

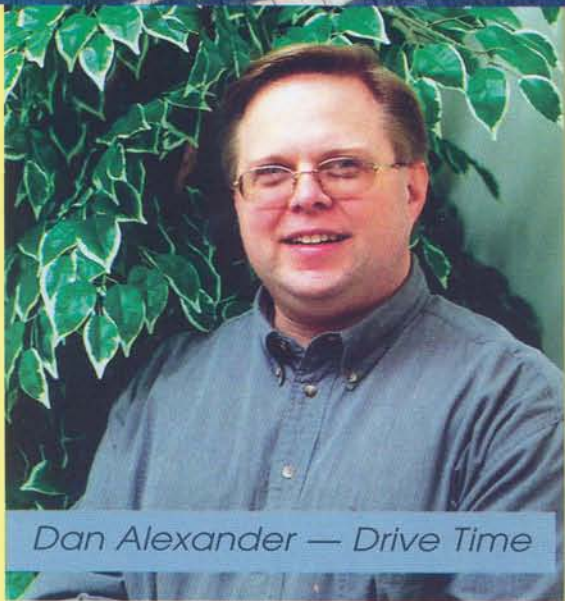
# business bios



*Point Crew — Breast Cancer Fundraiser*

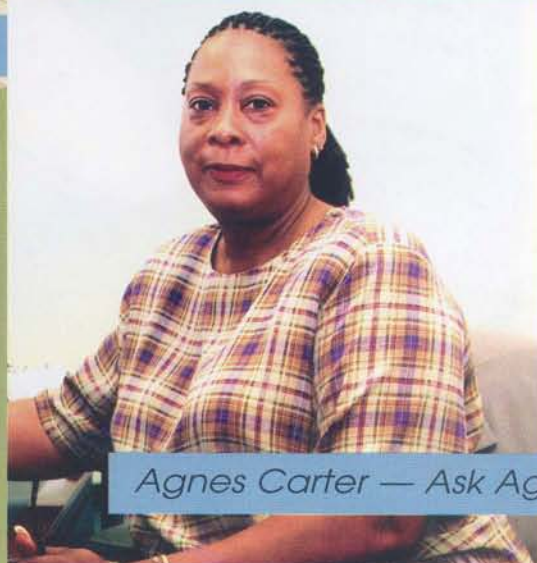


*Jackie Mertikas — Promotions Director*



*Dan Alexander — Drive Time*

*If this is also not enough, The Point hosts the largest prize giveaway on the Jersey shore.*



*Agnes Carter — Ask Agnes*



*Lou Russo — Morning Show*



*Debbie Mazella — Middays*



# 94.3 The Point

## *AN INTEGRAL PART OF NEW JERSEY RADIO*

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Photos by L. Skip Johnson and 94.3 The Point

# "94.3

The Point. Best Variety of the 80's, 90's & Today" is the tag line resounding over the airways of Monmouth and Ocean Counties as this Adult Contemporary radio station continues cranking out the favorites as it has done since 1948. Originally founded by the Asbury Park Press, WJLK-FM, standing for J. Lyle Kinmouth, its founder, the station was spun off in 1989 to DNF Communications in New York. Lou Mercantini of Nassau Broadcasting purchased the station in 1996. All the while The Point has filled a key slot in the New Jersey Radio marketplace.

But in 2001 a new company, Millennium Radio Group, LLC, announced its intention to purchase numerous stations presently owned by Nassau Broadcasting. A lengthy approval process with the Department of Justice and the Federal Communications Commission went into operation and the media investment groups behind Millennium also commenced their long acquisition process. On June 11 of this year the deal became final, a deal that most employees find quite amenable.

What is The Point? Do you get The Point? If ever there was built-in marketing, curious how Point Pleasant is about in the center of their coastal reach. This radio station has revolved around some key social principals for a long, long time and this will surely continue under the new ownership. There will also be some major-league benefits coming soon.

The first is Community. As many listen to the major New York and Philadelphia market they may be hearing the same music, but they are seriously missing - the point. The reason is two-fold. The new owners, Millennium, have highly researched the target market

which is the more educated and professional female listener in the 25 -54 age bracket. These people have active days either in the workplace or managing a family, or both. They also do have strong sense of community, often being involved themselves.

