

MY

STORY

OF PODCASTING  
*Prince Charmings*

Chris and Will  
the Prince Charmings of Podcasting:  
Electronic Story Kit



## *Ingredients to a Great Story.*

- 01 It Started with a Mouse.
- 02 What About Their Life?
- 03 What About Their Adventures?
- 04 Believing is feeling and feeling is personal.
- 05 Friends are like sharing stories as partners.
- 06 It's a great big Charming Tomorrow.
- 07 How they told another Story.
- 08 They've Grown.
- 09 Tell your Story with some Charm.
- 10 Once upon a Time is Yours.



# *It Started with a Mouse*

From the Magic Kingdom to the magic of a boy named Harry to the stars that shine over Hollywood, paving the way to a dream created from the radio waves that continue to fill our hearts.



Chris and Will started their once upon a time with a mouse that made them famous. It would become their story of how they lived their life of living the dreams that many wanted to experience.

Christopher L. Antie, a world-renowned celebrity chef and entertainer, met William Antie, an accredited entertainer, at Walt Disney World in May of 1999. Since the day they met, they've lived out their dreams and continued to go beyond the elements of everyday life. Chris and Will is the real story about the life of an LGBTQ couple. Quoted and known as the "Prince Charmings of Podcasting," they advocate a real-life tale of struggles as an LGBTQ couple while out beating the odds in fulfilling dreams. Chris and Will have spent their years together working side by side with the Walt Disney Company, NBC/Universal, Warner Brothers, and in multiple areas of Hollywood.

This 23+ year relationship grew them overnight; within one year, they became a highly recognized gay couple from across the globe. Their magical relationship has become a new message of new hope. A journey shared by thousands of worldwide fans to the personal journey their fans take with them together.



"They are the real storytellers of our time. A real Cinderella story."  
- Publicist



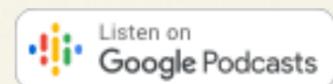
Hollywood names them the "Prince Charming's of Podcasting" in 2020

Proud Members



# *What About Their Life?*

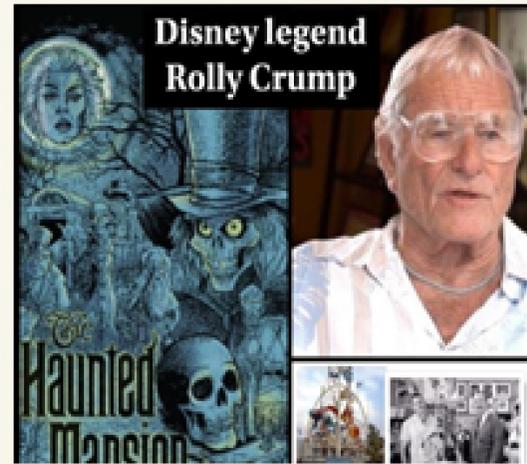
ChrisWill's claim to fame is their over 850,000 fandom show called "What About Our Life?": a podcast show about the life of Chris and Will with an encore interview of the life of a celebrity guest. Four seasons and over 50+ celebrity guests have graced this amazing show, more episodes are planned with more celebrity guests and endorsements from organizations, corporate companies, to special events.



