

For Immediate Release

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Mark Sandstedt's Michigan Rocks Radio Show to Debut on WYCE 88.1 FM Grand Rapids, Sunday, November 5.

Manistee – Mark Sandstedt's "*Michigan Rocks Radio Show*" will be making its debut on WYCE 88.1 FM-Grand Rapids on Sunday, November 5 at 10 pm. The one-hour weekly radio show features music and conversation from well known Michigan-based bands, along with emerging artists and heritage acts who may have slipped from memory. "*Michigan Rocks Radio*" also airs on WMTE-Manistee/Ludington and WMJZ Gaylord/Petoskey/Traverse City, Saturday night at 8pm, and WUPN-Sault Ste. Marie, Saturday night at 6pm. "Connecting with a station to air the show in the Grand Rapids market is a big step forward in my goal of statewide syndication," said Sandstedt. "I am in discussions with several other stations who are considering adding the program and hope to expand my reach very soon."

"*Michigan Rocks Radio*" features established Michigan bands like Pop Evil, Greta Van Fleet, Kid Rock, Billy Strings, The Verve Pipe and Jack White along with up-and-comers like The Accidentals, Michigander, Myron Elkins, The Gasoline Gypsies, The War and Treaty, Mac Saturn and Joe Hertler and the Rainbow Seekers, plus, heritage acts like Bob Seger, Iggy Pop, The Romantics, Grand Funk Railroad, Mitch Ryder and others. "Indeed, "*Michigan Rocks Radio*" offers an eclectic mix of new and familiar artists with the common denominator being a great song that sounds great on the radio," said Sandstedt. "It's pretty cool to play a deep-track Bob Seger tune next to an emerging artist like the Drew Hale. It makes them 'peers' on the radio".

Sandstedt says he has played over 200 unique, Michigan-centric artists since the show debuted on April 1, 2022. The Studio Conversation segment features interviews and music from a prominent or emerging artist. Previous on-air guests have included Michael and Tonya Trotter of The War and Treaty, Wally Palmar of The Romantics, Leigh Kakaty of Pop Evil, Vinnie Dombroski of Sponge, Jason Singer of Michigander, Tommy James of Tommy James and the Shondells, Brian VanderArk of The Verve Pipe and dozens of others. "Connecting with the bands and sharing those experiences with my audience is what the Studio Conversation feature is all about," added Sandstedt.

WYCE Station Manager, Phil Tower said he is excited to bring the "*Michigan Rocks Radio Show*" to WYCE and the Grand Rapids market. "Mark and his show have been on our radar for a while and we think now is the perfect time to add the program to our weekend lineup," said Tower. "Mark's unique presentation and connections with the bands are going to be great assets for WYCE. We are very excited to have him on board." WYCE is an independent, community radio station serving the communities of Grand Rapids and West Michigan. It operates as a non-profit organization as a part of the Grand Rapids Community Media Center.

In addition to producing the "*Michigan Rocks Radio Show*", Sandstedt co-owns M S Creative Services, Inc. with his wife Karen. "We are a full-service digital media and marketing agency that has including digital and traditional ad campaigns, search engine marketing programs, website development, graphic design and audio/video production," said Sandstedt. "I also serve as the Market Manager for WMTE FM "Eagle 101.5." in Manistee and lead 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.

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