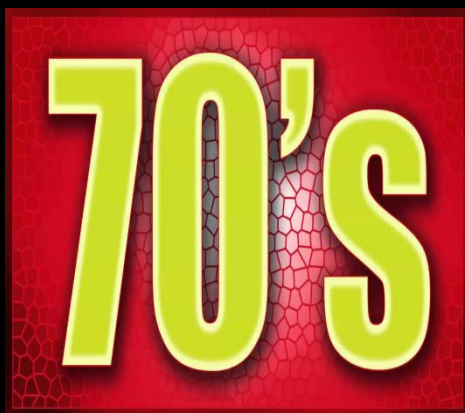


Brian Lewis and Mike Morgan Magic 97.9 Morning Show

Weekdays 6AM to 9AM

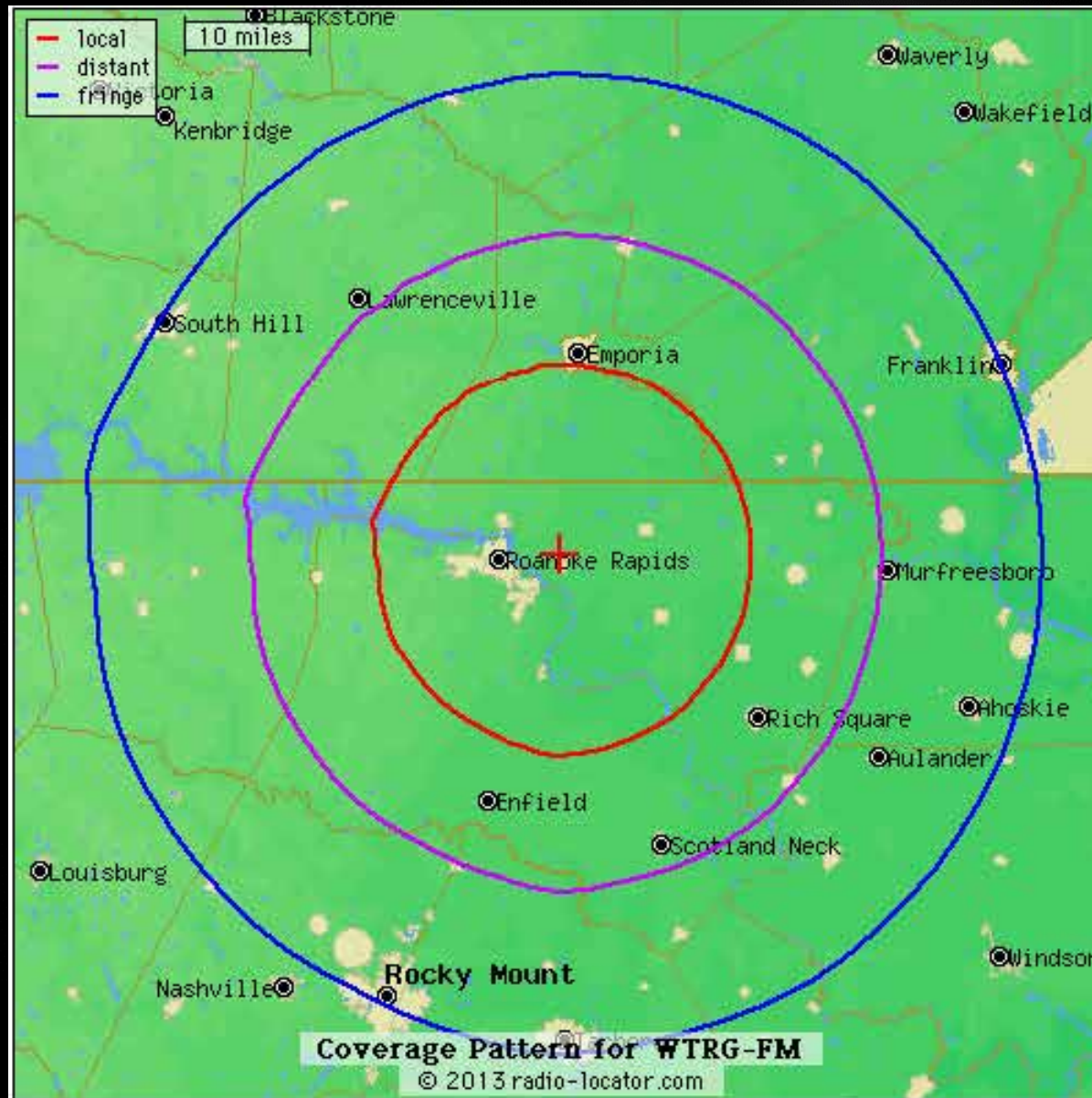


HUGE VARIETY! The Greatest Hits from the 70's 80's and the 90's, plus Johnny Draper's Famous Friday Beach Blast & Jay Jenkin's Shaggin' on the Beach show each Sunday!



Magic 97.9 Celebrates The Greatest Hits of All Time! The songs that take you back to the 70's, 80's and the 90's...only the BIGGEST SONGS FROM THE MOST POPULAR ARTISTS & BANDS...a monster variety.

Magic 97.9 Coverage Area



SAMPLE HOUR

Paul McCartney...Live And Let Die
Queen...Crazy Little Thing Called
Love Manfred Mann...Do Wah Diddy
Diddy Steve Miller Band...Rockin' Me
Stevie Wonder...Superstition
Hall & Oates...Sara Smile
Guess Who...No Time
Rod Stewart...Do Ya Think I'm Sexy
CCR...Have You Ever Seen The Rain
Doobie Brothers...China Grove
Billy Joel...Uptown Girl



Magic 97.9 can deliver 35 to 64 year old adults for your business! National Stats show that these people are homeowners, a large percent are married with kids and expendable income. They are influenced by local radio. Don't take our word for it, listen to Magic 97.9 and you'll hear some of the most successful businesses in our region marketing their business on Magic. Go into businesses in the Roanoke Valley and surrounding areas...you'll probably hear the familiar sound of Elton John, Rod Stewart, Billy Joel, Eagles, Stevie Wonder, Rolling Stones, Doobie Brothers, Earth, Wind, & Fire, Fleetwood Mac, Hall & Oates, Paul McCartney, Foreigner and many more...Magic 97.9 is the station that everyone in the office can agree on. Fun! Local announcers, with local news and weather to keep you informed. Fewer Commercials and a HUGE VARIETY! ***It's a winner for your business!***



Magic 97.9 Roanoke
Valley's At Work Station!!

A 50 minute commercial
free music hour everyday
beginning at 9AM to get
your workday started!