

Local station on dial for 30 years

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Thanks to loyal listeners and a unique brand of programming, WEVL FM will celebrate their 30th anniversary with a benefit show at the Hi Tone this Saturday.

The oldest independent station in Tennessee, WEVL 89.9 has grown from a mere three-mile radius into one of the most celebrated stations in the state.

The station broadcasts over 60 different programs, highlighting every style of music from blues to jazz to indie to rock-n-roll. Saturday's benefit show will feature some of Memphis' most talented indie artists, all of whom volunteered to perform at the fund-raiser.

Harlan T. Bobo, Impala, Vending Machine and Brad Postlethwaite are all appearing, and DJ Buck Wilders will be spinning records in between performances.

Postlethwaite, a member of local favorite Snowglobe, is grateful for the opportunity to perform at this celebration. Snowglobe has performed at previous anniversary parties for WEVL. At this weekend's show, members of Snowglobe and other Memphis musicians are sharing the stage with Postlethwaite.

"I'm excited about it, and I'm glad to help when I can," he said.

Considering WEVL frequently plays Snowglobe, and Postlethwaite has performed several solo shows on the station, this weekend's concert will provide a forum for the artists involved to show their appreciation for the station.

"They've played us a lot," Postlethwaite said. "Sometimes I get in the car, and our song is on the radio."

The fans of WEVL span much farther than just the artists played on the station. For University of Memphis student Sasha Barr, her admiration for WEVL inspired a one-of-a-kind poster, which is being used to promote the event.

"It gives me great pleasure to be able to represent aspects of our music community that I care about," Barr said. "Like the people, the music and volunteer radio."

Barr, a senior fine arts major, has had artwork displayed throughout Memphis before. The public's response to her original creations is the biggest thrill, according to Barr.

"My posters are often collected, stolen and bought by members of the community, which is a great compliment," she said.

The kudos from the public extends beyond artwork and audio - the public's support has been WEVL's lifeline since its creation in 1976.

A 10-watt transmitter was the original backbone of the independent station, and thanks to a groundswell of support within the Memphis community, the station now attracts thousands of listeners.

After three decades of hard work and various genres of music receiving regular airplay, WEVL has stood strongly beside their original goal of informing and entertaining their listeners.

Another aspect of WEVL's mantra is to emphasize the culture of Memphis and the South, according to their Web site, wevl.org.

Saturday's performance will be WEVL's mission statement personified, due to talented local musicians enriching the audience's listening experience.

The 30th anniversary concert begins at 10 p.m. Saturday at The Hi Tone. Tickets are available at the door for \$10.

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