

APRIL '81

# Team a hit, specials planned

Last month's return of former disc jockeys Fred Frelantz and Jack Fisher to WROV was so well-received that the station has decided to have them back for monthly "specials."

They'll be on the air together today (Saturday) from noon to 6 p.m.

Frelantz and Fisher, who're both now in the advertising business, spent the afternoon of March 7 playing vintage tunes and reminiscing about their days as announcers for WROV (1240, AM) during the 1960s.

They were scheduled to be on the air from noon to 3 p.m., but extended their stay until 6 p.m. in answer to the listeners' positive response. Telephone lines into the studio were constantly busy, according to WROV owner-manager Burt Levine. He said the program also generated an unusually high volume of mail.

WROV currently promotes itself as "the station you grew up with." Among the listeners to whom it slants its appeal are those who were fans of Fisher and Frelantz.

"It was an inspiration to the staff," said Levine of the former jocks' show last month. "It was a dramatic way of showing

that radio ought to be fun and local and interesting and live."

★ ★

WROV disc jockey Rob O'Brady was scheduled to be in Memphis today in connection with the premiere of "This Is Elvis," a new Warner Bros. documentary about the late singer.

One of three Virginia radio personalities selected for the trip, O'Brady is supposed to see the movie, interview those who made it and tour Presley's Graceland mansion.

It is expected that he will gather material for use on the air after his return to Roanoke.

According to WROV's Levine, "This Is Elvis" will open in Roanoke Friday.

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Alec Wilder, the prolific and respected American composer who died last Christmas Eve, will be paid tribute in a public radio retrospective to be heard on WVWR (89.1, FM) Wednesday at 9 p.m.

"Remembering Alec Wilder" will introduce "American Popular Song," the award-winning radio series of which Wilder

was host. The 26-part series will replace "History of the Black Church" Wednesdays at 9 p.m. on WVWR.

Jazz musicians Marian McPartland and Loonis McGlohon will be hosts of the shows.

In the Wilder retrospective, there'll be performances of his music as well as reminiscences by Tony Bennett, Studs Terkel, Mitch Miller, Peggy Lee, Mabel Mercer, Zoot Sims and others who knew the composer personally and professionally.

The "American Popular Song" series will include several new productions by McGlohon and Miss McPartland as well as shows from the original Wilder series.

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The Saint Louis Symphony Orchestra's 1981 broadcast season begins Sunday at 2:30 p.m. on WVWR.

Leonard Slatkin will conduct the orchestra in performances of Shostakovich's "Execution of Stepan Razin," Ravel's "Daphnis et Chloe" and the overture to Berlioz's "Benvenuto Cellini."

—JEFF DeBELL