



**The Rock 104 Morning Crew live from the Holiday Inn Resort in PCB**

Rock 104 is ready to "Rock the Beach" this spring in Panama City Beach at the **Holiday Inn Resort** on April 26th and 27th, Tom and Jon will broadcast LIVE from the deck on the beach. But wait, that's not all! We're giving you a chance to win a 3 day 2 night getaway to the **Holiday Inn Resort**.... right on the sand in Panama City Beach. Listen for your chance to get your name in the drawing for one of SIX amazing "Rockin' the Beach" getaways to PCB. You'll enjoy a stunning view of the gulf from every room at the **Holiday Day Inn Resort**, a gorgeous beach just steps away, an extraordinary tropical pool, the brand new lazy river and daily entertainment on the deck. The "Rockin the Beach Getaway" is a trip you will remember for a lifetime from **Holiday Inn Resort** and Rock 104.



**Field Trip: Tom Colt and Jon Lamar at the Lynyrd Skynyrd Monument at the 1977 crash site in South Mississippi.**



On April 1<sup>st</sup>, Rock 104 celebrates 26 years of "Rockin' the Pine Belt." Rock 104 is live and local, broadcasting from the "Birthplace of Rock and Roll" (documented) with 100,000 watts and the tallest tower in the market. Thanks for listening for the past 26 years!



Doug Morris celebrates 25 years with Blakeney Communications and Rock 104 on April 8th. The winning tradition continues every Sunday from 10am until 6pm with "RockTrax". Doug has the longest running request show in the Pine Belt and it's LIVE. Between shows, stay connected with Doug @rock104rocktrax across Facebook, Twitter, and Instagram. And keep listening to 104.5FM for your chance to win a commemorative **RockTrax** silver anniversary T-shirt. Congratulations Doug and thanks for 25 great years of **RockTrax** on Rock 104. Also special thanks to JMH Graphics for printing the great looking T-shirts.



**Laurel Main Street** is proud to announce the comeback of **Community Bank's Crawfest** in Downtown Laurel on Saturday, April 17<sup>th</sup> from 11:00 am until 3pm. For all the details, tune into B95 at 8am and Rock 104 around 8:30am on April 15<sup>th</sup> when **Community Bank and Laurel Downtown** Representatives will be live in studio.

## OKATOMA FESTIVAL



The 32<sup>nd</sup> annual **Okatoma Festival** will be Saturday, May 1<sup>st</sup> in downtown Collins. The festival begins at 8am with the 5K run/walk and children's fun run directed by **MS Race Timing and Mississippi Track Club**. Live entertainment will be on two stages throughout the day.



The B95 Rollin' Radio Show celebrated our 36<sup>th</sup> birthday at the grand opening of the new **Tractor Supply** in Waynesboro on March 20<sup>th</sup>.

**WBBN (95.9) WXRR (104.5) WKZW (94.3) WXHB (96.5) WXRR 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 rock104fm kz943 alive96.5 97.7TheGroove

**YouTube:** pbreagle Pine Belt Radio

**Alexa Skills:** WBBN "Play B ninety five" WXRR "Play Rock one o four" WKZW "Play KZ ninety four three" WXHB "Play Alive FM" WXRR HD2 "Play Ninety seven seven the groove"





## GOLDEN EAGLE BASEBALL SCHEDULE on 96.5 & 97.7

Thu	4/1	@UTSA	5:45pm
Fri	4/2	@UTSA	1:45p DH
Sat	4/3	@UTSA	12:45pm
Fri	4/9	UAB	5:45pm
Sat	4/10	UAB	1:45p DH
Sun	4/11	UAB	12:45pm
Tue	4/13	South Alabama	5:45pm
Fri	4/16	@ LA Tech	5:45pm
Sat	4/17	@ LA Tech	1:45p DH
Sun	4/18	@ LA Tech	12:45pm
Fri	4/23	WKU	5:45pm
Sat	4/24	WKU	1:45p DH
Sun	4/25	WKU	12:45pm
Fri	4/30	@ Rice	5:45pm
Sat	5/1	@ Rice	12:45pm
Sun	5/2	@ Rice	12:45pm

DH – Double Header

Be sure to thank our Southern Miss Baseball radio sponsors for keeping baseball on 96.5, 97.7 and 104.5HD2:

**Sullivan Motors, Economy Supply, Eye Care Associates, Woolwine Ford, Textbook Brokers, Southern Eye Center, Paul's Discount Glass, and The Forrest County Board of Supervisors.**

## Football Schedule 2021

Sat	9/4	@ South Alabama
Sat	9/11	Grambling State
Sat	9/18	Troy
Sat	9/25	@ Alabama
Sat	10/2	@ Rice
Sat	10/9	UTEP
Sat	10/16	UAB
Sat	10/23	OPEN
Sat	10/30	Middle Tennessee
Sat	11/6	North Texas
Sat	11/13	@ UTSA
Sat	11/20	@ La Tech
Sat	11/27	FIU

Sponsorship packages for the 2021-2022 Southern Miss Football/Basketball season on Rock 104 are now available. Email [sales@rock104fm.com](mailto:sales@rock104fm.com) for more information.



The Southeast Fellowship of Christian Athletes will hold a car show Saturday, April 17<sup>th</sup> from 10am – 2pm at the University of Southern Mississippi Payne Center Parking Lot. For more information and to pre-register go to [SOUTHERNMISSFCA.org](http://SOUTHERNMISSFCA.org).

