADIO PIONEERS DINNER

Thursday, 19 April—Radio Day

10:00 a.m.-12:15 p.m.

MANAGEMENT CONFERENCE (E. K. Hartenbower presiding): Opening remarks, Henry B. Clay. "The Future of Radio Audience Measurement," Dr. E. L. Deckinger. "It's Your Decision," Walter E. Wagstaff. Panel discussion on "Selling Your Salesmen," moderated by Chuck Tower. Panelists: William T. Earls, Robert Jones, J. C. Luhn, Dr. Robert N. McMurry, Todd Storz. Address by Arthur C. Schofield on "The Schofield 7." Radio Week Rally before lunch.

12:45 p.m.

LUNCHEON: Speaker to be announced.

2:45 p.m.-5:00 p.m.

RADIO ADVERTISING BUREAU: "Radio: Best of the Big Four," by Kevin B. Sweeney and John F. Hardesty.

6:00 p.m.

CONVENTION RECEPTION

7:30 p.m.

CONVENTION BANQUET



NARTB Convention committee members continued: William Holm (WLPO), E. K. Jett (WMAR-TV), Clair R. McCollough (WGAL-TV), Frank P. Schreiber (WGN), Glenn Snyder (WLS), Sterling C. Quinlan (WBKB) and Edward A. Wheeler (WEAW). Both picture panels are identified from top