

Longport Media selling Top 40 radio station to Christian broadcaster

MICHELLE BRUNETTI POST Staff Writer

Longport Media has an agreement to sell its Top 40 radio station AC 102.7 (WWAC) to nonprofit Christian Contemporary broadcaster Educational Media Foundation for \$570,000, according to papers filed with the Federal Communications Commission.

“This transaction puts us in an even stronger financial position to deliver compelling content for our listeners and tangible results for our advertisers across all of our stations and platforms,” Paul Kelly, interim general manager and vice president of broadcast operations, said in a written statement.

EMF, of Rocklin, California, has hundreds of radio stations around the country, but just two others in New Jersey. They are WKVP FM in Camden and WYPA FM in Cherry Hill.

“For listeners, it’s a fresh choice. The music is approachable, not a preachy kind of music,” said longtime radio observer Tom Taylor, of Ewing in Mercer County. He writes the Tom Taylor Now radio newsletter.

“It’s very contemporary sounding, easy to listen to and there are no commercials,” Taylor said.

Instead, EMF encourages listeners to support the stations with monthly donations.

The only other Christian Contemporary provider serving the Atlantic City area now is Truth That Rocks Radio Network, based in Ocean City, according to radio-locator.com. Truth That Rocks broadcasts on FM bands 91.5, 101.1 and 107.7, according to its website.

There are religious and gospel stations serving the area, but their programming is quite different, Taylor said. Religious stations generally do more of a Christian educational format, with preachers and talk radio a large part of the offering. And gospel stations don’t have the same focus on appealing to younger people.

No one from EMF responded to calls for comment.

Longport Media President and General Manager Dave Coskey recently announced he is leaving after running the station since 2011 for owners George Miller and Drew Katz. Coskey is a former president of the Philadelphia 76ers and vice president of marketing for Borgata.

Other stations owned by Longport Media, based in Linwood, include WOND 1400 AM and WMGM FM 103.7.

Taylor said the EMF stations don’t always participate in Nielsen Ratings, but when they do they tend to get good ratings.

“You will hear some happy sounding DJs based mostly in California. It’s a national service,” said Taylor. “There will be very little that is particular to Atlantic City.”

EMF has two formats, according to its website. They are both Christian Contemporary. One is called K-Love, and the other Air1.

The Camden station runs K-Love, and the Cherry Hill station runs Air1, according to radiocator.com/.

Taylor said Air1 is slightly younger and hipper of the two.