

**THE
FREE BEER &
HOT WINGS[®]
MORNING SHOW**



FreeBeerandHotWings.com



ALWAYS **FREE** *THE FREE BEER & HOT WINGS MORNING SHOW* WITH US!

**NOW
HEARD IN
70
MARKETS
AND
GROWING!**

**6 NEW
MARKETS IN
2026**
FAYETTEVILLE NC WRCQ-FM
GREENVILLE NC WSFL-FM
LEXINGTON KY WKYW-AM
JOPLIN MO KMOQ-FM
LINCOLN NE KQHK-FM
NORTH PLATTE NE KHAQ-FM

***NEW*
SHOW
DELIVERY
FLEXIBILITY!**

**TRACKS-ONLY
SHOW AVAILABLE
WITH LOCAL MUSIC
INSERTION**

**RADIO HALL
OF FAME
NOMINEES IN
2024**



**RANKED #2
BARRETT MEDIA'S
TOP 20 ROCK
SHOWS OF 2025**





Funny, Relatable & Honest!



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 black lab, 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 sing his hair around gas grills. **Hot Wings** believes he can tell time just by looking at the sun.



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” Show Personality / 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.



Maitlynn Show Personality / Producer

Maitlynn joined the FBHW family back in 2016 as an intern while attending Grand Valley State University. After graduating in 2018, she stayed with us part-time until moving to host her own morning show on 94.9 WMMQ in Lansing, Michigan. After a little over a year there, the powers that be decided FBHW should be on there instead and she moved to a morning show on the Lansing-area Top 40 station, 97.5 NOW FM. After taking a break from radio to work in publishing in her hometown of Jackson, Michigan, Maitlynn came back home to her idiot family in February of 2023. Maitlynn loves rock music and despite her young grandma-like demeanor, is actually a pretty big metalhead and takes joy in scaring people at stoplights. When she's not living it up with her best friend/roommate, Maitlynn loves thrift shopping, fashion, having elaborate nails, going to concerts, seeing comedy shows and would go as far as sucking a nickel out of a fish for Nickelback tickets (Yes, that actually happened. Yes, it was weird).





“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!”

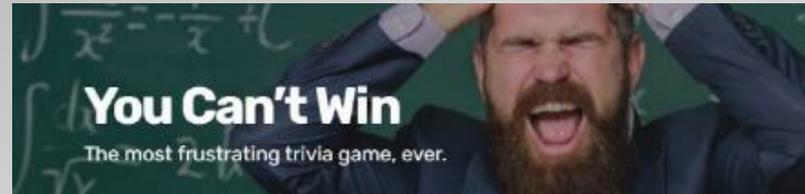
— **Bud Walters**, President, The Cromwell Group, Inc.

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



We'll Go Anywhere!

LIVE Broadcast

- Entire crew will visit market for a Special LIVE Broadcast and station event with streaming available



Funny is Hard Work!



Compelling Comedy & Entertainment! We'll Go Anywhere!



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.

Idiots for Underdogs

Idiots for Underdogs is our passion. Join our community to help those in need or nominate someone who needs help. Together, we can change lives.

THE FREE BEER & HOT WINGS MORNING SHOW

SHOW TALENT

Hosted by Gregg “Free Beer” Daniels & Chris “Hot Wings” Michels; Exec Producer - Steve McKiernan; Producer/Show personalities - Kelly Cheese and Maitlynn; Show Call Screener - Tommy

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* is now heard nationwide in a growing number of markets including Albany and Nashville.

*** RANKED #2 BARRETT MEDIA'S TOP 20 ROCK SHOWS OF 2025 ***

*** RADIO HALL OF FAME (NOMINEES/2024) ***

KEY SHOW SEGMENTS

- » Daily Show Trivia
- » Hot Wings commentary on politics and pop-culture
- » The Idiot Code – just for idiots, win prizes on the radio!
- » Interactive game where listeners “intellectually” Challenge for a cash prize
- » Holiday Break-in and Idiots for Underdogs

REACH

NATIONAL RADIO SHOW // ADULTS 18-49 // ROCK FORMAT // LIVE WEEKDAYS 5 HOURS & “BEST OF” WEEKEND SHOW // AVAILABLE LIVE & SEGMENTS ONLY // STRONG SOCIAL MEDIA // 412K LIKES TIK-TOK // DAILY 39K INSTAGRAM // 186K 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**)
- » In-Market Live Show Events featuring your product/service Sponsorship

MON-FRI
5:30A-10A
SAT “BEST OF”

70
AFFILIATES

FORMATS:
ROCK/ALT ROCK

NOW AVAILABLE FOR
DELIVERY AS A
SEGMENTS-ONLY SHOW



**THE
FREE BEER &
HOT WINGS[®]
MORNING SHOW**



THE
**FREE BEER &
HOT WINGS[®]**
MORNING SHOW

funny morning show.

Weekdays 5-10AM/ET

FreeBeerandHotWings.com



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Compass Media Networks

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