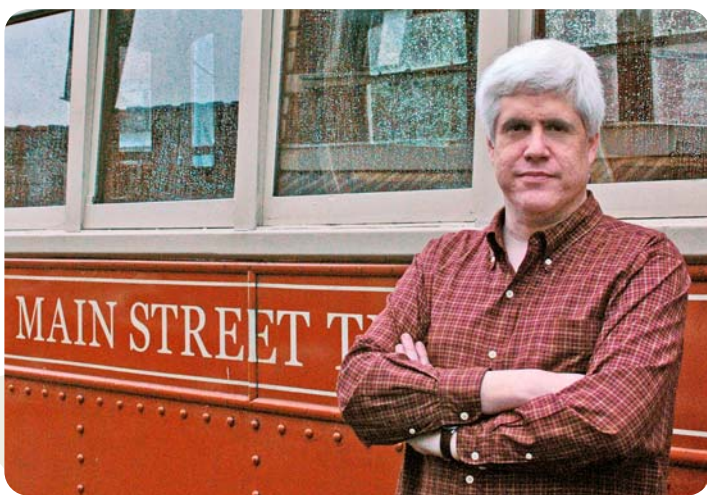


WEVL's Program Director

Brian Craig—Built for Radio



Brian Craig, WEVL's Program Director

A pure-stock Memphian (“born, raised, schooled here, I’ve never lived anywhere else”), WEVL Program Director Brian Craig radiates honesty and quiet intelligence. He’s been associated with the station for over 35 years, the last 28 of which as one of its only two full-time employees. Brian, along with station manager Judy Dorsey, is the brains, sweat, and blood behind WEVL.

Brian was built for radio. An avid broadcast fan since he can remember (“I even mounted a radio on my bike when I was 6, that’s how into radio I was,” he recalls), he spent most nights of his childhood with his ear literally attached to his AM transistor radio, listening to stations from such far-away places as St. Louis (KMOX), Chicago (WLS), Nashville (WSM), and New Orleans (WWL). “I found it captivating—other cities’ commercials and local news, the bizarre weather.” In short, the boy was taken in by the strangeness and yet potential closeness of the whole world out there, captured with the magic only late-night radio can provide. “I even still have a picture of me as a boy in bed with my radio,” he says.

Brian first heard about WEVL from a program guide he’d picked up at the local public library. But the station’s then modest 10-watt signal could not reach his East Memphis neighborhood. An inspired Christmas gift from his parents in the form of a top of the line Panasonic AM/FM radio solved this: the new set captured WEVL. Loud. Clear.

One day, he and a friend took a bus from East Memphis all the way to the Exchange Building downtown where WEVL was located at the time. “I’m 15, my friend is only 14. The woman who was on the air comes out and tells us: ‘So glad to see you guys. I’ve got a horrible headache and I’m going home to take some drugs. You’re next.’ Not sure who she thought we were exactly. Regardless, we were in charge and so on the air we went,” Brian says. “My friend was an audio geek type, and I had run sound at church so we figured things out. We found the bluegrass section of the station’s library, played Bill Monroe and Flatt & Scruggs records. I’m sure it was the worst radio moment ever, but we pulled it off.”

He kept listening.

“My favorite show back then was by Joe Parrish, Monday nights, 8-10. Joe was from the Big Band Era and told stories and played records,” he says.

Emboldened by their first DJ stint, the two kids soon applied for a regular show, which as crazy as it seems, they were granted. “At the time they had a programming committee. I have no idea how I got appointed to that, but I was and eventually I became the chairperson of the committee. Still a teenager.”

By 1983, the station had applied to broadcast a more powerful signal. With the funds for construction not yet raised, WEVL was forced off the air. Most volunteers drifted away, but Judy and Brian picked up the gauntlet and kept the battle alive, producing a multitude of fundraising events.

“In ‘86 we were broadcasting again,” he continues, “and I returned as head of the programming committee. We eventually received a grant which enabled us to hire a program director. I took over that job when the first person we’d hired left.”

“At most stations, a PD is in charge of all that goes on the air, including the music. The situation at WEVL is slightly different,” he explains. “We trust all our volunteer programmers/on-air volunteers to pick their own playlists, so I actually do not program the station per se. But Judy and I select the programmers, and I am responsible for training them, making sure they (and we) comply with all FCC regulations, stay on top of equipment maintenance and upgrades. I also have to deal with all the record labels that send us new releases for potential WEVL airplay.”

“I am too busy to have a weekly show anymore,” he laments, “but I still get to fill in quite regularly.” And while he modestly suggests he is not truly involved with minute-by-minute programming decisions, the eclectic nature of his taste and deep musical culture are clearly reflected in the station’s adventurous programming.

Brian is a serious record collector, a dedicated music lover fluent in most idioms and sub-genres of American music. He is also the historian for the Tennessee Radio Hall of Fame and has given talks about the significance of local radio to groups across Tennessee and at the Library of Congress.

In his spare time, he has memorized just about every chart in the last 50 years, and when not at the station can be found at home surrounded by his rich trove of media collectibles, including a near complete set of TV Guide. (In case you are searching for that rare Bewitched cover, there is good chance that Brian has it stashed away somewhere in his lair.)