The second is family, a cornerstone of many of their promotions. Millennium is holding on dearly to these bannerstones of the station and will be adding some landmark additions of their own, but first let's look at the programming day and highlight some of the wonderful things where we see The Point in action.

About 5:30 in the morning charming Lou Russo will wake you up with The point Morning Show. Traffic and weather every fifteen minutes, pleasant dialectic and tunes you can probably sing along with.

Long about 9:00 am personable Debbie Mazella lays it on with your Middy. 'Flashback Cafe' from Noon to 1:00 pm will tickle your

lunchtime and the hits will keep on a'coming.

Afternoons are now chaired by radio veteran Dan Alexander who will keep you on board cruising from 2:00 pm to 7:00 pm, get you home, fed and watered, as they say.

Then, from 7:00 pm to Midnight is the lovely Tina Marie, whose show 'Heart to Heart' brings you love songs, dedications, requests, break-ups, make-ups and advice. Phones light up and the tunes roll on.

Wednesdays feature a promotion linking listeners to the Point's website where they help local businesses market themselves in their respective area. These businesses put up prizes for a lucky listener to win.

Speaking with the talented and vivacious Promotions Director, Jackie Mertikas, one will quickly learn that this radio station is serious about its role in the community. They are a continuous

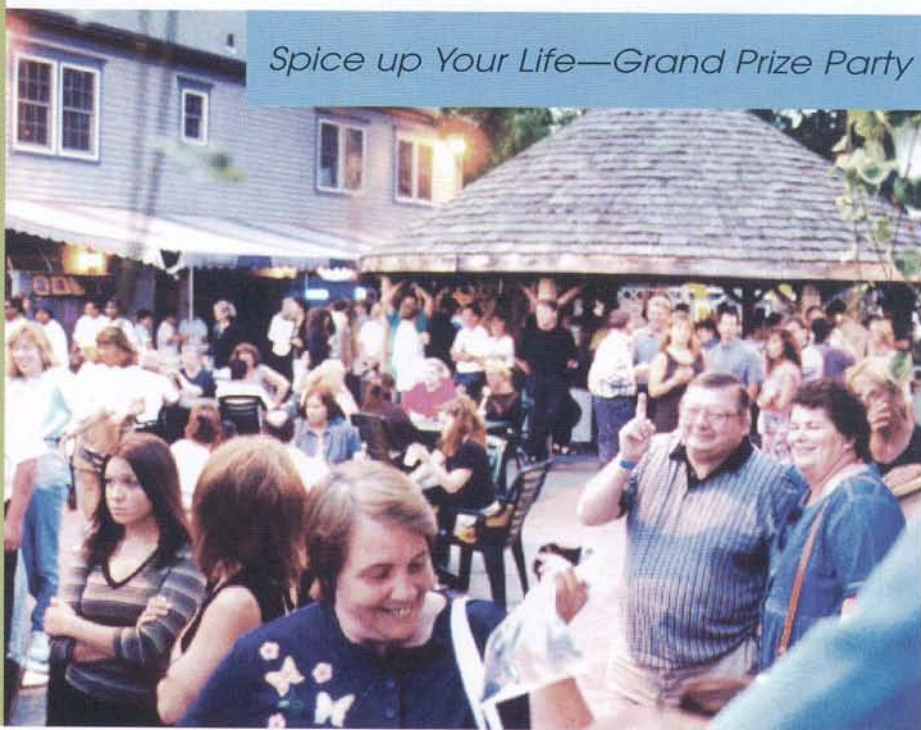


*Point Crew with Alanis Morrisett*



*Speaking with  
Jim Donahoe,  
CEO New Jersey,*

*"We have eight million  
listeners completely  
underserved by any  
media outlet. We are  
committed to serving  
those fine people of  
New Jersey."*



## *Spice up Your Life—Grand Prize Party*

supporter of the Monmouth County Food Bank. They are a continuous contributor to the Emmanuel Cancer Foundation, the March of Dimes, the American Cancer Society, they hold multiple charity soft ball games and provide tours for the local Boy Scouts and Girl Scouts. They also sponsor an adopt-a-pet program in conjunction with the monmouth County SPCA. Their Breast Cancer Awareness Kite-flying event in October has made the Guinness Book of Records two years in a row for the most kites flown at one time!

