



## YES! RADIO DRIVES STORE TRAFFIC!

A study was conducted to determine how much radio advertising increased store traffic. The findings were based upon an analysis of over 1.5 million radio spot plays across 10 different brands and 4 categories. While the results varied depending on the brand and radio station format. The study did show that:

→ Radio drove an average increase of 22% store traffic lift for retailers

→ Exposure to radio during PM Drive Time and over the weekend drove the highest foot traffic

→ Audiences exposed to radio on Monday, Wednesday and Saturday were more likely to visit retail stores.

# RAB

RADIO  
ADVERTISING  
BUREAU



Win a chance to be a Junior Globetrotter! If your little superstar is between the ages of 6 and 12, email a photo & a brief description about why he or she should be a Junior Globetrotter to [b95@b95country.com](mailto:b95@b95country.com). One youngster & a friend will be on the bench Southern Miss's Reed Green Coliseum on March 10<sup>th</sup>.



B95 & Hubfest are both celebrating 35 years of fun in the Pine Belt with the biggest free Hubfest country concert ever. Join us at the B95 Main Stage with legendary, multi-platinum country star Joe Diffie, March 28<sup>th</sup> at 3:30pm. Hubfest will be all day from 9 to 5 in downtown Hattiesburg with crafts, food & beverage vendors, 3 children's areas and four stages of live entertainment.



It's that time of year again! The Area Development Partnership, Saenger Theater and City of Hattiesburg proudly present the 35th annual HUBFEST. Hattiesburg's largest outdoor festival on Saturday, March 28<sup>th</sup> will feature legendary Southern Rock band Black Oak Arkansas at 1:30pm on the Rock 104 stage at Town Square Park. Admission is free,

## SWEETHEARTS OF THE RODEO!



Congratulations to B95's 14 "Sweethearts of the Rodeo" winners: Jennifer Migliore, Isabella Jefferson, Amanda Norris, Courtney Beech, Hayley Bryant, Alicia Herrington, Rachell Morgan, Courtney Manning, Heidi Aaron, Jamie Rainey, Patsy Lowery, Jacob Niblett, Dylan Rhodes, and Ally Reid.

They each received their submitted photo in a special Valentine's frame, two tickets to Friday night at the Southern Miss Coca-Cola Rodeo and two B95 Coca-Cola Rodeo T-shirts. Thank you for the many entries. Your photos were super sweet.

Happy  
St. Patrick's  
Day!



**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](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" WXHB "Play Alive FM" WXRR HD2 "Play Ninety seven seven the groove"





## SOUTHERN MISS BASEBALL

on 96.5, 97.7 or 104.5HD2

The pregame show begins 15 minutes prior to first pitch.

Sun	Mar 1	@McNeese St	12:45/1pm
Wed	Mar 4	Miss State (Trustmark Park)	5:45/6pm
Fri	Mar 6	Little Rock	5:45/6pm
Sat	Mar 7	Little Rock	1:45/2pm
Sun	Mar 8	Little Rock	12:45/1pm
Tue	Mar 10	@ Troy	5:45/6pm
Fri	Mar 13	FIU	5:45/6pm
Sat	Mar 14	FIU	1:45/2pm
Sun	Mar 15	FIU	12:45/1pm
Tue	Mar 17	@ SE LA	5:45/6pm
Fri	Mar 20	@ Marshall	1:45/2pm
Sat	Mar 21	@ Marshall	12:45/1pm
Sun	Mar 22	@ Marshall	8:45/9am
Tue	Mar 24	@ Alabama	5:45/6pm
Wed	Mar 25	Southern	5:45/6pm
Fri	Mar 27	Middle TN	5:45/6pm
Sat	Mar 28	Middle TN	1:45/2pm
Sun	Mar 29	Middle TN	12:45/1pm
Tue	Mar 31	Ole Miss (Trustmark Park)	5:15/5:30pm



The Lady Eagles are set for a big season of softball and KZ943 has a party pack of TEN TICKETS so you and your friends can all go to a game. Just email [kz943@kz943.com](mailto:kz943@kz943.com). Congratulations to James Benefield, Kacie Bourn, Shannon Robinson, Josh Walters, Hope Necole, and Naomi Dixon Cancino who each picked up a TEN pack of tickets.



For Valentine's Day this year, KZ943 asked listeners, "What was your song?" What song makes you remember that moment you and your Valentine first fell in love? On Valentine's Day from noon until 1pm, Dylan Hanks played our favorite entries and then drew from all the entries on Facebook Live for our grand prize winner. Congratulations to Diana Collier, the winner of a beautiful heart pendant diamond necklace from KZ94.3!



## RODEO WINNER!

Teresa Peacock stopped by B95 to pick up the diamond horseshoe necklace that her husband Jimmy entered to win for her from B95 at the Southern Miss Coca-Cola Rodeo on Valentine's Day. Congrats Teresa!



Like, share and comment to enter to win a four-pack of tickets to see the Harlem Globetrotters play at Reed Green Coliseum in Hattiesburg on March 10th! We'll randomly pick a winner Monday, March 2<sup>nd</sup> from 97.7 The Groove on Facebook.



It's B95's 35<sup>th</sup> Birthday on March 20<sup>th</sup> and we're celebrating with a cool new T-shirt. The shirt features B95's Top Songs for each year that we've been on the air. Keep listening for your chance to win one. Thanks to **JMH Graphics**, they always do a fantastic job with our shirts.



Need a little lift for your day, tune in 96.5 Alive FM for the best Southern Gospel music. We play music that makes a difference. Listeners tell us they never turn off ALIVE FM. We love hearing their stories about how much our ministry through music means to them. Listen online at [www.alive.fm](http://www.alive.fm) or just say "Alexa, play Alive FM."

Blakeney Communications, Inc.

