



RADIO WORKS

Regardless of the retail category, radio can be attributed for driving traffic to brick and mortar locations. In an analysis of a broad range of retail brands across 4 ad categories, radio drove a **22% lift** in store traffic.



M*A*S*H C*L*A*S*H, using the theme of a mobile army surgical hospital and the TV show is a local blood drive featuring USM military veterans helping their local community. **M*A*S*H C*L*A*S*H** comes to Southern Miss on Wednesday, April 12 from 10am until 6pm. This blood drive sponsored by **The Blood Center** and **Fox 23**. The Army ROTC and The Air Force ROTC (with Space Force members) will compete against each other to get the most donors. There is an urgent need for all blood types. Walk-Ins are welcome or make an appointment at thebloodcenter.org. The **M*A*S*H C*L*A*S*H** will be set up at the USM Ogletree House near Hwy 49 and Hardy Street on Wednesday, April 12th. Be sure to eat a good meal before you donate blood and bring your photo ID.

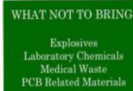


Rock 104 is celebrating our 28th birthday this year in Panama City Beach at the **Holiday Inn Resort** on April 10th and 11th. Tom and Jon will broadcast LIVE from the beautiful Escape deck, right on the beach! Just listen for your chance to qualify to win a 3 day/2 night vacation getaway at the **Holiday Inn Resort**, right on the sand in Panama City Beach and win a "28th Anniversary" T-shirt.

Laurel-Jones County Household Hazardous Waste Collection

Saturday, April 15
8 AM – 12 PM
Laurel Fairgrounds

Jones County residents can do a little spring cleaning of hazardous waste on Saturday, April 15th. Bring your items to the Laurel Fairgrounds for safe disposal. Paint, electronics, appliances, motor oil, fluorescent light bulbs, building supplies, pool chemicals and insecticides are some of the waste products accepted. For more information about the event call 601-426-3139.



Rock 104 invites you to join us at the 24th Annual **Downtown Crawfish Jam** Music Festival (DCJ) presented in



part by **Southern Beverage**, on April 15th, at Walthall Park in Hattiesburg. This pay-one-price music festival features an exciting mix of musical acts, in addition to all-you-can-eat: crawfish, burgers, hot dogs, Coke products and cold beer! Tickets are on sale at **T-Bones Records** - 2101 Hardy Street, Midtown; and **Signs First** - 4400 Hardy Street, West Hattiesburg. Tickets prices are- Adult Ticket \$50 (includes admission plus all-you-can-eat and drink) - Junior Ticket \$40 (under 21) - Kids 12 and under free.



Community Bank's Downtown Crawfest will take place at the corner of West Oak & Front Streets in Laurel with live music, beverages, and teams competing to be the winner. All entries are cooked on-site and will be judged by a team of crawfish experts. The gates will open at 11:00 a.m. and the event will end at 3:00 p.m. \$15 entry stamp will get you in the gate and all the tasting you can handle! **KIDS** under twelve enter & eat free! For those who do not or cannot eat crawfish, other options will be available for purchase.

WBBN (95.9) WXRR (104.5) WKZW (94.3) WBBL (96.5) WKZW HD2 (97.7)

P. O. Box 6408 Laurel, MS 39441 601-649-0095 fax 601-649-8199

P. O. Box 16596 Hattiesburg, MS 39404 601-544-0095 fax 601-545-8199

Web sites: b95country.com rock104fm.com kz943.com alive.fm 977thegroove.com thepinebelt.com pinebeltradio.com

Facebook: @B95 Pine Belt Country @WXRRFM @KZ943 @Alive 96.5 @97.7thegroove

Twitter: @B95Country @Rock104FM @KZ943 @alivefm @977theGroove

Instagram: [b95country](https://www.instagram.com/b95country) [rock104fm](https://www.instagram.com/rock104fm) [kz943](https://www.instagram.com/kz943) [alive96.5](https://www.instagram.com/alive96.5) [97.7TheGroove](https://www.instagram.com/97.7TheGroove)

YouTube: [pbreagle](https://www.youtube.com/pbreagle) Pine Belt Radio

Alexa Skills: WBBN "Play B ninety five" WXRR "Play Rock one o four" WKZW "Play KZ ninety four three" WBBL "Play Alive FM" WKZW HD2 "Play Ninety seven seven the groove"

