



MORNINGS 5AM – 10AM



# Spilling The Milk

Derek "Big D" Haskins and Sean "Bubba" Powell have been doing mornings together for almost 30 years, but in terms of industry recognition, they've never been more celebrated. In addition to the Country Radio Hall of Fame induction, they are this year's ACM National Daily Personality and have earned their second consecutive nomination for the (National) Radio Hall of Fame. First paired for mornings at then-WXCT/Baton Rouge in 1996, the duo with the self-proclaimed "largest belly buttons in radio" joined coasttown WYMK three years later, where they began in syndication. They were based out of WSIX/Nashville from 2003-2011, formed production company Silverfish in 2014 and returned to Nashville's airwaves at WKDF in 2021. In addition to mornings on more than 100 affiliates, the pair — both of whom are pilots — host a weekly podcast and the syndicated weekend show Honky Tonkin' with Big D & Bubba.

**Bubba:** We were both in when we started in radio, but in different states. Radio was not work, so that was the dream. It was fun to play music, push buttons and talk to people on the phone.

**Big D:** I wanted to be a psychologist, but did radio because a teacher and I had a good vision.

**Big D:** [WXCT] was going to do a national search for a new morning show partner for me, and my wife said, "What about Bubba?" He was doing afternoon, had so much energy, was really good with the phones and just doing his radio. When I offered him the job, I felt like I was about to give a kid an allowance or a pocket ring. But he said no, because he was going out drinking at night after his shift and that was his life. It took a couple of weeks, but finally he came around.

**Bubba:** We've done some dumb things over the years, including a contest where we asked people what they would do for concert tickets. This lady said she'd let her dog out of her yard. So, we brought her out to the studio, got her in a kiddie pool, covered her with Alpo and let her dig in. We would lose our career for doing something so stupid now — what if a dog had bitten her? She thought, but she won the tickets.

**Big D:** During the "Oatmeal" campaign, we did an outdoor broadcast whenever it rained. We had a special audio rig with microphones in a dunk tank filled with powdered milk that the fire department filled up with water, and a crowd of onlookers in Wal-Mart standing around watching and listening.

**Bubba:** They had to continuously dump ice in it to keep it at a good temperature because if it started to spoil, it could have been unhealthy for us. We put our eyes on the fuel and you would never believe how opaque milk is. You can't see anything. We had to look for it at a Walmart pool. Our belts were so tight. We were not letting anything else outside in. But we had the smoothest skin afterwards.

**Bubba:** At least once a quarter we have a really judgmental comment that reminds us why we do this. In 2017, we learned of a dying woman who had talking a helicopter ride on her bucket list. We found out and, within 24 hours, she was on that helicopter. She flew around Nashville and gave us a play-by-play of what she was seeing. That one is special because she passed away very soon after.

**Big D:** Not to sound that, but when FFA guys make their livestock after us, that's when I know we're making an impact.

COUNTRY  
RADIO

HALL OF FAME



**Bubba:** The work we do with St. Jude Children's Research Hospital has been formative. I was always the goody guy and had never really done serious radio, but that opened me up to being vulnerable and showing a different side.

**Big D:** We are the official Country morning show of the United States military via Armed Forces Network. It covers everything to us to be able to have listeners on who say, "Hey, I just got stateside. I was listening to you guys in Djibouti."

**Bubba:** We get calls from Guatemala Bay and Azerbaijan. We had confirmation they were listening on the space station. Crazy places where you never thought you would be available.

**Bubba:** One time we had several assets deployed and went on the air telling them, "We know you guys are



Musical Up & Down: Smiling on a guitar with a young Kaith Urban (6).



Call it: Super Bowl. Working a crowd in 2014 at the Rayon Country Super Bowl in Baton Rouge.



Man V. The Machine: Getting revved up with Josh Turner (6).

listening. Hopefully everything is safe. Be careful." We instantly started getting snark lines that said addresses that read, "Don't worry, we've got this." We were like, "Okay fine, here's another George Strait song."

**Big D:** People want entertaining and to talk. As an industry, we got so caught up in trying to compete against streaming services that there was no place for personalities on the radio. It's hard to come up with new ideas and content every single day, year after year. With the influx of podcasts, people now are how hard it is. Podcasts don't last long. Most people only do five, and they are never heard of again. We've done more than 500. Personality is why people are attracted to us, you would be available.

**Bubba:** There is a hunger for entertainment. There's so much going on in the world, so much craziness, and so many people pointing fingers at what they think is the problem. We want to be the solution. We want to be where people can go to get away from all of that.

**Big D:** One of the things I'm most proud of is running a company. I don't think most jobs understand what all goes into it. Being able to see both sides of the entrepreneur as a small business owner changes everything. There are many times when we have an in-studio artist interview and, on one screen I've got their new release, the questions we want to ask or the game we want to play with them, and on the other screen I have spreadsheets of callbook reports, readers write looking at our insurance paperwork. Learning how to run a small business has been the most important part of our career.

