

Harvey hits the road

PHILADELPHIA — WMGK's Harvey in the Morning invited his listeners to share Thanksgiving and Christmas with him by taking part in two special remotes.

Listeners were invited to join the morning team for a live broadcast at Olga's Diner in Marlton, N.J., Nov. 27. The special "on the road" edition was also a holiday food drive to benefit the Food Bank of South Jersey, which as a result of the recession, was desperately in need of more help than ever to provide food for the homeless in the South Jersey area.

The first 103 people to bring food items were served a Thanksgiving dinner with all the trimmings for breakfast! Diners also were treated to Harvey's regular on-air assortment of games and trivia.

On Dec. 13, over 150 loyal Harvey listeners, joined Harvey and sidekick/producer Julie Roberts, and newsanchor Marybeth McKenna for their annual Strawbridge and Clothier Christmas remote at the department store's Center City location. The listeners, who were chosen after having their post-cards selected in a random drawing, showed up at the store at 5:30 a.m. to enjoy breakfast and watch their favorite morning man at work.



REMOTE — Julie Roberts, Harvey in the Morning, Marybeth McKenna, and engineer Bill Stallman (l-r) broadcasting from Strawbridge and Clothier's Center City store for WMGK's annual Christmas remote.

Bowe marks 15 years

by Juan Varleta

PHILADELPHIA — WMGK afternoon air personality Mike Bowe marked his 15th anniversary with the station on Feb. 7, a tenure that is considered rare in the radio business.

Mike began his stint at Greater Media's Philadelphia FM in 1977 on the 7 p.m. to midnight shift when WMGK was becoming known in the market as the place to listen for "Mellow Magic" and "Magic Music" and, according to long-time WMGK traffic manager Harry Neyhart, Mike's on-air approach was a lot mellower then, too.



Mike Bowe

the late afternoon/early evening shift on a more upbeat soft rock Magic 103. This approach has given way to more audience involvement. Mike chats with commuters and plays their requests from 5 to 6 p.m. on the popular "CarTunes" segment and makes frequent charity and promotional appearances. One of his favorites is the annual summertime "Bowe-B-Cue" contest when he hosts a backyard cookout, grilling hot dogs and burgers

Today, five program directors later, Mike hosts

for a winning family. Mike also researches and hosts a new nostalgia feature, "The '70s at 7" WMGK.