

WROV heeds public needs

By Keith Nash

The music you listen to today, rock-n-roll, changed an entire generation via radio, and the radio station you grew up with is WROV.

Deejay Barry Michaels believes that rock-n-roll has greatly contributed to our society. He especially appreciated the pioneers of popular music.

"I wouldn't be here, at a rock-n-roll station, if it weren't for people like Bill Haley, Elvis Presley, and the Beatles. I probably wouldn't even have a job.

"I think rock-n-roll is a very classy type of music and so are the people who listen to it," expressed Michaels.

WROV expands with the changing of times, but their major interest has not changed. Their interest is focused on the audience they reach.

The deejays at WROV want to hear a response from their listeners. "We want to know what you are doing so we can cater to your needs," said Michaels.

WROV receives a good response from Roanoke area listeners.

"The people here in the Roanoke Valley are very conscientious about letting their feelings known; good or bad," said Michaels.

Working on the air may sound scary, because of the large audience. Nervousness, however, isn't really a problem.

"I never talk to a lot of people, I only talk to one person. That's the way you're supposed to do it," said Michaels. The disc jockey uses a conversational technique.

Radio is an exceptionally good medium for entertainment and it's free, according to Michaels. Since the economy is tight, money is important.

"This is going to be an era in which TV, radio and all types of home entertainment are going to be important.

"They are going to be bigger because it's a free medium. We're (radio) still free," Michaels said.

Michaels says that he has always wanted to be a disc jockey.

"I've always wanted to be on the air," laughed Michaels.

It's always exciting being on the air, according to Michaels, but sometimes it can be tough.

"You have to make people feel good. The hardest thing (about being on the air) is that you have to leave your problems at home when you start your show,"

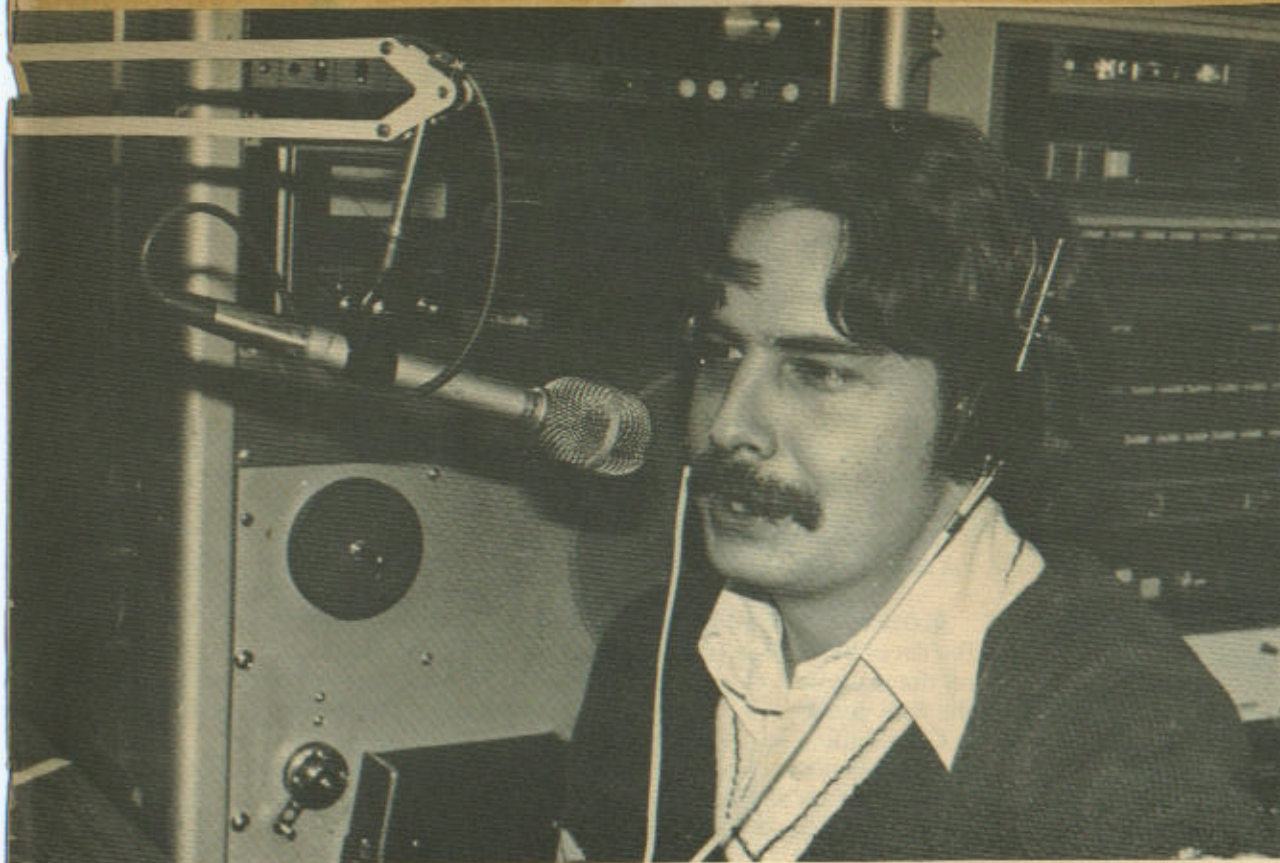


Photo by Jerry Wade

Deejay for Roanoke's WROV, Barry Michaels, demonstrates his work — in an emergency broadcasting box.