



Our Story

Powered by country music, B-105 and 97.3 The Wolf attract and reflect an American lifestyle that values flag, family and fun.





Capabilities Profile

- Heritage brands, celebrating 50 years in the market
- High-profile, live and local personalities
- Unique content and promotional ideas
- Award-winning production
- In-depth market research
- Industry experience

High-Impact Media

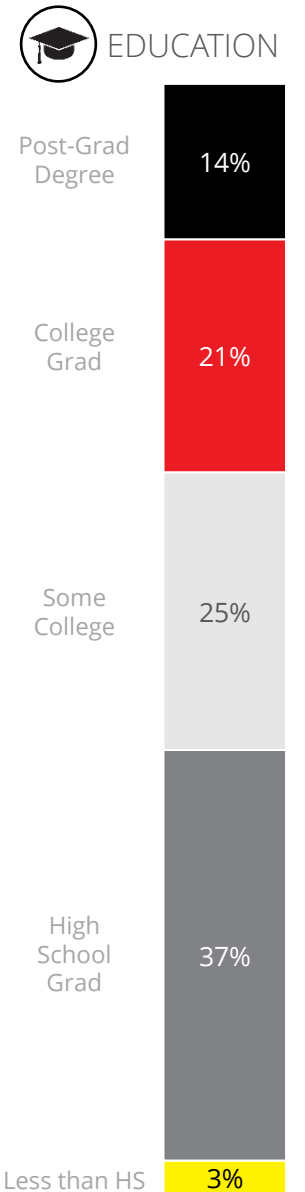
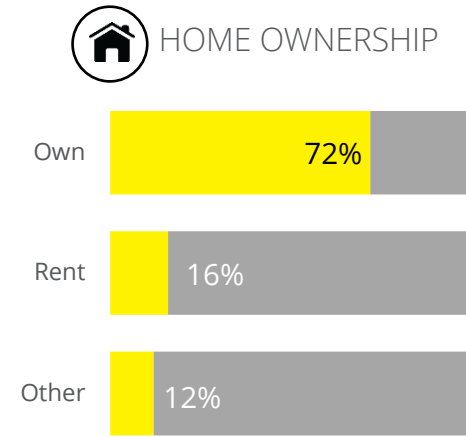
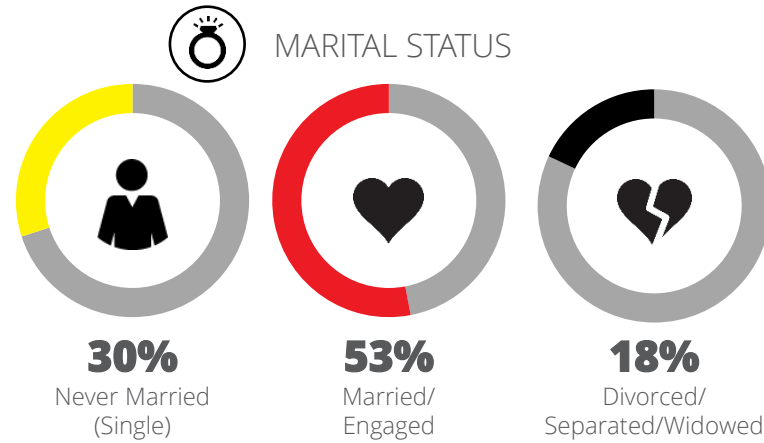
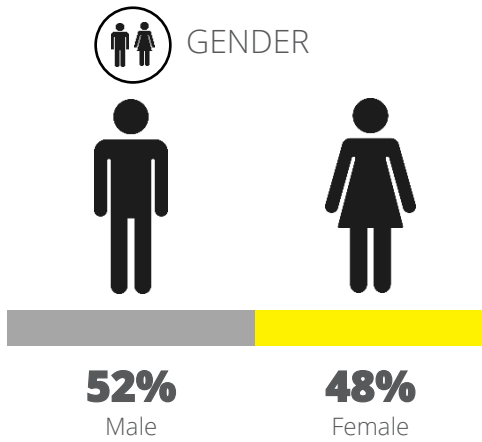
- Radio
- Streaming
- Listener rewards
- Social media integration
- Podcasts
- Custom video
- 2060 Digital

Events

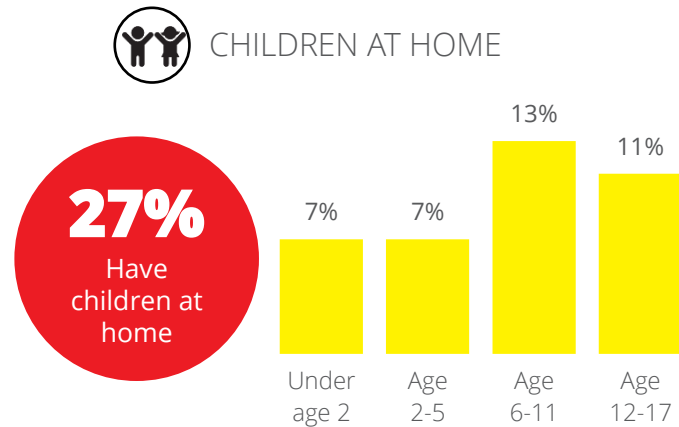
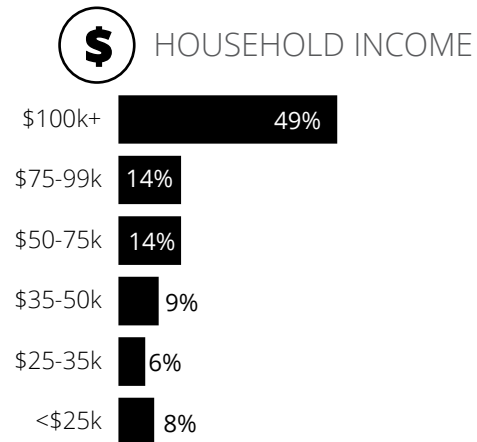
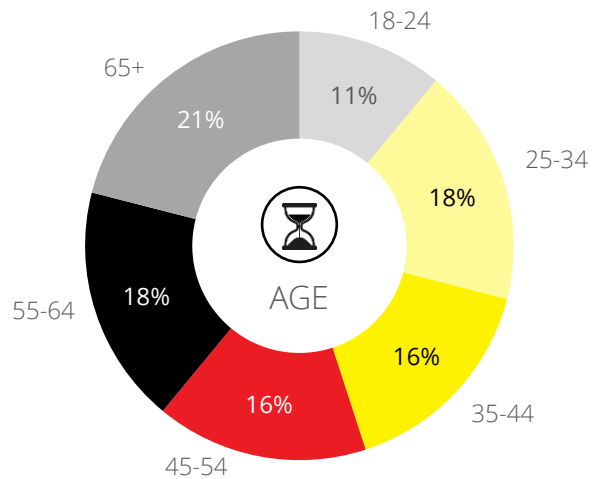
- Cause marketing
- Brand awareness
- Traffic driving