SOUTHERN MISS BASEBALL Broadcast Schedule

Fri	Mar 31	@ Troy	6pm
Sat	Apr 1	@ Troy	1pm
Sun	Apr 2	@ Troy	1pm
Tue	Apr 4	SE Louisiana	6pm
Thu	Apr 6	@ Old Dominion	5pm
Fri	Apr 7	@ Old Dominion	5pm
Sat	Apr 8	@ Old Dominion	12pm
Tue	Apr 11	@ Alabama	6pm
Fri	Apr 14	James Madison	6pm
Sat	Apr 15	James Madison	2pm
Sun	Apr 16	James Madison	11:30a
Tue	Apr 18	@ La Tech	6pm
Fri	Apr 21	@ Coastal Carolina	5pm
Sat	Apr 22	@ Coastal Carolina	1pm
Sun	Apr 23	@ Coastal Carolina	12pm
Tue	Apr 25	@ Tulane	6pm
Wed	Apr 26	La Tech	6pm
Fri	Apr 28	Arkansas State	6pm
Sat	Apr 29	Arkansas State	2pm
Sun	Apr 30	Arkansas State	1pm

Baseball pre-game begins 15 minutes before first pitch on 96.5, 97.7 and 94.3HD2.



Congratulations to Keith Swilley of Petal and Rob Carlson of Hattiesburg, our first of our six Panama City Beach Getaway winners, who won a vacation at the Holiday Inn Resort from Rock 104.



Tom Colt & Keith Swilley

Brandon & Rob Carlson

Find out how you can help residents of Rolling Fork after the recent tornado.

Several local organizations are collecting supplies to take to the areas hit by the tornadoes on March 24th. Go to the CALENDAR PAGE on b95country.com, rock104fm.com, 977thegroove.com, kz943.com, alive.fm or thepinebelt.com to find out where to drop off donations.

FEEDING BUCKET BRACKET

The competition is in full swing for the "Golden Spatula" from Rock104. The 64 local restaurant nominees have been bracketed and your votes determine the winner. Watch the Rock 104 Facebook page, WXRRFM for each days pairings. Voting is by TEXT to 601-545-7625.



Congrats to KZ94.3's winners who texted in to win tickets to see **Train** at the **Brandon Amphitheater** on September 7th: Michael Everett, Jade Lurtz, and Bethany Howell.

ROCK 104 WINNERS

Congratulations to our Rock 104 winners headed to see **3 Doors Down with Candlebox** at the **Brandon Amphitheater** on September 9th: Teresa Pulliam, Justin Starling, and Dana Clark. Congratulations to our winners going to see the **Doobie Brothers** at the **Mississippi Coast Coliseum** on August 28th: Donnie Toney, George Molesbee, and David Prince.

Congrats to Rock 104's winners headed to see **Guns N' Roses** at the **Mississippi Coast Coliseum** on September 20th: Dwayne Rayner and Mike Waller.



Jeff Bates in concert at the American Petroleum Associates annual crawfish boil, April 14th at Bar3 Range, 194 Mullican Road in Laurel. Tickets are \$30 at the gate. Must be 21. IDs will be checked.

B95 WINNERS!

Congratulations to our B95 concert winners headed to see **Alabama** at the **Brandon Amphitheater** on May 20th: Holly Boler, Tracey Stinson, Chance Hession, and Robert Boss. Congrats to our winners headed to see **Hardy** with **Lainey Wilson** at the **Mississippi Coast Coliseum** on December 9th: Karen Pitts, Brett Mallette, Janice Gaston, and Brad Sumrall. Congratulations to our B95 winners going to see **Sam Hunt** with **Brett Young** at the **Brandon Amphitheater** on July 20th: Brittney Jerkins, Rhonda Palmer, Nathan Bowman, and Danielle Burkhalter.

HUBFEST 2023 RECAP

It was a beautiful day in Hattiesburg for HUBfest 2023. Thousand of people showed up to shop over 200 vendor booths, to dine on all their favorite foods and to listen to four stages of music throughout the day.



Tom Colt and Jon Lamar broadcasting live from Town Square Park at HUBfest. Joey T welcomed the crowd.



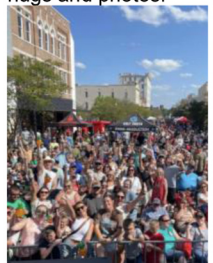
Joey T welcomed the crowd.



Buzzy was there for hugs and photos.



Kameron Marlowe



B95 stage

Blakeney Communications, Inc.





- **WBBN**
50 dBu Population = 490,835
- **WXRR**
50 dBu Population = 485,091
- **WKZW**
50 dBu Population = 344,192
- **WBBL**
50 dBu Population = 186,902
- **WKZW HD2/W249A0**
60 dBu

