

# The WJEF Countrypolitan



## Just average listeners — but what an average!

What's the average WJEF Countrypolitan like?

He or she is about 29, married, and has three children. Typically, the family has two cars and is buying their home.

They have quite a lot already — but they need a lot, and are buying more every day.

What kind of income are they buying with? Well, Countrypolitans span the spectrum of professions, services, trades, and farming. But often as not he works in one of the

50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

They're *inquisitive*; they listen to WJEF to know what's going on, as well as to be entertained.

And they're *acquisitive*; they're prompted to get the things she hears about while making her shopping list, or he hears about driving home.

Ask Avery-Knodel about WJEF —the country music station listened to by people with lots of needs and the means to meet them.

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# WJEF

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Avery-Knodel, Inc., Exclusive National Representatives

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members of the Intermarket Association of Advertising Agencies. El Matador hotel, Palm Springs, Calif.

April 4—Awards presentation in the fourth annual competition for the ANDY awards, given by the Advertising Club of New York. New York Hilton hotel, New York.

April 4-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel. Atlanta. Inquires should be sent to Louis Peneguy, Georgia ETV Network, State Office Building, Atlanta 30334.

April 5—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

April 5-6—Annual Spring meeting of Indiana AP Broadcasters Association. Ball State University, Muncie.

April 7-10—National Association of Educational Broadcasters' Educational Broadcasting Institute on supervisory management, cosponsored by American Management Assoc. Purdue University, West Lafayette, Ind.

April 8—Tenth annual Broadcasting Day, co-sponsored by Florida Association of Broadcasters and University of Florida. Speakers include Red Barber, sportscaster. University campus, Gainesville.

April 8-13 — Atlanta International Film Festival, sponsored by Eastern Airlines, Eastman Kodak and Atlanta film-production firm Cinema East. Awards will be given for features, documentaries, short subjects, TV commercials and experimental films. Roxy theater, Atlanta.

April 9—Annual Congressional affair, sponsored by Pennsylvania Association of Broadcasters. Sheraton-Park hotel, Washington.

April 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

April 16—Newsmaker luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

April 16-19—18th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. San Francisco State College, San Francisco. Inquires about entry details should be addressed to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, San Francisco 94132.

April 18-19—Seventh annual College Conference held by the International Radio and Television Society; IRTS first faculty conference to be held concurrently on the second morning. Roosevelt hotel, New York.

April 18-25—Seventeenth Cine-Meeting, held by International Film, TV film and Documentary Market (MIFED) for producers, renters and distributors of feature and documentary films for cinema and TV presentation. For information contact: Largo Domodossola 1, 20145-Milan, Italy.

April 18-20—Annual spring convention of Oregon Association of Broadcasters. Speakers include Douglas Anello, NAB general counsel. Thunderbird motel, Eugene.

April 21 — National Association of Educational Broadcasters Educational Television Stations Division meeting. Statler Hilton, New York.

April 22—Annual luncheon of the Associated Press, preceded by annual business meeting of AP members. Clark M. Clifford, secretary of defense, is speaker. Waldorf-Astoria, New York.

■Indicates first or revised listing.