Campaign Enhancements

- Influencer marketing
- Sampling programs
- Contests & sweepstakes
- Rewards integration

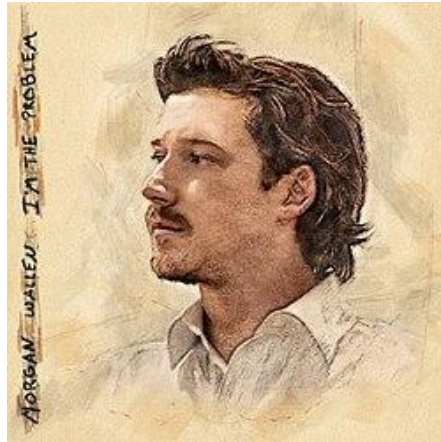


WUBE/WYGY Listener Profile



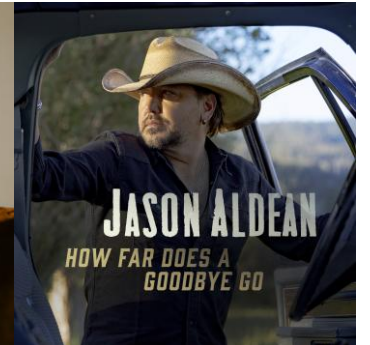
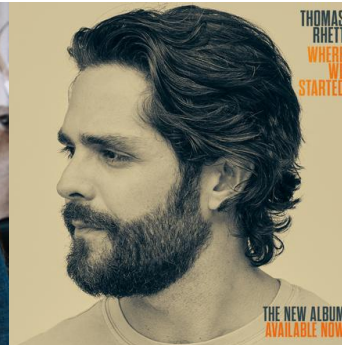
Now Playing

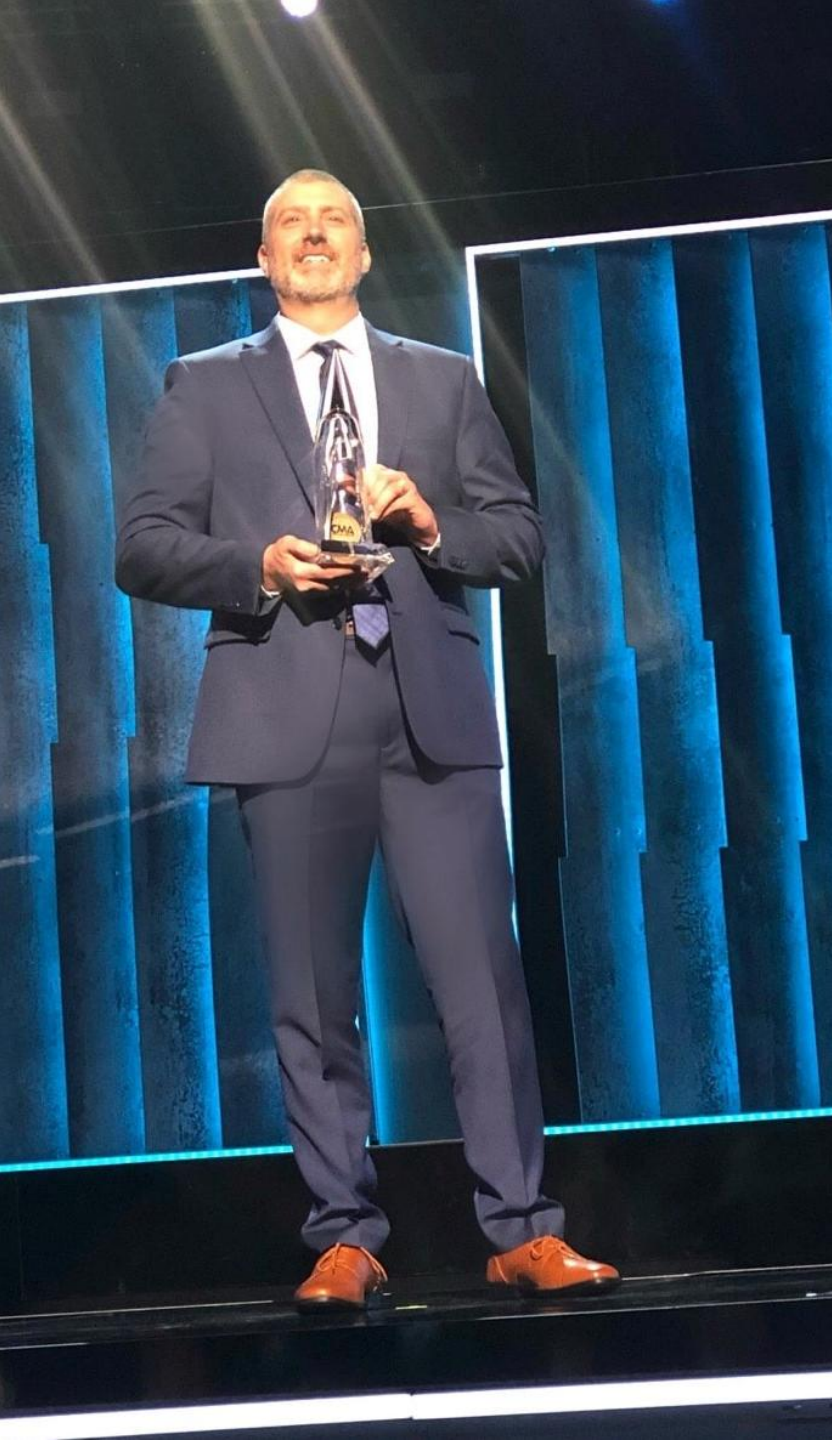
B-105 plays today's hottest country music from the best mainstream artists, while 97.3 The Wolf complements our heritage country station with your familiar favorites.



Just In Case
Morgan Wallen

 LISTEN NOW





Nationally Recognized

Country music's red hot, but great radio is a whole lot more than great music. Great radio goes well beyond the music and makes a powerful connection to its listeners and the community. B-105 knows how to do this.

