



## Preaching to the Choir

We've all heard the saying "You're preaching to the choir" meaning you are talking to the people who already know. Social Media advertising is a lot like "preaching to the choir" because the people who follow your business and "Like" your page already know about it and are your regular customers. But what about NEW customers, people who will never hear your message or see your social media post? Radio provides a vehicle for you to reach NEW customers. Every business eventually loses customers for any number of reasons. Radio gives you the opportunity to sow some seeds and grow some new customers. Let us help you. We have five different formats including Country, Classic Rock, Adult Contemporary (Mix Format), Southern Gospel and Urban Classics. Our strongest radio signals cover an area with a population of nearly half a million people 24 hours a day. (See attached coverage map.)



**AUGUST 12<sup>th</sup> - 13<sup>th</sup>, 2022**

RISE HATTIESBURG is a faith-based non-profit and will be having its inaugural Hot Air Balloon Festival on August 12<sup>th</sup> and 13<sup>th</sup>. Admission is free for the public. Join B95 and Rock 104 at Forrest County Multi-Purpose on Friday, August 12<sup>th</sup> from 6-9pm for the Balloon Glow, live entertainment and food trucks.



**JEFF BATES** is Coming Home to "My Mississippi" on Saturday, August 6<sup>th</sup> at the Columbia Expo Center, 150 Industrial Park Road in Columbia. Gates open at 6pm and the show starts at 7pm with Five Day Run. Jeff takes the stage at 8pm. Tickets are on sale now. VIP seats are \$20 and General Admission seats are \$15. Tickets may be purchased by calling 601-455-1307, at Diesel Doctor Auto & Truck Repair 2130 Hwy. 98 West in Foxworth or online at [www.jeffbates.net](http://www.jeffbates.net)



Congratulations to our B95 concert winners headed to see Cody Jinks and Clint Black on August 11th at the Mississippi Coast Coliseum: Candy Coniff of Laurel, James McCloud of Leaksville, Tracy Allen of Laurel, Dean Welborn of Ellisville, and Muriel Anderson of Hattiesburg. Keep listening for more chances to win tickets during the first week of August with B95.



## BAND? or BULL?

You tell us. Be the correct caller for your chance to play "Band or Bull" with B95 and win a pair of tickets to **Bulls, Bands and Barrels** at the Forrest County Multi-Purpose Center on Saturday, August 27<sup>th</sup>. Ticket winner will also pick up a delicious jar of Muscadine jelly and a bottle of Muscadine Juice from Breckenridge Farms and Vineyard in Shubuta, MS. All winners will be entered into an upgrade drawing for VIP seating and other prizes.

Bulls, Bands and Barrels will feature the band Muscadine Bloodline along with Bailey Zimmerman and James Tucker as musical entertainment. There will also be a special appearance by two time PBR World Champion Chris Shivers. Get tickets at [bigtickets.com](http://bigtickets.com)



KZ943 now has a text line. Save this number in your phone to play contest, send in requests and more.

**WBBN (95.9) WXRR (104.5) WKZW (94.3) WBBL (96.5) WKZW 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" WBBL "Play Alive FM" WKZW HD2 "Play Ninety seven seven the groove"



**ROCK 104**  
CLASSIC ROCK

**READY FOR THE SUNBELT**

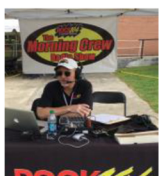
**WXRR 104.5** PROUD TO BE THE FLAGSHIP RADIO STATION FOR SOUTHERN MISS FOOTBALL AND BASKETBALL  
ROCK104FM.COM



## 2022 Southern Miss Football Schedule

Sep 3	Liberty	HOME	6pm
Sep 10	Miami	Miami	11am
Sep 17	Northwestern State	HOME	6pm
Sep 24	Tulane	New Orleans	
Oct 8	Troy	Troy	6pm
Oct 15	Arkansas State	HOME (HC)	
Oct 22	Texas State	San Marcos	4pm
Oct 27	Louisiana	HOME	6:30pm
Nov 5	Georgia State	HOME	
Nov 12	Coast Carolina	Conway, SC	
Nov 19	South Alabama	HOME	
Nov 26	ULM	Monroe, LA	4pm

Rock 104 is the flagship radio station for Southern Miss Football/Basketball. Sponsorships for the 2022-2023 Season are now available until August 18<sup>th</sup>. Email [sales@rock104fm.com](mailto:sales@rock104fm.com) or ask your account executive for the package.



Listen for your chance to win tickets to Southern Miss home games and VIP tickets to the Rock 104 Tailgate party at Spirit Park.

**HOTLINE** starts **Thursday, Sept 1<sup>st</sup>**

**GOLDEN EAGLE**  
**HOTLINE**  
**THURSDAYS**  
**6P-7P**

**ROCK 104**  
CLASSIC ROCK



Happy Birthday to all our July birthdays. We had 4 birthdays within 5 days. L-R: Jon Lamar, Lori McJohnson, Cadie Calhoun and Brandi Taylor. Thanks to Ann's Cake for the delicious cake.

Congratulations to our B95 Choctaw Indian Fair armband winners: Sara Hester of Laurel, Chris Rainey, Amanda



Abernathy of Mendenhall, Lacie Havard of Overt, Marsh Benoit of Ellisville, and Bridget Howse of Laurel.



Congratulations to our B95 Watermelon Festival VIP tickets winners: Angie Doll of Sumrall, Steven Porter of Moselle, and Kimberly Reeves of Laurel.

**96.5**  
**ALIVE FM**

presents

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

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

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

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

You can order the products Dr. Wallach talks about at [aliveyougevity.com](http://aliveyougevity.com).



**PINE BELT NEWS**

Send news releases and press releases to [news@pinebeltradio.com](mailto:news@pinebeltradio.com).

Send public service announcements to [calendar@pinebeltradio.com](mailto:calendar@pinebeltradio.com)

Send birthdays (on the day of) to [b95@b95country.com](mailto:b95@b95country.com) or text to 601-545-9595.

**LISTEN ONLINE AT**  
**977THEGROOVE.COM**  
or with the  
**97.7 the GROOVE APP**  
AVAILABLE FOR APPLE AND ANDROID

97.7 The Groove, still the Pine Belt's favorite radio station on. Saturday night..

Check out the Rock n' Roll Grill, weekdays from noon until 1pm with Jon Lamar on Rock 104. You can call or text in your requests to 601-545-7625. Sponsorships are available.



**B95**  
Pine Belt Country

**PINE BELT SATURDAY NIGHT**  
**7P - MIDNIGHT**  
**GREY MANNING PLAYS**  
**"THE GOOD OLE SONGS"**

If you like "the good ole country songs" join B95 on Saturday nights for "Pine Belt Saturday Night." Go ahead and text in your requests to 601-545-9595.

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**

The Pine Belt's Best Music Mix  
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



