



RETURN ON INVESTMENT



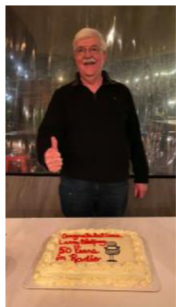
So, you bought radio advertising. What did you get?

As the top reach medium, radio also influences consumers to buy – delivering a positive impact for advertiser sales. Across a broad range of categories, radio's average return for every \$1 of ad spend was \$10.

A grocery advertiser received a \$23 return on ad spend.

A quick serve restaurant received \$3 return on ad spend.

(Source: Nielsen Catalina Studies, 2014-2016)



50 YEARS IN RADIO!

At our recent company Christmas party, we also celebrated President and CEO Larry Blakeney's 50th year in radio.

NEW EPISODES COMING IN JANUARY!



HGTV's Hometown returns for its fourth season beginning January 20th at 8pm. The show is set in Laurel, MS and features Laurel natives Erin and Ben Napier.



Go to B95Country on Facebook to Like, Comment and Share to win a family 4 pack of tickets to the Magnolia Center Pro Rodeo. Two incredible nights of Bronc Busting, Bareback Riding, Calf & Team Roping, Barrel Racing, and Bull Riding presented by the Jones County Board of Supervisors and Laurel Ford. Before the 2020 National Professional Rodeo Cowboys Association Finals in Las Vegas, the cowboys and girls of the PRCA will be riding into Laurel's Magnolia Center on Friday & Saturday, January 3rd & 4th, competing for barrels of cash and bragging rights. The doors will open at 6pm, with the action kicking off each night at 7:30pm. The Magnolia Center Pro Rodeo is also sponsored by Coca-Cola, Budweiser/Southern Beverage, MS Ag-UP (John Deere), MiCasita Mexican Restaurant and B95. Listen to B95 for a chance to win a family four pack of tickets.



BUCK FEVER is going on through Feb. 15th. Read the rules online at b95country.com.



The Mississippi Raiders, a member of the Elite Indoor Professional Football

League will be playing their home games at the Forrest County Multi-Purpose Center for the 2020 season. Tryouts for the team will be Saturday, January 18th at 1pm at 200 San Antonio Street in Hattiesburg, MS. James Germany will join the Rock 104 Morning Crew on Tuesday, January 7th to discuss the upcoming season.



Congrats to B95's Chris Stapleton ticket winners: Chip Brown of Hattiesburg, Heather Johnson of Moselle, Sabrina Rutland of Petal, Nick Presley of Ellisville and Dwayne Kelley of Hattiesburg.



KZ94.3's Dylan Hanks and Kacey the Parrot were ready for the Sertoma of Laurel Christmas parade. You can see over 100 photos from the parade on our Facebook page, KZ943.



WBBN (95.9) WXRR (104.5) WKZW (94.3) WXHB (96.5) WXRR HD2 (97.7)

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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

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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" WXHB "Play Alive FM" WXRR HD2 "Play Ninety seven seven the groove"



SOUTHERN MISS MEN'S BASKETBALL ON THE FLAGSHIP RADIO STATION, ROCK 104

Pregame show begins 30 minutes before tip-off.

Sat	Jan 4	@LA Tech	6:30/7pm
Thu	Jan 9	@ UTEP	7:30/8pm
Sat	Jan 11	@ UTSA	2:30/3pm
Thu	Jan 16	North Texas	6:30/7pm
Sat	Jan 18	Rice	1:30/2pm
Thu	Jan 23	@ UAB	6:30/7pm
Sat	Jan 25	@ Middle TN	4:30/5pm
Thu	Jan 30	Old Dominion	6:30/7pm



Now is the time to sign up to be a Southern Miss baseball radio sponsor!

Southern Miss Baseball games will be broadcast on 96.5 and 97.7FM. For folks with HD Digital Radio, 104.5 HD2 will also be an option, giving you 3 places on your radio dial to hear the Southern Miss baseball games. The 2020 season starts Friday, Feb. 14th at The Pete against Murry State. For more information call your Account Executive or email sales@pinebeltradio.com. You may also reach our business office at 601-544-0095. Only TEN radio sponsorships are available.



Golden Eagle Hotline returns on Monday, January 6th at 7pm on Rock 104. Coach Jay Ladner and Coach Joye Lee McNelis answer your questions about Southern Miss Men's and Women's Basketball.



Join Paul Heil on Alive FM, January 5th at 8am for his special countdown of 2019's most popular Southern

Gospel songs. You'll hear the year's top 20 songs with comments from the artists and/or songwriters involved in every one of those chart-topping hits. Don't miss all the special memories of the year's most-loved songs on "Gospel 2019 In Review" on ALIVE FM. Sponsorships are available for Gospel Greats.



The Bell is up for grabs as Southern Miss takes on Tulane in the Armed Forces Bowl in Fort Worth, TX on Saturday, January 4th at 10:30am. The pre-game begins at 9am on Rock 104. Southern Miss leads the all-time series 23-7. Support Southern Miss Athletics by purchasing your tickets through the Southern Miss Ticket Office at the Ferlise Center. If you can't make the game, you can hear it on Rock 104.

Thanks to our amazing and supportive radio sponsors. SMTT!

The Lockheed Martin Armed Forces Bowl honors and recognizes the enormous sacrifices that America's military personnel have made on the battlefield.



Tickets for the 35th annual Southern Miss Coca-Cola Rodeo go on sale Monday, January 6th. All seats are reserved. Advance tickets are available at Boot Country and Hub City West in Hattiesburg for \$12.



Congratulations to Wendy Archer of Heidelberg and Kandace Perry of Waynesboro who each picked up a Massage

Envy gift card valued at \$90 in B95's **Message Envy** Text to Win contest.



Even though a tornado ripped through the area just 100 feet from **Bok Homa Casino** a few days before, B95 was excited to be broadcasting live to celebrate their 9th anniversary. Andy Webb was there with cake & t-shirts for the first 500 people. Folks were bumper to bumper coming in the entrance. Bok Homa also had a free outdoor concert at 6pm, and the "Holiday Wheel of Riches" from 6pm-10pm where you could claim your share of \$30K in cash & prizes!



B95's Grey Manning and Andy Webb, the B95 Breakfast Club, had a great time at the "Whoville Library" at the **Laurel Jones County Library**. The guys read to the kids and ate doughnuts. They had 'em at doughnuts.



B95's Grey Manning was invited to be one of the Celebrity judges at the Petal Christmas Parade along with WDAM's Jessica Bowman and Miss Pearl River, Michaela Harper.

Blakeney Communications, Inc.