WUBE-FM Station Awards

2025, 2023, 2021, 2019, and 2016
Academy of Country Music
Large Market Station of the Year Winner

2025, 2023, 2021, 2018, 2016, 2012, 2009, and 1998
Country Music Association
Large Market Station of the Year Winner

2017 & 2008 NAB Crystal Award Winner
for Community Service

2015 NAB Marconi
Country Station of the Year Winner

2017, 2009 & 2007 NAB Marconi
Country Station of the Year Finalist

On-Air National Awards

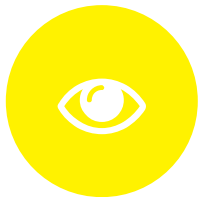
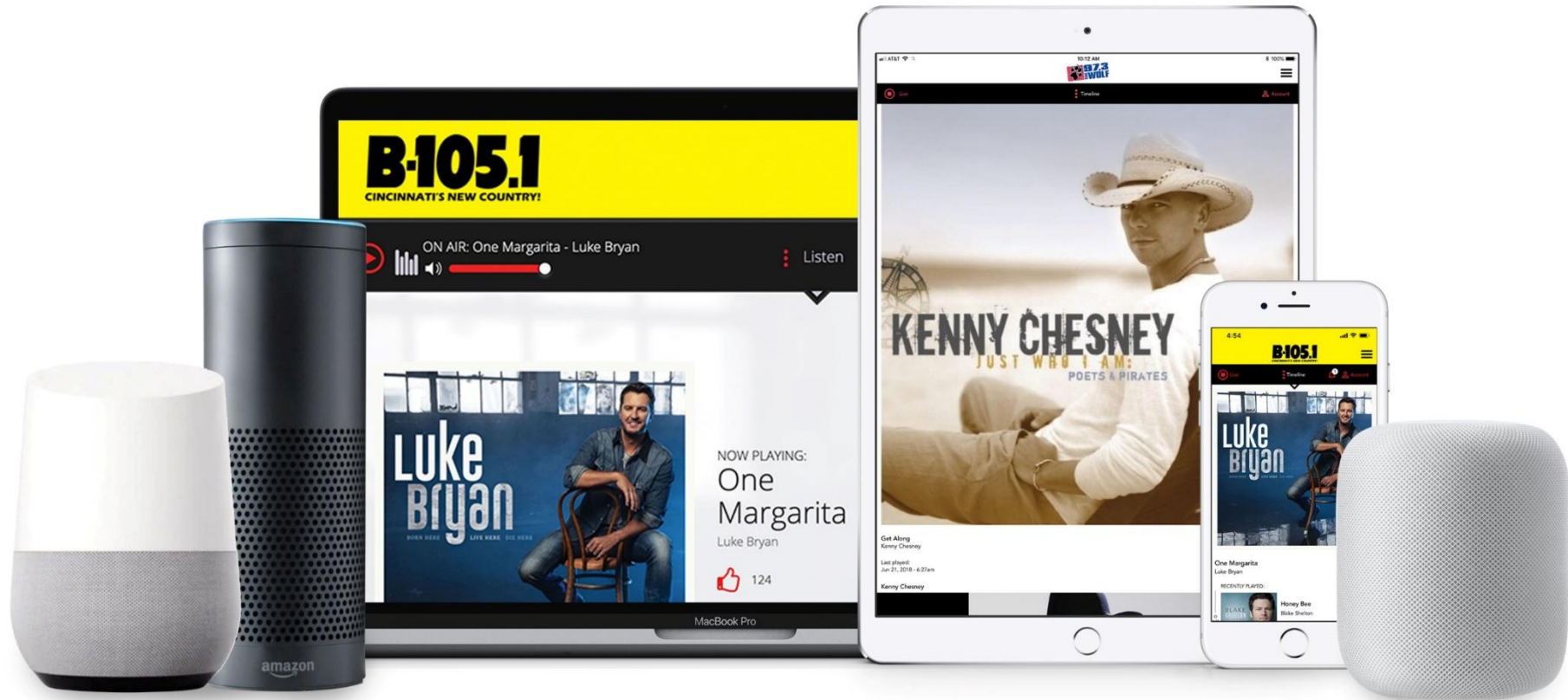
2024, 2022, 2019, 2014 & 2011
Academy of Country Music
Large Market Personality of the Year Winner
Big Dave

2024 Country Music Association
Large Market Personality of the Year Winner
Jesse & Anna

2023, 2019, 2017, 2013 & 2012 Radio Ink
Top 20 Program Directors in Country Radio
Grover Collins

2020 & 2016 Country Music Association
Large Market Personality of the Year Winner
Big Dave

2017 Country Music Association
Large Market Personality of the Year Winner
Jesse Tack



196,244
Monthly
Page Views



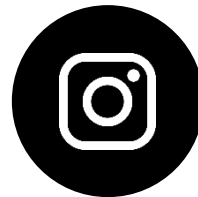
57,123
Unique
Users



369,043
Monthly
Streaming
Sessions



142,425
Facebook
Followers



12,657
Instagram
Followers



12,994
TikTok
Followers



47,792
Email
Database



13,760
Unique Mobile
App Users

The Power of Our Influencers



WUBE works with brands to closely align messaging with paid content that inspires, informs and entertains. In a world of infinite choice, we believe authentic connections provide meaningful outcomes for our advertisers.

Establish your brand and connect with customers utilizing some of the most influential voices in Greater Cincinnati.

The Power of Audio Hosts

to Close the Deal & Drive Purchases

Audio host endorsements are more than just ads—they're moments of genuine connection that build trust and inspire action. If you're looking for a way to amplify your brand's voice, it's time to lean into the power of audio influencers. Because when a trusted voice says your name, listeners don't just hear the message—they embrace it.

Data from Jacobs Media Techsurvey and Audacy Power of Influencers Study shows that audio hosts deliver results that are hard to ignore, taking listeners through every stage of the purchase funnel.



