

Burlington County Times

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Monday, December 1, 2003

She's got late-night advice on sex, relationships

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MOUNT LAUREL — It's just after 11:15 p.m., and Frankie from Florence is on the phone trying to figure out why every time he has sex, he thinks of his best friend's wife.

An hour and a half later, Bill from Burlington City is calling to talk about his conscience acting up after he cheated on his girlfriend.

It's just before 3 a.m., and Susie from Southampton wants to know what she can do to spice up her love life after 25 years of marriage.

Welcome to the world of Mount Laurel's Michelle Jerson.

New to Burlington County, Jerson is a late-night radio personality with WKXW-FM, better known as New Jersey 101.5. Jerson isn't bashful when it comes to relationships or sex lives.

"I host a relationship talk show from 11 p.m. to 3 a.m. Sunday through

Thursday on 101.5 FM," the 26-year-old New York native said. "The later the show gets, the racier the topics get. "Normally, I come up with one topic every hour, something controversial. I give my opinions, and then people call up and we'll talk about it."

But Jerson is no Dr. Phil or Dr. Ruth. In fact, the Hofstra University graduate, who has a background in speech communications, theater and music, isn't a doctor at all.

"I'm not a psychologist, and it's not a psychology show," Jerson said. "It's

more of a friendly advice, entertainment talk show. I'll say what I think callers should do, but everyone knows I am not a psychologist."

Originally from Long Island, N.Y., Jerson started interning at a radio station during her freshman year at Hofstra. She immediately fell for radio and has since worked at rock and country radio stations. She also has done a stint as a traffic reporter.

However, the dream was always a

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relationship talk show. In May, she moved to Mount Laurel in pursuit of that dream on the recommendation of a New York consultant.

"I was referred to 101.5 FM and started temporarily last January," Jerson said. "Then I was hired full time in the beginning of May and it's been wonderful.

"This is exactly what I want to do. I feel I've finally found a job I actually love. Obviously, the goal is to become syndicated, but I absolutely love what I'm doing. I'm absolutely happy, and I'm absolutely grateful to be where I am."

So are her bosses at the radio station.

"She started in spring, and when you take a look at the summer ratings, we took a nice jump in the ratings in the target audience," said Eric

Johnson, the station's program director. "The show debuted at No. 2 with persons 25 to 54 years old and No. 1 with women 25 to 54 with about 18 percent of that available audience.

"We're extremely happy with the show."

So what makes her successful?

"I think she sounds very relatable," Johnson said. "She doesn't talk over peoples' heads, and it's more like a one-on-one friendship. I think she's just someone listeners can relate to as a friend."

Jerson agrees.

"I love to be able to finally host a show that includes a lot of personality, and the part I love the most is that I get to talk to so many people every night," Jerson said. "It's a job, but it's entertainment, and I also know I am helping a lot of people as well, which is what I really want to do."