



RADIO SPOTS:

Drive a 29% lift in search activity.

(Source: RAB: Radio Drives Search, Sequent Partners, Media Monitors & In4mation Insights, 2017)

Drive an average lift in store traffic of 22%.

(Source: RAB: Radio Drives Store Traffic, TagStation 2018)

Influence auto purchase closer to the moment of decision (with disclaimers).

(Source: Cumulus Media & Veritonic Tier Two Automotive Study, 2018)

Increase physician web search traffic by 8%.

(Source: NumericOwl, Physicians, January 2019 - December 2019)



Congratulations to our KZ94.3 winners: Cassandra Reeves, Debbie Kennedy, and Cindy Bullock, who won a pair of tickets to see the Glenn Miller Orchestra at the historic Hattiesburg Saenger Theater on January 28th.



Congratulations to the KZ 94.3's "I Love The 90's" at Pearl River Resort concert winners. James Hutchinson of Hattiesburg, Keitha Scott of Hattiesburg, Jessica Engle of Hattiesburg and Heath Trussell of Petal.

By texting 90s to 601-583-9494 they each won a pair of tickets. Jessica and Heath were upgraded to include hotel accommodations for the night of the show at Pearl River Resort.



The Magnolia State Bank Chili Cookoff will be Saturday, February 11th, from 11:00 am until 3:00 pm on the 500 Block of Central Avenue in downtown Laurel.

Chili is sold by the "All-You-Can-Eat" \$15 fee and by the "Bottomless" \$30 keepsake pottery bowl. Bottomless bowls are hand crafted by local potter, Jeremy Brooke.



Ellisville, Laurel and Hattiesburg have scheduled their Mardi Gras parades.



Valentine's Day

ROCK 104 rocks your Valentine's Day if you know your Rockstars' Exes. We will name the Ex and you name

the Rockstar. Listen for your chance to play and win a brand-new limited-edition Rock 104 embroidered baseball cap. The grand prize winner will receive a dozen roses from Sweet Blossoms, \$100 Gift Card to Chesterfield's for dinner, Kendra Scott Jewelry from FIG Boutique (\$200 value) and a box of Ferrero Chocolates. The drawing from all qualifiers will be Feb. 14th with the Morning Crew. Thanks to JMH Graphics for the cool Rock 104 caps.



Listen to B95 to test your Country Love Song knowledge. We'll give you the lyrics and you tell us who sang it and the title of the song to win a B95 coffee mug filled with candy. All qualifiers will be entered to win a pair of diamond cluster earrings valued at \$1200, a dozen red roses from Taylorsville Florist and Gifts, a \$125 gift certificate to The Loft for dinner and a box of Ferrero chocolates. The drawing is Feb. 14th with the B95 Breakfast Club.

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 Basketball on Rock 104
Listen to win tickets!

Thu	Feb 2	@ Troy	6pm
Sat	Feb 4	@ Georgia St	1pm
Thu	Feb 9	Louisiana	7:30p
Sat	Feb 11	ULM	2:30p
Thu	Feb 16	@ So. Ala	7pm
Sat	Feb 18	GA Southern	12pm
Wed	Feb 22	@ Old Dominion	6pm
Fri	Feb 24	@ TX State	TBA
Tue	Feb 28	Sunbelt Tour. Pensacola	TBA

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



SOUTHERN MISS BASEBALL Broadcast Schedule

Fri	Feb 17	Liberty	4pm
Sat	Feb 18	Liberty	4pm
Sun	Feb 19	Liberty	1pm
Tue	Feb 21	New Orleans	6pm
Fri	Feb 24	Illinois	6pm
Sat	Feb 25	Illinois	2pm
Sun	Feb 26	Illinois	12pm
Tue	Feb 28	Miss St @ Pearl	6pm

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

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

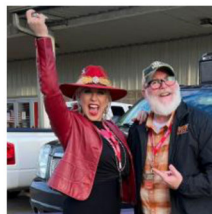
Radio sponsorships for Southern Miss football, basketball and baseball on Blakeney Communications family of stations has SOLD OUT for the 2022-2023 season. THANK YOU!



Grillin' & Chillin' is back in Taylorsville on Saturday, March 4th. The festival gets underway at 7am with a car show. There will be craft vendors, food vendors and live entertainment with **Cadie Calhoun and the Trailer Park Playboys** at 1pm. B95 will be broadcasting live and eatin' BBQ from 11-1pm. See you there!

SOUTHERN MISS COCA-COLA CLASSIC RODEO

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



Cadie and Grey



Buzzy



Joey T on Saturday



B95 fan



Listen for a chance to win tickets to see **Monster TNT** at the Forrest County Multi-Purpose Center, Saturday, February 25th.

Tom Bryan Jon

SATURDAY & SUNDAY
6-10am 104.5 FM

The BIG HAT arrived! Everybody had to get the picture made with it.

97.7 the GROOVE
Motown, Soul, Funk & Disco
97.7 FM & 94.3 HD2

Proud to be the Flagship Radio Stations for Southern Miss Baseball
97.7 FM, 96.5 FM AND 94.3 HD2

96.5 ALIVE FM
Southern Gospel - Music that makes a difference!

Coverage of Southern Miss Baseball begins Friday, February 17th at 3:30pm on **Alive FM 96.5** and **97.7 The Groove**. If you have an HD radio, you can hear the games on 94.3HD2.

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

