

O'Brady, Jacobson solo acts again on WROV

WROV (1240, AM) has officially dissolved the afternoon announcing team of Rob O'Brady and Bruce Jacobson.

The duo premiered amid considerable hoopla in April, but the audience failed to respond as had been hoped.

O'Brady is keeping the 2-6 p.m. shift, but he's flying solo. His erstwhile partner, Jacobson, is on the air now from 6 to 10 p.m.

There was some increase in WROV's afternoon audience share while the two were on together, but station owner Burt Levine said growth was too slow and the demands of the team approach were forcing the jocks to "trade off their individual creative imaginations."

"I'm a little bit disappointed," Levine said, "but you've got to try new things and it's always a calculated risk. Sometimes you do get a Laurel and Hardy and sometimes you don't."

● Laban Johnson and Larry Bly will do their 10 a.m.-4 p.m. show today from Olde Salem Days.

● Jacobson will be at the Highland Fling in Highland Park Sunday from noon to 5 p.m.