

Legislation Text

File #: 180480, **Version:** 0

Recognizing and honoring WMMR on the occasion of its 50th Anniversary.

WHEREAS, WMMR is the longest-running rock station in America, still playing new bands and embracing new music discovery for listeners. WMMR has been a rock radio station in Philadelphia for 50 years, rocking Philadelphia from the days of LPs to CDs to MP3s. It currently broadcasts on 93.3 FM; and

WHEREAS, WMMR signed on the air with 'The Marconi Experiment' on April 29, 1968. Dave Herman hosted a three-hour experiment which followed 'The Frank Sinatra Hour'; and

WHEREAS, WMMR has broadcast to Philadelphia and the surrounding area for 50 years, from studios at Rittenhouse Square, Independence Mall, and 1 Bala Plaza. It is a live and local broadcaster, employing live DJs around the clock, 7 days per week, 52 weeks per year for 50 years; and

WHEREAS, WMMR's legendary talent includes David Dye, Steve Martoranno, Ed Sciaky, Mark Goodman, Michael Tearson, Bubba John Stevens, John DeBella, Joe Bonnadonna, Lyn Kratz, Matt Cord, Earle Bailey, Pierre Robert, Preston and Steve, Jaxon, Jacky Bam Bam and Brent Porche; and

WHEREAS, WMMR introduced Philadelphia, and in some cases the world, to acts like Billy Joel, Bruce Springsteen, Yes, Genesis, U2, Pearl Jam, Foo Fighters, and hundreds of others; and

WHEREAS, WMMR remains steadfast in its commitment to community service. It has been a proud supporter of Dining Out For Life, Preston & Steve's Campout For Hunger, MMR Blood Drive, and dozens of sponsored walks and charity 5K runs every year. The station has also sanctioned events to help others produce events as large as Live-Aid and as community-based as charity beef & beer fundraisers; and

WHEREAS, News was at the foundation of WMMR, and to this day WMMR broadcasts interviews in the public interest during all programs, including the weekly WMMR Public Affairs Show hosted by Markus Goldman. WMMR is a consistent, free, and high-quality source of both entertainment and information; and

WHEREAS, WMMR has supported local bands and musicians for 50 years with Street Beat in the 1980s and 1990s and Jaxon's Local Shots for the past 15 years, giving local talent regular, primetime airplay. The station also helps spotlight local acts by slotting them to open for national acts such as Guns and Roses, Bon Jovi, and the annual MMR*B*Q music festival; and

WHEREAS, WMMR sales and marketing representatives provide effective advertising solutions to help local businesses reach an engaged and active consumer base; and

WHEREAS, WMMR, in addition to the traditional radio broadcast platform, remains an innovator in the digital realm. It was one of the first Philadelphia radio stations to offer online streaming, was the first to have a daily podcast starting in 2005, and offers robust on-demand video content; and

WHEREAS, WMMR is not only alive, but continues to thrive as a trusted brand with ratings consistently placing the station at the very top of local audience rankings. The station has kept audiences rocking and the City's music economy rolling, and the City looks forward to WMMR delivering more great music and elevating Philadelphia's music scene; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY PHILADELPHIA, That it hereby recognizes and honors WMMR on the occasion of its 50th Anniversary.

RESOLVED FURTHER, That an Engrossed copy of this resolution be presented to WMMR, evidencing the sincere admiration and respect of this legislative body.