



RADIO WORKS

Reach is the Number One reason to advertise on the radio.

Radio is on 24/7, reaching 90% of people ages 12 and older. Often considered a frequency medium, radio is an ideal reach medium.

With Radio you can reach 3 consumers 1 time rather than 1 consumer 3 times since that 1 consumer is less likely to need a product/service than any 1 of the 3 would be.

Radio 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.

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

Radio has a "multiplier effect" on other media.

Audio-only medium stimulates a different part of the brain than video, print, online images.

Adding **Radio increases recall** of TV, newspaper, Internet ads.

Radio is proven to drive consumers to advertisers' web sites.



SOUTH MISSISSIPPI TOY FEST

The South Mississippi Toy Fest takes place Aug. 3rd from 9 a.m. until 4 p.m. at **The Salvation Army Boys and Girls Club** in Hattiesburg (5670 Hwy. 49). Admission is free to this family friendly event.

There will be over 40 vendors selling vintage comic books and toys including, Star Wars, G.I. Joe, Transformers, Masters of the Universe, Thundercats and much more. There will be concessions and snow cones on site as well as free video games, a playground, and a bounce house.

Proceeds from concessions, raffle and vendor rental will go to **The Salvation Army Boys and Girls Club of Hattiesburg**.

Tune in to Rock 104 on Thursday, August 1st during The Morning Crew around 8:30am for more information.



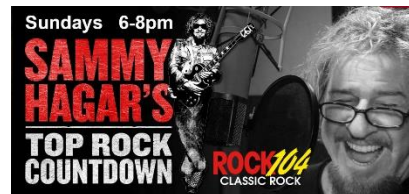
Join B95's Joey T at **Little Creek Landing Safari Park** on Saturday, August 24th from 10-12pm. Little Creek Landing has over 300 exotic animals plus a restaurant, café and gift shop. They also host private parties, groups and field trips. Stop by and see B95 at Little Creek Landing on Aug. 24th located at 222 Little Creek Road in Sumrall.



We had royalty in the B95 studio on Friday, July 19th. Thank you to the MS Watermelon Queens, Miley Luper (left) and Jenna Lowery (right) for stopping by to promote the 46th annual **Mississippi Watermelon Festival** in Mize.



Congratulations to our B95 winners who won a pair of tickets to see **Miranda Lambert LIVE** in concert for "Music on the Diamond" at **Trustmark Park** in Pearl with special guest Jackson Dean on Friday, July 26th. The winners were Candace Sellers, Kayla Stewart, Shelby Booth, Meagan Whaley, Lisa May Carroll, Sheila Blackmon, Stacy Chapin, Katie Williamson, Casey Prescott, and Tommy Bishop.



Everybody needs a little **Sammy Hagar** to wrap up the weekend. His fun high energy show is on Rock 104, Sundays at 6pm right after **RockTrax**.

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

X: @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 2024 FOOTBALL SCHEDULE on ROCK 104

Sat	Aug 31	@Kentucky	6:45p
Sat	Sep 7	SE Louisiana	6pm
Sat	Sep 14	USF	6pm
Sat	Sep 21	@Jacksonville St	TBA
Sat	Sep 28	OPEN	
Sat	Oct 5	Louisiana	TBA
Sat	Oct 12	@ULM	TBA
Sat	Oct 19	Arkansas St (HC)	6pm
Sat	Oct 26	@James Madison	TBA
Sat	Nov 2	OPEN	
Sat	Nov 9	Marshall	TBA
Sat	Nov 16	@ Texas St	TBA
Sat	Nov 23	South Alabama	TBA
Sat	Nov 30	@ Troy	TBA

*Home games.

The Pregame show begins 90 minutes before kick-off.

Thanks to our Rock 104 Southern Miss Football and Basketball radio sponsors: Southern Eye Center, Bok Homa Casino, Woolwine Ford Lincoln Chrysler Jeep Dodge Ram, Kirk Sullivan Motors & Accessories, Priority One Bank, Toyota of Hattiesburg, Petro Nissan, Genesis of Hattiesburg, Legacy GMC Collins, Legacy GMC Laurel, Paul's Discount Glass, Miskelly Furniture, Greer's, Timberline Homes, Courtesy Ford, NAPA Auto Parts Magee, Mendenhall, Prentiss & Monticello and Integrity Mobile Homes.



TAILGATING at SOUTHERN MISS!!

Listen to Rock 104, B95 for your chance to win tickets to HOME Southern Miss football games and VIP passes to our tailgate party in **Spirit Park**. There will be great food, live music on the stage and plenty of excitement for the football season. **SMTTT!**

GOLDEN EAGLE HOTLINE

Golden Eagle Hotline for football with Coach Will Hall and your host, John Cox will be on Thursday nights at 6pm on Rock 104 beginning August 29th.



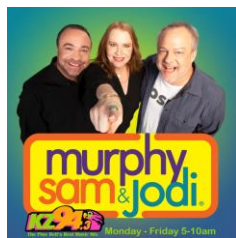
Rock 104 is celebrating the first anniversary of **Pier 98 Steaks, Seafood and Catering** as the sponsor of the "Rock 104 Rock and Roll Grill" with Jon Lamar. You can call or text in your request during the noon hour to 601-545-ROCK.

KZ94.3

SPONSORSHIPS AVAILABLE!



OPEN HOUSE PARTY!
Saturday and Sunday nights on KZ94.3!



The award winning morning show of **Murphy Sam & Jodi** can be heard on KZ94.3, Monday thru Friday from 5a-10am.

Sponsorships and endorsement spots are available. Email sales@kz943.com or call 601-544-0095.



Congratulations to our KZ94.3 listeners who won tickets to **Serengeti Springs Water Park** at the Hattiesburg Zoo. The winners were Steven Rogers, LaToya R. Joseph, Jessica Turner, Tackia Myers, Brandi Moffett, Kayla Fountain, Dierdra Jackson, Brandi Runnels, Teresa Haynes, and Betty Arledge.

LOCAL WINNERS!

Congrats to our B95 winners who won tickets to see **Parker McCollum** at the **Brandon Amphitheater** on July 18th: Cherry Pitts, Lynn Beech, Alison McGowen, Jana Carol Dale, Lacey Carey, Becca Bennett, Misty Temple, Bailey Alford, Adam Farris, Lawana Manata, Jake Harrell, Courtney Byrd, April Hopstein, Tina Knight, Kendra Lee, Kayla Fortenberry, and Melissa Mathis.

Congratulations to the B95 listeners who won tickets to see **Jordan Davis** at the **Brandon Amphitheater** on August 16th: Leslie Plunkett, Callie Phillips, Kandice Draughn, Bailey Clark, and Destiny Rivet! Keep listening in August for more chances to win tickets!



Check out the Motown, Soul, Funk and Disco of 97.7 The Groove on 97.7 FM and 94.3HD2.

96.5 ALIVE FM Alive FM plays all your favorite Southern Gospel songs and on Monday nights, we have two hours of Bluegrass Gospel from 7-9pm. Tune in to 96.5 or listen online to the "Music that makes a difference."



Visit www.pinebeltradionews.com or Pine Belt Radio News on Facebook to keep up with local news. Sponsorships are available for on air newscasts. For a listing of local Public Service Announcements, go to thepinebelt.com, b95country.com, rock104fm.com, kz943.com, alive.fm or 977thegroove.com and click on CALENDAR. Send items to calendar@pinebeltradio.com.

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