Brian says the best part of his job at WEVL is “being able to work with music and with a diverse cast of volunteers who are all really into music.”

The worst? “The fact that we are always chasing after money.”

Looking back at the last couple of decades, Brian voices great gratitude for having been associated with the late Dee “Cap’n Pete” Henderson and his much-loved *Blues Cruise* broadcasts.

“Here was somebody who grew up in Mississippi, whose whole life was the blues, and to be able to share his voice and knowledge remains a great source of pride. Same thing for Bashful Bob and country music.”

Looking ahead, Brian sees his and WEVL’s most important challenge as “making sure that WEVL stays relevant for the next generation of listeners. I’d like to see more younger people get involved with the station.” Until then, WEVL is in Brian’s most capable hands.

Mission Statement
The mission of WEVL is to entertain and inform its audience through diverse music programming with an emphasis on the culture of Memphis and the South.

Operating Info
WEVL broadcasts to the Greater Memphis area at 89.9 FM and is licensed to Southern Communication Volunteers, Inc., a 501(c)(3) non-profit educational corporation.

In its fundraising practices, WEVL complies with the laws and regulations of the IRS, the Communications Act, the laws of the State of Tennessee, and the regulations of the United States Postal Service.

Listen Online
www.wevl.org

Mailing Address
WEVL
P.O. Box 40952
Memphis, TN 38174

How to Reach Us
DJ Line: 901-528-1990
Office: 901-528-0560
E-mail: info@wevl.org
Website: https://wevl.org
Facebook & Instagram: @wevl89.9
Twitter: @wevl

Staff
Judy Dorsey, Station Manager
Brian Craig, Program Director

SCV Board of Directors
Steffen Schreiner, President
Ted Cashion
Joyce Cobb
Brian Craig, Secretary
Kenneth Ward, Vice President
Bryson Whitney

Program Guide
The WEVL Program Guide is published four times a year.
Editor: Judy Dorsey
Design & Production: Stacy Hesson

VEHICLE DONATION PROGRAM

Turn your old car, truck, boat, or motorcycle into cash for WEVL & get a tax deduction!

Call 1-877-WEVLCAR or go to wevl.org for mor info.



Saturday

6-10 am
Bluff City Barn Dance
Bluegrass and old-time from way back then to here and now. With the Ridge Runner.

10 am-1 pm
Strands of the Celtic Knot
Folk music and culture of Scotland, Ireland, Britain, and Wales, hosted by Robert Campbell.

Friday

6-8 am
The Modern World
Punk, post-punk & new wave from the late '70s through the '80s along with current Memphis music carrying on the traditon, with Lee.

8-10 am
Blues Today
Contemporary, up-tempo blues with Chuck Porter.

10 am-Noon
Down in the Alley
Rhythm & Blues from the '40s to the '70s, hosted by Eddie Hankins.

Thursday

6-8 am
River City Reveille
Country, rock and blues with Melanie.

8-10 am
Memphis Mystery Train
A musical mix hosted by Virginia.

10 am-11 am
eTown
Music from the historic Boulder Theatre in Boulder, Colorado along with interviews and information about our environment.

11 am-Noon
WEVL Album Feature

Wednesday

6-8 am
My Morning Mixtape
The best in new, classic, and undiscovered indie and modern rock, hosted by Jesse.

8-10 am
Folk Song Fiesta
A wide variety of folk music with Bruce.

10 am-2 pm
The Best of Sho-Nuff Country
Country music from the WEVL archives with the late Bashful Bob.

Tuesday

6-8 am
My Pet Rock Show
Rock and roll with Chad.

8-9 am
Bubblegum Trash
Noisy psychedelic rock, pop, electronic, and experimental music through the years and from around the world. Amy is your host.

9-10 am
The Many Moods of Ben Vaughn
Ben plays a variety of music from across the decades.

10-11 am
Varied Programs

Monday

6-8 am
Welcome to the Working Week
John B. jump-starts the work week with a dose of good old rock 'n' roll.

8-10 am
The Deep Blues Show
Classical and traditional blues with Steve.

10 am-Noon
Varied Programs

Sunday

6-10 am
The Best of Singing Down in Dixie
Southern gospel quartet music from the WEVL archives with Charlie May.

10 am-Noon
Off the Record
Rock from the last 20 years, hosted by Jessica.

MORNING



AFTERNOON



Noon-2 pm
The 1st Church of Rock!
A Sunday service of hard rock, metal, punk and psychedelic hymns of the past 40-odd years from here and abroad. Praise the Loud!

2-4 pm
Reggae Millennium
Classic and contemporary reggae roots music with a splash of dub and dancehall. Presented by DJ Cush.

4-6 pm
World Music Dance Party
Music meant for dancing, from every corner of the world.

Noon-2 pm
Acoustic Café
Mostly "unplugged" rock, folk and blues. Interviews too! Rob Reinhart is your host.

2-4 pm
Modern Girl NEW
Liz plays music by women across genre and era, for everybody (and every body).

