



2 GUYS NAMED
CHRIS
SMART. FUNNY.
MORNING RADIO





It's time for a change. It's time for **2**Guys Named Chris.

There was a time when the formula for winning with a mostly male audience was easy. Audiences were of the same generation and shared the same cultural touchpoints and their love of music.

Today, shows must now relate to **3** generations of listeners:



BOOMERS



GEN X



MILLENNIALS

Success today means going beyond contrived bits and a large cast. Success today means conversation and connection.





Entertainment and Connection

Song parodies, staged bits and goofy characters are the hallmarks of Boomer-focused morning shows. 2GNC takes a more contemporary approach. Chris Kelly and Chris Demm host a daily conversation between friends, discussing:



MUSIC



**CURRENT
EVENTS**



NEWS



**SPORTS AND
ENTERTAINMENT**

And relating those topics to their personal experiences and those of their listeners. The result is an interactive, compelling show, appointment listening and a loyal audience.

2GNC has proven the approach works. 2GNC has consistently delivered impressive ratings in a highly competitive Top 50 Market and in Diary and PPM, Nielsen and Eastlan.





Meet 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.

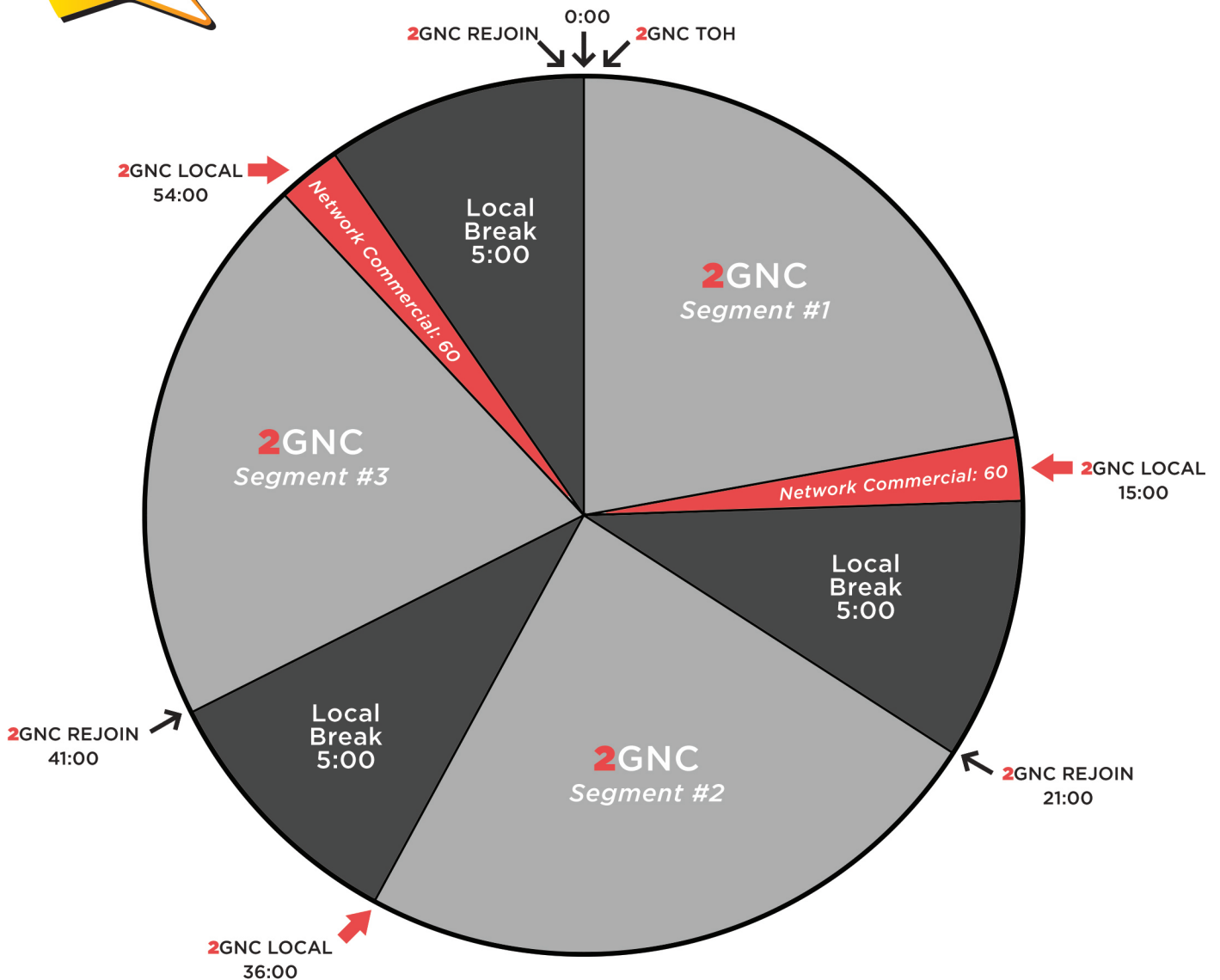


DAVE AIKEN

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!



Delivery and Support



Key to Success

The key to success for any show, local or syndicated, is integrating the show smoothly into your station's programming.

- Daily customized promos, ID's, liners, etc.
- Endorsement commercials for local advertisers
- In-market appearances
- Reliable IP delivery that works with any automation system



It's Time to
Evolve Your Mornings.



2 GNC gives you what you need to succeed
in Morning Drive!

- Relatable personalities
- Intelligent, conversational content
- Outstanding affiliate support