66% of radio listeners say they **choose radio for the on-air talent**

2.7X more likely to agree Ads delivered by a host **get more of my attention** than recorded commercials

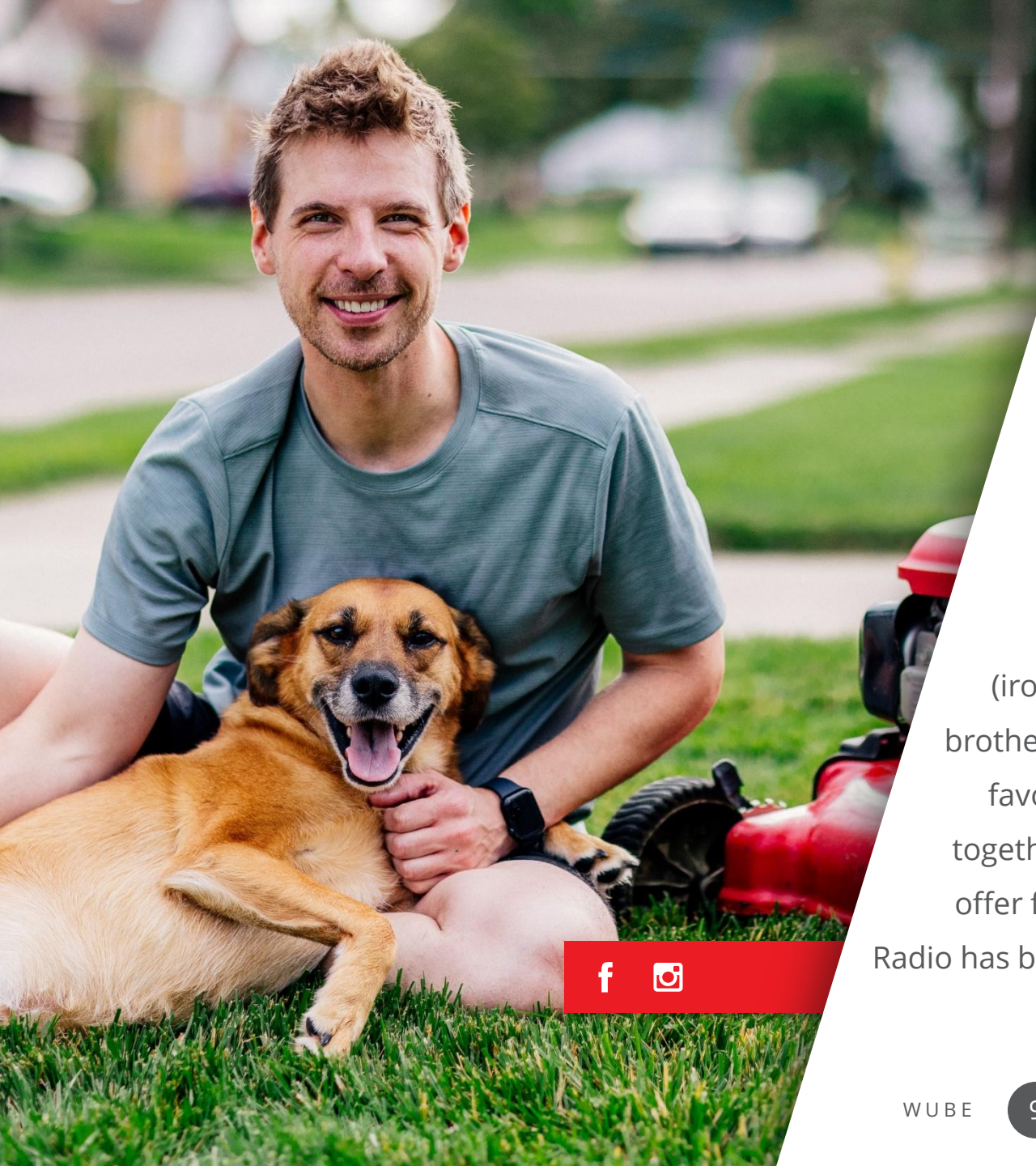
74% more likely to agree I feel a **stronger connection to a brand** when I hear it endorsed by my favorite local radio host

57% more likely to agree When my favorite local radio host recommends a brand, I always **want to learn more** about it

67% more likely to agree I am **more likely to purchase a brand** recommended by my local radio host



“When it comes to audio advertising, there’s a special kind of magic that happens when a trusted host champions a brand.”



Jesse

Monday–Friday 5:30–10 am

Jesse is a proud homeowner who loves spending time outdoors with his Beagle/Shepherd mix, Jackson. A fitness enthusiast and travel lover, he enjoys visiting family in both Iowa and Tennessee. Jesse is a walking 90s country music jukebox – he can name most songs in under a second! He also has a deep love for movie soundtracks, a passion he shares with his identical twin, Joey, who (ironically) also works in radio. Jesse has a special bond with his older brother, Jeremy, who has an intellectual disability – he regularly plays his favorite songs over the phone, proving that music truly brings people together. A self-proclaimed money-saving guru, Jesse is always happy to offer financial advice... though his co-host, Anna, never seems to take it. Radio has been Jesse’s passion since childhood, and he’s still living the dream.

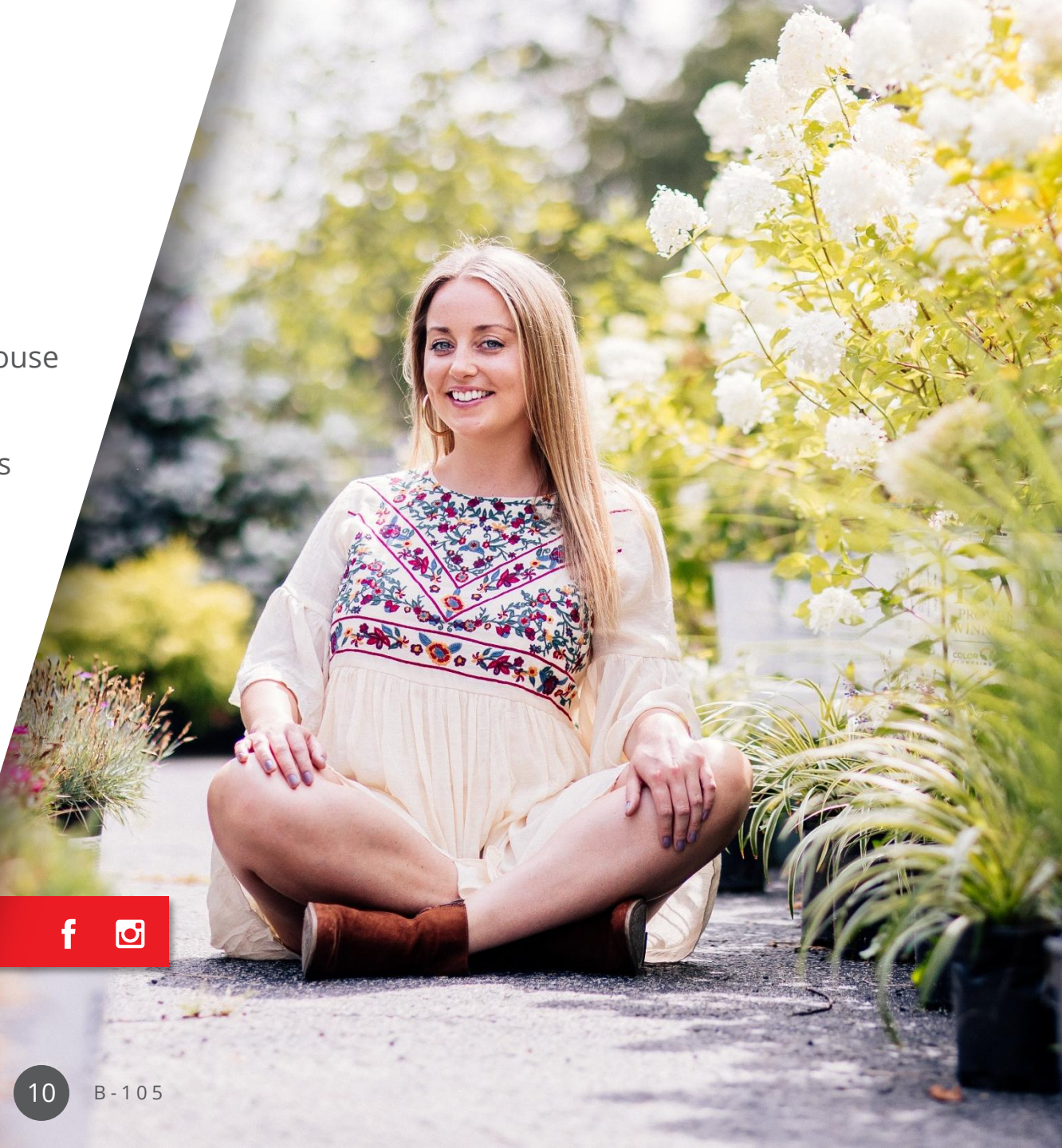
[Read More](#)

