

2GNC

2 Guys Named Chris

**Smart, Funny,
Morning Radio**



**CHRIS
KELLY**



**CHRIS
DEMM**

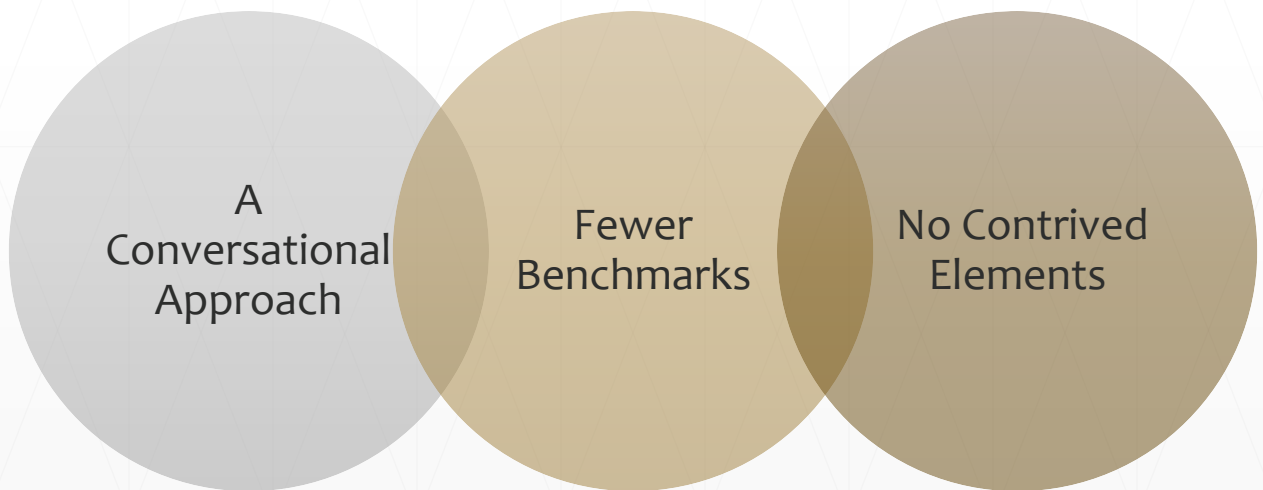


2 GUYS NAMED CHRIS. REALLY?

There was a time when the formula for WINNING with a MALE AUDIENCE was simple - Lots of characters, parody songs, pre-scripted, structured bits, and benchmarks, benchmarks, benchmarks.

AUDIENCES HAVE CHANGED, but morning shows haven't.

IT'S TIME FOR SOMETHING THAT RESONATES WITH TODAY'S AUDIENCE.



THE APPROACH WORKS:

2 Guys Named Chris HAS A CONSISTENT TRACK RECORD OF WINNING IN ITS TARGET DEMO IN A COMPETITIVE PPM MARKET.



TARGETING THE COLBERT GENERATION

Connecting with today's male audience isn't quite as simple.

AGING BABY BOOMERS ARE BEING REPLACED by far more savvy Gen Xers and Millennials.

- They get their news from Maher and Colbert, not Brokaw and Rather
- They **want** news—**without** the politics
- They **like** sports—but **don't want** minute-by-minute analysis
- They **want** a show that's funny, but **doesn't insult** their intelligence



2 GUYS NAMED CHRIS IS DESIGNED FOR:

Men, Age 25-54, with a focus on a 33-year-old.

Today's 33-year-old was born in the 1980s. He loves the music of the 60s, 70s, and 80s, but doesn't want a morning show based on a 70s template.



2 GUYS NAMED CHRIS: CONVERSATIONAL, FUNNY

- **Chris Kelly and Chris Demm** host A **DAILY CONVERSATION BETWEEN FRIENDS**, discussing current events, news, sports, and entertainment, relating it to their personal experiences and the experiences of their listeners. **THE RESULT IS A COMPELLING SHOW AND A LOYAL AUDIENCE THAT CREATES APPOINTMENT LISTENING.**
- For over a decade, 2 Guys Named Chris has consistently delivered impressive ratings in a highly competitive Top 50 market in both diary and PPM methodology and in both Nielsen and Eastlan surveys, including...
- **#1 M 25-54 for 34 consecutive PPM monthlies - nearly 3 years of ratings dominance**

*NIELSEN: PPM Greensboro-Winston-Salem-High Point, NC Metro, M-F 6A-10A,
January 2013 to August 2015*





