

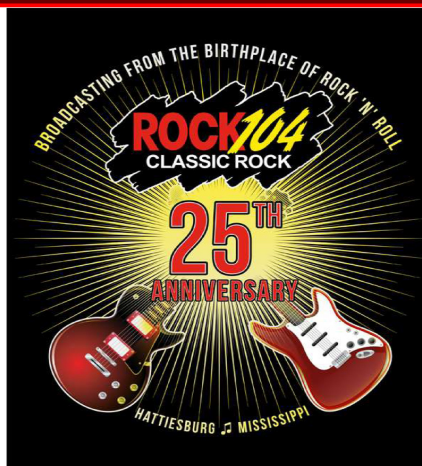


Does radio advertising drive search? RAB commissioned the Radio Drives Search study.

Based upon an analysis of over 2,100 local radio ads across 6 different categories:

- **Radio generated an average 29% lift in Google search activity.**
- Search as a result of radio advertising is greater on weekdays versus weekends
- Radio driven search is higher during midday hours.
- **Quality of radio creative has a direct impact on increased search behavior.**

Let us help you drive traffic to your website or Facebook page where customers can get more detailed information about your products and services.



On April 1<sup>st</sup> Rock 104 celebrates 25 years of “Rockin’ the Pine Belt.” For 25 years, we’ve been broadcasting from the Birthplace of Rock and Roll, Hattiesburg, Mississippi. (Look it up, it’s documented)

#### Roots of Rock 'n' Roll - Hattiesburg

*Rock and roll is rooted in the blues of Mississippi. The Mississippi Jook Band (brothers Roosevelt and Uaroy Graves and pianist Cooney Vaughan) earned a niche in the annals of rock after they recorded in Hattiesburg in 1936, nearly two decades before rock and roll exploded in the 1950s. The Rolling Stone Illustrated History of Rock & Roll noted that their blues recordings “featured fully formed rock and roll guitar riffs and a stomping rock and roll beat.” – Mississippi Blues Trail Marker*

WXRR, Rock 104 is a 100,000 watt FM station and has the tallest manmade structure in Laurel-Hattiesburg Metro with it's 1000 ft. tower. Rock 104 has been the flagship for Southern Miss football and basketball for twenty years.

We appreciate our loyal listeners for the past 25 years and look forward to the next 25 years.



**COVID-19 CANCELLED/POSTPONED EVENTS & CLOSINGS**

Follow the link on all our websites for the latest info.

HUBFEST March 28- cancelled

Okatoma Festival, May 2- cancelled

Day In the Park, Laurel

Hattiesburg Downtown Crawfish Jam, April 18- cancelled

Third Annual Habitat "FORE" Humanity Golf Tournament - postponed until May or June

Irish-Italian Festival in Hattiesburg March 21 - new date TBA

Art of Healing April 21, Laurel – moved to July 11

Sales & Marketing Professionals - Pine Belt Pinnacle Awards Banquet, originally scheduled for April 14, postponed indefinitely.

Laurel Little Theater production of “Doublewide Texas”- postponed

Jones County Republican Women's meeting on April 8- cancelled

Rockin’ Autism Acceptance at the Alamo in Laurel has been rescheduled for May 9.

#### CONCERTS

Kane Brown March 24, Biloxi- rescheduled for August 7

Kiss March 15, Biloxi - moved to October 6

Chris Stapleton March 20, Biloxi - rescheduled to Sept

Reba May 1, Biloxi - moved to July 11

Kenny Chesney May 14, Brandon - new date TBA

New Orleans Jazzfest- moved to the Fall

#### SCHOOLS

All Mississippi Public schools will be closed until April 17- Gov. Reeves

Jones College graduation, Southern Miss, William Carey & Pearl River Community College Graduations, postponed and all classes are now online.

All Jones College Testing Centers are scheduled to be closed until April 16, 2020

**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 rock104fm.com kz943.com alive.fm 977thegroove.com thepinebelt.com pinebelttradio.com

**Facebook:** @B95 Pine Belt Country @WXRRFM @KZ943 @Alive 96.5 @97.7thegroove

**Twitter:** @B95Country @Rock104FM @KZ943 @alivefm @977theGroove

**Instagram:** b95country rock104fm kz943 alive96.5 97.7TheGroove

**YouTube:** 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 BASEBALL

on 96.5, 97.7 or 104.5HD2  
has been suspended until further notice.



## FOOTBALL!

Looking ahead, Rock 104 has Southern Miss Football and Basketball sponsorship packages available. We will be tailgating in the same location in Spirit Park. Email [sales@rock104fm.com](mailto:sales@rock104fm.com) for more information or to have a salesperson call. The first ten sponsors will also get spots during Golden Eagle Hotline.

2020 SOUTHERN MISS FOOTBALL SCHEDULE	
DATE	OPPONENT
SEPT. 5	SOUTH ALABAMA
SEPT. 12	LOUISIANA TECH*
SEPT. 19	JACKSON STATE
SEPT. 26	AT AUBURN
OCT. 3	AT NORTH TEXAS*
OCT. 10	FLORIDA ATLANTIC*
OCT. 17	AT UTEP*
OCT. 24	AT LIBERTY
OCT. 31	RICE*
NOV. 14	AT WKU*
NOV. 21	UTSA*
NOV. 28	AT UAB*



Thanks to our  
Buck Fever  
sponsors:  
ProFlow Motor  
Sports, Petal  
Outdoors, Endom  
Trailer, Turner  
Bros. Taxidermy,  
Kim's Chevrolet, Titan Homes,  
Napa Ellisville, Front Porch and  
Toyota of Hattiesburg.

## CONGRATULATIONS TO THE WINNERS!



### Adult 1st Place Tom Ricks, Perry County, 146 3/8

Tom 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 Ryan Sims, Jasper County, 143 1/8

### Adult 3rd Place Whit Starrett, Covington County, 142 2/8

### Adult 4th Place Brad Anderson, Lamar County, 139 3/8

### Adult 5th Place Allen West, harvested in Forrest County, 139 1/8



### Youth 1st Place Wyatt Duckworth, age 14, Covington County, 156 3/8

Wyatt 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 Ben Leonard, age 15, Covington County, 145 6/8

### Youth 3rd Place Drew Rogers, age 15, Covington County, 139 6/8

### Youth 4th Place Chandler Williamson, age 8, Marion County, 125 3/8

### Youth 5th Place Caleb Jackson, age 15, Jasper County, 119 6/8.

Photos of all the winners and their deer can be seen on [www.b95country.com](http://www.b95country.com).



Buck Fever winners get their photo with their deer frames and a Buck Fever T-shirts.



## WHAT'S OPEN????

Click on the **CLOSING** tab on [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) or [thepinebelt.com](http://thepinebelt.com) to see a list of businesses that are open. Most have drive-up or curbside service for food. Some other retail businesses are open too. Many have delivery. Remember to support your local businesses during this pandemic or they may not be here when it's over.



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.

Blakeney Communications, Inc.