If that is not enough they also provide a Calendar of Events with free listings for any charity. Family Matters is a feature where each 'Jock' selects a topic and provides family tips. About the pool, on the beach, a thunderstorm, smoke detectors - all either reminders or teachings for the treasured family. Agnes Carter, the receptionist, hosts the 'Ask Agnes' special where some of your questions are answered with her brand of honesty and forthrightness. Not only do they guarantee that there will not be a repeat of a song from 9 am to 5 pm but they help you keep on top of your daily activities.

Reaching the weekend you will hear special key reports to

keep you on track. The Beach Buzz is a report of tides and tanning indexes. Summer Traffic is specifically targeted to beach traffic updates on Saturday morning and Sunday evening. Each Saturday Tim Neil hosts the wildly popular "Totally Awesome 80's" show from 8:00 pm to Midnight. This is all request so tune in and dial-up and also become part of their regular promos in conjunction with the PNC Art Center.

If this is also not enough, The Point hosts the largest prize giveaway on the Jersey shore. Through May and June you can 'Spice Up Your Life' via a chance to receive a complete makeover. We're not talking a facial here. We're talking a new car, furniture, vacations, landscaping, electronics, gym memberships, clothing, exercise equipment, groceries, bicycles - this year totaling over \$45,000 in prizes.

Technically, you are looking at the equivalent of 3,000 watts from a five hundred foot 'stick' in Tinton Falls, driving out to Middlesex and Mercer Counties, Staten Island and Kings County to the north. The broadcast studio is completely digital with a full Scott Studios complement and a Short Cut Editor, in addition to your choice of production studios. It is a slick operation that provides the Jocks with excellent tools to practice their craft and entertain their listeners.

Millennium Radio Group has entered the picture in a very big way by purchasing a dozen local market radio stations across the state and the giant of talk radio, NJ 101.5. They have approached this major investment of over 240 million dollars with a keen outlook to maintain all locally driven formats, promotions that earn listener loyalty and all the things that make successful radio. Jackie Mertikas, Promotions Director, sees the acquisition this way. "We're still a hometown radio station. Whatever you need to know about your community is on The Point, and now we can compete with the New York Market."

Millennium Radio Group is bringing the future of radio to New Jersey and 94.3 The Point is an integral part of their master plan. Suffice it to say the eight million people in New Jersey are seriously



*Little Mackenzie with  
her special kite.*



underserved by the current radio marketplace in one major area and it is not the music. The stations in north Jersey have structured themselves to be mirrors of the New York market. The same is true in south Jersey with the hot pursuit of the Philadelphia market.

Jim Donahoe, CEO New Jersey, states it this way, "Our commitment is to superserve New Jersey, the people who call New Jersey home." Being launched shortly will be a monumental linking of all the local news and service bureaus of Millennium, from Atlantic City to the Highlands and beyond. Newscasts will change in format where New Jersey stories will be featured and each station will air local news in their time slot. Traffic will be done in the same fashion - The Parkway, Route 35, Industrial Way, The Turnpike, Route 34 or Joline Avenue.

It is the intention of Millennium Radio Group, and therefore The Point, to be the main representative of the State of New Jersey on the airways and the place where you will tune to find out about your local community. They will be the exclusive outlet for New Jersey, and New Jersey certainly deserves its own radio voice. We have the most of many



*Flying a Kite Breast Cancer fundraiser*

*The Point's Breast Cancer Awareness Kite-flying event in October has made the Guinness Book of Records two years in a row for the most kites flown at one time!*

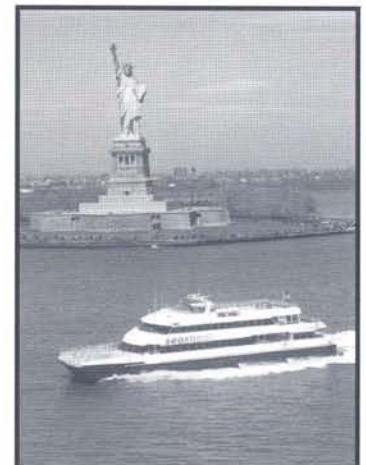
things - from people per square mile, cars per macadam mile, income per capita, the best beaches by the mile - but we have been without the best radio on the dial. That will shortly change with the network's launching. Living in Monmouth and Ocean Counties you will be best served by making 94.3 The Point your radio station to hear adult contemporary music and have an ear always tuned to what is happening in your town. Sounds like a winner. ♦

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