ENTERTAINMENT

Bubba's Bash

Bubba The Love Sponge brings radio antics to Taj

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What the hell is Bubbapalooza? If you have to ask that question, then you probably will have no interest in the event that will sell out the Trump Taj Mahal Casino Resort's Arena on Saturday, July 12.

Bubbapalooza is the touring product of the "Bubba the Love Sponge Show," one of the most popular national radio shows on the planet featuring Bubba the Love Sponge, aka Todd Alan Clem, and his on-air cronies that include Manson, Ned, 25 Cent, Brent, SpiceBoy and others.

Sirius subscribers and fans of Howard Stern don't need any introductions to the "Bubba the Love Sponge Show." Stern personally recruited Bubba and his gang to help launch his Howard 100 and Howard 101 Sirius stations in January 2006, giving the show a 3 to 7 p.m. daily slot.

Whether he's shocking private parts with electric dog collars or just being his usual "redneck" self, audiences can't seem to get enough of the show's raunchy material.

Bubba the Love Sponge is in the middle of a huge comeback. After years of unemployment after being fired by the Federal Communications Commission countless times, the show recently got picked up by two stations in Florida — Bubba's home turf — for the morning drive.

Bubba talked to At The Shore about his career and Bubbapalooza.

Q: So this will be Bubbapalooza's first stop in Atlantic City, right?

A: We're so excited about that. I think we're going to set records there. The response has been unbelievable. One thing I think we do best — maybe more than any other national show — is that we are the most fan accessible. We have a limited meet-and-greet thing, but we do everything we can to touch every fan.

Q: What can people expect?

A: It's like the Donny & Marie variety show on crack. It's a little bit of singing and dancing, a little bit of stand-up, a few "Jackass" kind of stunts. There will be myself, Brent, Spice-Boy, Manson, 25 Cent, Bud, Ned, the whole gang.

Q: So contrary to popular opinion, Ned does exist. He's not just a character?

A: Ned's a real person and people can see him live. Why people make such a big deal out about it, I don't get it. He will close the show. My wife Heather will be there wearing a short mini skirt type of thing looking kind of slutty. There's a lot of good visuals and some parody elements there ... a solid two hours.

Manson opens the show with a welcome song, then 25 Cent comes out ... eventually Brent does spoken word about pot and how much Republicans suck. Miller falls on his face for five minutes, Hammi does some jokes, I come out for about 10 minutes and cut on everyone like the fact that Spice (has sex) with chickens and stuff like that.

Q: So you're not only on Sirius now, you're also doing a daily show from Florida, too?

A: It all stars and stops with Howard (Stern), not Sirius. It's Howard personally telling them I was his guy, there would be no way I would be on there. So we had some bad times when we were in the gutter. Now it's refreshing to be on top. We have two jobs. But the resurgence starts and stops 100 percent on Howard's shoulders. He is the end all and be all. I will forever be grateful.

Q: The relationship you've built with the Stern show is pretty amazing since you were once enemies.

A: I like them. I love Artie (Lange). He and I are more alike than anybody. He's a comedic genius. I also love Fred (Norris) and am enamored with how smart he is. We spent some good quality time at my wedding, and I would talk to him all day if I could. He's a rugged guy's guy who likes to talk about Harleys and all of that stuff. And I really care for Robin (Quivers). I really appreciate how good she is hanging out with the boys. I know how hard that is. No one can emulate the chemistry she and Howard have.

Q: Recently, there was talk of you leaving Sirius after your contract?

A: They gave me a less than favorable and less than fair deal, but out of loyalty to Howard, I came back. Now, to Sirius' credit, things are going wonderful. We're actually talking about '09 and beyond. I think they are finally getting it.

Q: It must be tough doing two separate shows a day?

A: It's absolutely brutal ... the worst thing I ever did in my life. It's all mental. But I can't keep it up. We have to tweak this thing eventually. If we're at Sirius in '09, we have to make some alterations to the daily schedule. The terrestrial show will have to be censored, but I am not going to do a satellite radio show that can also be heard on terrestrial. Basically, the idea is to move to middays. We can do seven hours of radio and get the hell out of there.

Q: Was it hard adjusting to terrestrial radio again.

A: I think we're getting better at it ... learning not to fight it as bad. A lot of things got us in trouble in the past, and in hindsight, I wouldn't do now. But we have new bosses who love the ratings — we set all-time records in ratings — but we don't have any leeway like we do with satellite. It's one strike and you're out. And we know that. I have the largest one-time fine in the history of radio and am cumulatively only behind Howard. So we know we're marked men on regular radio. That's why satellite is so refreshing.

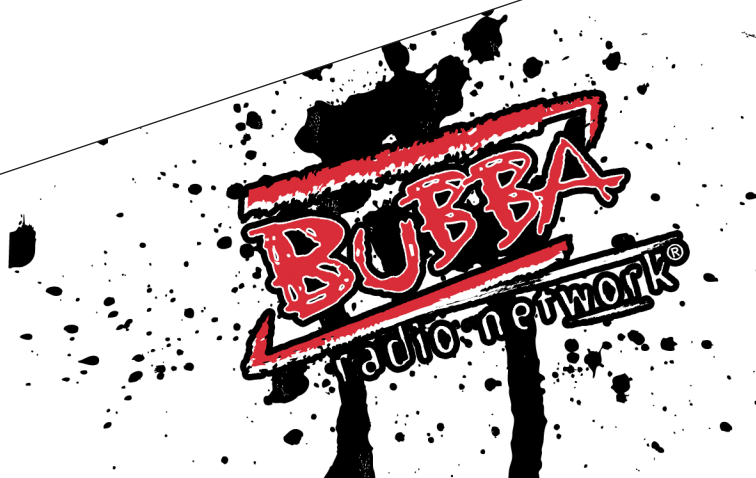
Photo provided by Drummer PR

Bubba the Love Sponge, arms crossed, brings 'Bubbapalooza' to Trump Taj Mahal on Saturday, July 12, with his radio cohorts, from left, Ned, Brent, Manson and SpiceBoy.

Bubba on DVD

If you can't get enough of Bubba the Love Sponge, the national radio host will release "Bubba Raw 1 and 2," the first two volumes of a planned DVD series that is as raunchy as the title suggests.

The DVDs, which will be released by International Video Distributors on Tuesday, July 15, will show uncensored, on-air and behind-the-scenes footage from the "Bubba the Love Sponge Show," including wild stunts, pranks and the ridiculous escapades the show has become known for. "Highlights" include: a former cast member being strapped to a cross while an M-80 is exploded in his pants; excitement really hitting the fan, and other stunts.

Obviously, this is not for the easily offended.

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