

For Immediate Release

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Mark Sandstedt's "Michigan Rocks Radio" Show to Debut Saturday, April 2 at 8:00 p.m.

Manistee - - Mark Sandstedt's "Michigan Rocks Radio Show" is set to debut Saturday, April 2, at 8:00 p.m. on WMTE FM "Eagle 101.5" Manistee and WMJZ FM "Eagle 101.5" Gaylord. The one-hour weekly show will feature music and conversation from well known Michigan-based bands along with undiscovered artists and bands from the past that may have faded away. "This project has been in the works for a while," said Sandstedt. "People may remember a show called RadioActiv that I hosted on WGRD 97.9 FM in Grand Rapids back in the 90's. I've always had a passion for discovering and sharing new music with my audience." Sandstedt began working in radio at WMTE/WRRK in Manistee in 1982 while in high school and also did stints at WLAV, WOOD in addition to his time at WGRD.

While WMTE/WMJZ will serve as the flagship stations for the show, Sandstedt is actively pursuing clearance to air the show on other Michigan radio stations with the goal of building statewide syndication. "The show plays well in any Michigan market," added Sandstedt. "There are a plethora of bands that call Michigan home or have roots in the state, my goal and purpose is to connect the bands with my listeners and create a sense of community. It will be like a local music show for the whole state." Social media will play a big role in promoting the show, which can be streamed live at www.eagle1015.net (Manistee) and www.eagle1015.com (Gaylord). "Back when I was doing RadioActiv, social media was not a factor at all. Now it's everything, and by virtue of the "Michigan Rocks Radio Show" being streamed live on the station's website at 8:00 p.m. on Saturday nights, the sky is the limit on the number of listeners we can attract far and wide."

"I owe Eagle 101.5 FM owner, Bryan Hollenbaugh, a debt of gratitude for the opportunity to pursue this 'passion project'. He immediately saw the potential for the show and let me run with it," said Sandstedt. "I'm actually having a ball with it. It's been great re-connecting with some of my musician and radio industry pals who have contributed to the development of the show." Brian VanderArk, lead singer The Verve Pipe will be a guest on the debut show. "We are a Michigan band and we wear that proudly," said VanderArk. "I'm really happy to be a part of Mark's first show." Sandstedt will also catch up with Andy Holtgreive of Domestic Problems, a Grand Rapids band that was hugely popular in the mid-to-late 90's. "It's so cool that Mark is getting a music show back on the radio," said Holtgreive. "It's where he belongs."

"Michigan Rocks Radio" will feature established bands like The Red Hot Chili Peppers, Pop Evil and Greta Van Fleet along with up-and-comers like The Accidentals, Michigander and Wayland. "It will be 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 be able to play a deep-track Bob Seger tune next to a new artist like the Drew Hale Band. It makes them 'peers' on the radio".

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 been in business since 1994 and our team provides marketing and communication services to our clients 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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