Anna Marie

Monday–Friday 5:30–10 am

Born and raised in Cincinnati, Anna Marie grew up in a small house filled with a big, LOUD family – just the way she likes it! She considers her four siblings some of her best friends and adores her nieces and nephews. Originally setting her sights on television, Anna attended Ohio Media School in 2015 but quickly realized her heart belonged to radio. When she's not behind the mic, Anna is all about adventure – she's on a mission to visit every continent! She enjoys crafting, trying new restaurants, cooking and rocking out at concerts. With a love for good company, margaritas, and a little gossip, Anna thrives on spending time with friends. So, don't be shy – come say hey! She's never met a stranger.

[Read More](#)





Jake

Jesse & Anna
Monday-Friday 5:30-10 am

Jake has been chasing his radio dream since childhood – and now he’s living it! Born and raised in Kentucky, he’s traveled the country bringing his voice to the airwaves, including a stint in Savannah, GA, where he met his wife, Mel. Together, they have two energetic boys, Max and Chase, who keep life fun (and just a little chaotic). A self-proclaimed nerd, Jake is all about superhero movies, video games, and sports. But when he’s off the clock, family is his number one priority. Whether he’s playing with his kids or just trying to figure out how to be a full-fledged adult (jury’s still out), Jake is all about making memories – on and off the air.



Jesse & Anna

Monday–Friday 5:30–10 am

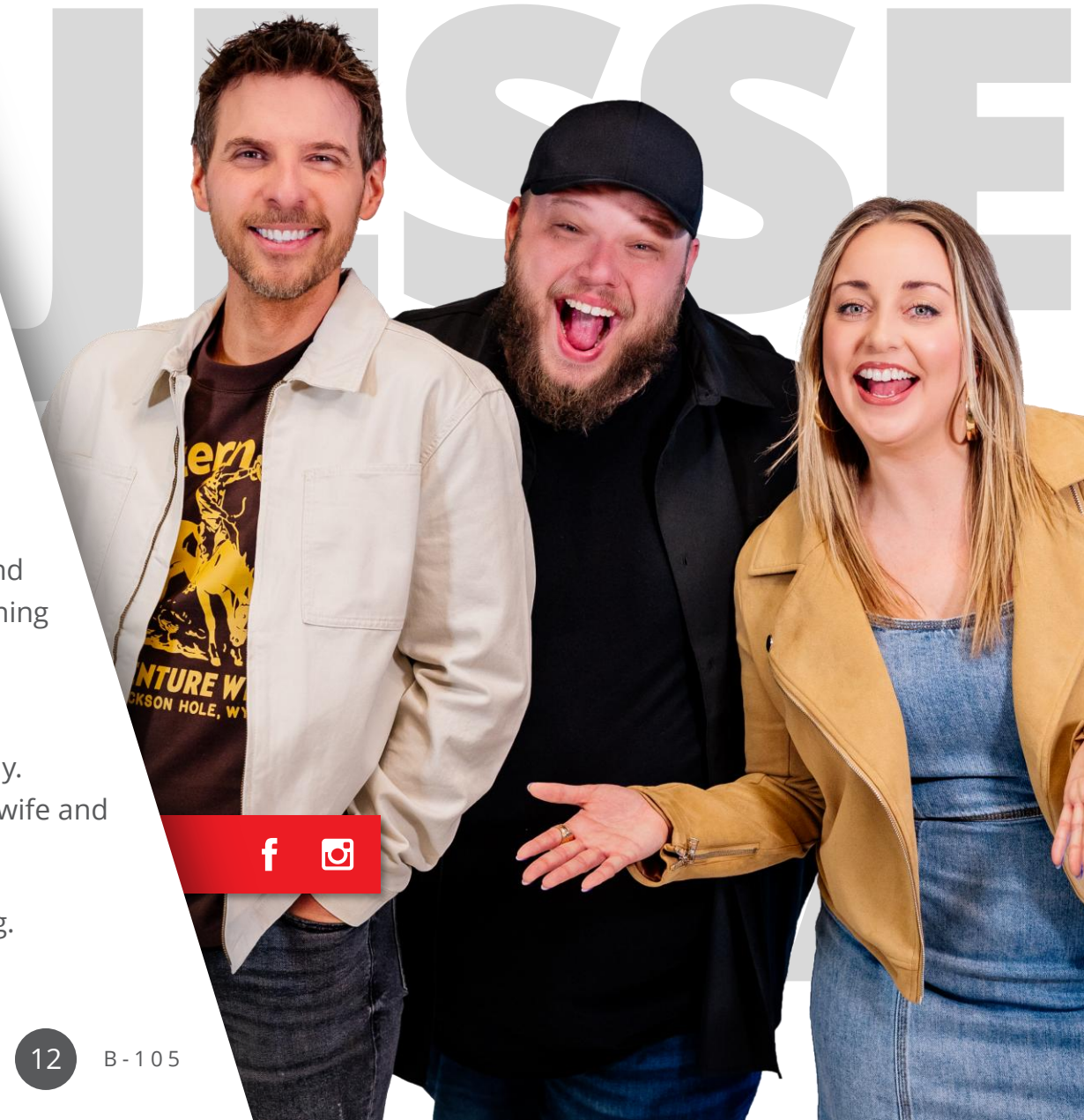
Meet Jesse, Anna Marie & Jake – your go-to trio for good vibes, great music, and plenty of laughs!

