



**MORNINGS 5AM – 10AM**





*Congratulations*  
ON YOUR INDUCTION!



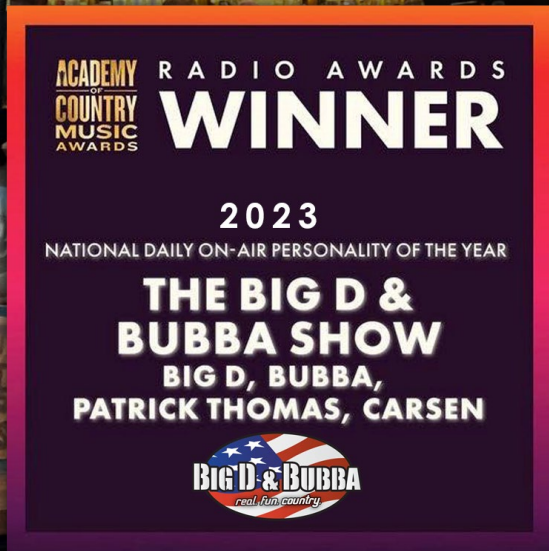
COUNTRY  
RADIO

*Hall of Fame*

BIG D &  
BUBBA

**\*\* BIG D & BUBBA — INDUCTED TO THE COUNTRY RADIO HALL OF FAME \*\***

*The Announcement came during the annual Country Radio Seminar (CRS) in Nashville, February 20-23, 2025*



Country Radio Seminar 2023  
Featured Annual Event, Hosted by Big D & Bubba  
Barlines, Omni/Nashville

# Big D

Started in radio when Big D was 14 years old at a 1000-watt Christian radio station in Cookeville, Tenn. By the age of 17, hosted his first talk show, which led to his morning gig on an oldies station in the same city.

First country radio experience was he was 19 in Billings, Montana, where he fell in love with the country lifestyle.

Met his wife Kathy in Billings. Big D and Kathy have two sons, Zak and Gunner.

Something that you may be surprised to learn; In high school he was an Exchange Student, and spent time in Russia...before the wall fell...when it was still Communist! Talk about crazy! Seeing that, and the way that the poor people of Russia lived and suffered under that regime really helps solidify his love for the Good 'OI USA.

A private airplane pilot, and a big aviation buff, you can usually find him tinkering around the hangar messing with the plane when he's not on the radio.



# Bubba

At 14 years old, Bubba became a disc jockey at the local radio station in his hometown of Houma, LA.

Ever the nomad at heart, he went on to use radio to travel the world and worked at stations in places such as Guam and Tokyo. While working in those cities, I was able to travel extensively to countries & cities in Asia, Australia, and the South Pacific. Eventually homesick, he returned to the U.S. Trust Bubba, it happens to anyone who lives overseas for too long. You NEED America! Lol...

Other markets on his radio resume' include: Saginaw, Detroit, Michigan, Nashville, and El Paso, Texas. Other radio stints in various formats from Talk and Hip-Hop, to Rock & Classic Rock, in markets such as Reno, Nevada, Miami, Florida, New Orleans and Baton Rouge.

Bubba lives in Nashville with his three children (Olivia, Ava, and Frank).

A huge Frank Sinatra fan and a self professed "car-nerd" who uses free time to get behind the wheel. And, just like Big D...I too am also a private airplane pilot.

# COUNTRY AIRCHECK weekly

July 1, 2024, Issue 916

## WWWF: The Long (Island) & Short Of It

Formally labeled as "Nassau-Suffolk" by Nielsen after the two counties comprising it, Long Island is the nation's 21st largest radio market and stretches from the New York City limits to the island's eastern tip. Nassau-Suffolk is also an embedded market, which means it is simultaneously part of the New York City market, by which it is often overshadowed.



David Bevins

On March 20, Connoisseur switched its Classic Rock station on Long Island, WBZO, to Country as "The Wolf," with new **WWWF** calls. In its first month, The Wolf scored a 2.9 share (up from WBZO's 2.3). In its second month, The Wolf rose to a 3.1, good for ninth overall and the largest share for any Country station in the Long Island ratings since 1993, when then-Country WYNY/New York pulled a 3.1. **Country Aircheck** caught up with COO/GM **David Bevins** for a deeper look at the Wolf, which coincidentally joins the Country Aircheck/Mediabase reporting panel with this week's chart.

### CA: What else should we know about the market?

**DB:** Long Island is not New York City. The island has three million people [and] the median age is around 50. Everybody here knows they're living in the shadows of New York, but they take a lot of pride in knowing this is their own market.

### Why the flip?

One of the biggest reasons was perceived need. The Jones Beach Amphitheater seats 15,000, and there were packed country shows there throughout last summer. I'd see people line dancing in the parking lot and think, "How is there not a Country station serving this population?" Nash [WNSH-FM/New York] exited the marketplace a while ago and it left a void.



