

The WMGK transition to classic rock has been perhaps one of the slowest phasings- in Philadelphia has ever witnessed. WMGK spent its first 19 years as one of Philadelphia's legendary AC radio stations. Known for most of those years as *Magic 103* (the name was changed to *Magic 102.9* in 1992), the station began to find itself lagging behind most of its AC competition. WMGK began the string of transitional changes in late 1993. First, former station veteran **Mike Bowe** was brought back to host a '70s show on Saturday nights. By June of 1994, the show had become so popular that the station decided to go all-'70s every weekend for the rest of the summer. As that arrangement's first weekend came to an end, the '70s continued right thru Monday morning. Management had decided over the weekend to ditch the AC after nearly two decades and ride the nationwide popularity of the all-'70s format. Yet the *Magic 102.9* name and most of the jock lineup remained the same. A year later, '60s and '80s tunes began to creep in, and the station was renamed "classic hits of the '70s". In came the *Seven-Song Superset*, a play on the '70s. Eventually the '70s references were dropped. By 1996 *Magic 102.9* had become *102-9 MGK*. And last fall, *The Classic Hits Station* quietly became *The Classic Rock Station*. Yet the sprinkling of classic hits continued. Until now.

MONDAY, March 4, 2002

Don & Mike Take Over Mid-Days On WYSP

In the minds of many radio analysts, Philly's about to get a second talk station. And it too is owned by **Infinity**.

Later this morning, whenever **Howard Stern** decides to go home, most listeners in the Quaker City will hear **Don Geronimo** and **Mike O'Meara** for the first time. Better known simply as *Don & Mike*, the duo is scheduled to debut on former rock station **WYSP Philadelphia (94 WYSP)**.

D&M will find themselves sandwiched between Stern and *Opie & Anthony*. In other words, WYSP will now be an Infinity satellite talker in the three most important dayparts, from 6AM until 7PM. The other eleven hours will be the same active rock that propelled 'YSP back into "consistent top-5 player" status after years of declining