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**Garrison Keillor, 'Prairie Home Companion' host, will read from Russell Baker on WHY-FM**

## Tuning in to black history

By David Bianculli  
*Inquirer Staff Writer*

To mark Black History Month in February, at least four area radio stations will present a series of 29 locally produced, one-minute segments spotlighting black inventors and scientists.

Beginning Wednesday, WKSZ-FM (100.3), WHAT-AM (1340), WDAS-AM (1480) and WDAS-FM (105.3) will broadcast a series of lively spots written and produced by Viv Roundtree, a partner in a local minority-owned advertising and media production company. Other radio stations, Roundtree says, are considering participation.

The "infomercials," which imaginatively and often humorously convey information about the black inventors behind such devices as the traffic light, came to Roundtree literally as a dream. "I woke up at 3:30 one morning with the idea," she says, adding that she intentionally wrote the spots in a light, upbeat vein. "I knew people's listening habits don't change overnight just because you say 'black history.' If you editorialize, they'll turn you off."

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**More radio news:**  
Beginning Wednesday night at 7, the weekly, 30-minute "Bob & Ray

**TV/radio talk**

Public Radio Show" will return to WHY-FM (90.9), giving listeners additional doses of such gems as the duo's "steamy" soap opera, "Garish Summit."

And starting Thursday, the same radio station will present Garrison Keillor, host of "The Prairie Home Companion," as the "star" of a 15-part radio series based on Russell Baker's *Growing Up*. Keillor will read Baker's autobiography in half-hour installments. It's an odd idea, even for public radio, but Keillor's soothing voice and Baker's warm prose are perfectly suited to each other. On radio, *Growing Up* may be one of the best books you've ever heard.

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On Wednesday, a promotional teaser for the next day's "Today" show promised that reporter Jim Brown would discuss actress Jessica Lange's "firing" of William Witaliff, writer-director of her new film, *Country*. By the time the teaser was televised on the West Coast transmission of the NBC show, however, the "firing" reference had been edited out.

Witaliff's attorney objected to the blunt phrase, used as a promotional

prelude to a feature on Lange, and insisted to NBC that his client had resigned over "creative differences." For the first time in the history of "Today," NBC agreed to erase a phrase from the program's West Coast audio track.

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Questions to Mayor Goode will be relayed via WHY-TV (Channel 12) during tonight's "Hotline to Mayor Goode," a one-hour, live, phone-in special.

The program will be hosted by WHY-FM reporter Tia O'Brien and will be Goode's first call-in appearance since he was sworn in as mayor. The headline of Channel 12's press release, by the way, contains an interesting typographical error. Referring to the program, which begins at 9, the release mistakenly calls it "Hotline to Major Goode" — a mayor, if not major, error.

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