Fortunately, we have five stations here. Two were Rock – mainstream, 94.3 The Shark [WWSK] – and 103.1 Max FM [WBZO], with kind of a "Jack" format with no personalities and a lot of music. WBZO did relatively well but was not meeting our expectations. And we were up against a big Rock station, WBAB. Rather than fighting that battle any longer, we wanted to create a station with a unique format no one else is doing in the marketplace.

(continued on page 5)

## WWWF: The Long (Island) & Short Of It

(continued from page 1)

We still have The Shark reaching the male audience, but now we have a completely new format that is serving a whole new audience.

**You mention the 2021 demise of WNSH, and the market also is home to WJVC. Did those factors give you any pause in going Country?**

WJVC is a great radio station. Long Island spans 130 miles in length, and WJVC's signal reaches the far east end of the island, which is a less populated area. In contrast, WWWF's tower is centrally positioned, offering a more powerful signal that reaches a larger available audience.

Reflecting on the Nash experience, we initially had our reservations. However, we recognize the distinct demographics of Long Island. I don't believe Nash did very well in the city of New York, but it did well in Nassau County. Before we launch a format, we'd typically do a market analysis and our researcher would recommend where there was opportunity. This time, our team, including VP/Programming Keith Dakin, PD Patrick Shea and Consultant Joel Raab, went with our gut based on what we were seeing and experiencing and how big Country radio is right now.

**You've gotten out of the gate fast, how have you been getting the word out?**

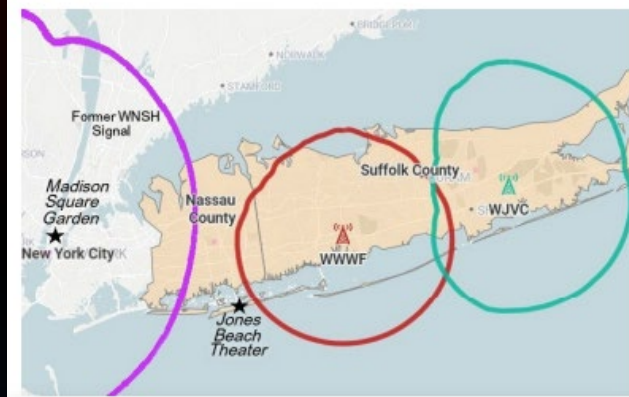
We're doing a heavy dose of digital marketing on Long Island with social media, connected TV and pre-roll video. We know the ZIP codes we want to go after. During our first week on the air, we gave away tickets to Zach Bryan every 15 minutes. We created a heat map with where the winners were from, and we were very pleased to see winners coming from all over the island.

### What about traditional marketing?

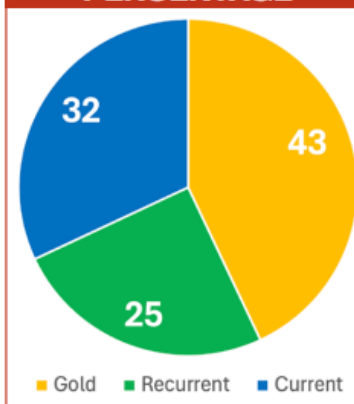
We are extremely active with our street team. We have a big orange van, an 18-foot inflatable wolf, a lot of giveaway prizes and we're getting involved in as much country stuff as possible. Whether it's paid or not paid, we want to be involved with country events happening on Long Island.

**You're still filling out the airstaff and have a local talent (Alexa Neo) in middays, what about the decision to put Big D & Bubba in mornings?**

We're of the belief the best talent wins no matter if its local or syndicated. Big D & Bubba are some of the best talent in morning Country radio,



## WWWF G/R/C PERCENTAGE



and we have a nice relationship with Compass Media. They are very easy to work with and, early on, it's going well. [Ed. Note: In May, WWWF ranked 12<sup>th</sup> in Persons 6+, 17<sup>th</sup> 25-54 and 2<sup>nd</sup> 18-34 in morning drive.]

**What have you been seeing under the hood in your first two monthlies?**

The early ratings have been phenomenal. We are doing very well with the 18-34 audience, and I think what's happening is the Top 40 audience also enjoys brand new country music. We also did well

with men. The men who were listening to Max had a choice to leave or stay, and hopefully some of them stayed.

### What were the initial expectations for The Wolf?

We were just hoping to do a little better than what we were doing with Max. We couldn't be happier with what's happened in two months and how that helps our cluster. The month of May has been the best month for our cluster in four years.

### What's next?

In the immediate future, Jason Aldean is coming to Jones Beach and Jelly Roll is coming to Madison Square Garden. We're hoping to be involved in events in New York City and give each one of them as much promotion

as possible – we want country to thrive on Long Island. Even without us, Country was succeeding, and shows were selling out. We want to be a part of that as much as we can. Reach Bevins [here](#).

