



Radio is deeply connected to the consumers in the communities it serves.

Radio is on 24/7, reaching 90% of people age 12 and older.

Radio is an ideal reach medium. Ads are most effective when they remind people of brands they know, at the time they happen to need a product or service.

Reminding is a perfect job for Radio when used as a reach medium.



- 12/1 - Hattiesburg, 6pm
- 12/1 - Collins, 6:30pm
- 12/2 - Purvis, 6:30pm
- 12/2 - Laurel, 7pm
- 12/3 - Ellisville, 2pm
- 12/3 - Petal, 4pm
- 12/3 - Columbia, 5:30p
- 12/3 - Raleigh, 6pm
- 12/3 - Sandersville, 6pm
- 12/5 - Mize, 6pm



Visit **THE CHRISTMAS PAGE** from any of our websites: thepinebelt.com, b95country.com, Rock104fm.com, 977thegroove.com, KZ943.com and Alive.FM.

The Pine Belt's Christmas Station!



KZ 94.3 is your station for holiday music. Special radio advertising packages are available. \$ \$ \$ \$ \$ \$ \$



Rock 104 will be broadcasting live from **Bok Homa Casino** in Sandersville for their 12th Anniversary, Tuesday, Dec. 20th from 3-6pm. Make plans to join us. Bok Homa always throws a party with cake, prizes and lots of smiling faces.



RADIO CHRISTMAS CARDS

Wish your customers a Merry Christmas and a Happy New Year with our festive radio Christmas Cards. It's a great way to thank your customers for their business. The radio greeting cards air between Dec. 24th and Dec. 31st. Email sales@pinebeltradio.com, ask your account executive or call the office at 601-649-0095.



Join B95 on Christmas Eve and Christmas Day for the 16th edition of "An American Country Christmas with Kix Brooks." The show will feature Carrie Underwood, Blake Shelton, Luke Bryan, Jason Aldean, Kenny Chesney, Kelsea Ballerini and more sharing their holiday music, favorite traditions and memories.



B95's Grey Manning and Cadie Calhoun will be broadcasting live from the Grand Opening of **Hattie's Corner** on Saturday, December 3rd from 11-1pm. Come out for big savings, free pizza, a car show, Santa, raffles, and grand discounts.



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"

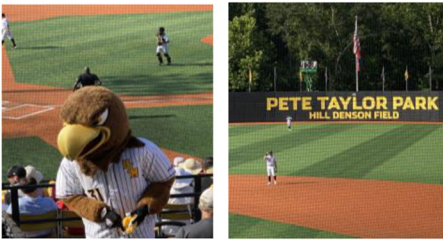
Congratulations to the Bowl Eligible Southern Miss Golden Eagles. Keep listening to Rock 104 for the latest information on a Bowl Game for Southern Miss. Rock 104 will broadcast any Bowl Game in which Southern Miss plays. Thank You to all our Rock 104 football sponsors for 2022.



Southern Miss Basketball on Rock 104
Listen to win tickets!

Sun	Dec 4	@ NW State	12:30p
Sat	Dec 10	Lamar	1:30p
Tue	Dec 13	@ Lamar	6:30p
Sun	Dec 18	McNeese	1:30p
Thu	Dec 22	@ UNLV	8:30p
Thu	Dec 29	Troy	6:30p
Sat	Dec 31	Appalachian St	1:30p

SOUTHERN MISS BASEBALL 2023!



A big "Thank You" to our Southern Miss Radio Sponsors! Football, Basketball and Baseball for the 2022-2023 season are sold out on Rock 104, Alive FM and 97.7 The Groove. We appreciate the support of our advertisers on every station in the Blakeney Communications, Inc. family of radio stations.



There will only be two Golden Eagle Hotline shows in December. On January 9th, Hotline will return every Monday night at 7pm on Rock 104 until Feb. 20th.



The new season of **Home Town** on HGTV is finally here. Watch it on Sunday, December 4th at 7pm Central on HGTV.



Join B95 and Rock 104 at **Loco Joe's Fireworks** on New Year's Eve. We will be broadcasting live with great deals on everything you need to bring in 2023 with a bang.

Getting Radio Ready for 2023!

Need help planning your 2023 radio budget? We can help just give us a call or click **ADVERTISE** on b95country.com, rock104fm.com, kz943.com, alive.fm or 977thegroove.com. You can also email sales@pinebeltradio.com.



Get your morning started with Murphy Sam & Jodi from 5am until 10am, Monday thru Friday on KZ94.3.



HAPPY NEW YEAR!!



Make plans for a country New Year's Eve celebration with **T G Sheppard, T. Graham Brown and Jeff Bates** at the historic Temple Theater in Meridian. The TNT Show will guarantee you a great start to 2023. Buy tickets at www.itickets.com. Listen to win tickets on B95.



Hattiesburg's Midnight on Front Street

The Hub City's New Year's Eve festivities will include fireworks, a DJ, food vendors, a kid's zone and the

Hub Sign drop at midnight. The event is presented by the **City of Hattiesburg, Visit Hattiesburg and the Downtown Hattiesburg Association.**



The best way to "chill" during the holidays. Turn on 97.7 The Groove and you've got yourself a party.



The Reason for the Season

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