Jesse is a 90s country expert from Iowa who can name most songs in under a second. He’s a proud dog dad, fitness buff, and financial advice guru—whether you ask for it or not. His love for radio started young and hasn’t faded one bit.

Anna Marie, a Cincinnati native, brings the energy of a big, loud family and a love for adventure. She’s all about good food, crafts, concerts, and planning her next trip around the globe. With Anna, every day is a chance to try something new—and make a new friend.

Jake, born in Kentucky, is a lifelong radio lover, proud nerd, and family guy. When he’s not talking superheroes or sports, he’s spending time with his wife and two boys, Max and Chase, still figuring out adulthood one day at a time.

Together, they bring heart, humor, and a whole lot of fun to your morning.



Grover Collins

Program Director

On-Air Monday–Friday 10 am–3 pm

Grover is a radio veteran with more than three decades in the industry. He pulls double duty as Program Director of B-105 and on-air personality from 10 am to 3 pm. Grover's passion and adoration for B-105 is evident the second you meet him. He enjoys all types of music, attending concerts and even considers himself a movie buff. Grover has been married to Holly Morgan for more than 20 years and has two children: Joey and Sophia. When Grover isn't at the station, you can find him trying new restaurants, watching sports and penning witty, hilarious Facebook statuses.

[Read More](#)

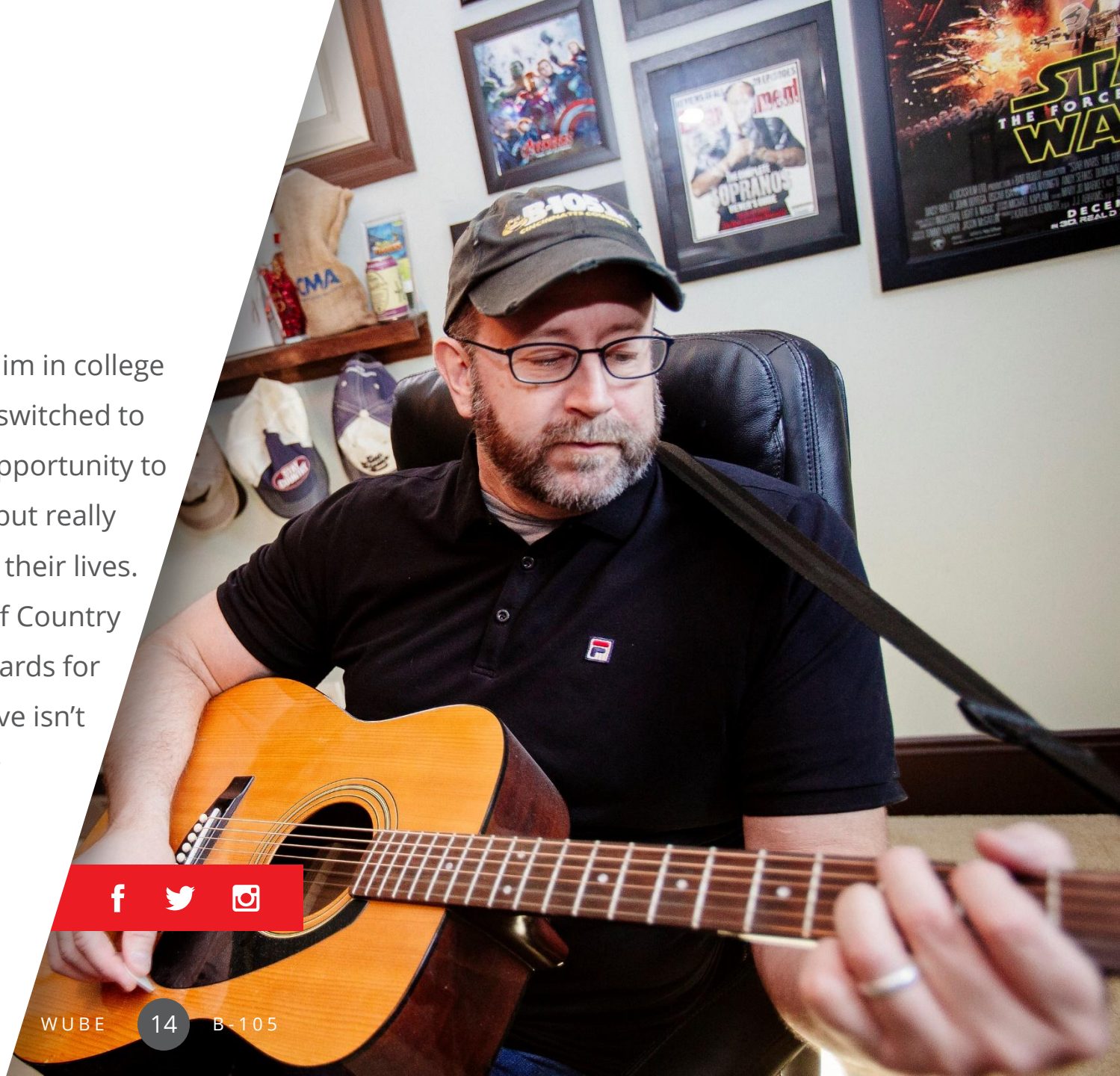


Big Dave

The Big Dave Show
Monday-Friday 3-7 pm

Big Dave realized that radio was the right career for him in college when, after only one semester of commercial art, he switched to radio. As host of The Big Dave Show, he has had an opportunity to meet several of today's most popular country artists but really enjoys meeting B-105 listeners and finding out about their lives. In his time with B-105, Dave has won four Academy of Country Music Awards and two Country Music Association Awards for Large Market Radio Personality of the Year. When Dave isn't behind the microphone, he enjoys gardening, playing guitar and home improvement projects. But most importantly, for this dad, any time spent with his two children is time well spent.

