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

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

- 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
The Country Combo is Your 
Premier Marketing Partner

Top Country Market

Country music is the dominant music radio format in the United States with 1,671 stations in the nation! And Cincinnati consistently delivers one of the highest shares of Country listening in the nation.

Nationally Recognized

B-105 is honored to be the 2020 Academy of Country Music Large Market Station of the Year and home of the 2020 ACM Personality of the Year winners, The Big Dave Show. B-105 is also a finalist for the 2020 National Association of Broadcasters Radio Crystal Award for continued commitment to community service.

Market Leader Throughout the Day

The Country Combo of WUBE/WYGY is a leading station with Cincinnati Adults 25-54 during morning drive, middays, afternoon drives, evenings and weekends!

Delivers All Demographics

WUBE/WYGY is one of the top radio stations with key demographics of Adults, Women and Men from 18-34 to 35-54.

Quality Audience

WUBE/WYGY is a market leader with Cincinnati families with children, households with income of $75,000+, home owners and car buyers, just to name a few.
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.
27,327
Unique Users

87,391
Monthly Page Views

211,440
Monthly Streaming Sessions

128,162
Facebook Fans

9,241
Twitter Followers

13,613
Instagram Followers

6,876
Unique Mobile App Users

43,600
Email Database

3-month avg as of 8/31/20
Source: Google Analytics; Triton Digital Streaming Analytics, Facebook.com; Twitter.com
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 Local Radio Personalities

Embedded in communities across America, local radio personalities have a special relationship with their listeners – the kind of relationship that builds brands.

In their proprietary “Our Media” panel of 2,000 local media consumers, Katz Radio Group takes a deeper look at the human connection between on-air talent and their fans.

- 81% of listeners consider their favorite personality to be a friend, family member or acquaintance
- 90% know personal details about their favorite personality
- 59% of radio listeners follow their favorite personality on social media
- 83% of listeners value and trust their favorite personality’s opinions
- 78% talk to friends about what they hear from their favorite personalities

“This relationship that personalities foster with their listeners translates to a platform of authenticity that extends to endorsements.”
Big Dave

The Big Dave Show
Monday-Friday 5:30-10 am

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, one of the most memorable moments he's had took place after the 2016 Country Music Awards when he met Garth Brooks at a party celebrating Garth's Entertainer of the Year Award. When Big Dave isn't behind the microphone, he enjoys spending time with his wife, Carrie, and kids, Darah and Darren.
Chelsie first started working for B-105 in 1994, doing everything from promotions to traffic. Chelsie and her husband, Brad, have two children, Reese and Rory, and a small petting zoo! No, really … they have a dog, two cats, a slew of fish and a bird. Chelsie says the song, “Dirty Laundry” by Carrie Underwood best describes her life. Because, well, she feels like it’s never ending at her house!
Stattman is as kindhearted as he is fun-loving. In fact, fun is what first drew him to pursuing a career in radio as a senior in high school. A part of the B-105 family for 17 years, Statt has had a number of unique experiences, including taking a bath with the elephants at the Cincinnati Zoo. Statt enjoys hunting and fishing and spending time with his wife and two daughters, Jane and Stacey.
Ashley
The Big Dave Show
Monday–Friday 5:30–10 am

Ashley Dawn, an NKU grad and Kentucky native, knew she wanted to go into media since high school. “My whole life, I have gotten in trouble for talking, and now they gave me a microphone. Dreams do come true!” Ashley says.

She has been with B-105 since 2016 and is now bringing her fun, spunky personality to The Big Dave Show.
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.
Jesse
Monday–Friday 3–7 pm

Jesse has been with B-105 since 2008. As a DeWitt, IA, native, Jesse has embraced the sights and sounds of Cincinnati. He loves the twists, turns, thrills and fun found at Kings Island, working out, seeing new movies, watching documentaries on Netflix, traveling, exploring with his Beagle mix, Jackson, and working on projects around his house.
B-Dub has a unique and tremendous energy and warmth that you can feel as soon as he walks into a room or comes on your radio. Happily married and a proud dog dad of three, B-Dub and his wife, Chelsea, enjoy traveling and exploring new places. If he’s not hitting a country show or festival, B-Dub is usually in his backyard grilling or smoking something on his Traeger Grill.

B-Dub is also the host of “B-Dub Radio Saturday Night,” a nationally syndicated country party show, which airs on more than 60 stations nationwide.
Toria
Traffic Director

Toria discovered her love for being on air through her high school broadcasting class. After having an opportunity to shadow Fritsch on the Jeff & Jenn Morning Show, Toria realized radio was perfect for her! The Lawrenceburg, IN, native has been on-air handling traffic reports full-time for over three years now. When Toria isn’t on air or spending time with her husband, Jon, she’s spending time with her friends and cats.
Get in Touch

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

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