



**Radio reaches everyone.**  
And listening is constant all year round.

**Radio is the top reach medium –**  
connecting with listeners every week.

**Radio is tops among all audio**  
listening options. While perception is  
that newer digital audio services  
outrank radio, the reality is very  
different even among Hispanics and  
African-Americans.

**Radio complements other media**  
to help drive messaging, brand  
preference and increase sales. Using  
radio in the media plan provides you  
with a smarter mix.

**Radio is effective at driving store**  
traffic and search. Radio can aid in  
driving search activity for local  
businesses across various categories,  
like automotive. It can also drive traffic  
to brick and mortar locations.

**Radio increases brand awareness,**  
drives traffic and increases sales.

**Radio is theater of the mind.** It lets  
listeners create an image in their  
minds and boost their happiness.  
Good radio creative keeps brands top  
of mind.

**Radio works. Radio live and local,**  
connecting with listeners and driving  
conversation.

**Radio matters. It's part of the local**  
community, connecting with listeners,  
driving results for advertisers. It's the  
original social and mobile medium.



Email us for more information at  
[sales@pinebeltradio.com](mailto:sales@pinebeltradio.com)



**March 20<sup>th</sup>**  
**is B95's**  
**36<sup>th</sup>**  
**birthday!**

*Thank you for allowing us to*  
*bring you continuous Country*  
*music with local and live*  
*personalities since 1985.*



Join B95's Grey Manning at the new  
Tractor Supply in Waynesboro on  
Saturday, March 20<sup>th</sup> from 11-1pm for  
the grand opening celebration.  
The new store is located at 1601  
Azalea Drive in Waynesboro.



**Marion**  
**County**  
**Cattleman's**  
**Rodeo**

Hey Cowboys  
and Cowgirls!

It's time for the  
66<sup>th</sup> Annual Marion County  
Cattleman's Association Rodeo, Friday  
and Saturday, March 12<sup>th</sup> and 13<sup>th</sup> at  
the Columbia Exposition Center. The  
rodeo starts nightly at 7:30pm  
featuring the Trixie Chicks trick riders  
and clown, Dusty Myers. Advance  
Adult Tickets for \$10 are on sale at  
Town & Country Feed, Barrett's  
Garden Center, The Expo Box Office  
and Boot Country. At the gate –  
Adults tickets are \$12, Children \$8,  
and Kids Under 6 years old get in free.



Congratulations to Rock 104's  
Valentine's Day winner, James Hinton  
of Soso, who picked up two Ed's  
Burgers and then won the grand prize  
drawing for a beautiful necklace valued  
at \$1600 and a Valentine's bouquet  
from Sweet Blossoms in Petal.



Congratulations to B95's Valentine's  
Day Winner, Patricia Rogers of Petal  
who won a gift card for a delicious  
meal at The Midtown in Hattiesburg  
and then won the grand prize drawing  
for a beautiful diamond and sapphire  
pendant plus a romantic Valentine's  
bouquet from Taylorsville Florist.



Doug Morris celebrates 25 years with  
Blakeney Communications and Rock  
104. The winning tradition continues  
Sundays on "RockTrax". 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.

**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](http://b95country.com) [rock104fm.com](http://rock104fm.com) [kz943.com](http://kz943.com) [alive.fm](http://alive.fm) [977thegroove.com](http://977thegroove.com) [thepinebelt.com](http://thepinebelt.com) [pinebeltradio.com](http://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" WXHB "Play Alive FM"  
WXRR HD2 "Play Ninety seven seven the groove"





## The Pine Belt's Radio Stations!



### GOLDEN EAGLE BASEBALL SCHEDULE on 96.5 & 97.7

Wed	3/3	Miss State @ Trustmark Park	6pm
Fri	3/5	Jacksonville St	6pm
Sat	3/6	Jacksonville St	6pm
Sun	3/7	Jacksonville St	1pm
Fri	3/12	La Lafayette	6pm
Sat	3/13	La Lafayette	2pm
Sun	3/14	La Lafayette	1pm
Tue	3/16	So Alabama	6:30p
Fri	3/19	Missouri St	6pm
Sat	3/20	Missouri St	2pm
Sun	3/21	Missouri St	12pm
Tue	3/23	Alabama	TBA
Fri	3/26	La Tech	6pm
Sat	3/27	La Tech	2pm DH
Sun	3/28	La Tech	1pm

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 and The Forrest County Board of Supervisors.**



Congratulations to B95's Dixie National Rodeo winners who picked up tickets to see the Oak Ridge

Boys at the Dixie National Rodeo in Jackson:

Melvin Vincent of Lumberton  
Lisa Johnson of Moselle  
Chip Brown of Hattiesburg  
Mark Stewart of Mize  
Neal Warren of Mt. Olive  
Jean Ishee of Petal



### Daylight Savings Time



March 14<sup>th</sup> at 2am  
Set your clocks  
ahead one hour  
before going to  
bed on Saturday,  
March 13<sup>th</sup>.



Up late? Working? Worrying? Just can't sleep? Tune in Rock 104 After Midnight. It's when we play the songs you don't hear during the day like deep cuts, album tracks and more. You can sleep anytime.



The Groove is playing the best Motown, Funk, Soul and Disco....except when Southern Miss baseball is on the air. Take The Groove with you everywhere with our free app

## 96.5 ALIVE FM

presents

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

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

[www.aliveyoungevity.com](http://www.aliveyoungevity.com)

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

The best Southern Gospel music and health info from Dr. Wallach on ALIVE FM.



Check out Murphy, Sam & Jodi weekdays from 5-10AM on KZ94.3.



**CONGRATULATIONS TO THE BUCK FEVER WINNERS!**  
2<sup>nd</sup> thru 5<sup>th</sup> places also receive prizes from the sponsors.

#### Adult 1st Place

**Byron King, Jasper County, 163 1/8**

Byron wins a four-wheeler from Pro Flow Motor Sports, a trailer from Endom Trailer, his deer mounted by Turner Bros. Taxidermy, a Buck Fever T-shirt and his photo framed.

#### Adult 2nd Place

**Sidney Farmer, Forrest County, 148 3/8**

#### Adult 3rd Place

**Chuck Chain, Covington County, 146**

#### Adult 4th Place

**Gerald Evans, Jasper County, 145 2/8**

#### Adult 5th Place

**Keelan Jones, Lamar County, 143 4/8**

#### Youth 1st Place

**Roman Lawrence, age 13, Marion County, 146**

Roman wins a four-wheeler from Petal Outdoors, his deer mounted from Turner Bros. Taxidermy, a Buck Fever T-shirt and his deer photo framed

#### Youth 2nd Place

**Weston Eisenhardt, age 14, Covington County, 138 6/8**

#### Youth 3rd Place

**Dawson Cook, age 9, Marion County, 130 7/8**

#### Youth 4th Place

**Peyton Rogers, age 8, Jasper County, 130 2/8**

#### Youth 5th Place

**Jace Hill, age 14, Perry County, 126**

*Photos coming soon to [b95country.com](http://b95country.com)*

Blakeney Communications, Inc.



