



Station Profile

Call letters: WKZW-FM (KZ 943)

Format: Adult Contemporary

Facility: 94.3 FM MHz FM Stereo

Power: 50,000 watts

Hours of Operation: 24 hours

Arbitron Market: #216 Laurel-Hattiesburg, MS

Listening Area: (12 counties) Jones, Forrest, Lamar, Smith, Jasper, Covington, Wayne, Simpson, Scott, Lawrence, Clarke, and Newton.

News: A full time news/sports director provides extensive local news coverage.

Weather: Continuous weather radar reports, forecasts and storm-alerts.

Sports: Since 2012, KZ 943 is the flagship for Southern Miss baseball.

Remotes: The KZ KRUIZER is wrap with a beach scene and a giant parrot on the side. Remote packages include a spot schedule, promos, live broadcasts and talent fees. The KZ mascot is a 6 foot green parrot named KrackerZ.

Promotions: Giveaways for trips for “in driving distance” locations, concert tickets, tickets to local events, Hot new orange or lime Green station T-shirts, koozies, memo boards, etc.

Morning Show: “The Rick and Bubba Show”, a clean, funny 4 hours. The show originates in Birmingham where it is Number One. KZ94 was their first official affiliate.

Features: “Retro Weekend” each Saturday and Sunday

Goal: To be “The Pine Belt’s Best Music Mix” station

Combo: WBBN-FM (Country), WXRR-FM (Classic Rock), WXHB (Southern Gospel)

Home of “The Rick and Bubba Show”