[Read More](#)



WUBE

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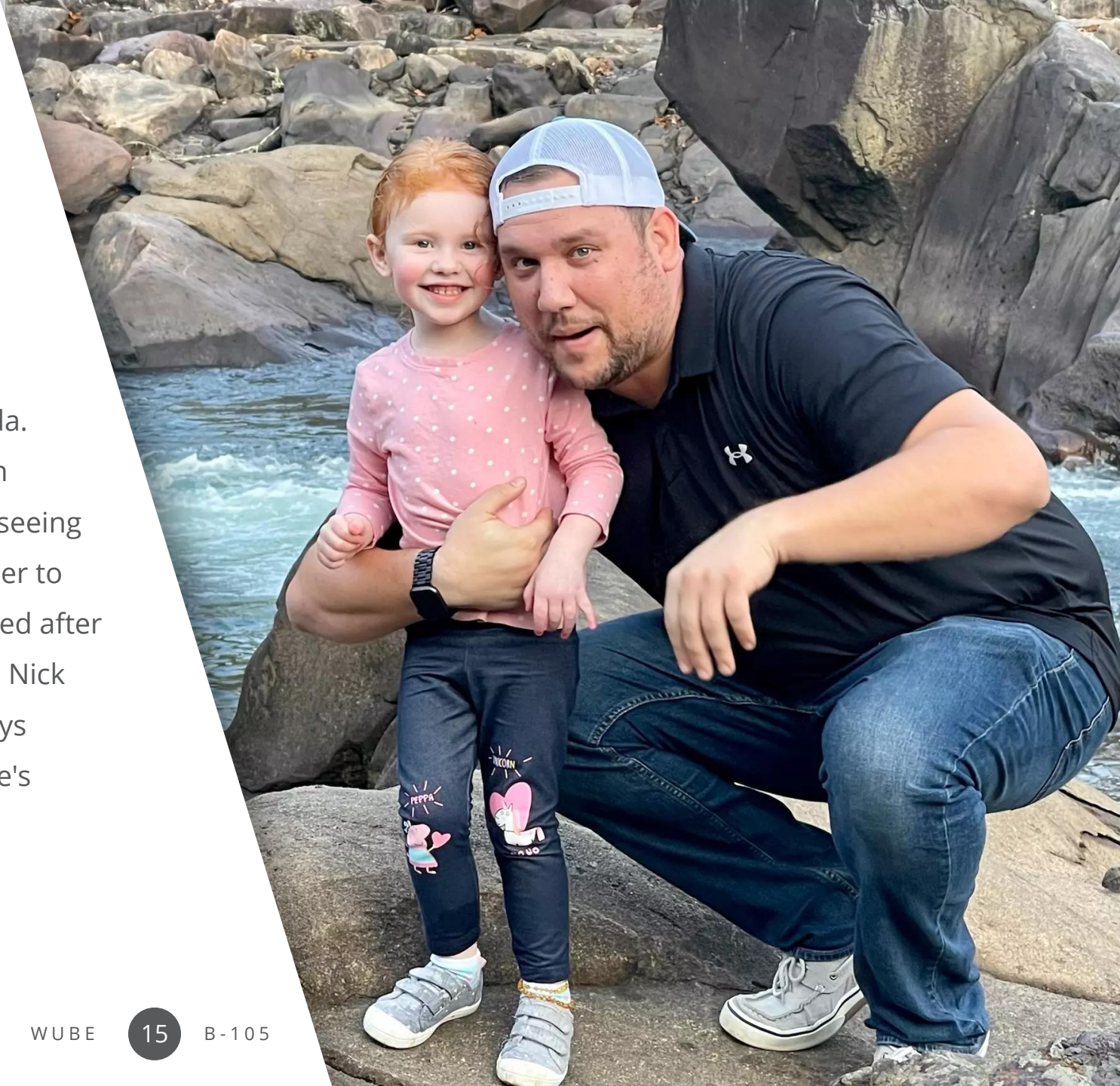
B-105

Nick Rivers

Monday–Friday 7 pm–midnight

Nick grew up in radio. His father has worked in the industry for over 30 years in North Carolina and Florida. Nick saw the importance of building relationships with listeners from a young age. His passion took off after seeing his father's radio station and community come together to send two tractor-trailers full of supplies to those in need after the devastation of Hurricane Andrew in South Florida. Nick never looked back. He's a country music fan who enjoys building relationships with listeners and artists, and he's thrilled to be a part of the team in Cincinnati!

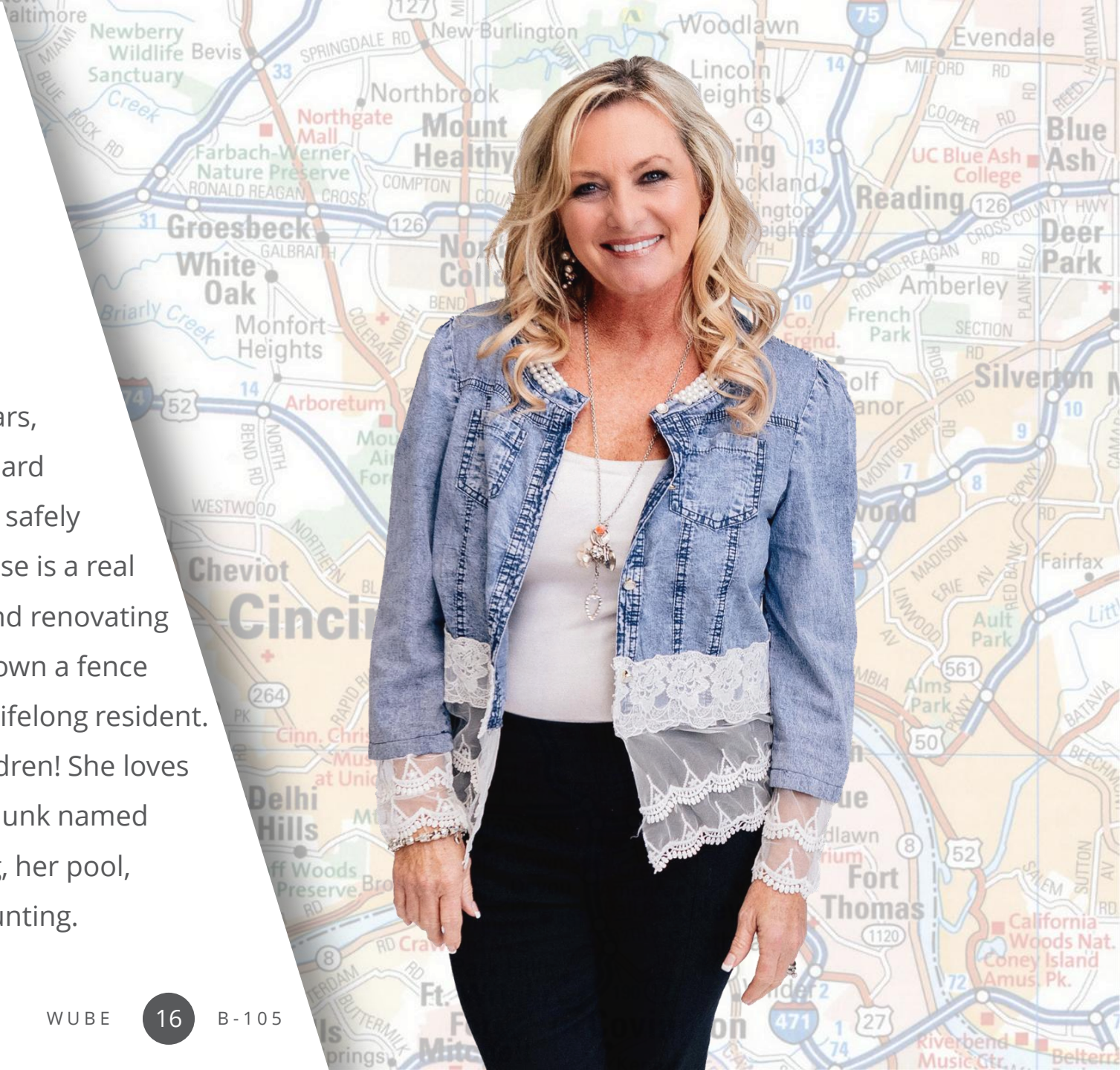
[Read More](#)