**Big D:** Bubba and I were flying West out of Nashville going somewhere in Arkansas. It was a beautiful, sunny day, but I look out and see an inverted triangle floating at over 12 o'clock, at about 3,000 feet altitude, and it was on fire! Bubba got his phone out recording while I called in a CWO to air traffic control. They said they don't see anything but to keep an eye on it.

**Bubba:** I'm thinking we're going to call Deborah Neville and be on "Smile Nation."

**Big D:** It's increasing in altitude, so air traffic control starts asking where aircraft is the same if they're seeing this anomaly. Other pilots start coming on the radio [speaking us with the "Twilight Zone" theme song]. This goes on for 15 minutes, and then finally it hits us. Bubba goes, "You don't think that's the main underlying of the problem in Memphis, do you?" It was a bare layer, which is why it was upside down and looked like it was on fire.

**Bubba:** Everyone at air traffic was laughing at us.

**Bubba:** We got the news about the Country Radio Hall of Fame induction on a Zoom with FRB's/Armed Forces Heather Prognost, and I was completely flummoxed.

**Big D:** I would never see the word "Shameless," but we're truly humbled and honored. **CAC**

# COUNTRY RADIO Hall of Fame





**\*\* BIG D & BUBBA — NOMINATED — RADIO HALL OF FAME \*\***

*Announced March 2026*



*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*



ACM  
AWARDS

ACM  
AWARDS

**\*\* BIG D & BUBBA — ACM AWARD WINNER \*\***  
National Weekly On-Air Personality of the Year



## COUNTRY RADIO SEMINAR

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 'OL 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.

# 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: 452K**
- » **TwitterX/Instagram: 193K**
- » **YouTube: 347K**
- » **TikTok: 3.8M 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



VINCE GILL  
TRACE ADKINS  
BRYAN MARTIN  
HARPER GRACE  
FARMER WANTS A WIFE  
LEE BRICE  
HARDY  
DAN & SHAY  
HANK JR.  
JOSH TURNER  
JELLYROLL  
ELLE KING  
JORDAN DAVIS  
CHARLIE WORSHAM  
TYLER HUBBARD  
CHRIS JANSON  
MARK CHESNUTT  
CHAYCE BECKHAM

EMILY WEST  
SKIP EWING  
CLINT BLACK  
ALEX MILLER  
BEN RECTOR  
BRANTLEY GILBERT  
LAINEY WILSON  
MITCHELL TENPENNY  
SHANE PROFITT  
RILEY GREEN  
JP SEARS  
WALKER HAYES  
GEORGE BIRGE  
SCOTT HAMILTON  
THE FRONTMEN  
TY MYERS  
JUSTIN MOORE  
NEAL MCCOY

DUSTIN LYNCH  
TREY HENSLEY  
RUSSELL DICKERSON  
CMA BACKSTAGE INTERVIEWS  
LAINEY WILSON  
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 Country Mornings!



Winner of the  
Country Music Association  
**National Personality of the Year**  
2015  
Nominated 2002, 2007, 2011,  
2014, 2017, 2023, 2025



Members of the  
Country Music Association

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



**\*\* COUNTRY RADIO HALL OF FAME \*\***

— Inducted Members, Summer 2025 —

**\*\* NOMINATED TO THE RADIO HALL OF FAME, CLASS OF 2024, 2025, 2026 \*\***

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

Winner of the  
Academy of Country Music  
**National Broadcast Personality**  
**of the Year**  
2025, 2023, 2014, and 2007  
Nominated 2016, 2020, 2021



Members of the  
Academy of Country Music

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

THANK YOU  
VETERANS



-BIG D & BUBBA

An infographic for 'Big D & Bubba' with a blue and red background and white stars. At the top right is a photo of two men, Big D and Bubba. The infographic lists various statistics: social media followers, views, and engagement across multiple platforms, as well as radio airplay and featured appearances. The 'Big D & Bubba' logo and handle '@bigdandbubba' are at the top left.

**@bigdandbubba**

**101k** Followers

**115k** Followers

**45k** Subscribers

**417k** Followers

**#5** Country Aircheck's Power 31

**105+** Markets

**ON-AIR**

**175** Countries

**2.5M** Monthly Views

**250k** Monthly Engagements

**32M** Views in 2025

**3.2M** Likes

**1.5M** Monthly Views

**20k** Monthly Shares

**125k** Monthly Views

**23.1M** Lifetime Views

**2k** Published Videos

**2.3M** Monthly Views

**34M** Views in 2025

**55k** New Followers

**150+** Artists, Actors & Comedians Featured in 2025



## 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 all **USO Tour** veterans  
Bringing their radio show and live stage show  
to US Military bases around the world.



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

## ENDORSEMENT TALENT

### BIG D & BUBBA

The Gold Standard in Country Morning Radio

\*\* COUNTRY RADIO HALL OF FAME, INDUCTED 2025 \*\*

\*\* NOMINATED TO THE RADIO HALL OF FAME, 2024, 2025, 2026 \*\*



## 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. 8x Nominee
- » Winner ACM *National Broadcast Personality of the Year* for 2007, 2015, 2023, 2025. 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.

## 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](http://CompassMediaNetworks.com)**