# Thank you for being an audio friend!



Fran  
Drescher



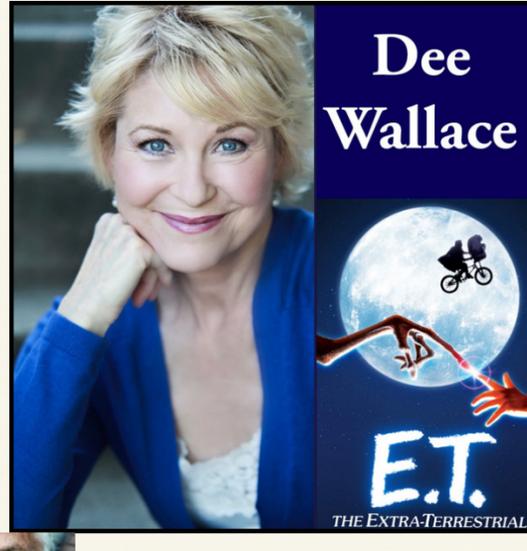
Disney legend  
Rolly Crump



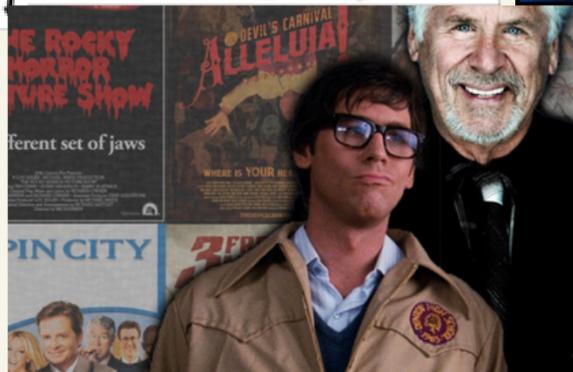
Jymn Magon



Alan Gilmore



Dee  
Wallace



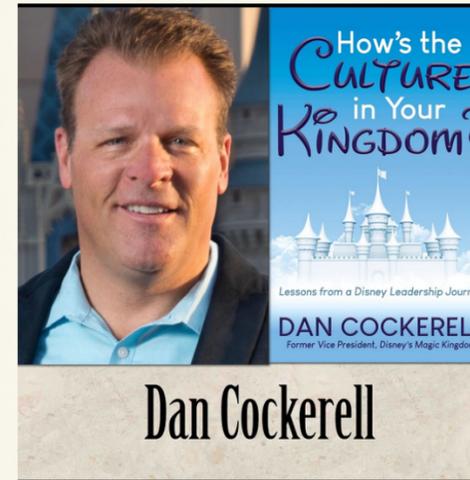
Lainie  
Kazan



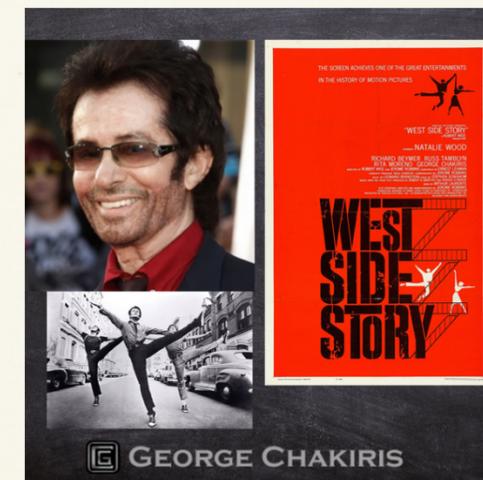
Judy Collins



Cynthia Preston



Dan Cockerell



GEORGE CHAKIRIS



Catherine Mary Stewart

*and so many  
more...*

Our show can be heard mainly on iHeartRadio but with additional broadcastings on Spotify, Google, Apple, and Amazon. A show that gives fans an inside look at the life of Chris and Will with a celebrity guest interview. They go deep into their roots of Disney, Universal, Warner Brothers, Hollywood, and much more; it's about a story of their life that keeps everyone curious to learn more about the real life of the quoted Prince Charmings of Podcasting.

# What About Their Adventures?

Started in November of 2022 and is featured on the ChrisWill Network and soon-to-be HERETV streaming network. The ChrisWill Network has over 15,000+ growing followers. This new show has broadcasted for IAAPA, SeaWorld, Busch Gardens, Kennedy Space Center, Give Kids the World Village, Holiday Matsuri, and House of Mouse Expo. They have a vast worldwide lineup of programming for 2023, including museums, theme parks, cities, towns, Dollywood, Hershey Park, Cedar Point, and more. Our premise is based on a travel experience. They showcase each location as informative, with a story, and with interest in immersing guests into wanting to experience the location(s) they are filming. The series is part of the Chris and Will travel log for their fans.



