



As social media influencers, radio station personalities offer increased value for advertisers.



49% of listeners stated that DJ recommendations increase perceived value of brands, products and services. (Source: USC, Annenberg School for Communication & Journalism, 2014)



Radio drove an 18% increase in total web traffic for a utility company and the DJ endorsement spots performed 21% better than the campaign average. (Source: AnalyticOwl, 2018)



77% of listeners would try a brand recommended by their favorite DJ. (Source: Katz Media Group, Our Media, 2019)



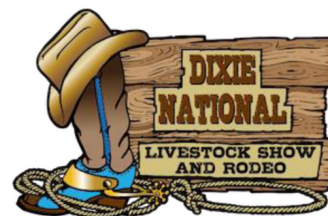
Check out the Rock 104 Morning Crew weekdays from 6-10am with Tom Colt, Flyin' Bryan and Jon Lamar, local and live!



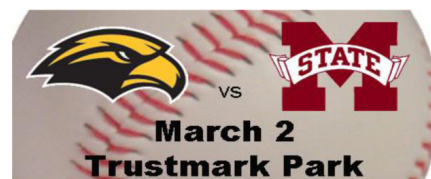
Tune in the B95 Breakfast Club every Monday thru Friday from 6am until 10am with Grey Manning and Cadie Calhoun. They are **Local and Live on B95!**



The Forrest County Sheriff's Office will host the "Cowboy Up Community Blood Drive" on Friday, February 19th from 12 noon until 6pm at the Extension Service Auditorium at the Forrest County Multipurpose Building located on Hwy 49 South of Hattiesburg. All donors will receive the new 2021 Vitalant CowboY Up T-shirt.



The 56th Dixie National Livestock Show and Rodeo will be Feb 11-17th at the Mississippi State Fairgrounds. Concerts: 2/11 – The Oak Ridge Boys; 2/12 – Parker McCollum; 2/13 – Moe Bandy; 2/14- John Conlee; 2/15 – Sawyer Brown; 2/16 – Justin Moore; and 2/17 – Riley Green. Listen to the B95 Breakfast Club for your chance to win tickets to see the legendary Oak Ridge Boys at the Dixie National.



Listen to Rock 104 and B95 for your chance to win tickets to see Southern Miss and Mississippi State play baseball at Trustmark Park in Pearl, MS on Tuesday, March 2nd.

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 ROCK 104

Fri	2/5	@Rice	7pm
Sat	2/6	@Rice	4pm
Fri	2/12	N. Texas	7pm
Sat	2/13	N. Texas	4pm
Fri	2/19	FIU	TBA
Sat	2/20	FIU	TBA
Fri	2/26	FL Atlanta	7pm
Sat	2/27	FL Atlanta	4pm

The Southern Miss Basketball Pregame show begins 30 minutes before tip-off.



Listen for your chance to win tickets to the limited access to games at Reed Green Coliseum.

SOUTHERN MISS BASEBALL



Now is the time to sign up to be a Southern Miss baseball radio sponsor! 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. The 2021 season starts in February 19th. For more information call your Account Executive or email sales@pinebeltradio.com. You may also reach our business office at 601-544-0095. Only TEN radio sponsorships are available.

GOLDEN EAGLE BASEBALL SCHEDULE

Fri	2/19	NW State	4pm
Sat	2/20	NW State	2pm
Sun	2/21	NW State	1pm
Tue	2/23	@ S. Alabama	TBA
Fri	2/26	Connecticut	4pm
Sat	2/27	Connecticut	2pm
Sun	2/28	Connecticut	11am
Tue	3/2	Miss State @ Trustmark Park	6pm

Listen for your chance to win tickets to Southern Miss Home games and the March 2 game at Trustmark Park.

The Pine Belt's Radio Stations!

GOLDEN EAGLE HOTLINE



Golden Eagle Hotline is on Monday nights at 7pm on Rock 104. Coach Jay Ladner and Coach Joye Lee McNelis answer your questions about Southern Miss Men's and Women's Basketball.

B95 Happy Valentine's Day! from B95

Listen for your chance to win a gift card for a delicious meal at The Midtowner in Hattiesburg and qualify to win a beautiful diamond and sapphire pendant plus a romantic Valentine's bouquet from Taylorsville Florist.



Listen to B95 for your chance to win a gift card for a delicious meal at The Midtowner in Hattiesburg and qualify to win a beautiful diamond and sapphire pendant plus a romantic Valentine's bouquet from Taylorsville Florist.

Cancelled Events

Laurel Mardi Gras Parade
Hattiesburg Mardi Gras parade
Magnolia State Bank Chili Cookoff
Coca-Cola Rodeo in Hattiesburg
HUBFEST in downtown Hattiesburg

STILL HAPPENING EVENTS

May 1 - Okatoma Festival, Collins
July 16 & 17 - Mississippi Watermelon Festival in Mize



Murphy Sam & Jodi, a little talk, a lot more music and your new favorite way to start the day with KZ94.3.



ROCK 104 CLASSIC ROCK

Do you know LOVE?

Listen to Rock 104 for your chance to win two Ed's Burgers and qualify for the grand prize drawing for a beautiful necklace valued at \$1600 and a Valentine's bouquet from Sweet Blossoms in Petal.



Listen to Rock 104 for your chance to win two Ed's Burgers and qualify for the grand prize drawing for a beautiful necklace valued at \$1600 and a Valentine's bouquet from Sweet Blossoms in Petal.

9th Annual
FOX 23 B95 BUCK FEVER
WHPH HATTIESBURG
Turner Bros. Taxidermy
CONTEST
PETAL OUTDOORS
601-450-0069
OCT 1ST - FEB 15TH
Bring your trophy buck into Turner Bros Taxidermy to have it scored and entered to win a prize pack. First Place wins a brand new 4 wheeler
5 WINNERS EACH
ADULT & YOUTH DIVISION
KIM'S CHEVROLET
ENDOM TRAILER
PIERCE PLUMBING HEATING & AIR
601-545-3510
Register your deer at Turner Bros Taxidermy to enter contest. For a complete set of rules, visit myfox23.com or b95country.com

The 9th Annual Buck Fever Contest is coming to a close. February 17th is the last day deer will be received to be entered at Turner Bros. Taxidermy. Winners will be notified by Feb. 19th. Each category's top 5 places win 1-of-a-kind prize packs, while each 1st place winner scores a free deer mount & a new 4-wheeler from Pro Flow Motorsports or Petal Outdoors (plus a trailer from Endom Trailer for the Adult winner). Get the complete rules & details online at b95country.com or myfox23.com.

Thanks to all our Buck Fever sponsors: Kim's Chevrolet, Ellisville Auto Supply, Sleepy Sam's, Bud Light/Southern Beverage, Pierce Plumbing, Toyota of Hattiesburg, Endom Trailer and Turner Brothers Taxidermy.

Blakeney Communications, Inc.





■ WBBN 50 dBu Population = 490,835	■ WXRR 50 dBu Population = 485,091	■ WKZW 50 dBu Population = 344,192
■ WXHB 50 dBu Population = 186,902	■ WXRR HD2/W249A0 60 dBu	

