



“OUR THING” with Gunner and Bill Crooks is a weekly, hour-long multi-platform radio show devoted to the creative process and career accomplishments of publishing, media, and literary artists, interviewed by Gunner Lindbloom, an ex-Detroit mafia enforcer and accomplished author in his own right. Co-hosted by Bill Crooks, host of the beloved “Partners-n-Crime” podcast, “OUR THING” brings with it some of the world's most fascinating artists and personalities, including Seth Ferranti, Louis Romano, Larry McShane, as well as infamous ex-

mafia/author legends like Larry Mazza, John Alite, and Ori Spado. After successfully broadcasting on Detroit’s 910 AM Superstation for 2 ½ years, **the show is now proud to join AM 1010 The King in the Atlanta metro area. (Covering over 5.5 MILLION potential listeners during the prime Friday morning 8am-9am rush hour drive!)**

When asked why “OUR THING” is so appealing to listeners, Gunner states:

“I always try to be positive and helpful. To inspire. That’s my mission in life. Lead by example and, corny as it sounds, be the best steward for God and humanity I can be. I have a unique zeal for life. 13 years in a cage has that effect. Prison gave me a magnified appreciation for life and freedom. My past is a constant reminder of how bad life can really be. Life is too short and precious to not live your life to the fullest. Do remarkable things and share your remarkable stories! That’s what I bring to the show. I love content creators, authors, personalities, and literary artists who have a remarkable story—whether fiction or non-fiction—to share.”

About the Hosts:



Alan Gunner Lindloom used to go by “Al.” These days, he goes by his real middle name, “Gunner.” There’s a story behind the name change. Al was the bad guy, the one who ended up in prison. Gunner is the new guy, the good guy who came out of prison a changed man. Raised in Metro Detroit, an FBI agent once described Gunner as “an enforcer for elements of the Detroit Mafia.” In 2003, at age 29, he was indicted and sentenced to 13-50 years in prison. But two magical things happened in those cold dark prison cells. First, he discovered his love for writing and penned 9 remarkable novels. Upon parole in 2016, he published his debut novels, *TO BE A KING, Volumes 1 & 2*, and within mere days they cracked the top #50 in the Mafia genre. Both books currently have 5-star reviews on Amazon, and are being called “the next *Godfather* saga.” The second thing that happened is that he fell in love with the woman of his dreams. They were married and baptized the day after his release. Gunner hosts **“OUR THING”** alongside his co-host Bill Crooks **on Atlanta’s AM 1010 The King** and is currently the lead writer on a major TV series about his life, starring Emmy Award-winning actor Armand Assante.



Bill Crooks is a long-time podcaster and true crime aficionado. He’s the creator, producer, and host of the popular “Partners-N-Crime” podcast that regales audiences with tales of the world’s most notorious gangsters, including obscure mob bosses, organized crime lords, and other infamous (or not so infamous) criminals. Bill loves diving deep into various legends, news clippings, and first-hand accounts to bring these historic characters to life. The good, the bad, and the ugly. Bill also hosts “Extraordinary,” a podcast about ordinary people getting thrown into extraordinary events. And as if there wasn’t enough on his plate, he’ll soon be launching “Bad Ass Saints” – a new podcast about remarkable saints who were so hardcore in their faith, they showcased it through their astonishing lives (or deaths). Bill is married and has two amazing kids. Best of all, he and Gunner have a bantering dynamic you won’t want to miss!

REACH OVER 5.5 MILLION LISTENERS IN THE ATLANTA METRO AREA
while supporting the “OUR THING” radio team that will allow Gunner and Bill to
showcase the creative spirit of accomplishment that is uniquely American!

Show Distribution and Marketing Reach:

- WTZA 1010 AM Radio has the maximum power for AM stations in the U.S., 50,000 watts
- Atlanta is #7 top market in the country with over 5.5 MM metropolitan reach
- Aired during the 8-9am primetime Friday morning rush hour drive
- “OUR THING” show will be launching on all the major podcast platforms, and simulcast on iHeart Radio
- Gunner & Bill’s show ran the previous 2.5 years on Detroit’s 910 AM superstation with a dedicated listener base
- [Gunner’s Facebook](#) following has close to 10,000 followers (across three different profiles/business pages)
- [Gunner’s YouTube](#) following has nearly 10,000 subscribers and growing

SPONSOR AN EPISODE! TWO SPONSOR MENTIONS PER SHOW, \$75 PER SHOW (no contract!)

RADIO AD PACKAGES: - All show ad placement packages receive:

- :30 or :60 second advertising spots to promote your business on the show
- Ads in prior show will be on show archives and podcast platforms (including iHeart Radio)
- Logo on Sponsor page “OUR THING” Radio website with link
- Personal endorsement by host

“THE ASSOCIATE” PACKAGE:

- One radio ad spot per show

\$500/month (\$125 per spot)

“THE BOSS” PACKAGE:

- Two radio ad spots per show
- Quarterly appearances on show to promote your business

\$750/month (\$93.75 per spot)

“THE KING” PACKAGE:

- Three radio ad spots per show
- Top promoted placement on “OUR THING” radio website w/ link
- Monthly appearances on show to promote your business
- Weekly mentions with tags on Facebook
- Weekly promotional mentions on Gunner’s YouTube channel

\$1,000/month (\$83.33 per spot)

Note:

- *All radio ad packages 52-week term with 28-day written cancellation.
- *Includes all production costs.
- * 30 second package levels are available at 75% of Package Costs. 60 second ads are priced as listed.

To secure your ad placement, please contact Maria
248.719.6529 (call or text) or email maria@ourthingapparel.com