WHAT ABOUT OUR LIFE?  
*Adventures*



*Believing is  
feeling and feeling  
is personal.*

Chris and Will relive their dreams every day, and sometimes even life can bring out the best of them. They charm the world; their approach is with care, which comes in the form of making a difference.

BELIEVING FRIENDS FOREVER

BFF



Believing Friends Forever Foundation

BFF is in the developing phases. The Charmings' plan is to have opened an LGBTQ community center in every state and help expand outreach programs for families in need of help in any form. Their agenda will have an establishment set up with a call center (where individuals can call in for help) and communicate with a person, even if they need a friend to listen. They plan to expand and educate the message of equality (to help place an end to bullying and LGBTQ+ abuse). Together the Prince Charmings have built an array of current offering programs and are using their platforms to educate for a real difference. Currently, fans can listen to several stay well episodes available on their What About Our Life? show and can use several resources available on their website at [chrisandwill.com](http://chrisandwill.com).

*Friends are like  
sharing stories as  
partners.*

The Prince Charmings of Podcasting share, create and build themselves as storytellers. The stories they create become part of a life, many of lives for that matter and the partners that team with them feel the same way.



Their brand gives guests an experience, a story, and a magical moment that will always be remembered. They are results driven. The partners have seen effects increase by over 10% from the first mention to the broadcast to even afterward. Fact: they broadcasted at One Magical Weekend, a pride event at Walt Disney World, and they were sold out by 45% for the following year only just a few weeks after the Chris and Will broadcast, today the event is 95% sold out several months before the start of the 2023 event. Charmers are fans that have recognized Chris and Will as the real deal. Partners have stated they feel people will listen to Chris and Will; they are a trusted brand, true storytellers with a message, and are recognized as a growing brand that has even helped a startup bank become the fastest-growing bank in the state of Florida since 2017.

*It's a great big  
Charming  
Tomorrow.*

Yes, it started with a little bit of once upon a time, and now they continue to be recognized as the stories that make everyone a little bit happier. Their future is charmed with so many more memories that explore almost everything.



*In Streaming*

FRIDAY NIGHT  
OUT!



Their streaming network launched in November of 2022 and as of date has over 15,000+ growing subscribers. Their network showcases an array of newly developed shows with all types of stories from: behind the scenes of content creation, Chris and Will's special moments of their life, traveling across the world, expressions of an adult night out, vacation scavenger hunts, to the action of stories found within scripted film or series.

# In Film



"THEIR STORY TOUCHES EVERYONE, SAVES LIVES." "HEARTWARMING STORY"

"EMOTIONAL AND REAL" "FILLED WITH LOVE AND JOY!"

"THEY TOLD THE TRUTH SO OTHER COULD FEEL SAFE." "I CRIED AND LAUGHED."

Chris and Will: The Real Prince Charmings is a written book that started twenty years ago, telling the story of a gay couple whose vexation becomes the struggles in a community of normal but seen as a difference. A real-life journey about a fantasy that came true from the world adventures and star-studded friends they earned along the way; to their dealings with PTSD and becoming a truly American story. Their life became a real story of once upon a time, and how a gay couple became the real Prince Charmings.



# In Radio

Their online radio station reaches to over 400,000 listeners worldwide via the Tunein App. A fully licensed gay online radio station, fans experience a variety of music with specialty-themed shows and genres of music, plus live event broadcastings. The radio station is a fan favorite, taking fans back to a time of the beginning of music and a look into being vintage in the comfort of their phone or online.

# In Media

## THE BRAND, THAT LAUNCHES

### SHOW ANNOUNCEMENTS

Chris and Will recently helped launch the reunion episode of "The Nanny" for one episode only. Our show helped launch the one night only reunion show of "Mr. Belvedere".



They are basically everywhere, from personal appearances, interviews, product launches, and events.

They're a growing brand that is building with a 13,000 weekly social media reach and growth, considering their social media only launched in late 2022.