–Chris Huff **CAC**



# Big D & Bubba are the Gold Standard in Country Radio Mornings!



## Consider These Facts:

- Established show with an amazing track record and excellent chemistry
- 5 localized liners per hour with local content you supply to BD&B daily
- Programmed for easy automation or live assist
- Listener engagement in every aspect of the show both on-air and on-line
- No outside inventory: 2 national minutes per hour in show (14 min local)
- **Big D & Bubba** are available to attend major events in your market
- Daily recycling promos for use outside of morning drive
- Strong social media presence including posting Youtube In-Studio Performances, Instagram and Facebook Reels, Live Facebook Events

## Incredible Social Network:

- Facebook: 334K
- Twitter/Instagram: 65K
- YouTube: 36K
- TikTok: 1.6M Likes
- A proven track record developing engaging and fun on-line content for your website
- **Big D & Bubba** have access to all of the hottest Country artists and National Celebrities

## Advantages over other syndicated shows or a local show:

- Independently-Owned and Operated Show
- No Voice-tracking; Live Show
- Music intensive
- **Big D & Bubba** live and totally relate to the country lifestyle
- Major market talent at an affordable price for any size market



EXCLUSIVE

# Studio Sponsorship



## HOT ARTIST GUESTS & IN-STUDIO PERFORMANCES FEATURED RECENTLY



LEE BRICE  
 HARDY  
 DAN & SHAY  
 HANK JR.  
 JOSH TURNER  
 JELLYROLL  
 ELLE KING  
 JORDAN DAVIS  
 CHARLIE WORSHAM  
 TYLER HUBBARD  
 CHRIS JANSON  
 CHAYCE  
 BECKHAM  
 EMILY WEST

MACKENZIE  
 CARPENTER  
 BEN RECTOR  
 BRANTLEY GILBERT  
 LAINEY WILSON  
 MITCHELL  
 TENPENNY  
 SHANE PROFITT  
 RILEY GREEN  
 JP SEARS  
 WALKER HAYES  
 GEORGE BIRGE  
 SCOTT HAMILTON  
 THE FRONTMEN

CMA BACKSTAGE  
 INTERVIEWS  
 LUKE COMBS  
 CARLY PEARCE  
 JASON ALDEAN  
 LUKE BRYAN  
 DUSTIN LYNCH  
 DIERKS BENTLEY  
 KELSEA BALLERINI  
 CODY JOHNSON  
 and many more...



LIVE FROM NASHVILLE WEEKDAYS

PROFESSIONAL SOUND & RECORDING STUDIO





# Award Winning!



Winner of the  
Country Music Association  
**National Personality of the Year**  
2015  
Nominated 2002, 2007, 2011,  
2014, 2017, and 2023

Winner of the  
Academy of Country Music  
**National Broadcast Personality**  
*of the Year*  
2023, 2014, and 2007  
Nominated 2016, 2020, 2021



*Members of the  
Country Music Association*

*Members of the  
Academy of Country Music*

**\*\* INDUCTED TO THE 2025 COUNTRY RADIO HALL OF FAME \*\***  
**\*\* NOMINATED TO THE RADIO HALL OF FAME, CLASS OF 2024 \*\***

Received the 2006 *Radio & Records*  
*Industry Achievement Award for Country*  
*Personalities of the Year*

Big D & Bubba have broadcast their show  
on location from the Official **CMA Awards**  
since 2006

Finalist 2015  
**National Personality CRS/Country**  
**Aircheck Awards**





# Testimonials



“One Word: Local... only they’re not! **Big D & Bubba** localize like no others and are always happy to do it. Witty, personable, friendly, the best guests, and to top it all off those hilarious candid phones... Big D & Bubba OWN Country Mornings, I can’t imagine W105 without them!!!”

**- Will Rooney**  
Station Manager  
KWMW-FM, Maljamar, NM

“**Big D & Bubba** are the real deal! They are so loved by the listeners in East Texas, that’s why they’ve been our morning show for 15 years – wouldn’t be without them!”

**- Amy Austin**  
Brand Manager  
101-5 KNUE

“**Big D & Bubba** are the best guys on the radio who make you feel good and at home. The Four Corners cannot live without them. Thank you Big D and Bubba for being who you are and doing what you do.”

**- Bill Kruger**  
Market Manager  
American General Media, Four Corners

“Consistently funny and never boring. They give our station a big market sound with a local flavor...”

— Roger Vestal

General Manager, WTNV, Dyersburg, TN

“The BEST syndicated morning radio show out there for stations that don't want to sound syndicated, and don't want to sound like every other morning show on the dial. **Big D & Bubba** sound like the guys that live across the street. If your listeners like Country music.. they'll like **Big D & Bubba**. Red White and Blue God Fearin' Country Radio.”

