

FOR IMMEDIATE RELEASE

Mark Sandstedt's "Michigan Rocks Radio Show" Gains Statewide Momentum with The Sonic Coast Debut

Manistee, Michigan – Mark Sandstedt's acclaimed "**Michigan Rocks Radio Show**" is set to debut on **The Sonic Coast** on Saturday, February 3 at 6 pm. The one-hour weekly program showcases music and engaging conversations featuring well-known Michigan-centric bands, emerging artists, and heritage acts that may have faded from memory.

The Michigan Rocks Radio Show is rapidly expanding its reach, with the latest addition being the all-digital platform, "The Sonic Coast," local internet radio station, starting Saturday, February 3rd. The Sonic Coast will broadcast the popular Michigan Rocks Radio Show every Saturday at 6 pm.

Mark Sandstedt, host of Michigan Rocks Radio Show, expressed his enthusiasm about The Sonic Coast, saying, "The program content is a perfect fit with The Sonic Coast and ties in nicely with their ongoing commitment to actively play and promote Michigan-based artists."

Brian Maloney, founder of The Sonic Coast, shared his perspective, stating, "The Sonic Coast is dedicated to celebrating Michigan's rich musical history and promoting new music discovery by local artists. When I discovered Mark's excellent show and his passion for Michigan music, I knew collaboration was essential. Mark's extensive knowledge of Michigan music aligns seamlessly with our mission at The Sonic Coast."

Currently airing on WMTE-FM-Manistee, WMJZ-FM-Gaylord, WYCE-FM-Grand Rapids, and WUPN-FM Sault Ste. Marie, the Michigan Rocks Radio Show, hosted by Sandstedt, is continuously expanding its distribution. Sandstedt emphasized, "Michigan Rocks Radio plays well in any Michigan market. My goal is to connect bands with listeners and foster a sense of community. Since the show began on April 1, 2022, I have featured over 200 uniquely Michigan bands."

About Mark Sandstedt/Michigan Rocks Radio

The "Michigan Rocks Radio Show" presents a diverse lineup, featuring established Michigan bands like Pop Evil, Greta Van Fleet, Kid Rock, Billy Strings, and Jack White, alongside emerging talents such as The Accidentals, Michigander, The Gasoline Gypsies, The War and Treaty, Mac Saturn, Joe Hertler and the Rainbow Seekers, and heritage acts like Bob Seger, Iggy Pop, The Romantics, Grand Funk Railroad, Mitch Ryder, Stevie Wonder, and more. Sandstedt described the show as "an eclectic mix of new and familiar artists with the common denominator being a great song that sounds great on the radio."

In addition to producing the "Michigan Rocks Radio Show," Sandstedt co-owns M S Creative Services, Inc. with his wife Karen, offering a full range of digital media and marketing services. Sandstedt also serves as the Market Manager for WMTE FM "Eagle 101.5" in Manistee, leading their business development and community involvement efforts on the local level. For more information about the "Michigan Rocks Radio Show," visit www.michiganrocksradio.com or connect via Michigan Rocks Radio on Facebook or Instagram.

About The Sonic Coast

The Sonic Coast, locally owned and operated by 40-year broadcast executive and Michigan native Brian Maloney, is a melting pot of music curated for Michiganders. Emphasizing new, emerging Michigan artists in the roots-rock/Americana genres, The Sonic Coast is accessible via dedicated Android and iOS apps, home listening devices, and online at www.thesoniccoast.com. Listeners can embark on their audio journey with The Sonic Coast by downloading the free, exclusive app.