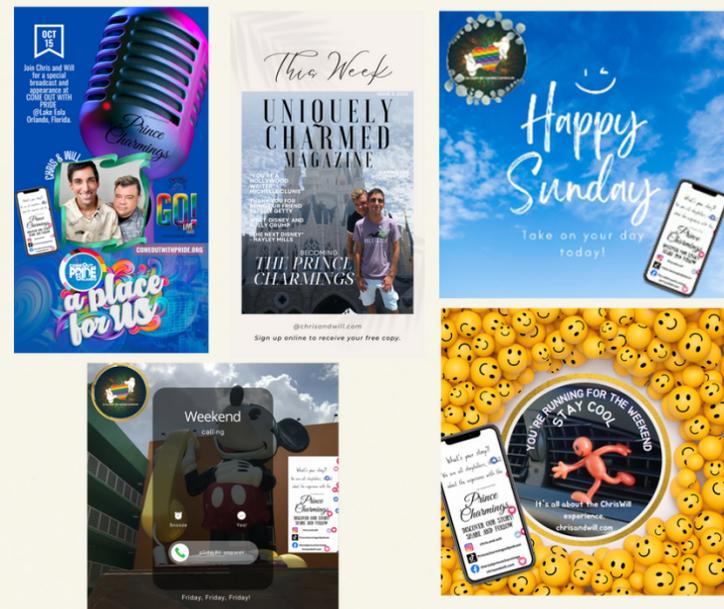
## THE BRAND, THAT'S IN THE MEDIA

### SOCIAL MEDIA

Chris and Will are newly active in social media with TikTok, Instagram, Facebook, to Twitter. Numerous posts a week and reaches to over 13k a week, plus growing interactions, likes, and followers.

### PUBLIC RELATIONS

Chris and Will have interviewed by numerous media platforms and still has more scheduled for the next two years!



chrisandwill.com

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# In Products

The Prince Charmings of Podcasting leave their mark even in merchandising. A new story scent skincare line, pride banking accounts, pins, and collectible branding fans can adore close to their hearts.



# THE BRAND, THAT HELPS

New show specials that interviews several experts in helping their audience handle depression, stress, anxiety, and general health; basically focusing on educating the public the calm way.



More On Air...

# In Wellness

The Prince Charmings of Podcasting are about making a smile go a long way. They create and produce wellness events to help fans grow. They are all about educating the world on how to be a little more charming, and with the help of their platforms, they can do just that.

# *How they told another Story.*

Teaming with Chris and Will is simple; you need to have a dream. What have you always wanted your ideas to look like? How would you like the world to recognize your story? Through the eyes and personality of Chris and Will, they have been able to tell the most incredible stories ever told, and the Prince Charmings of Podcasting have been recognized for bringing a smile to even a corporate executive.

“Congratulations on your success” Bob Pittman—CEO iHeartMedia.

“Congratulations on ‘What About Our Life,’” Wendy Goldberg--  
Executive Vice President and Chief Communications Officer  
iHeartMedia.

“Chris and Will have a shining personality the world will love.” –  
iHeartMedia

“This podcast keeps me coming back for more each week.” – Fan in  
Louisiana

“I was so impressed on the quality and interest I found in the show.” –  
Fan in Switzerland

“I had a delightful time with you and Will. The hour flew!”—Ilene Graff  
—Interviewed celebrity guest

Interview guests rave about how much “fun” they had, how the time goes by, and the pleasure they had with being a part of this “Amazing show”.

