



## ON TAP AT THE CONVENTION

*Official agenda for the 45th annual National Association of Broadcasters convention, April 2-5, at the Conrad Hilton hotel, Chicago, follows. Listed separately are unofficial and related meetings and activities (see opposite page). The engineering conference agenda begins on page 130 and equipment exhibits on page 144. All events take place in the Conrad Hilton unless otherwise noted.*

**Registration** ■ Saturday, April 1—9 a.m.-5 p.m. Sunday, April 2—8 a.m.-6 p.m. Monday, April 3—8 a.m.-6 p.m. Tuesday, April 4—9 a.m.-5 p.m. Wednesday, April 5—9 a.m.-5 p.m. Lower Lobby.

**Exhibit Hours** ■ Sunday, April 2—10 a.m.-7 p.m. Monday, April 3—9 a.m.-9 p.m. Tuesday, April 4—9 a.m.-7 p.m. Wednesday, April 5—9 a.m.-5 p.m. Continental Room, and North, East and West Exhibit Halls.

### SUNDAY, April 2

**NAB FM Day Program** ■ 2:30-5 p.m. Great Hall, Pick-Congress.

*Presiding, Harold R. Krelstein, WMPS-FM Memphis. Report of FM Committee Chairman, Harold I. Tanner, WLDM(FM) Detroit. Report from Sherril Taylor, NAB vice president for radio.*

*How to Pick a National FM Representative: Moderator, David Polinger, WTFM(FM) Lake Success, N. Y. Panelists: James Schulke, Quality Media Inc., New York; Gary Gielow, KPEN(FM) San Francisco, and David Morris, KNUZ, KQUE(FM) Houston.*

*Report from the FCC: Commissioner Kenneth A. Cox.*

*FM Can Attract a Wider Audience—Higher Sets in Use: Moderator, N. L. Bentson, WLWL-FM Minneapolis. Panelists: Joseph A. Kjar, KSL-FM Salt Lake City; Everett L. Dillard, WASH(FM) Washington, and Kenneth Cowan, WOR-FM New York.*

[NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Waldorf Room beginning at 9 a.m. Sunday, April 2.]

**Television Assembly** ■ 3:15-5 p.m. Waldorf Room.

*Secondary Market Television Session: Moderator, William Carlisle, NAB vice president for station services. Panelists: William Grove, KFBC-TV Cheyenne, Wyo.; William Patton, KATC(TV) Lafayette, La.; Marshall Pengra, KLTV(TV) Tyler, Tex.; Robert Schmidt, KAYS-TV Hays, Kan., and Thomas Young, KMMT(TV) Austin, Minn.*

### MONDAY, April 3

**General Assembly (Management and Engineering Conferences)** ■ 10:30 a.m.-noon. Grand Ballroom.

*Presiding, John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman. Music, WGN Orchestra under Robert Trendler. Invocation, The Reverend Hugh Michael Beahan, director of radio-television for the Diocese of Grand Rapids.*

*Presentation of NAB's Distinguished Service Award to Chet Huntley and David Brinkley, NBC newsmen, by Vincent Wasilewski, NAB president. Remarks, Mr. Huntley and Mr. Brinkley.*

**Management Conference Luncheon** ■ 12:30-2 p.m., International Ballroom and Boulevard Room.

*Presiding, G. W. Armstrong, Storz Broadcasting Co., Omaha, convention co-chairman. Invocation, Rabbi Benjamin C. Kaganoff, president of the National Board of Rabbis.*

*Introduction of the Speaker, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors. Address, Vincent Wasilewski, NAB president.*

**Radio Assembly** ■ 2:15-5 p.m., Grand Ballroom. *Presiding, Grover C. Cobb, KVOB Great Bend, Kan., chairman of NAB radio board. Report of Radio Board Chairman, Mr. Cobb.*

*Reflections of a Communicator, Maurice Mitchell, President, Encyclopaedia Britannica.*

*Code Issues and Answers, Richard Brown, KPOJ Portland, Ore., chairman NAB radio code board; Howard Bell, NAB Code Authority director, and Charles M. Stone, radio code manager.*

*How to Describe Your Programming: Moderator, Sherril Taylor, NAB vice president for radio. Panelists: Al Waack, Association of National Advertisers; William Oberholzer, American Association of Advertising Agencies; Lloyd Dennis, WTOP Washington, and Maurice Kellner, Station Representatives Association.*

*Records and Radio: Introduction, Henry Brief, executive secretary, Record Industry Association of America. Performers: Eddy Arnold (RCA), Pat Cooper (United Artists), Donna Lee (Columbia) and Jean Paul Vignon (MGM).*

**Television Assembly** ■ 2:45-5:15 p.m., International Ballroom.

*Presiding, John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman, vice chairman of NAB TV board.*

*You Can't Have It Both Ways, Norman E. (Pete) Cash, president of Television Bureau of Advertising.*

*Film Conference '67 (a TFE-67 presentation): Moderator and executive producer, David L. Wolper, Wolper Productions Inc., New York. Panelists: Joseph Barbera, Hanna-Barbera Productions, Hollywood; Michael Dann, CBS-TV New York; Bill Michaels, Storer Broadcasting Co., Miami Beach; Otto Preminger, motion picture producer-director, New York, and Danny Thomas, Danny Thomas Enterprises Inc. Hollywood.*

### TUESDAY, April 4

**Radio Assembly** ■ 10 a.m.-noon, Grand Ballroom.