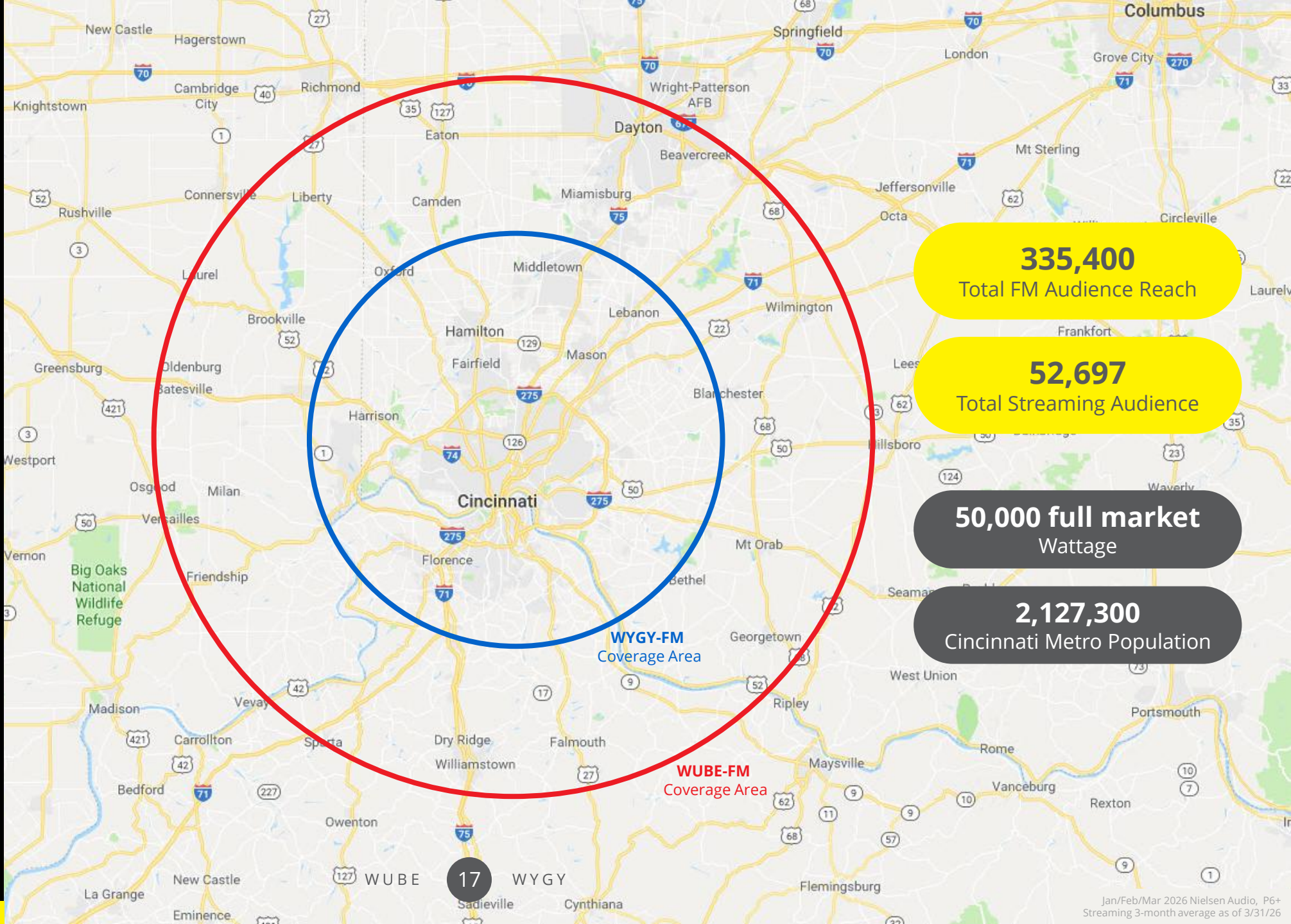
Denise Johnson

Traffic Director

Denise Johnson has been a traffic reporter for 18 years, starting on local TV, and has been a part of the Hubbard radio family since 2017. When she's not steering you safely on the roads, she can get you into a new home! Denise is a real estate agent with Sibcy Cline and has been buying and renovating houses since 2011! She and her husband, Don, also own a fence company in Northern Kentucky, where she's been a lifelong resident. Together, they have seven children and 11 grandchildren! She loves animals and has two dogs, two cats, and a pet chipmunk named Chipsey. Denise also enjoys sewing, crafts, gardening, her pool, yard work, kayaking, boating, and recently started hunting.



SIGNAL



335,400
Total FM Audience Reach

52,697
Total Streaming Audience

50,000 full market
Wattage

2,127,300
Cincinnati Metro Population

Get in Touch

To get started on your advertising, digital, creative, events, and/or social media marketing, reach out to us today!



Sara Minda-Reardon

WUBE/WYGY General Sales Manager

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