# They've Grown.

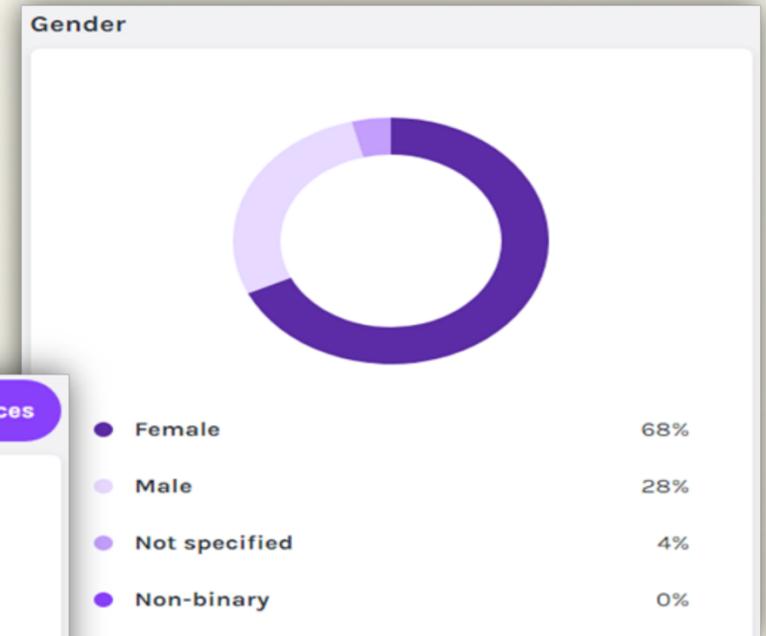
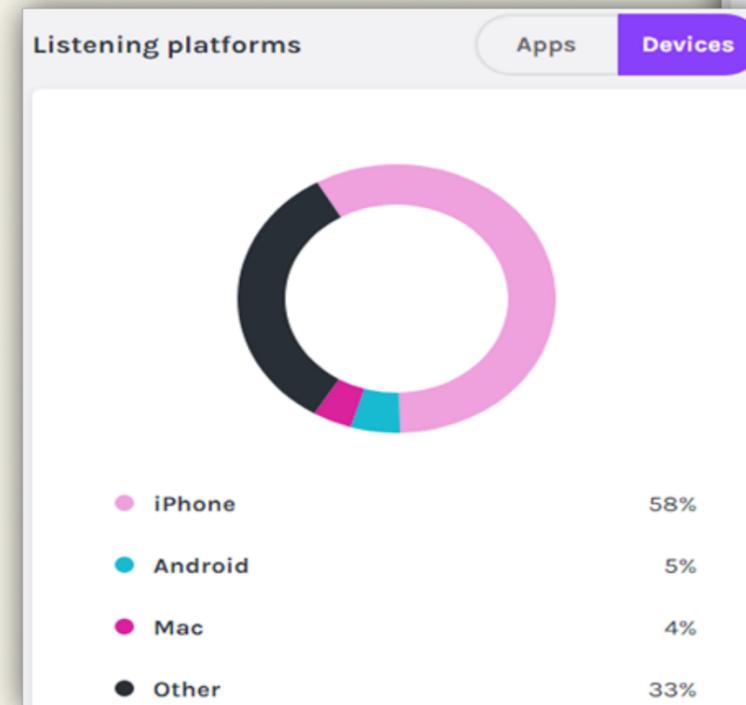


Since Chris and Will first met way back in May of 1999, they have developed into a brand of enormous value. As they grow, the numbers just keep climbing, and they don't plan on stopping anytime soon.

## THE BRAND, THE VALUE



- **SOCIAL MEDIA.** \* FACEBOOK \* INSTAGRAM \* INSTAGRAM LIVE \* YOUTUBE \* YOUTUBE LIVE.
- **OUR MEDIA IS ALMOST EVERYWHERE.** Mobile, tablet, desktop, web, select gaming console, connected TV, connected car, and connected speaker availability varies by market. Plus their online radio station GO! Live.
- **WEBSITES.** Three different websites with numerous ways to say hey!
- **CREATIVE TEAM.** Our professional team is built with a creative niche to become one with our goals. Hollywood agent, manager, and publicists have signed ChrisWill to expand their career. The publicists are going to handle the interview and broader exposure elements of their career, talk shows and other interview opportunities.
- **EXPOSURE.** They've teamed with marketing firms and an array of creative individuals that are helping to get the word out. Our team has grown the success of our brand literally over night.



