

**THE  
FREE BEER &  
HOT WINGS<sup>™</sup>  
MORNING SHOW**







***Funny, Relatable & Honest!***

 @FBHW



TALENT READS, BILLBOARDS AND UNIQUE SPONSORSHIP SEGMENTS AVAILABLE



## Gregg “Free Beer” Daniels

One of the founding members of the show since its inception in March of 1997, **Free Beer** sets up most of the bits on the show.

Free Beer is known for many verbal screw ups, a vast sports knowledge, and occasionally laughing like Ricky Ricardo from old episodes of "I Love Lucy". Occasionally known on the show

by the alternate nicknames "Burn King" and "El Matador", **Free Beer** spends free time playing basketball and hanging with his his black lab and his sons Henry, Oliver, and Hayden.

On the side, **Free Beer** is a play-by-play announcer for Compass Media Networks coverage of NFL, college football, and college basketball games.





## Chris “Hot Wings” Michels

**Hot Wings**, the other founding member of the show, is from Lake Orion, MI which, for reasons unknown is pronounced Or-ee-un instead of Oh-RI-un, like the constellation. **Hot Wings**, also known as "Mayor of Awesometown" and "Minista of Flava", loves muscle cars and hates liberals. He writes daily commentaries about politics and pop culture called *What Hot Wings Thinks* that will likely reference one or both of those things. He is oddly and prematurely knowledgeable about trees...a skill he picked up from his father who wears black socks and dress shoes with shorts and has a tendency to singe his hair around gas grills. **Hot Wings** believes he can tell time just by looking at the sun.



## Joe Gassmann

Joe joined the show as a full-time member in 2005 after working for free for several months and living in a glorified squat house with a community bathroom. Initially, Joe was nearly inept, but the show kept him around because he worked so cheap and was entertaining to watch as he gained and lost weight, earning him the nickname "Joprah". He is also occasionally known as "Donkey Teeth" because of his giant, donkey-like front teeth. Now, Joe is an invaluable and permanent part of the team. Though a lot of what he does takes place behind the scenes and after the show, you will hear him pop up on air from time to time when he thinks of inappropriate things to add to the conversation. He is an avid rock climber, cyclist, runner, and reader.





# Who are these guys?



FreeBeerandHotWings.com



## Steve Executive Producer

Steve was born and raised in Jersey, which many people are surprised to hear is referred to as "The Garden State."

He went to college at Monmouth University and after realizing that he had no desire to take Microeconomics, he figured he'd be a Radio major and work for the college radio station, WMCX. Some highlights include interviewing awful bands, saying the F-word on the air a few times and excelling at mediocre radio. This led to a job working for a number of years at 105.7 The Hawk, which is where his paths crossed with **The Free Beer and Hot Wings Show**. Initially a board op, Steve eventually worked his way up to the position of Assistant Program Director of the station. He then worked for the NHL in New York City for a year.



## Kelly “Cheese” Producer

Kelly is the newest addition to the FBHW family and landed here by way of Atlanta, GA. Not to be confused with “HOTLANTA” - which she swears is not a place.

Kelly got her start in radio as a mid-day gal on an alternative station in “HOTLANTA” by free style rapping her resume. True story. A few years later she landed a gig with a morning show as a producer and co-host and that’s how we met The Cheese. While she’s known for her love of corn dogs, you can also find Kelly on her yoga mat or hanging out with her cat Shadow. When she’s not obsessing over a stranger’s puppy or an adorable child, she’s out and about exploring the city through breweries, live music, day festivals and good food.





***“Free Beer & Hot Wings*** has been the morning show on 97.9X since 2012. In that time, they’ve built a rabid fan base here in Northeast PA and have become consistently one of the top three rated shows in the market (which boasts a LOT of heritage stations and shows). FBHW are great guys off the air as well, and they’re always willing to go above and beyond to make our show sound as local as possible. Plus... their producer Steve is clearly the secret weapon. He connects the show with the affiliates and handles anything and everything you could possibly ask for. I LOVE having them as our morning show and part of our team at 97.9X in Wilkes Barre.”

— **Mike Duffy**, Program Director, Cumulus Media-Wilkes Barre, 97.9X/WBSX





“We started 10 years ago with **Free Beer & Hot Wings** on 102.9 *The BUZZ* as a replacement for *Bob and Tom*, who were then top of the market. No one believed that FBHW could match B&T’s performance. Here is it ten years later and FBHW are **#1 18-34 Men in Nashville** just as *Bob and Tom* were. It’s been a great relationship. We carry FBHW in other markets. They’re great guys with a fun show!”

— **Bud Walters**, President, The Cromwell Group, Inc.

## Daily

- **Hot Wings** commentary on Politics and Pop culture
- **The Idiot Code** – just for idiots, win prizes on the radio!

## Weekly

- *Daily Show Trivia*
- Interactive game where listeners “intellectually” Challenge for a cash prize



## LIVE Broadcast

- Market Visit
- Friday and Saturday
- Entire crew will visit market for a LIVE Broadcast and station events

***We'll Go Anywhere!***

## Joe Stunt

***Funny is  
Hard Work!***

- Anytime
- Producer Joe will visit the market and do an on-air stunt







**THE  
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MORNING SHOW**

## Holiday Break-in

- Between Thanksgiving and Christmas FHBW (in conjunction with affiliates) break into homes of our most needy listeners stuffing them with necessities and gifts. Generates Good will and NTR.



AFRICAN A SUITE LIFE

LIVE

## High Profile Events

- Super Bowl Broadcast, Running with the Bulls (Spain), Crash the Royal Wedding (England), Lindsay Lohan Trial, Michael Jackson's memorial

**Compelling Comedy & Entertainment!**  
**We'll Go Anywhere!**

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# Impact Across America!

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MORNING SHOW**

# We'll Go Anywhere!



**TOP-LEFT:**  
*Free Beer and  
Hot Wings and  
Joe ride the  
parade float in  
Portland,  
Maine for  
Real Rock*



**TOP-RIGHT:**  
**FBHW WGRD Grand  
Rapids Live Event,  
April 2016**

**LEFT:**  
Joe on a "Joe Visit" to  
106.3 The Bone. Joe  
challenges listeners  
to a 'Wings' contest.



# Free Beer for Everyone!

FreeBeerandHotWings.com



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

*funny morning show.*  
*Weekdays 5-10AM/ET*

**CALL FOR AFFILIATE INFO:**

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***Funny, Relatable & Honest!***