## The Pine Belt's Radio Stations!

The Pine Belt's BEST Music Mix!!



KZ94.3 is the "Perfect for Work" station. Our "More Music" mornings along with Murphy, Sam & Jodi are great for your morning commute. Then at 9AM, KZ increases "The Pine Belt's Best Music Mix" for the rest of the day. Go to [www.kz943.com](http://www.kz943.com) and click on LISTEN LIVE at your desk. KZ943 will make your work day a lot more fun.



### Buzzin' Around the Kitchen with The B95 Breakfast Club

Once a week, Grey and Cadie will be "Buzzin'" around the B95 Kitchen cooking up a different dish. Then about once a month, they will host a local celebrity chef to prepare a seasonal or specialty dish. Thanks to our first celebrity guests Stephen Hampton and Chef Don Webster from **Sully's** who prepared Shepherd's Pie for St. Patrick's Day. Yum!



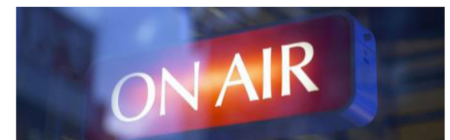
The Groove plays the best of the best. People say "It just makes you feel good." Listen on 97.7FM, 104.5HD2 or [www.977thegroove.com](http://www.977thegroove.com) and click LISTEN LIVE.



Wings Over Wiggins will be held Saturday, April 24<sup>th</sup> from 10am – 2pm at the Dean Griffin Memorial Airport in Wiggins, MS. There will be RC Aircraft, Skydivers, rides, food, and more. Proceeds benefit Gateway Christian Academy in Wiggins.



Do you enjoy your gospel music with a little bluegrass flair? Join David McPhail on Monday nights from 7-9pm for "Gospel Grass" on ALIVE FM. You can listen online at [www.wxhbfm.com](http://www.wxhbfm.com) or [www.alive.fm](http://www.alive.fm)



-Radio continues to be the **#1 source of music discovery** despite the numerous audio options that exist today.

-Research shows that Radio listeners have a **low level of ad avoidance**, staying tuned in through commercial breaks.

-Because ads can run frequently and listeners tend to stay tuned for long periods of time, a **brand that is big in Radio can create a disproportionately large share of mind for itself.**

**RAB** RADIO ADVERTISING BUREAU

Blakeney Communications, Inc.



# B95

Pine Belt Country



*The B95 Breakfast Club  
with Grey and Cadie*



**The  
Pine Belt's  
Country  
Station!**

**Listen Online and  
Download our Free App  
at [B95country.com](http://B95country.com)**

[B95COUNTRY.COM](http://B95COUNTRY.COM)

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Twitter: @B95Country Email: [b95@b95country.com](mailto:b95@b95country.com)

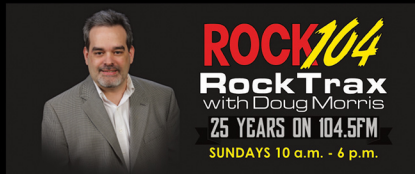
Contest Lines: 601-649-9595 601-545-9595

# ROCK104

CLASSIC ROCK



**TOM COLT • FLYIN' BRYAN • JON LAMAR**  
MONDAY - FRIDAY 6-10 a.m.



**ROCK104**  
**RockTrax**  
with Doug Morris  
25 YEARS ON 104.5FM  
SUNDAYS 10 a.m. - 6 p.m.



FLAGSHIP RADIO STATION FOR  
SOUTHERN MISS FOOTBALL AND BASKETBALL

**LISTEN ONLINE AND DOWNLOAD OUR FREE APP  
AT [ROCK104FM.COM](http://ROCK104FM.COM)**

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Facebook: @WXRRFM Instagram: @rock104fm

Twitter: @Rock104FM Email: [rock104@rock104fm.com](mailto:rock104@rock104fm.com)

Contest Lines: 601-545-ROCK 601-649-ROLL

# KZ94.3

The Pine Belt's Best Music Mix



**Family. Friendly. Fun.**

**5-10 AM WEEKDAY MORNINGS**

**LISTEN ONLINE  
AND DOWNLOAD OUR  
FREE APP AT  
[KZ943.COM](http://KZ943.COM)**



**SATURDAY &  
SUNDAY  
NIGHTS  
6 - 11 PM**

[KZ943.COM](http://KZ943.COM)

Facebook: @KZ943 Instagram: @kz943

Twitter: @KZ943 Email: [kz943@kz943.com](mailto:kz943@kz943.com)

Contest Lines: 601-425-9494 601-583-9494





**MUSIC THAT MAKES  
A DIFFERENCE!**

LISTEN ONLINE AND DOWNLOAD  
OUR FREE APP AT ALIVE.FM



Flagship Radio Station for  
Southern Miss Baseball

ALIVE.FM

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601-518-7697



PINEBELTRADIO.COM

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Affiliations

Country Music Association  
Mississippi Broadcasters Association  
Sales & Marketing Professionals - Pine Belt  
Area Development Partnership  
Economic Development Authority of Jones Co.  
Petal Chamber of Commerce  
Covington County Chamber of Commerce



Nielsen Market # 208  
Laurel-Hattiesburg, MS

Find out about the Pine Belt at  
**thepinebelt.com**  
the area's online directory



**THE PINE BELT'S RADIO STATIONS**



WXRR - 104.5



WXHB - 96.5



WXRR HD2 - 104.5 HD 2 - 97.7

PINEBELTRADIO.COM