



Because Radio delivers **live and local content** that is informative and engaging, it maintains its audience for commercial breaks:

- ❖ **Radio ads engage and influence behavior**
- ❖ **Radio retains and delivers more than 93% of its lead-in audience during commercial breaks.**
- ❖ **When radio commercials air, listeners take action. According to a Nielsen 2018 study, listeners who heard a radio ad three or more times took significant action as compared to those that hadn't heard the radio ad.**
- ❖ **Ads in four to six minute spot breaks maintain nearly 90% of the lead-in radio audience.**
- ❖ **Radio delivers nearly 90% of teen and 18-24 year-old audiences leading in to commercial breaks.**

(Source: What Happens When the Spots Come On)



**Fun at the South MS Fair!**



Put on your best, craziest, most outlandish Southern Miss gear, take a photo, and post it to B95 Country's Facebook page for your chance to a win the Ultimate Southern Miss Fan Experience from **Coca-Cola and B95**. The amazing grand prize includes two game tickets to the Western Kentucky game on November 23rd in the Coca Cola Suite, two pre-game field tickets, two pre-game hospitality tickets, a run out of the tunnel with the Golden Eagles and a Southern Miss jersey. Read the rules at [b95country.com](http://b95country.com) BEFORE you take your photo.



B95 welcomes the Pine Belt's own Jeff Bates to **Grillin' & Chillin'** 2019 presented by the Taylorsville Chamber of Commerce Saturday, November 2nd in Taylorsville Town Park. Talented grillers from across the Pine Belt will compete for prizes. They will have their barbecue for sale after the competition. Enjoy other great festival foods, arts & crafts, a car show and live entertainment including Seth Powell, Fordie Hayes and Jeff Bates. For official **Grillin' & Chillin'** info, just go to [taylorsvillechamber.com](http://taylorsvillechamber.com).



The 37th Annual **Sertoma Christmas Parade** will be Saturday, December 7<sup>th</sup> at 10:00 a.m. through downtown Laurel. This year's Parade Theme is "Ole Towne Christmas." Entry forms and fees must be received by 5:00 p.m. Monday, November 26<sup>th</sup>. Entry forms are now available on [b95country.com](http://b95country.com), [rock104fm.com](http://rock104fm.com), [kz943.com](http://kz943.com), [977thegroove.com](http://977thegroove.com), and [alive.fm](http://alive.fm).



Each year we collect all the dates and times for area Christmas parades, lighting displays, musical events and other holiday activities. Those events are listed all in one place, **The Christmas Page**. You can access The Christmas Page from all of our websites beginning November 15<sup>th</sup>.



Tune in on Veterans Day, Monday, November 11<sup>th</sup> from 6am until 10am when B95's Grey Manning and Andy Webb take the Breakfast Club on the road to the **Mississippi Armed Forces Museum** at Camp Shelby.

**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"





## SOUTHERN MISS FOOTBALL SCHEDULE ON ROCK 104

Aug 31	Alcorn State	W
Sept. 7	@Mississippi State	L
Sept. 14	@Troy	W
Sept. 21	@Alabama	L
Sept. 28	UTEP	W
Oct. 12	North Texas	W
Oct. 19	@La Tech	L
Oct. 26	@Rice	W
Nov. 9	UAB	1pm/2:30pm
Nov. 16	@UTSA	3:30pm/5pm
Nov. 23	WKU	1pm/2:30pm
Nov. 30	@FL Atlantic	1pm/2:30pm
Dec. 7	CUSA Championship game	TBA

Flagship radio station for Southern Miss Football and Basketball since 1999!



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

Pregame show begins 30 minutes before tip-off.

Tue	Nov 5	Delta State	6:30/7pm
Sat	Nov 9	So. Ala (after Football)	TBA
Thu	Nov 14	N. Florida	5:30/6pm
Tue	Nov 19	Iowa State	TBA
Sun	Nov 24	William Carey	TBA
Wed	Nov 27	Gonzaga	5:30/6pm
Thur	Nov 28	Tournament	TBA
Fri	Nov 29	Tournament	TBA



Congratulations to Steaphine Mongon of Ellisville who registered at 97.7 The Groove booth at the South Mississippi Fair and won an HD Radio. Congrats to Benjamin Johnson who won a necklace valued at \$1000 from KZ943 and to Carol Sproles of Petal who won a beautiful diamond cross necklace valued at \$900 from Alive FM.



## B95 Night at the South MS Fair!



Buzzy backstage with Sawyer Brown. The VIP winner's backstage photos are on B95 Country's Facebook page.



Thanks to Sawyer Brown for a great concert for B95 Night at the Fair.



Congratulations to James Stewart of Moselle who registered at the B95 Hospitality tent and won the guitar autographed by Sawyer Brown.



The B95 Breakfast Club went to the Laurel Jones County Library to read to the kids. Which book did they choose? A book about bacon, of course! The kids loved it and they had bacon to eat afterwards.

Daylight Savings Time ends Sunday, Nov. 3<sup>rd</sup>

Set your clocks back one hour Saturday night



## Rock 104 Night at the South MS Fair!



The Rock 104 Morning Crew backstage with Mark Farner. The VIP winner's backstage photos are on WXRRFM's Facebook page.



Mark Farner and The American Band in concert.



Thanks to Mark Farner for joining the Rock 104 Morning Crew in studio on Thursday, Oct. 24<sup>th</sup>. You can watch the video on the Rock 104 Facebook page (WXRRFM). While he was at Rock 104, he autographed a guitar to be given away at the fair. Donnie Beeney of Seminary was the lucky winner of the guitar.



Rock 104's Brandon "In the Afternoon" presenting Donnie his guitar.

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**  
80s, 90s and Now!  
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