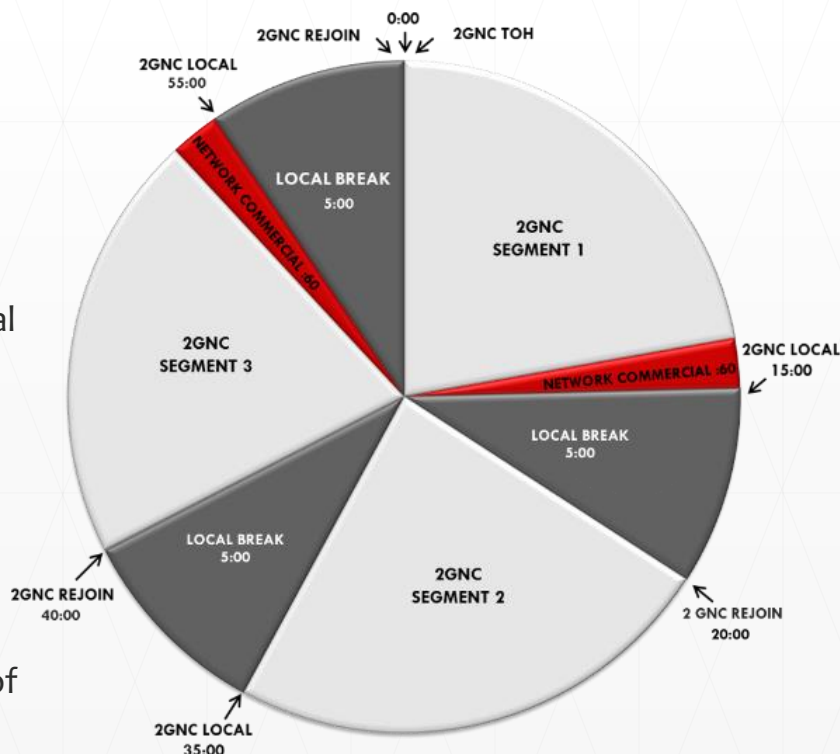
2 GUYS NAMED CHRIS AND YOUR STATION

BRAND NEW CONTENT EVERY DAY

- 2 Guys Named Chris is **fresh, compelling content every day**. While other morning shows are delivering “encore” content 2-3 days a week, 2 Guys is creating new content that **capitalizes on the intelligence** & the varied interests of the team.
- **R&R Trivia is a daily feature** that tests Chris Demm’s encyclopedic knowledge of music trivia against a random listener. **IT’S UNSTAGED. IT’S SPONTANEOUS. IT’S ADDICTIVE.** Listeners become so involved they actually keep track of Chris’s wins and losses!
- The Demm Report is Chris Demm’s **daily take on interesting, offbeat, and just plain weird news**. It creates a lot of conversation... and a lot of laughs!

THE FORMAT

- Top-of-hour is a hard cue.
- All other start times are approximate.
- Breaks within hour float.
- Breaks are fired after verbal cue “...on the Two Guys Named Chris Show.”
- Break lengths are exact.
- Network will start rejoin bed:30 before content begins.
- Affiliates have 15 minutes of local avails per hour.



THE TEAM



CHRIS KELLY

is a native of North Carolina. **Destined for a career in radio:** picked last at sports, he spent his youth comforting himself with an entire pot roast for dinner. His first job was at a radio station called The Kickin' Chicken—of course he was the chicken, but not for long! He and his on-air partner Chris Demm became a team in 1999, and the rest is infamy.

CHRIS DEMM

Originally from Virginia. He brings dry wit and an ironic take on news and world events. Dubbed the “brainiac,” Chris is always ready with the oddball observation and is ready to call Chris Kelly out at a moment’s notice. Chris Demm has an encyclopedic knowledge of music, and is an accomplished guitar player.



“BIGGIE”

Biggie? Tipping the scales at over 400 pounds might have something to do with it. Biggie uses his size in his stand-up comedy and on-air as well. The show’s producer, Biggie keeps things moving forward with his quick wit and observational humor that has kept him with the team for over 7 years.

DAVE AIKEN

With years as a TV meteorologist, Dave is a great storyteller, ...And he’s the first to let you know if flash flood warnings have been issued!



2 GUYS NAMED CHRIS: SOLID SUPPORT

- Ratings are important, but you have to **GROW AN AUDIENCE TO CONVERT RATINGS TO REVENUE**. We help you every step of the way.
- Daily customized promos, IDs, liners, etc.
- Endorsement commercials for your local advertisers
- In-market appearances
- We're **the most client-friendly and affiliate-friendly show** you'll find anywhere - local OR syndicated.



*Chris Kelly with listeners
at a recent remote*

TECHNICAL INFO

- Satellites are so 1985...
- Keeping up with today's audiences means keeping up with advances in technology too.

2 Guys Named Chris is **DELIVERED VIA A SECURE IP CONNECTION**. Relays are sent to sync Top-Of-Hour and to begin local breaks. The system can easily be configured to allow for time shifting as necessary.

IP delivery sets up in minutes. It's fast and reliable. **No more dishes, expensive receivers, sunspots, or that dreaded "rain fade."**



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2 Guys Named Chris

**Add a smart, funny,
special morning show to
your lineup**

Call today to learn more

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