

# Stations WROV And WPXI Wage Battle for Listeners

Local radio station WPXI seems to have literally "taken the town by storm," but older rivals at WROV Radio do not seem unduly apprehensive according to a survey taken by **The Statesman** following a recently published poll of the local teenage listening public.

Personalities at the two stations agree that "Pixie" is gaining popularity with the youth of the valley.

Many avid Patriots were surprised to read the results of the survey taken by summer intern writer Randy Jessee of **The Roanoke World-News**. In talking with teenage listeners at favorite night spots over two week-ends, Jessee found that more than 90 percent tuned in one or the other of the two stations regularly. In the survey, WROV polled 44.1 per cent while two-month old WPXI was close behind with a startling 39.1 per cent.

## NOT A COPY, BUT . . .

"Pixie" disk jockey Rick Shaw denied that his station was a copy of WABC, a famous New York City pop station. He did admit that there were certain similarities. "For instance, we use the same jingle package (the term used for the tapes containing singing, call letters, etc.) and a reverberator behind the disk jockey," he replied.

Asked if the station had a particular "sound," Shaw said that this depended upon the personality of

the disk jockey more than the actual policy of the station. However he added that WPXI tries to "punch hard and heavy" at music and tries to keep small talk to a minimum.

"Teen Town" host Fred Frelantz of WROV affirmed that the "Winners" do have a particular "sound". "We try to treat our audience as adults. Ours is an adult presentation of popular music," he commented.

## WINNERS GAIN AFTER DUSK

The survey also pointed out the fact that new WPXI listeners switch back to WROV faithfully at sun down. Shaw revealed that the "All Americans" must "go to bed" at dusk because so many channels can be heard at night that the Federal Communications Commission requires certain frequencies to sign off when the sun goes down.

Shaw also noted that WPXI has applied to the FCC for a change to 24 hour broadcasting and higher power.

## OPTIMISTS ALL . . .

Citing the survey and "Pixie's" reception in Roanoke, Shaw pointed out that the station was less concerned with the surveys than with serving the public. He added, "We couldn't be more pleased."

And after closing his Saturday show on WROV, Frelantz was not worried about his own station's future. Asked if he was disturbed by the coming of a new popular music station to Roanoke, he replied, "We welcome competition."

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