



**RADIO IS AMERICA'S  
#1 REACH MEDIUM  
with 93% of persons  
18+ being reached  
EACH WEEK.**

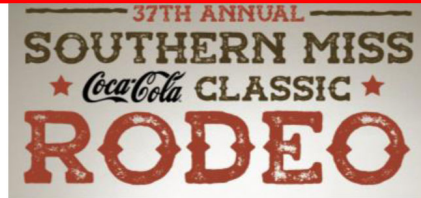
Nielsen Audio Today June 2022

**RAB** RADIO ADVERTISING BUREAU



**ARE YOU LOOKING FOR EMPLOYEES?**

We have a "Help Wanted" package that runs across all five of our radio stations. Your commercial will reach people all over the Pine Belt, that's 18 counties. If your sign on the side of the road, billboard or newspaper ad has stopped generating applicants, give radio a try. Email [sales@pinebeltradio.com](mailto:sales@pinebeltradio.com) for more info.



Ready for the "greatest show on dirt?" The **Southern Miss Coca-Cola Classic Rodeo**, featuring trick ropers, Rider Kiesner and Bethany Iles, will be at the Forrest County Multi-Purpose Center, January 27-28.

This year's Grand Marshal is Dr. Joe Paul, President of the University of Southern Mississippi.



Advance tickets are available for \$15 at **Boot Country** and **Hub City West**. Beginning January 27, all tickets are \$20 at the Forrest County Multi-Purpose Center.

B95 has been the Official Rodeo Radio for the Southern Miss Coca-Cola Rodeo since 1989. B95 will be broadcasting live from the Forrest County Multi-Purpose Center Friday and Saturday nights from 5-7pm before the rodeo. Listen to B95 for your chance to win tickets.

The rodeo is sponsored by **Southern Beverage, Xfinity, B-95, Pine Belt Motors, Papa Johns, Keith's Super Stores, Hattiesburg Clinic, Forrest General Hospital, Bourne Brothers Printing, The Hattiesburg American, Neel-Schaffer, Service Master, Southern Miss Campus Recreation and F45 Training.**

*"Brought to you by....."*  
Want a little something "extra" for your ad dollars? We have sponsorships available. Call your account executive or email [sales@pinebeltradio.com](mailto:sales@pinebeltradio.com)



Laurel Ford Lincoln Kia and the Jones County Board of Supervisors present the Magnolia Center Pro Rodeo, January 7<sup>th</sup>, 7:30pm at the Magnolia Center on the Laurel Fairgrounds. Tickets are on sale at [rodeomedia.ticketleap.com](http://rodeomedia.ticketleap.com) or you can win tickets from B95.

Rock 104 was live on location to help **Bok Homa Casino** celebrate their 12<sup>th</sup> Anniversary on December 20<sup>th</sup>;



**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](http://b95country.com) [rock104fm.com](http://rock104fm.com) [kz943.com](http://kz943.com) [alive.fm](http://alive.fm) [977thegroove.com](http://977thegroove.com) [thepinebelt.com](http://thepinebelt.com) [pinebeltradio.com](http://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"



**SBC SOUTHERN MISS**  
Southern Miss Basketball on Rock 104  
Listen to win tickets!

Thu	Jan 5	@ Louisiana	7pm
Sat	Jan 7	@ ULM	2pm
Thu	Jan 12	@ Marshall	7pm
Sat	Jan 14	@ Arkansas St	4pm
Thu	Jan 19	South Alabama	7pm
Sat	Jan 21	James Madison	2pm
Thu	Jan 26	Arkansas St	7pm
Sat	Jan 28	Texas State	2pm

The pregame show begins 30 minutes before tip-off on Rock 104.



Congratulations to Coach Will Hall and the Golden Eagles on their win in the **Lending Tree Bowl** in Mobile, Alabama. Thanks again to our Southern Miss football sponsors for supporting Southern Miss sports on local radio.



Golden Eagle Hotline for basketball season will be Mondays at 7pm on Rock 104.



Congratulations to all the hard-working employees of **DE Fastlink** who connected their **10,000th subscriber** with high-speed internet. This is a monumental milestone for our community and all the rural areas of Mississippi.



presents  
**Dead Doctors Don't Lie**  
with Dr. Joel Wallach

Monday - Friday  
2pm - 3pm

[www.aliveyougevity.com](http://www.aliveyougevity.com)



LIVE: Monday - Friday 2-3pm  
ENCORE: Monday - Sunday, 11pm - Midnight

Listen to Dr. Wallach for valuable health information. The Yougevity products can be ordered online at [aliveyougevity.com](http://aliveyougevity.com).



Do you have a love for banjos and fiddles? We do too on Monday nights. Tune in for Gospel Grass with David McPhail on Alive FM.



The Pine Belt's Best Music Mix and Murphy Sam & Jodi. Weekdays on KZ943.

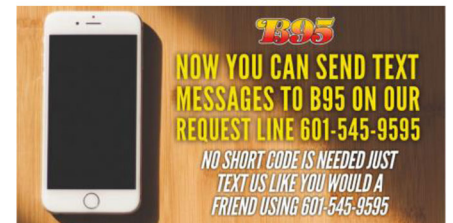
LISTEN ONLINE AT  
**977THEGROOVE.COM**



Take The Groove with you where ever you go with our free app. You can always say "Alexa, play 97 seven The Groove."



Can't sleep or having to work late? Check out "After Midnight" on Rock 104. We play some deep album cuts and some tracks we don't play during the daylight hours.



Text in your birthdays, Monday thru Friday to B95. At 2pm, Joey T will draw a winner for a beautiful birthday bouquet from Taylorsville Florist and Gifts.



Joey T takes your requests every day at noon. Call or text 601-545-9595.

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

