



Who's Listening to Radio?

- 58% of radio listeners have a Household Income of \$100K+**
- 57% are Baby Boomers**
- 56% are Gen X**
- 53% are Working In-Office or Hybrid**

Car radios still dominate the airwaves. However, over a quarter of radio listeners use apps and smart speakers to listen to their favorite stations.

Car Radio	83%
Live Radio App	31%
Smart Speaker	28%
Portable Radio	15%
Alarm Clock Radio	11%
Other	6%

Source: Provoke Insights/RAB



Blakeney Communications stations (WBBN, WXRR, WKZW, & WKZW HD2) when combined reach approximately **129,000 persons** each week (ages 12+, Monday thru Sunday, 6AM until 12 Midnight, cume rating) according to the June Eastlan Radio Survey for Jones, Forrest and Lamar counties.

This means your radio commercial could be reaching **new people** every week. Call us 601-544-9500.



The **Bulls, Bands, and Barrels** summer tour is in Hattiesburg on Saturday, August 12th at 7:00 pm at the Forrest County Multipurpose Center. In addition to exciting bull riding, country music artists **Ian Munsick, Tanner Usery, and Colin Stough** of Gattman, MS will perform. World renowned championship cowboy, **Chris Shivers** will be a featured guest.

Tickets are on sale now and can be purchased at BigTickets.com or at the gate, the day of the event. Adult tickets start at just \$30.99 (\$5 increase, day of event) and kids tickets are only \$15.99. For more information, visit BullsBandsandBarrels.com or visit Bulls, Bands, and Barrels on Facebook.

Listen to B95 for your chance to play "8 Second Ride" where you have to name 3 things correctly before the buzzer. All winners get a pair of tickets to **Bulls, Bands, and Barrels** and are entered to win a VIP upgrade.

Join B95 at **Keith's Superstore in Purvis**, Saturday, August 12th from 11 a.m. to 1 p.m. Grey Manning along with cowboys and other talent from Bulls, Bands, and Barrels will all be there. There may even be some tickets to give away too. See you there!



Congratulations to the "ROCK 104 Morning Crew" for winning "Best Radio DJ" at the Festival South **Best of the Pine Belt Awards**.

The Morning Crew is the Pine Belt's longest running locally produced morning show. Members of the show are Tom Colt, Flyin' Bryan Hicks and Jon Lamar.



Rock 104 welcomes **Pier 98 Steaks, Seafood and Catering** as the sponsor of the Rock 104 Rock and Roll Grill with

Jon Lamar. You can call or text in your request during the noon hour to 601-545-ROCK.



B95 is excited to be invited back to the beautiful **Holiday Inn Resort on Panama City Beach**. Listen to the Breakfast Club "live from the beach" on Monday and Tuesday, August 21st & 22nd.

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 alivefm.com 977thegroove.com thepinebelt.com pinebeltradio.com

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

Twitter or X: @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 2023 FOOTBALL SCHEDULE on ROCK 104

Sat	Sept 2	Alcorn	6:00p
Sat	Sept 9	@Florida State	7:30p
Sat	Sept 16	Tulane	3:00p
Sat	Sept 23	Arkansas State	TBA
Sat	Sept 30	Texas State	TBA
Sat	Oct 7	Old Dominion	TBA
Tue	Oct 17	South Alabama	6:30p
Sat	Oct 28	Appalachian St	TBA
Sat	Nov 4	ULM	TBA
Thu	Nov 9	@Louisiana	6:30p
Sat	Nov 18	@ Miss State	11am
Sat	Nov 25	Troy	TBA

*Home games.

The Pregame show begins 90 minutes before kick-off.

GOLDEN EAGLE HOTLINE

The first **Golden Eagle Hotline** will be Thursday, August 31st from 6-7pm on Rock 104. Hosted by the Voice of the Golden Eagles John Cox, you can ask Coach Will Hall questions about the upcoming season. All Hotline Shows for the football season will be on Thursday nights.



TAILGATING at SOUTHERN MISS!!

Listen to Rock 104 and B95 for your chance to win tickets to HOME Southern Miss football games and VIP passes to our tailgate party in **Spirit Park**. There will be great food, live music on the stage and plenty of excitement for the football season. SMTTT!



Southern Gospel music streaming at Alive.FM



TICKET WINNERS!

Congrats to our B95 concert winners headed to see **Garth Brooks, Lainey Wilson, and Nitty Gritty Dirt Band** at the first **Sugar Bowl Country Kickoff concert at Caesars Superdome in New Orleans** on September 2nd: Kacy Lassere of Hattiesburg, Bruce Rogers of Collins, and Candy Taylor of Laurel.

Congratulations to our B95 listeners who won tickets to the **Mississippi Watermelon Festival** in Mize on July 15th: Heather Horn, B.J. Townsend, Whitney Graves, Amy Cantu, and Justin Shows.

B95 gave away tickets to see **Parker McCollum at the Brandon Amphitheater** on July 13th to our lucky winners: Darryl Cooley, April Sellers, Hannah Dewey, Kaden Dale, Missy Bounds, Karla Keyes, Jessica Sullivan, Brittany Weber, Christy Ponder, Steve Smith, Connie Sanford, Brandie Robbins, Melissa Dunaway, Brooke Totter, Jessica Herring, and Deon Hodge.

B95 also gave tickets to see **Thomas Rhett at the Mississippi Coast Coliseum** on July 13th to: Kristie Smith, Wanda Hennis, Kelsey Munnoz, Connie Scronce, Zach James, Rachel Benton, Melinda Mixon, Hailey Powell, Julia Landrum, Lilly Harrison, Audrey McKinley, Brandy Jordan, Kiera Williams, Chasity Waller, Sonja Campbell, Charlotte Grayson, Angie Lucus, and Richard Baker.

Congratulations to B95 winners who scored tickets to see **Sam Hunt at the Brandon Amphitheater** on July 20th: Brittney Jerkins, Rhonda Palmer, Nathan Bowman, Danielle Burkhalter, Hope Maxey, Sheila Blackmon, Timmy Cook, Rhonda Foster, Abby Yelverton, Melissa Clark, Jeanie Russell, Brian Ladner, Christy Hunter, DeAnn Maxwell, and Toni Richards.



The Pine Belt's Best Music Mix



Train is coming to the **Brandon Amphitheater** on September 7th and KZ 94 three wants to give you tickets. Listen for the word to text to 601-583-9494 beginning August 14th to win tickets to see Train with special guest Parmalee. Tickets are on sale now at [Ticketmaster.com](https://www.ticketmaster.com).



Buck Fever

is back for Fall 2023. B95 and **Fox 23** have partnered to bring back one of the Pine Belt's favorite competitions. The First Place Prize in the Adult Division will be a Hustler 54" zero turn Raptor X mower valued at \$4000 from **Petal Outdoor** and a trailer from **Endom Trailers** valued at \$2200. A great prize will also be awarded to the First Place in the Youth Division. Sponsorships are available. Contact your B95 sales rep or sales@pinebeltradio.com for more information.



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

