

KJAZ carving out niche in crowded market

By Robin Holder

With its upwardly mobile demographic alternative jazz station KJAZ 98.1FM, is carving a niche in Bermuda's competitive broadcasting market.

This month Marshall Griffin joined the station as the mid-day contemporary jazz personality and in December Valerie (VJ) Leader joined as the host of Smooth Jazz with Satin Doll.

"We feel we have defined ourselves because there isn't any other radio station that offers the variety we have in the jazz genre," Mr. Griffin said.

"We have a niche audience

and we want to attract those folks who are past the hip-hop phase in their life and want something a little easier to listen to, maybe in the office or the drive to or from work," chief executive Terrance Trott said.

"All of the personalities on this station have a passion for music and bring expertise and experience to their job," Ms Leader said.

While Mr. Trott could not provide any revenue figures, he said the station launched last September has attracted a small stable of advertisers.

A poll conducted by www.Research.bm in October showed

'Our main objective is to introduce a new style to the Island.'

that 14 percent of the respondents listen to the station.

"We never expected to turn a net profit overnight but there is room for improvement. Any business needs revenue to succeed but our main objective is to introduce a new style to the Island."

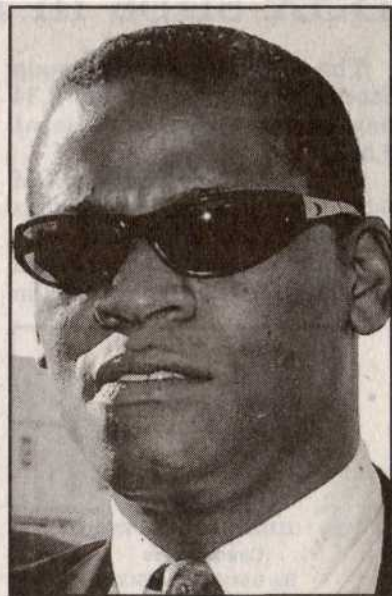
The station will donate a portion of its revenues to Focus Counselling Services to assist in drug rehab efforts.

Mr. Trott said the station will

introduce specialised programming such the MarketPlace Morning Report, a ten-minute synopsis of the financial markets and a technology programme providing information on cell phone technology and computer software.

The station is offering companies the opportunity to become a title sponsor where KJAZ.98.1FM will brand any show or segment with a company name, slogan or product.

"This is a new concept to cut down on multiple commercials offering companies a level of exclusivity they can't find on any other radio station," Mr. Trott said.



KJAZ chief executive
Terrance Leo Trott