

# Jane Bartsch of WHLI/WKJY: Hidden Treasure In Garden City

By Leslie Feffer

Have you ever wondered what goes on inside some of those large buildings that line Franklin Avenue? One of these structures houses two of the biggest radio stations on Long Island—WHLI 1100AM and WKJY 98.3FM. They broadcast a mix of the best songs from the '70s, '80s and '90s, as well as a blend of sophisticated adult hits from the last 40 years, including Frank Sinatra and Billy Joel. The stations, which have a 47-year history, were located in Hempstead until about a year and a half ago. At about the same time that they moved to their current location at 1055 Franklin Ave., they also brought in the woman who would later become their president and general manager.

Jane E. Bartsch joined the stations in December 1991 as the vice president and general manager, and last month was promoted to president. A native of Huntington, Long Island, Ms. Bartsch has come full circle and loves being back home.

Her first job out of school was in the buying side of the business, as a time buyer for several advertising agencies. She then worked her way up to vice president and media director of a small advertising agency in New York City. She soon decided that there was more money to be made "on the other side of the desk," in sales. Her first job in radio sales was with WCBS/FM, and Ms. Bartsch believes that she got the job because she "knew more about the station than their general manager did." Her next move was to New York City's WYNY, where she became the general sales manager. Five years later, her first general manager position took her to Oklahoma City at KOMA/KRXO



JANE BARTSCH

and KEBC/FM. She spent two and a half enjoyable years there before moving to WOWO AM/FM in Fort Wayne, Indiana.

Two years later, she received a call from the company that owns WHLI and WKJY. "Their timing was right and my timing was right," Ms. Bartsch recalls. She is excited to be back on Long Island and to be with a company that is "extremely community oriented." In fact, Ms. Bartsch is on the Board of Directors of the Garden City Chamber of Commerce.

The radio stations are involved with many charitable causes, including the American Heart Association Heart Walk, the JDF Walkathon, Multiple Sclerosis, the American Cancer Society, and Mothers Against Drunk Driving. They receive a lot of requests to appear at fairs and fundraisers, and

would like to be at every one of them, but they do get involved with as many as possible. Also, they do many remote broadcasts, which are an excellent way to market the stations and meet new people.

One of their more popular promotions is the "Office of the Week," in which people write to the station and explain why their offices should be rewarded with a lunch for 25 people. Then, Charley Connolly, the morning man for 98.3 WKJY/FM goes to the selected offices with lunch for the lucky 25 workers, sponsored by one of the station's sponsors.

WHLI/AM boasts a new morning man in John Williams, who has spent many years on the air on Long Island. On the first day of summer this year, Mr. Williams was located in front of Riesterer's Bakery on Seventh Street. Ms. Bartsch notes that people come to see him make personal appearances at shopping centers.

One of the things that Ms. Bartsch enjoys most about her job is the variety of daily challenges. She spends a great deal of time on the telephone, and personally assists a number of the station's clients and listeners. She savors the diversity of her job—"so many things to get involved in"—and praises the outstanding staff at the studios. With her busy schedule and long hours (7 a.m. to about 9 p.m., with an evening break to work out at the gym), she finds time to enjoy boating, her favorite pastime.

It's hard to believe that such a dynamic and prominent part of Garden City is such a well-kept secret. Perhaps it's a bit ironic that the stations provide a great deal of entertainment and much needed community service to our area, but so few people even realize that they're right here in our backyard.