



Neurologists and researchers have been studying the effects of sound on the human brain for decades, and they have found that there is **longer-lasting retention of messaging with audio** versus visual media. Response times are quicker and the emotional impact, whether positive or negative, is inherently stronger as it evokes memories, has the ability to influence moods and allows the brain to create its own visual impact.



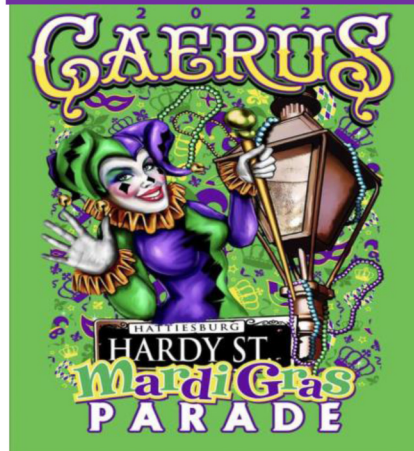
Loves Me Like Rock Song!

Brush up on your Classic Rock love song lyrics for your chance to win a brand new Rock 104 T-shirt and get entered into the drawing for the Valentine's Grand Prize on Friday, Feb. 11th. The grand prize includes a \$250 Gift Card to **Southern Jewelry** in Columbia, a dozen roses from **Sweet Blossoms** in Petal and a \$100 gift card to **Sully's Tavern** for a delicious dinner.

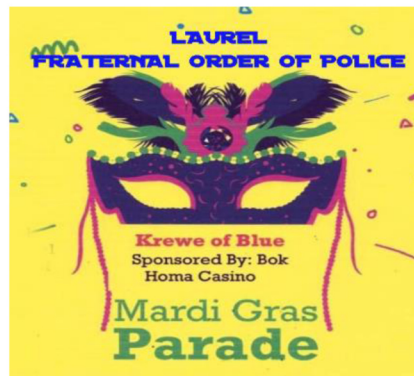


The 10th Annual **Magnolia State Bank Chili Cook Off** will be taking place in Downtown Laurel on February 12th from 11am - 3pm. Tune in to B95 and Rock 104, Feb. 11 at 8am for all the details.

Mardi Gras Season has arrived!



The Hattiesburg Caerus Mardi Gras Parade will roll Saturday, February 26th at 4pm.



The Laurel Fraternal Order of Police Lodge No. 2's Krewes of Blue Mardi Gras parade is set for 6:30pm Feb. 19th.



Ellisville's Mardi Gras parade is scheduled for Saturday, Feb. 19th, beginning at 5:30pm.



LOVE IS "ON THE AIR" at B95!

B95 has your chance to hear your favorite "country love song" and get qualified to win our Valentine's Prize Pack. The grand prize winner will receive a sterling silver double heart necklace, a dozen roses from **Taylorville Florist and Gifts** and a \$100 gift card for a delicious dinner at **The Loft** in downtown Laurel. To play, just text in your favorite country love song to 601-545-9595 when the DJ asks and start your text with a red heart. If more than one persons requests the song we play, everyone requesting the same song will be entered into the drawing.



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

**Monday - Friday
2pm - 3pm**

www.aliveyougevity.com



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

People are becoming more aware of the importance of maintaining their health, Dr. Wallach shares his vast knowledge of nutrition on Alive FM.

WBBN (95.9) WXR (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 @WXR RFM @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" WXR "Play Rock one o four" WKZW "Play KZ ninety four three" WBBL "Play Alive FM" WKZW HD2 "Play Ninety seven seven the groove"

ROCK 104 CLASSIC ROCK

SOUTHERN MISS MEN'S BASKETBALL on ROCK 104

Thu	Feb 3	@ FIU	5:30/6p
Sat	Feb 5	@FAU	2:30/3p
Mon	Feb 7	Hotline	7p
Thu	Feb 10	@ UAB	6:30/7p
Mon	Feb 14	WKU	6:30/7p
Thu	Feb 17	UTSA	6:30/7p
Sat	Feb 19	UTEP	11:30/12n
Thu	Feb 24	@ N. TX	6:30/7p
Sat	Feb 26	@ Rice	5:30/6p
Mon	Feb 28	Hotline (last one for the season)	7pm
Wed	Mar 2	UAB	6:30/7p
Sat	Mar 5	Charlotte	1:30/2p
Tue	Mar 8	CUSA Tournament in Frisco, TX	TBA

SOUTHERN MISS BASEBALL THE DIAMOND EAGLE RADIO BROADCAST



Southern Miss Baseball begins Friday, Feb. 18th and you can hear the games on 96.5 and 97.7FM. For folks with HD Digital Radio, 94.3 HD2.

SOUTHERN MISS BASEBALL 2022

Fri	Feb 18	North Ala	3:45/4p
Sat	Feb 19	North Ala	1:45/2p
Sun	Feb 20	North Ala	12:45/1p
Tue	Feb 22	South Ala	5:45/6p
Fri	Feb 25	Jacksonville State	5:45/6p
Sat	Feb 26	Jacksonville State	1:45/2p
Sun	Feb 27	Jacksonville State	12:45/1p

The pregame starts 15 minutes before the first pitch.



There will not be a Hotline on Feb 14th or 21st.

COCA-COLA RODEO PICS!

Southern Miss Head Baseball Coach Scott Berry served as Grand Marshal of the Southern Miss Coca-Cola Classic Rodeo.



Coach "pitched" rodeo t-shirts to the crowd as they rode around the arena.



Congratulations to Pricilla Sumrall of Laurel who registered during the B95 remote broadcast before the Southern Miss Coca-Cola Rodeo and won a beautiful horse shaped diamond necklace from B95.

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!

Thanks to our Southern Miss baseball sponsors Woolwine Ford Lincoln Ram, Corner Market, Sullivan Motors, Southern Eye Center, Paul's Discount Glass, Genesis of Hattiesburg, Economy Supply and the Forrest County Board of Supervisors.



If you are one of those people who enjoys a lot more music and less talk in the morning, then KZ94.3 is your station. KZ plays the Pine Belt's Best Music Mix with a little fun talk from Murphy, Sam & Jodi. Tune them in Monday thru Friday from 5am until 10am and then stick around for more music all day.



Join Jon Lamar for "The Rock n' Roll Grill, weekdays from 12 noon until 1pm. Jon will be taking and playing your requests. Text in your requests to 601-545-ROCK or call. An exclusive sponsorship for the Rock n' Roll Grill is available.

Blakeney Communications, Inc.

B95
Pine Belt Country
CONTEST LINES
601-649-9595 601-545-9595

ROCK 104
CLASSIC ROCK
CONTEST LINES
601-545-ROCK 601-649-ROLL

KZ94.3
The Pine Belt's Best Music Mix
CONTEST LINES
601-425-9494 601-583-9494

96.5
ALIVE FM
CONTEST LINES
601-649-9696 601-450-9696

97.7 the
GROOVE
CONTEST LINE
601-518-7697