WUBE TURNS 50

ALDEAN’S CONCERT AT RIVERBEND HIGHLIGHTS THE YEARLONG CELEBRATION

WUBE-FM (Cincinnati’s Country ... B-105) celebrates its 50th birthday today. The station began playing Country Music in the Tri-State on April 1, 1969. Through several ownerships, it has never strayed from the format.

The first song ever played was “I’m Moving On” by Hank Snow. Since that tune, countless other Country Music stars – from Johnny Cash to Jason Aldean – have graced the playlist. Songs from the past five decades will fill the airwaves today to mark the occasion.

To further celebrate the milestone, Jason Aldean announced this morning on The Big Dave Show that his concert at Riverbend Music Center on Thursday, August 22 will be the official B-105 50th Birthday Bash. Along with Kane Brown and Dee Jay Silver on the bill, is Northern Kentucky native and Academy of Country Music (ACM) nominated, Carly Pearce. Carly grew up listening to B-105 and dreamed of one day being played on the station and performing on Riverbend’s stage. It’s two birthday wishes come true. Tickets go on sale Friday, April 5 at 10:00 a.m. through Riverbend.org

B-105 will give away tickets to this concert every hour today from 9:00 a.m. until 5:00 p.m. All who win the tickets are also in a grand prize drawing for their tickets to be upgraded into the General Admission PIT plus a pair of passes to meet Jason.
In addition to the City of Cincinnati’s Mayor, John Cranley proclaiming today as **B-105 Day in Cincinnati**, the station has also been honored many times in its existence. WUBE’s trophy case houses two Crystal Awards from the National Association of Broadcasters (NAB) recognizing its community service efforts, five Country Music Association (CMA) Station of the Year awards, one ACM Station of the Year award, and one NAB Marconi award for Country Station of the Year. WUBE DJs through the years have been feted with four CMA Personality of the Year awards and four ACM Personality of the Year awards. In all, WUBE or its on-air hosts have been nominated nationally over 40 times.

“It’s very rare for a radio station to remain in the same format for 50 years,” said **Mike Fredrick, Hubbard Cincinnati Vice President/Market Manager**. “For WUBE to celebrate this milestone, it’s a testimony to the outstanding Country Music fans we have in the Tri-State. It also speaks volumes for the many dedicated professionals we’ve had on staff over these five decades. We’re all excited to move B-105 into the next 50 years of great Country radio!”

“It’s been a privilege working with the best in the business for the last 28 years,” said **Patti Marshall, Hubbard Cincinnati Operations Manager**. “A dedicated staff, amazing music and the absolute best listeners come together to create a great radio station. Cheers to 50 more!”

“It’s difficult to put into words how immensely honored I am to be Program Director and to be able to work with such talented and dedicated people on the 50th anniversary of WUBE,” said **Grover Collins**. “To all those that were here before us, a profound and humble ‘Thank you.’ We will continue to do our best to proudly represent Cincinnati, the entire Tri-State and Country Music!”

Hubbard Radio, LLC was formed in 2011, when Hubbard Broadcasting, Inc., an American radio and TV broadcast pioneer, acquired 17 radio stations in four cities from Bonneville International. In addition to HBI’s legendary KS95 in Minneapolis – St. Paul, Hubbard Radio and its affiliates own stations in seven major U.S. markets: WTMX, WDRV, and WILV in Chicago, WTOP and WFED in Washington, DC, KQMV, KLCK, KRWK, KXK and KKNW in Seattle, KUPD, KDUB, KSLX, KDUS and KAZG in Phoenix, WIL, WARH and WXOS in St. Louis; and WUBE, WKRM, WREW and WYGY in Cincinnati. Hubbard Radio also operates three Minneapolis – St. Paul stations still owned by HBI: KSTP (FM), KSTP (AM) and KTMY. Winner of numerous recognitions for community service, including multiple NAB Crystal Radio awards, Hubbard Radio works to reinforce its belief that highly rated and successful stations can and should give the most commitment and service back to their employees and communities. Hubbard Broadcasting, Inc. is a family-run and operated business founded in 1923. In addition to radio, HBI owns twelve TV stations in Minnesota, New York and New Mexico, satellite and cable television networks, and a major production company.

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