**-Ron Meredith**  
Owner / Opperator  
96.7 Merle FM, WMYL, Knoxville, TN

“We're almost 1 year into the show here in Champaign, and I'm proud to say **Big D & Bubba** already have a nice following. We look forward to watching our audience continue to grow with **Big D & Bubba** in the morning!”

**- Ken Cunningham**  
Program Director  
U-S 1059, WGKC, Champaign, IL

“**Big D & Bubba** command a very loyal following. When another station changed format, we grabbed them, and listeners found them again! **Big D & Bubba** are funny, entertaining, engaging, very easy to work with, liner requests are handled promptly, and every so often, my front office gets excited when they get to say “Bill, Bubba is actually on the phone for you...”

**- Bill Wolfenbarger**  
President  
Jodesha Broadcasting, Inc., KANY-FM



## Community & Charity



Since 2011,  
Big D and Bubba  
have aired their  
program on the  
**American Forces  
Radio Network**



They consider this their single greatest accomplishment and are honored to entertain troops in 177 countries around the world and on all U.S. ships at sea.

WHEN THEY COME BACK...  
**WE GIVE BACK**

BOOT  CAMPAIGN



**Proudly supports Children's Miracle Network,  
Make-A-Wish Foundation, The Boot Campaign, and  
The Boy Scouts of America.**



Big D and Bubba are very involved with the **St. Jude Country Cares** program and they each served on the **Country Cares** Advisory Board for the maximum 10 years.



Big D, Bubba and Patrick are all USO Tour veterans bringing their radio show and live stage show to US Military bases around the world.



# BIG D & BUBBA

## ENDORSEMENT TALENT

### BIG D & BUBBA

The Gold Standard in Country Morning Radio

**\*\* NOMINATED TO THE RADIO HALL OF FAME, CLASS OF 2024 \*\***



## ABOUT BIG D & BUBBA

- » Country Radio's FIRST successful nationally syndicated morning show
- » Currently heard in 100+ markets including the Armed Forces Radio Network and Nashville's legendary WKDF-FM
- » Dominated ratings on WSIX for eight years before partnering with Compass Media Networks and going independent as Silverfish Media, establishing their own Nashville studio
- » Access to TOP country artists and national celebrities, performing live in the studio, or featured at events such as the Annual Country Radio Seminar in Nashville, CMA Fest, CMA Red Carpet, and many more...
- » Winner of the CMA National *Broadcast Personality of the Year Award* in 2015. 7x Nominee
- » Winner ACM *National Broadcast Personality of the Year* for 2007 and 2015, 2023. Nominated 2016, 2020
- » Broadcast their show on location from the Official CMA Awards Broadcast since 2009
- » Big D & Bubba were selected to join the USO Tour 2019 Japan
- » Big D, Bubba, and Carsen all live in the suburbs of Nashville. Big D & Bubba are pilots. Bubba is a volunteer firefighter.
- » Big D, an avid grill-master and little league baseball coach

## KEY SHOW FEATURES

- » Live, On-Air Show – No voice-tracking from their Nashville, TN studios
- » Play the latest country music, discuss country music news/culture/events, and welcome country artist to the studio
- » The Team: Co-Hosted by Carsen; Produced and co-hosted by Jonathan Shaffer; Social Media/Promotional support by Garrett
- » In-Studio Performances by country artists
- » Market Visits and Event Hosting

## REACH

NATIONAL RADIO SHOW // ADULTS 18-49 // COUNTRY FORMAT // LIVE WEEKDAYS & "BEST OF" WEEKEND SHOW // CONSISTENTLY RANKED #1 or #2 IN TOP US MARKETS // STRONG SOCIAL MEDIA // 1.6M LIKES TIK-TOK // 65K INSTAGRAM // 65K TWITTER // 334K FACEBOOK // ON-DEMAND PODCAST // "IDIOT" PAID CONTENT SUBSCRIPTIONS

## SPONSORSHIP ACTIVATION OVERVIEW

- » "Voiced" :60 sec spots by BIG D and BUBBA, CARSEN in each MON-FRI
- » "Voiced" :60 sec by BIG D and BUBBA, CARSEN in each podcast episode M-SA (NO CHARGE)
- » Special Market Sponsorships, In-Studio Product Demonstrations, Visits, Live Events, Social Media Product Activations

MON-FRI  
5a-10a

100+  
AFFILIATES

FORMATS:  
COUNTRY

100% US  
COVERAGE



Big D & Bubba welcome Keith Urban to the studio with Carsen, Garrett and Producer Jonathan Shaffer



Call for Affiliate  
Information  
914-610-4957

Learn More about the Show  
and Sponsorship  
Opportunities

[CompassMediaNetworks.com](https://CompassMediaNetworks.com)

