

Funny, Relatable & Honest!



RADIO
HALL OF FAME
2024 NOMINEES

**TALENT READS, BILLBOARDS, AND UNIQUE SPONSORSHIP
SEGMENTS AVAILABLE**



THE FREE BEER & HOT WINGS MORNING SHOW

ENDORSEMENT TALENT

THE FREE BEER & HOT WINGS MORNING SHOW

HOSTED BY GREGG DANIELS & CHRIS MICHELS; EXEC PRODUCER - STEVE MCKIERNAN
PRODUCER/SHOW PERSONALITY- KELLY CHEESE, MAITLYNN

**** NOMIATED TO THE RADIO HALL OF FAME, CLASS OF 2024 ****

ABOUT THE FREE BEER & HOT WINGS MORNING SHOW

Free Beer and Hot Wings offers five-hours of live and compelling morning drive entertainment programming. "Funny, Relatable, and Honest" are often the words that listeners use to describe the show. Broadcasting from WGRD-FM studios in Grand Rapids, *Free Beer and Hot Wings* celebrates over 15 years on the air *and* is heard nationwide in a growing number of markets including Albany and Nashville.

KEY SHOW SEGMENTS

- » Daily Show Trivia
- » Hot Wings commentary on politics and pop-culture
- » Interactive game where listeners "Intellectually" Challenge for cash prize
- » Holiday Break-in and Idiots for Underdogs

REACH

NATIONAL RADIO SHOW // ADULTS 18-49 // ROCK FORMAT // LIVE WEEKDAYS & "BEST OF" WEEKEND SHOW // CONSISTENLY RANKED #1 or #2 IN TOP US MARKETS // STRONG SOCIAL MEDIA // 70K VIEWS TIK-TOK // DAILY 35K INSTAGRAM // 180K FACEBOOK // ON-DEMAND PODCAST // "IDIOT" PAID CONTENT SUBSCRIPTIONS

SPONSORSHIP ACTIVATION OVERVIEW

- » "Voiced" :60 sec spots by FREE BEER & HOT WINGS in each MON-FRI
- » "Voiced" :60 sec by FBHW in each podcast episode M-SA (NO CHARGE)
- » Special Market Sponsorships, Visits, Live Events, and Social Media Product Activations

MON-FRI
5:30a-10a

60
AFFILIATES

FORMATS:
ROCK

100% US
COVERAGE



**SPONSORSHIP
OPPORTUNITY**



**THE
FREE BEER &
HOT WINGS
MORNING SHOW**



FORMAT

ROCK / CLASSIC ROCK
ALT ROCK

CORE DEMO

ADULTS 25-54

DAYPART

MON-FRI - 4 HOURS
MORNING DRIVE

BENEFIT

DOMINANT ROCK MORNING
SHOW

LIVE SPOKEN-WORD
TOPICAL SHOW WITH
TREMENDOUS
SPONSORSHIP
INTEGRATIONS INCLUDING
SOCIAL MEDIA, AND LIVE
EVENTS-VIRTUAL & IN-
MARKET

VOICED READS AVAILABLE.

THE FREE BEER & HOT WINGS MORNING SHOW



ABOUT THE SHOW



Top-Rated Topical and Very Funny
Morning Drive Show Broadcasting LIVE
from their Grand Rapids flagship station
97.9 WGRD weekdays

Hosted by

Gregg "Free Beer" Daniels and
Chris "Hot Wings" Michels
with Producer Steve &
Show Personalities
Kelly Cheese and Maitlynn

17-year partner with
Compass Media Networks

Nominated for
THE RADIO HALL OF FAME
Class of 2024