4-6 pm
Car Tunes
A little bit of everything that twangs with Nancy Apple.

11 am-Noon
Music for Movies
Soundtracks, scores and other film related goodies with Adam.

Noon-2 pm
Varied Programs

2-4 pm
Voices
Vocal selections, presented by Memphis singer Joyce Cobb.

4-6 pm
River City Reveille
Country, rock and blues with Melanie.

2-3 pm
Hillbilly Jazz
The Ridge Runner showcases the best new bluegrass releases.

3-4 pm
Old-Time Country Music Hour
Judy presents Southern string bands, white boys singing the blues, comic songs, and fiddle favorites from the '20s and '30s.

4-6 pm
Through the Cracks
Contemporary folk, alternative country, adult rock and everything in between. Presented by Ed.

Noon-2 pm
Back to the Country
Country music with Ken Ward.

2-4 pm
The Clinic
Rock, blues, soul and other music with The Doctor.

4-6 pm
Off the Record
Rock from the last 20 years hosted by Jessica.

Noon-2 pm
Out on the Side
Traversing the back waters of 40 years' worth of pop music: garage, folk, punk, country and R&B-oriented rock with Jeremy.

2-4 pm
In the Basement
Rhythm and blues, soul & funk with Eric

4-6 pm
New Orleans Big Beat
Musical selections from the Crescent City with Tom.

1-3 pm
Through the Cracks
Contemporary folk, alternative country, adult rock and everything in between. Presented by Ed.

3-4 pm
eTown
Music from the historic Boulder Theatre in Boulder, Colorado along with interviews and information about our environment.

4-6 pm
Pajama Party
Eclectic selections of listening confections. From the Velvet Underground to the Velvet Fog to Golden Smog, etc. Hosted by Rebecca.

EVENING



6-8 pm
What Fun Life Was
'90s shoegaze, indie pop, post-rock and more with Vanessa.

8-10 pm
Out on the Side
Traversing the back waters of 40 years' worth of pop music: garage, folk, punk, country and R&B-oriented rock with Jeremy.

10 pm-Midnight
Varied Programs

6-8 pm
FlowRadio
An eclectic trickle of musical textures and soundscapes from around the world and somewhere just beyond the horizon. Mary Jane is your host.

8 pm-Midnight
Into the Deep
Progressive ambient beat, electronica, ethereal, and space with Allan Bogle.

6-8 pm
South Main Soul Club
Soul, funk and blues by classic and emerging artists with Bryson Whitney. Voted Best of Memphis.

8-10 pm
Bebe's Berserkathon
Bebe plays whatever the voices command him to play.

10-11 pm
Recursive Excursions
Kip takes you on a journey through the looking glass, playing new and old transmissions from the psychedelic cosmos.

11 pm-Midnight
Varied Programs with Guest Hosts

6-8 pm
Swing Shift Shuffle
Punch in for the best swing, jazz and big band from the '30s and '40s with Tim.

8-10 pm
Songs for My Father
Mellow jazz with Joyce Cobb.

10 pm-Midnight
In the Basement
Rhythm and blues, soul & funk with Eric.

6-8 pm
The Deep Blues Show
Classic and traditional blues with Steve.

8-8:30 pm
Varied Programs

8:30-9 pm
Hawaiian Slack Key Guitar Music

9 pm-Midnight
Night Train
Blues, jazz, folk and rock with Steffen.

6-7 pm
The Many Moods of Ben Vaughn
Ben plays a variety of music from across the decades.

7-9 pm
Rock House
Classic rockabilly with Lonnie.

9 pm-Midnight
The Best of Cap'n Pete's Blues Cruise
Stone cold blues from the WEVL archives, hosted by the late Dee "Cap'n Pete" Henderson. Winner of the Blues Foundation's Keeping the Blues Alive Award.

6-9 pm
Soul Stew
Blues, rock, rhythm and soul with Brett Fleming.

9-11 pm
Against the Grain
Independent punk and hardcore from the late '70s and early '80s with Uncle Roy.

11 pm-Midnight
Rapper's Delight
Hip hop with Andria.

WEVL and South Main Soul Club Voted Best of Memphis!

Thank you for voting WEVL
MEMPHIS' BEST RADIO STATION
 once again!

Thanks also for voting WEVL's
South Main Soul Club (Tue. 6-8 pm)
 one of the top 3 **Best Local Radio Shows**
 in the Memphis Flyer 2020 Best of Memphis!



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See your employment or personnel office or company website to obtain a matching gift form.

What Members Receive

For 44 years WEVL has been providing the Mid-South with volunteer programming that is diverse, educational, fun, and different from anything else you will hear on the air. Become a member of WEVL and support an alternative voice in Memphis area radio by making a donation of \$40 or more. In return, you will receive a WEVL bumper sticker and a year's subscription to the WEVL Program Guide—plus your donation is tax deductible to the extent allowed by law. Send in your membership today!

For Members Only

Help WEVL save \$\$ and trees! Get the program guide by e-mail as an attached PDF file. Just send a message to wevl@wevl.org with *Email Program Guide* as the subject.

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November-December 2020

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