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Chubb Rock, SiMan Baby Set to Launch New Syndicated Afternoon Show

“Chubb Rock Afternoons with SiMan Baby” to Debut in Early 2019

New York, NY - [Superadio Networks](#), LLC and Radio Grind, LLC have announced a partnership to syndicate *Chubb Rock Afternoons with SiMan Baby*, a daily radio show hosted by Hip Hop Icon and historian **Chubb Rock** and Atlanta radio legend **SiMan Baby**.

The four-hour PM drive program will debut in January 2019 and will air live via XDS Monday-Friday 3p-7p ET on Urban and Urban AC stations. *Chubb Rock Afternoons with SiMan Baby* targets Adults 25-54 and Women 18-34, looking for a better blend of Urban Adult Contemporary hits, listener interactive features and celebrity guests in a fun and upbeat format.

New York born and Atlanta-based Chubb Rock, with his signature voice and quick wit has transformed himself into one of the most successful radio hosts in the country. Chubb still performs as many as 100 dates a year, but it's his broadcast career that's got people watching-and listening, partly because he's the only “Golden Era” hip-hop artist to successfully transition to radio. He began his radio career in 2001 at WWPR-FM “Power 105” New York, moving to Atlanta in 2013 to join 30-year Atlanta radio veteran and recent Georgia Radio Hall of Fame inductee, Si-Man Baby to host “The Ride” on UAC WAMJ-FM “Majic 107.5/97.5.” The duo went on to become the top rated Urban Adult Contemporary radio show in the Atlanta market. Rock's on-air resume also includes stints in Philadelphia and Memphis.



Superadio Networks President Eric Faison, commenting on the launch of *Chubb Rock Afternoons with SiMan Baby* said, “This is just a natural next step for Chubb and Si. Syndication will expose the entire country to the chemistry that made these two the #1 Adult Urban show in Atlanta. The show is up tempo, music-intensive, fun, relatable and there's nobody that does celebrity encounters like Chubb and SiMan!”

Chesley-Maddox Dorsey, Superadio Networks CEO said, “We couldn't be more excited about this partnership! Chubb and SiMan are a well-oiled team that engages listeners and that brand marketers love.”

Chubb Rock added, “Once again the powers that be have granted me the incredible honor to get back on stage. This adventure with Superadio and SiMan makes me feel that finally “I'm The Headliner.”

For affiliation information on *Chubb Rock Afternoons with SiMan Baby*, contact affiliaterelations@superadio.com

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