



COUNTRY WITH CARSEN

LIVE MIDDAYS 10A-3P/ET

**DON'T SETTLE FOR
VOICETRACKING**

About The Show

Carsen is a live, friendly voice for your middays. While playing today's hottest country music, Carsen chats with today's country artists, talks popular news and takes calls from YOUR listeners.

COUNTRY WITH CARSEN

LIVE
MIDDAYS
10A-3P/ET



About The Host

Jessica
Humphreville, aka
Carsen, began her
career at MTV and
WRCH-FM Hartford.

She eventually
headed south and
worked on air at
active rock WBUZ
and rock WRQQ in
Nashville.

Carsen went country
with Marty McFly and
Stew James in
morning drive on
WKDF.

COUNTRY WITH CARSEN

**LIVE
MIDDAYS
10A-3P/ET**



Great Press

"Carsen describes her new midday program as being music-centric, but with breaks focused on discussions of pop culture and country artists from a "friendly, fun voice," with listener calls and artist interviews mixed in."

— Phyllis Stark, Billboard

COUNTRY WITH CARSEN

LIVE MIDDAYS 10A-3P/ET

Radio Journey Of Silverfish Media's Carsen Comes Full Circle In Nashville



Trowing up in Connecticut, newly hired Silverfish Media assistant PD **Phyllis Stark** had little exposure to country music until her father, who worked for NBC, brought home a copy of *Garth Brooks* special the night work was planned to air. "I was the girl wearing 'Mo' Beta shirts and even dressing like Brooks. That passion drove her to choose a Southern college, and she launched her radio career while still a student at the University of Mississippi. She eventually wound up in Nashville, working in mornings at country WKDF and nights at classic rock WRGG and rocker WOLZ. But a call in fall 2015 from Silverfish Media director **Patrick Thomas** ultimately brought her back to country music and Nashville, where she still owned a home. She was offered a newly created part of the syndicated morning show hosted by **Big D & Bubba**; and hosting her own syndicated midday show. **MSGA** Savannah, Ga., and **KANY** Aberdeen, Wash. Like *Big D & Bubba*, *Carsen* broadcasts the five-hour show from her own studio inside the Silverfish complex in the Nashville-adjacent city of Berry Hill. Accepting the job meant giving up her home in a more syndicated country radio show, *Insiders' The Live Ride*, which she had been affiliated with for several years. Carsen describes her new midday program as being music-centric, but with breaks focused on discussions of pop culture and country artists, from a "friendly, fun voice," with listener calls and artist interviews mixed in. Her



Premiere Big D, Thomas, Carsen and Bubba

role on the *Big D & Bubba* show is more limited. "I'll chime in from time to time and offer a different take on things," she says of the pair's on-air discussions. "It's not like I'll be on every break with the guys." But her formal perspective is likely to add a fresh element to the show. As for her assistant PD duties, Carsen says, "Patrick and I will be going over the music and working on that together. He's very excited to have an additional set of ears and also somebody else who can help with filtering through things and making sure that we don't miss anything. He's still director of programming, but it's my understanding that I'll be his right hand." She'll also be contributing to the show's branding, but it's my understanding that I'll be his right hand. She has been equally impressed with their friendship, beginning with the flowers they sent her the day it was announced she was joining their team. "They are extremely thoughtful, but they are funny too and just genuinely good guys," she says. "They've had things in common." But there's one thing they likely will never have in common. *Big D and Bubba* are both pilots who often fly themselves to visit affiliates. Carsen, on the other hand, is "terrified of flying," although she doesn't let that keep her from air travel. "We're going to have to have some discussions about that," she jokes. "I'm very excited to build that relationship and get that tighter radio familiarity. We've already started to go to be Xana's involved." For the time being, she's more than happy to stay put in Nashville and soak up the country music she has long loved. "The music literally changed my life," she says. "The idea that I know live and work in Nashville—nobody in my high school would be surprised."

AVAILABLE FREE TO CURRENT BILLBOARD SUBSCRIBERS



Access the best in music.

AN ENHANCED VERSION OF EVERY ISSUE, FEATURING: PLAYABLE BILLBOARD CHARTS • VIDEOS • PHOTO GALLERIES COVER STORIES • SPECIAL REPORTS • REVIEWS • INTERVIEWS EVENT COVERAGE & MORE





To affiliate, contact
Compass Media Networks.
For more information and audio samples
visit: CompassMediaNetworks.com

914-610-4957



**DON'T SETTLE FOR
VOICETRACKING**