

Sirius Has a New Face, Howard Stern Brings Bubba Onboard

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Sirius satellite radio brought on a new face recently, powered by Howard Stern, Bubba "The Love Sponge" will make his debut on Sirius Satellite radio. On September 9th, Howard Stern made the announcement of course many of his fans are excited! The syndicated morning program made the following announcement: "We can confirm that we are going to Sirius to be on Howard Stern's Channel 100," said Bubba The Love Sponge show producer Lou Pickney.

Content:

Note: Author is not associated with Sirius or Howard Stern in any way and this article is meant to be an analysis of the move to Sirius Satellite Radio by Howard Stern and events surrounding it.

Sirius satellite radio brought on a new face recently, powered by Howard Stern, Bubba "The Love Sponge" will make his debut on Sirius Satellite radio. On September 9th, Howard Stern made the announcement of course many of his fans are excited! The syndicated morning program made the following announcement: "We can confirm that we are going to Sirius to be on Howard Stern's Channel 100," said Bubba The Love Sponge show producer Lou Pickney.

Initially fired for another Clear Channel radio stations, Active Rocker, WXTB (98 rock) in Tampa in the early 2004 season, Bubba is making a come back. One of the things Bubba is known for is his quirky way of dealing with things and new ideas. Bubba even decided to run for sheriff in Pinellas County, Florida during the last year's elections. Since then he has been broadcasting live from his website, BTLS.com, but his move to [Sirius Satellite Radio](#) will be one of the most exciting developments for Bubba the Love Sponge.

Stern is making a point of acquiring new talent for Sirius that has otherwise been rejected by normal radio stations. He is serious about creating a home for those kicked out of regulated radio. He wants to make a stand for DJs that have been ousted because of indecency complaints. One of his key competitors, Mancow, is potentially in hot water lately, and Stern says that regardless of the competition, he would want Mancow to work with him, should the FCC knock him off the air.

Clear Channel isn't the only company whom is cleaning their radio stations, Infinity is potentially getting rid of WYSP's Kidd Chris, and Stern would happily make him an addition to his station. Kidd Chris even discussed the deal with Stern live on Sterns shows this week. Stern rocks the boat with a launch of the new channel "Douche 100".

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