



**WHO IS LISTENING?** Consumers in medium and small markets like Laurel-Hattiesburg, MS tune to radio at all ages on a monthly basis.

- **98%** of adults 18+ use radio monthly in these markets.

- **94%** of adults 18-34 do, as well, along with

- **99%** of adults aged 25-to-54.

Radio users in medium and small markets are highly qualified **prospects for advertisers**. Working consumers account for more than three-quarters (77%) of the audience and the majority of radio use happens outside of the home (65%) and closer to the point of purchase.

The Nielsen Company, November 2019, Audio Today 2019, A Focus on Medium & Small Market Radio



Join B95 as we celebrate "An American Country Christmas with Kix Brooks" on

Christmas Eve and Christmas Day. Cooking and Country Music.....it just goes together.

Tune in New Year's Eve for American Country Countdown's Year End Countdown with Kix Brooks to find out which songs were the biggest hits of 2019.



### The first EVER **ROCK 104 Christmas Blood Drive**

will be Tuesday, Dec. 3<sup>rd</sup> at **Turtle Creek Mall** in the old Forever 21 location from 10am until 7pm. All donors will receive a really cool red long sleeve tee with the Rock DJs pics on the back. The t-shirt is totally worth donating blood for but wait, there's more! Each donor will get a \$25 Amazon gift card through **Vitalant's** online rewards store and each donor be entered to win the Grand Prize (drum roll please) TWO amazingly good tickets to see the Saints play the San Francisco 49ers in the Superdome on Sunday, Dec. 8<sup>th</sup> at noon. These are REALLY good seats. Thanks to **Laurel Ford Lincoln Kia** for donating the tickets to the Rock 104 Blood Drive. Thanks to **JMH Graphics** for the t-shirts.



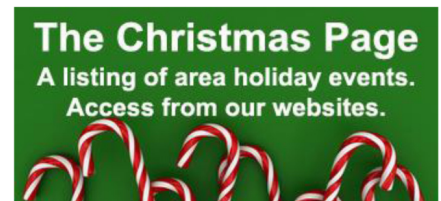
**Sertoma of Laurel** presents the 37th annual Laurel Christmas Parade, Saturday, December 7th at 10am. This year's theme is "Ole Towne Christmas." Sponsors of the Sertoma of Laurel Christmas Parade are the **City of Laurel**, the **Jones County Economic Development Authority**, the **Jones County Board of Supervisors**, **Pro Flow Motorsports**, **Kim's No Bull**, **Sawmill Square Mall** and your friends at **B95**, **Rock 104**, **KZ94.3**, **97.7 The Groove** and **Alive FM**.



The magic of New Year's Eve will be spectacular this year with the first ever Downtown Countdown in Laurel, "Roaring into the 20's" with a **Pine Cone drop** and fireworks at midnight. The celebration begins at 6pm with extended hours for local shops and eateries, food trucks, a kids area with face painting, a balloon drop and a fountain fireworks show.

**Howard Industries** brings live entertainment to the Main Stage at 7:45pm featuring special guests and the bands "Red and the Revelers" and "Emerald Empire." Champagne service will begin at 11pm. VIP tickets are available through Laurel Main Street's Facebook event and include special seating, private restrooms, a cash bar and protection from the elements.

At midnight, **Bancorp South** will present the huge Pine Cone drop and Fireworks show to ring in 2020! Make your plans now to attend the inaugural Downtown Laurel New Year's Eve celebration as our Hometown goes "Roaring into the 20's." **Blakeney Communications** is also a co-sponsor for the New Year's Eve Celebration.



**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 pinebeltradio.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 MEN'S BASKETBALL

ON THE FLAGSHIP RADIO STATION, ROCK 104

Pregame show begins 30 minutes before tip-off.

|     |        |                   |          |
|-----|--------|-------------------|----------|
| Wed | Dec 4  | Tulane            | 6:30/7pm |
| Sat | Dec 7  | Southern Illinois | TBA      |
| Sat | Dec 14 | North Florida     | 3:30/4pm |
| Mon | Dec 16 | Texas Tech        | 5:30/6pm |
| Sat | Dec 21 | Toogaloo          | 1:30/2pm |
| Mon | Dec 30 | La Tech           | 6:30/7pm |



Thanks to our Rock 104 tailgate sponsors: Textbook Brokers, Sullivan Brothers Outfitters, Texas Pitmaster Barbecue, Toyota of Hattiesburg and Titan Mobile Homes.



Thanks to the Southern Miss Cheerleaders and Seymour who came to every Coke Remote on Thursdays prior to home games and to Hooters for their in studio visits during football season. Thanks to the Front Porch, Papa John's Pizza, Texas Pitmaster BBQ, Hooters and Raising Cane's for providing the food at the Rock 104 Tailgate tent.

## IT'S GOING TO BE BASEBALL SEASON BEFORE YOUR KNOW IT!



Southern Miss Baseball games will be broadcast on 96.5 and 97.7FM. For folks with HD Digital Radio, 104.5 HD2 will also be an option, giving you 3 places on your radio dial to hear the Southern Miss baseball games. We are selling sponsorships for the 2020 season now. For more information call your Account Executive or email [sales@pinebeltradio.com](mailto:sales@pinebeltradio.com). You may also reach our business office at 601-544-0095.



The B95 and Fox 23 Buck Fever contest ends February 15, 2020. The First place winners get a brand new four wheeler and their deer mounted by **Turner Bros. Taxidermy**. For complete rules, go to [myfox23.com](http://myfox23.com) or [www.b95country.com](http://www.b95country.com).



Not only does The Groove play the best Motown, Soul, Funk and Disco, for the holidays, we added in a few Christmas songs from your favorite artists. Happy Holidays from 97.7 The Groove.

## Happy New Year!



## ULTIMATE FAN!!!



Congratulations to Nicole McGrew winner of the B95 Coca-Cola Southern Miss Ultimate Fan contest!! Nicole picked up 2 Coke Suite tickets to the Southern Miss

vs. Western Kentucky game Nov. 23, a run out of the tunnel with the team, 2 pre-game field passes, and 2 pre-game hospitality passes and a Southern Miss jersey.

Congratulations to Jimmy Bennett who won second place in the B95 Coca-Cola Ultimate fan contest. Jimmy picked up two 50 yard line tickets to the WKU game on Nov. 23rd, a parking pass and \$100 gift card to **Crescent City Grill**.



## Happy Anniversary Bok Homa!!!



Join B95's Andy and Emma, Friday, December 20th from 4 until 7pm as we broadcast live from **Bok Homa Casino** in Sandersville, MS to celebrate their 9th anniversary.



Listen to win KISS tickets on Rock 104!

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