



October 12, 2008

## DO STATIONS KNOW WHAT LISTENERS ARE THINKING?

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It occurred to your faithful scribbler the other day that we may be in a unique position. We have an open communication channel with listeners and with stations, the latter granted to a lesser-known degree. Many listeners have expressed painful withdrawal symptoms from losing their morning DJ, Anita Bonita, formerly of WJRZ. It crossed our minds that by publicizing this information we may be able to impress station heads at Greater Media and other owners of the negative public sentiment that can result from their actions.

Certainly some of the people who wrote to us or asked us to pass along a message to Bonita may have also written or called WJRZ directly. But the majority seem to have puffed and griped more to themselves and us. Without honest, helpful feedback, the stations may be at a distinct disadvantage in evaluating future decisions.

I'll bet some fans don't write or call the stations because, as with one fan who wrote, they probably assume that their missing DJ is on vacation. One fan initially assumed Bonita and sidekick Spyder McGuire were on vacation, but then he Googled Anita Bonita and WJRZ, and came up with our column on "Disappearing Radio Personalities." He then e-mailed the station, as well as us, to say how "deeply disappointed" he was by Bonita's experience. (Spyder has been moved to the afternoon and drive home slot, from 2 to 7 p.m. The morning drive show is now piloted by Chris Van Zant and Jen Ursillo.)

And some fans wrote to say they've switched to The Breeze — 107.1 and 99.7 FM — owned by Press Communications.

"We just can't understand how WJRZ could let you (Bonita) go without a word," wrote Lana Radel of Lakewood. She searched the WJRZ Web site and found "absolutely nothing about what happened." She wrote the station and actually received a reply that "Anita is no longer with us, thank you for writing." But, she wrote, "it wasn't what I wanted to hear."

A Radio Somewhere reader named Kathy Bale vowed, "I will never listen to WJRZ again, since they let Anita Bonita go. What a shame."

There are many more e-mails pouring daily through Bonita's Web site ([www.anita-bonita.net](http://www.anita-bonita.net)).

One thing we have learned is that apparently, station program director Jeff Rafter was not happy with this programming change. We were reassured of this by a compliment about Bonita from Rafter that appears on her Web site.

Finally, there was the rather philosophic writer who attributed the sudden vanishing of personalities as just standard corporate procedure today: "Out of sight, out of mind."

He may have something there, since we also received an e-mail pointing out that newspaper reporters' bylines have been known to "disappear" from the pages of the Press without any public explanation.

Oh, my. Certainly, there appear to be lessons here for everyone.

Please send your comments and suggestions regarding Radio Somewhere to

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