# Tell your Story with some Charm.



iHeartRadio released why it's essential to connect with brands like Chris and Will; it is why your story connects well with the Prince Charmings of Podcasting. You have the ideas; you need someone to tell it. How about telling it with some charm inside?

## Power Of LGBTQ Outreach Programs

**79%** of participants agree that they think **more positively** about companies that **sponsor LGBTQ community organizations and events.**



**74%** of participants agree that they are **more likely** to purchase from a company that **outreaches and advertises to the LGBTQ community.**



**73%** of participants agree that they think **more positively** about companies that **advertise in the LGBTQ media.**



**86%** agreed that they regularly **read or view the LGBTQ media.**



Research from the 15<sup>th</sup> Annual LGBTQ Community Survey, Community Marketing & Insights, July 2021

## Opinions are shifting regarding companies sponsoring "Pride events/ Pride month"

In contrast to the percentages for the previous statements, **58%** of participants agree that corporate presence at LGBTQ Pride events is **positive** for the community, **27%** were **neutral**, and **16%** **disagreed**. While still very positive, the lower percentage may reflect that some in the community are **reassessing** the level of corporate involvement in Pride.

*Pride organizations and sponsoring corporations need better communication that Pride corporate sponsors **authentically** support the LGBTQ community year-round. Not only in June.*

## The State of LGBTQ+: Why Your Brand Needs to Connect

### LARGE AUDIENCE

**\$1 TR+**

The US LGBTQ+ Community's estimated purchasing power

**4TH**

Largest economy in the world if LGBTQ+ consumers represented a country

### DESIRABLE AUDIENCE

**\$124K - 176K**

Average HH Income for LGBTQ+ male & female couples

LGBTQ+ people are disproportionately strong in word-of-mouth endorsement and social media use



### BRAND LOYALTY

78% OF LGBTQ PEOPLE SURVEYED AGREE:

"I tend to support companies that market to and support the LGBTQ community."

85% OF LGBTQ PEOPLE SURVEYED AGREE:

"Corporations that support LGBTQ equality are more important than ever."

76% OF LGBTQ PEOPLE SURVEYED AGREE:

"Companies that support LGBTQ equality will get more of my business this year."

Source: CMI's 12<sup>th</sup> Annual LGBTQ Community Survey, June 2018; Statista, US Treasury

# Once upon a Time is Yours.



Now let's make magic together; where do we  
start? Well, reach out!

## **Contact Information:**

**Website:** [chrisandwill.com](http://chrisandwill.com)

**Instagram:** [chris.and.will](https://www.instagram.com/chris.and.will)

**TikTok:** [princecharmingsofpodcast](https://www.tiktok.com/@princecharmingsofpodcast)

**Facebook:** [therealprincecharmings](https://www.facebook.com/therealprincecharmings)

**IMDB:** Christopher L. Antie, William Antie

**Corporations:** CaliNewYorkLive (LA)

CaliNewYork (FL)

**Production Company:** ChrisWill Studios

**CopyRights:** CaliNewYork, CaliNewYorkLive, ChrisWill, The  
Real Prince Charmings, Prince Charmings, Videooppulous

**Business Management:** Janet Dickinson Minard

**Personal Management:** Tabitha Watts

**Publicists:** Angela Todd

**Assistant:** Ginger Lutz-Ross

**Creative Director:** Tony Ross

**Brand Designer and Talent Stylist:** Melanie Wargo/Electric  
Diva Creations

**Direct Contact:** Christopher L. Antie 1656 Celebration BLVD  
Unit 401, Celebration, Florida. 321.219.9703.

[chrislantie@calinewyork.com](mailto:chrislantie@calinewyork.com).

*Your story will be  
much happier now  
that is Charmed.*



<  Chris and Will is 😊 feeling happy at SeaWorld Orlando. ...  
Posted by Willie Antie  
2d · Orlando · 🌐

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  3

1 Share

Most relevant ▾

 SeaWorld Orlando ✓  
Where there's a Will, there's a Rudolph...  
that's how the saying goes right? ✨  
2h Love Reply Hide 1 