



**Radio is the top reach medium** – connecting with listeners every week.

Every week, **Radio reaches 86% of small business owners.**

Every week, **Radio reaches 86% of adults 18+ who are self-employed.**

**41% of professional/managerial employed adults** typically listen to the radio at home during the weekday.



**Midtown Sounds** will be Saturday, May 6th at Southern Station (stage in Spirit Park at USM). The event starts at 6pm with an amazing night of music with Mississippi native **Paul Thorn**. **Midtown Sounds** is bringing you an unforgettable live show full of great music, friends, and family. We hope to see you there! For more information visit [hattiesburgmidtown.com](http://hattiesburgmidtown.com)

### OKATOMA FESTIVAL



B95 welcomes **Ashton Shepherd** to the 34th annual **Okatoma Festival** in downtown Collins on Saturday, May 6th. Ashton will perform a free concert at 12 noon. Bring the whole family for the **Okatoma Festival** Parade and 200 arts, crafts and food vendors.



Join B95's **Joey T** at **Fernando's of Magee**, Mississippi's oldest Mexican Restaurant, as they celebrate **Cinco de Mayo** on Friday, May 5th. B95 will be broadcasting live from 4-7pm. Stop by for great Mexican food at **Fernando's** Hwy. 49 in Magee.

### AM/FM Radio Ratings Overtake TV Among Persons 18-49 for the First Time in Media History\*

*\*Source-Westwood One Media which brings you Kix Brooks & American Country Countdown.*



### WOOLWINE GRAND OPENING

Congratulations to the brand new **Woolwine Chrysler, Dodge, Jeep, Ram** in Seminary, MS. B95 was happy to be part of the grand opening festivities on Saturday April 29th which included live entertainment with **Davis County** and American Idol contestant **Kayleigh Clark**. There was plenty of food, cake, **Coca-Cola** and lots of grand opening specials.



On Monday, May 29th from 6am until 10am, Rock 104 becomes **NAM 104**.

The Morning Crew on Rock 104 will pay tribute to the brave men and women who served in the military during the Vietnam era. Send your stories to [rock104@rock104fm.com](mailto:rock104@rock104fm.com). We may put your story on the air Memorial Day morning. You can also request a song that was important to you during the Vietnam Era. Rock 104 salutes all the members of all the branches of the military this Memorial Day but especially those who served during Vietnam. Listen during the month of May for your chance to win one of our new NAM 104 T-shirts. Thanks to **JMH Graphics** for the great design.

**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) [977TheGroove](https://www.instagram.com/977TheGroove)

**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 SCHEDULE

Tue	May 2	Tulane	6pm
Fri	May 5	South Alabama	6pm
Sat	May 6	South Alabama	2pm
Sun	May 7	South Alabama	1pm
Fri	May 12	@ ULM	6pm
Sat	May 13	@ ULM	4pm
Sun	May 14	@ ULM	1pm
Thu	May 18	Louisiana	6pm
Fri	May 19	Louisiana	6pm
Sat	May 20	Louisiana	1pm
Tue	May 23 - 28	Sunbelt Tournament-Montgomery, AL	TBA

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



The Sunbelt Conference Baseball Championship will be held May 23<sup>rd</sup> through 28<sup>th</sup> at Riverwalk Stadium in Montgomery, AL. The games in which Southern Miss plays can be heard on Alive 96.5FM, 97.7 The Groove or 94.3HD2.

Thanks to our 2023 baseball sponsors: **Toyota of Hattiesburg, Paul's Discount Glass, Southern Eye Center, Legacy GMC of Laurel, Corner Market, Genesis of Hattiesburg, Priority One Bank, Petro Nissan, Bradshaw Homes, Economy Supply and the Forrest County Board of Supervisors.**



**LIVE ON LOCATION!** Stop by and see Grey Manning broadcasting live from the **CSpire**

**Store** on Hwy. 49 South in Hattiesburg on Friday, May 5<sup>th</sup> from 12 noon until 2pm.



Monday – Friday, 6am – 10am on KZ943.

Our sales team was treated to a session with Chris Lytle this month. Chris Lytle



has conducted more than 2200 seminars throughout the English-speaking world. A gifted speaker and teacher, Chris inspired and educated countless radio advertising sales professionals for 44 years. He is famous for providing "more usable information-per-minute" than anyone else in the business.

Thanks to **Mimmo's Restaurant** for hosting the event and for a delicious lunch.

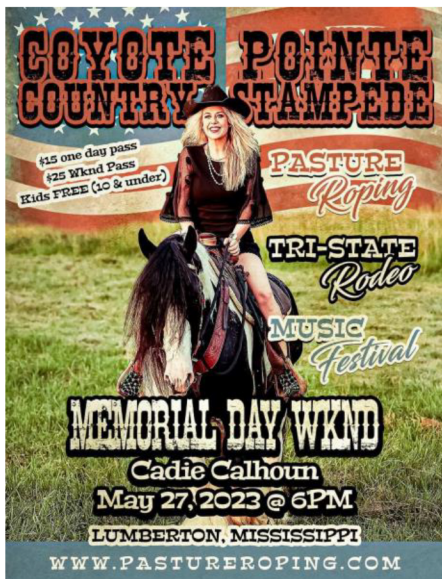
Blakeney Communications, Inc. welcomes Lynn Boyd, Chasity Warren and Cadie Calhoun to our sales team.



Listen to B95 for your chance to win a Mother's Day prize pack including a beautiful diamond heart necklace from **Carter Jewelers** in Jackson valued at \$1250, a beautiful flower bouquet from



**Taylorville Florist for Gifts**, plus gift cards, and dinner at **Crescent City Grill**.



Listen to B95 to win tickets.

## LOCAL WINNERS



Congratulations to the Rock 104 "Skynyrd Scramble" listeners who won concert tickets to see **Lynyrd Skynyrd** at the Brandon Amphitheater on April 29th: Amber Shelton, Kenny

Maloney, Ray Martin, Darren Brinkley, Ben Jackson, Scott Shelton, Kim Walker, Mitch Hughes, Rena Vannoy, Brandon Johnson, Dedra Shelton, Sean McGuire, Kari Moore, Scott Thrash, Wanda Hennis, David Goldman, Pete Russell, Forrest Rollins, Dedra Walley, Tony Pool, David McCauley, Chris Crabtree, Amanda Bounds, Paul Anderson, and Brandy Brewer.

Congratulations to our Rock 104 winners headed to see **Breaking Benjamin** and **Bush** and



the Mississippi Coast Coliseum

on Saturday, May 6th: Jodi Owen, Mike Waller, Brian Coderre, Nathan Cook, and Tony Sanford! Keep listening for more chances to win tickets the first week of May.



Congratulations to the B95 listeners who won tickets to see **Parker McCollum** at the Brandon Amphitheater on July 13th: Jade McNabb, Candice Purvis, Brittany Clark, and Veronica Longhauser,

Listen to B95 in May for your chance to win tickets to **Brooks & Dunn** with special guests **Scotty**



**McCreery** and **Megan Moroney** at the Mississippi Coast Coliseum on Friday, May 19th, or **Alabama** with special guest



The **Frontmen** at the Brandon Amphitheater on Saturday, May 20<sup>th</sup>.

Blakeney Communications, Inc.



CONTEST LINES  
601-649-9595 601-545-9595



CONTEST LINES  
601-545-ROCK 601-649-ROLL



CONTEST LINES  
601-425-9494 601-583-9494



CONTEST LINES  
601-649-9696 601-450-9696



CONTEST LINE  
601-518-7697





- 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

