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The Billy Madison Show is a funny, irreverent show built for guys. The successful, proven radio program features Billy as the leader of a group of passionate, curious and "unique" individuals that work hard and know how to blend great original content and lifestyle entertainment targeted to active adults.

"the billy madison show gets it! they totally understand how to relate to men 25-40. the show knows content...moves at a good pace...they're topical...and easy to work with. billy madison is the best show in syndication for the active rock audience!"

—john rozz, program director, WXNX 93X, fort meyers

The Billy Madison Show began airing on 99.5 KISS November 28, 2011. In addition to Billy, the show is comprised of Derek (Co-Host), "Nard" (Stuntman), Fred (Producer) and Dumbass Daniel (Phone screener/Goober). The show uses social media CONSTANTLY and have a huge imprint on Twitter.

"being a ppm market we saw instant ratings growth in all male demos. the billy madison show has consistently exceeded our ratings expectations, resulting in an annual revenue growth for the station of +40% in 2013. they say this business is about rating and revenue...these guys deliver both."

—dan lawrie, vp market manager, cox media group, san antonio

The BMS is well-known for its "Deadbeat Dads" feature. This is where Billy "busts" Deadbeat Dads on-air after luring them on the phone under the guise of winning a prize. The ex-wife, girlfriend, (or simply the mother of the child) is on the call as well and once Billy asks "why don't you pay your child support?" the mother confronts the DBD and the fireworks begin!

"if the show consistently out-ranks and out-bills the other day-parts on their station(s) by twenty percent and the content is relatable to my audience, i will look real closely at picking them up."

—coaching to win panel / msbc 2014

The success of The Billy Madison Show can be traced back to Billy, an extremely hard worker. While most morning show hosts rely heavily on morning show preparation services for daily topics, Billy creates his own show prep for each show. You get something unique and it works and wins. The ensemble that Billy has grouped around him creates an environment that is hard to capture in our industry. **You will win the daypart, you will win in social media, and your reps will win with clients.**