



RADIO WORKS

Listeners value radio - for news, entertainment and companionship

46% of A18+ said radio puts them in a good mood.

43% of A18+ say that the radio relaxes them.

43% of A18+ say that radio is pure entertainment.

41% of A18+ say that radio keeps them informed/up to date.

55% state that they feel a connection while listening to the radio.

36% state that radio keeps listeners informed about local news.

30% state that radio allows them to escape pressures of everyday life.

Radio is a part of everyday life.

Adults 18-24 listen to the radio 8.1 hours weekly. Adults age 25-54 listen to the radio on an average of 10 hours a week.



Join B95 and Rock 104 for the Grand Opening of Boot Barn at 6055 Hwy 98 suite 20 in Hattiesburg on Feb. 8th and 9th. Live entertainment with Cadie Calhoun.



Tune in to Rock 104 on Wednesday, February 5th from 6-10am when the Morning Crew will be broadcasting live from Bok Homa Casino.



Valentine's Day is coming, and sure, you could go with the usual gifts. But how about something that rocks? Rock 104 presents "Diamonds and Diamonds." Identify our "diamond" song clip and qualify to win big! The Grand Prize includes a heart-shaped diamond necklace, a bouquet from **Sweet Blossoms**, Diamond Eagles baseball tickets, and 14 large pizzas from **Papa John's**. Plus, all qualifiers get Valentine candy. A prize for her and him from Rock 104.



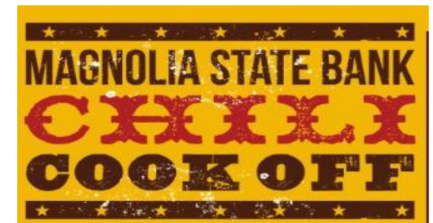
The 2025 **United Way \$100K Payday Raffle** is underway. Tickets are on sale through March 9th at most area banks. The \$100,000 Grand Prize winner will be drawn Thursday, March 20, 6p. You do not have to be present to win. To buy tickets Text PAYDAY to 91999 or go online at www.unitedwaypayday.org.

LIVE from Bok Homa Casino!!

Valentine songs with "heart"



It's Valentine's Day, and love is in the air. But how about a little sparkle too? Tune into B95 for your chance to win a dazzling diamond heart necklace valued at \$1900. Just name the song and artist when we read a lyric with "heart." And you'll pick up a heart shaped box of Valentine candy. The grand prize winner will not only win the necklace, but also a romantic dinner at **Half Shell Oyster House** in Hattiesburg and a dozen red roses from **Taylorville Florist and Gifts**. Make this Valentine's unforgettable with your friends from B95.



Make your way to downtown Laurel on Saturday, February 8th, for the **Magnolia State Bank Chili Cook Off**. Teams from all over the region will be competing for best traditional or homestyle chili, and the top team will take home the giant chili pepper. A \$15 ticket entitles you to all-you-can-eat samples from all the participating teams and a \$30 ticket gets you a handmade bowl from **Bullfrog Pottery** plus chili. Rock 104's Tom Colt will be a celebrity judge. Tune in B95 at 8:10am and Rock 104 at 8:30am on Friday, Feb. 7th as Heather Brown from **Magnolia State Bank** will be in-studio to talk about the Chili Cook-off.

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 rock104fm.com kz943.com alive.fm 977thegroove.com thepinebelt.com pinebeltradio.com

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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" WBBL "Play Alive FM" WKZW HD2 "Play Ninety seven seven the groove"

SOUTHERN MISS 2025 BASKETBALL SCHEDULE on ROCK 104

Sat	Feb 1	Georgia Southern	3:00p
Mon	Feb 3	HOTLINE	7:00p
Wed	Feb 5	@ App State	5:00p
Sat	Feb 8	@ MAC-SOC Challenge- Ball State	12:30p
Mon	Feb 10	HOTLINE	7:00p
Wed	Feb 12	@ Ark State	7:00p
Sat	Feb 15	@ ULM	1:30p
Mon	Feb 17	HOTLINE	7:00p
Thu	Feb 20	Coastal Carolina	6:30p
Sat	Feb 22	Louisiana	6:30p
Mon	Feb 24	HOTLINE	7:00p
Wed	Feb 26	So Alabama	7:00p
Fri	Feb 28	Troy	7:00p

Airtime is 30 minutes before tipoff.

Southern Miss Baseball on 96.5, 97.7 and 94.3HD2

Fri	Feb 14	Lafayette	4:00p
Sat	Feb 15	Lafayette	2:00p
Sun	Feb 16	Lafayette	1:00p
Tue	Feb 18	Miss State	6:00p
Fri	Feb 21	La Tech	6:00p
Sat	Feb 22	La Tech	2:00p
Sun	Feb 23	La Tech	1:00p
Tue	Feb 25	@ Ole Miss	4:00p
Fri	Feb 28	@ TCU	6:00p
Sat	Mar 1	@ TCU	2:00p
Sun	Mar 2	@ TCU	1:00p

Southern Miss baseball coverage begins 15 minutes before game time on Alive FM, 97.7 The Groove and 94.3 HD2.

Thanks to our Southern Miss baseball sponsors: Southern Eye Center, Priority One Bank, Paul's Discount Glass, Woolwine Ford, Toyota of Hattiesburg, Petro Nissan, Legacy GMC Collins, Timberline Homes, Economy Supply, Corner Market, Genesis of Hattiesburg and the Forrest County Board of Supervisors.



Congratulations to Kari Moore, who won tickets to see Bill Engvall at **Pearl River Resort** plus hotel accommodations at the **Silver Star or Golden Moon** and dinner at **Philip M's**.

Bay Springs will host their first ever Mardi Gras parade, Masquerade Mania, on Saturday, February 22nd at 1pm

The Fraternal Order of Police present the Laurel Mardi Gras Parade sponsored by **Bok Homa Casino** on Saturday, February 22nd at 6pm.



Congratulations to Jana Dale from Laurel who registered at the B95 tent outside the Forrest County Multi-Purpose Center before the **Southern Miss Coca-Classic Rodeo**. Jana's name was drawn on Monday by the Breakfast Club and she won the diamond Horseshoe necklace. Buzzy was also on site with free Buzzy hugs and photo ops.



Congratulations to **Toyota of Hattiesburg** for receiving the President's Award from Toyota, which is the highest level of achievement a Toyota Dealership can attain.

Listen to Rock 104 for your chance to qualify to win a pair of tickets, hotel and dinner at **Pearl River Resort** to see **Blue Oyster Cult** in March.

Murphy, Sam & Jodi on the Pine Belt's Music Mix, KZ94.3 and KZ94.3 HD1.

The Groove on 97.7FM or 94.3 HD2. You won't regret it.

Blakeney Communications, Inc.



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601-649-9595 601-545-9595



CONTEST LINES
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CONTEST LINES
601-425-9494 601-583-9494



CONTEST LINES
601-649-9696 601-450-9696



CONTEST LINE
601-518-7697



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

