



### Radio Matters

In today's world of time-starved consumers, radio is an important component of any media mix designed to reach them.



**Radio reaches everyone.** Its high penetration of all consumer segments provides an exceptional vehicle to deliver ad messages – regardless of target gender, age, language or race. **And listening is constant all year round.**

**Radio is the top reach medium** – connecting with listeners every week.

**Radio is tops among all audio listening options**

**Radio complements other media**

**Radio is effective at driving store traffic**

**Radio works.** Live and local Radio, connects with listeners and drives conversation.

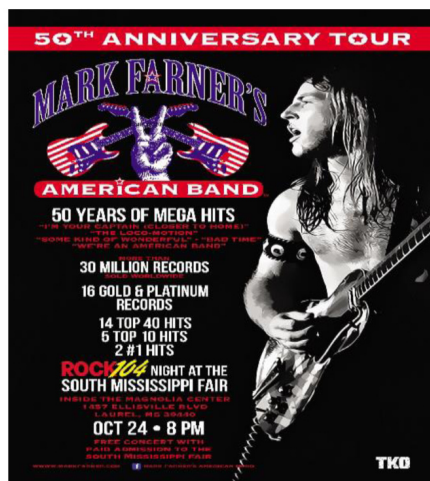
**Radio matters.** It is part of the local community, connecting with listeners, driving results for advertisers. **It's the original social and mobile medium.**



On Saturday, October 5th join **Laurel Main Street** for the 2019 Loblolly Festival in Downtown Laurel from 9:00 a.m. – 5:00 p.m. The festival is free to attend. Activities include a children's area, rides, arts and crafts and 200 vendor booths plus live entertainment.

### Loblolly Stage:

9:15 - 10:45 a.m. Free N Easy  
11:15 a.m. - 12:45 p.m. Royal Horses  
1:15 - 2:45 p.m. Pine Belt Pickers  
3:15 - 5:00 p.m. Stand Back: A Tribute to The Allman Brothers Band (hosted by Rock 104) Look for Jon Lamar broadcasting live near the stage. Also look for KZ94.3's Dylan Hanks broadcasting live from 10-12p.



**Rock 104 Night at the Fair**, Thursday, Oct. 24<sup>th</sup>. The first 104 people through the doors will receive a Rock 104 Retro T-shirt. It's a FREE CONCERT with your \$5 paid admission to the fair.



Stop by the Rock 104, B95, KZ943, Alive FM and 97.7 The Groove booths just inside the brand new entrance to the South Mississippi Fair. You'll have a chance to enter to win autographed guitars from Mark Farner and Sawyer Brown and other great prizes plus see Buzzy the Bee and Kacey the KZ Parrot for photos and selfies.



Listen to win VIP seats and backstage passes from B95. It's a FREE CONCERT with your \$5 paid admission to the fair.



**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"



## FOOTBALL SCHEDULE ON ROCK 104

Aug 31	Alcorn State	W
Sept. 7	@Mississippi State	L
Sept. 14	@Troy	W
Sept. 21	@ Alabama	L
Sept. 28	UTEP	4:30pm/6pm
Oct. 12	North Texas	4:30pm/6pm
Oct. 19	@ La Tech	1pm/2:30pm
Oct. 26	@Rice	10:30am/12pm
Nov. 9	UAB	1pm/2:30pm
Nov. 16	@ UTSA	3:30pm/5pm
Nov. 23	WKU	1pm/2:30pm
Nov. 30	@ FL Atlantic	1pm/2:30pm
Dec. 7	CUSA Championship game	TBA

Flagship radio station for Southern Miss Football and Basketball since 1999!



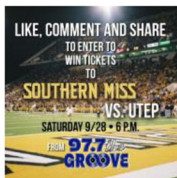
The North Forrest Volunteer Fire Department has been scaring those who dare to visit the Haunted Forest for 29 years. This year, Mississippi's scariest Haunted Attraction is open Oct. 18th & 19th, Oct. 25<sup>th</sup> & 26th and 31<sup>st</sup>. Ticket prices are Adults-\$15, Kids-\$10 and Express passes for \$35. Concessions will be available. The Haunted Forest is located at 2315 Glendale Ave. just off I-59/Evelyn Gandy Parkway. B95 will be broadcasting live on Saturday, October 19<sup>th</sup> from 7-9pm. Rock 104 will be there Friday, Oct. 25<sup>th</sup> from 7-9pm. Listen to B95 and Rock 104 to win tickets and Express Passes.



This Halloween enjoy a delicious Pepsi while you Trick or Treat and be sure to go to Halloween page powered by Pepsi. You'll find area Trick or Treat times, the scariest haunted places and fun fall festivals. Treat yourself to an informative visit to the Halloween Page brought to life by Pepsi. Just follow the link from 977thegroove.com, b95country.com, rock104fm.com, kz943.com. or thepinebelt.com.



Join B95's Grey Manning Saturday, October 26<sup>th</sup> for the Petal Festival at Hinton Park. There will be a car show to benefit Petal PD's "Shop With a Cop" program, a children's village, arts & crafts and mouthwatering food. The fun begins at 10am and features free live entertainment with Champagne Jam at 3pm, country headliner **RESTLESS HEART** at 4, Luck of the Draw at 5:45 and country headliner **CONFEDERATE RAILROAD** takes the stage at 8:00 PM.



Be sure to Like our Facebook pages and watch for your chance to Like, Comment and Share to win Southern Miss football tickets.



Rock 104 welcomes the **Hooters** Princess to the Fortress of Attitude on four Thursdays this fall for a little football talk and your chance to win a \$50 gift card. Listen to win tickets & VIP passes to the Southern Miss game on 9/23 when **Hooters** caters the Rock 104 tailgate party.



## BUCK FEVER!

B95 and FOX 23 present the 8th Annual Buck Fever contest! The Top 5 places in each



category will win a prize pack and 1st place each will win a brand new 4 wheeler from **Pro Flow Motorsports** or **Petal Outdoor** and a free deer mount! Bring your trophy buck in to **Turner Bros. Taxidermy** to have it scored and entered. Close to \$100,000 in prizes have been awarded so far, and we're ready to give away more prizes thanks to **Endom Trailer**; **Pro Flow Motorsports**, **Petal Hardware Outdoor Power**, **Turner Brothers Taxidermy**, **Kim's Chevrolet**, **Front Porch Barbecue & Seafood** and **Toyota of Hattiesburg**.



**WIN the ULTIMATE FAN EXPERIENCE!** Beginning Oct. 25<sup>th</sup>, B95 listeners will have a chance to show off their Southern Miss gear and win the Ultimate Southern Miss Fan Experience to the Nov. 23 game with Western Kentucky. Just post a photo on B95 Country's Facebook page to enter. You must have **Coke** and B95 in the photo. Read the rules at [b95country.com](http://b95country.com).



Listen to win tickets to see **Miranda Lambert** and **Maren Morris** in New Orleans from B95.



Blakeney Communications, Inc.

