



## Why should I buy from you?

By Grey Manning  
WBBN Morning Host

Why do people buy your product or use your service? Maybe what you offer is a necessity that fills a need, or possibly you offer a series of items that are desirable because they raise the user's quality of life. But why do people buy from YOU specifically? If you don't already know it's because you have formed a bond and a level of trust with your customers. Many are even return customers that you know on a first name basis. Your customers could buy from a "big box" store or even worse they could order online, but they know you, and they trust you. You and your business have a lot in common with Pine Belt Radio's group of stations and their personalities. Nearly four decades of trust building has created a multigenerational bond between our radio stations and our family of listeners. Like you, we have a loyal base of repeat customers every day -all day, and night. Our listeners invite us into their homes with their families, and they even let us hitch a ride to and from work daily. We're there for birthdays and graduations, triumphs and failures because we're part of the family. Are you ready to be introduced to our family?



B95 and My Fox 23 present the 11th annual **Buck Fever** contest. The top five finishers in each category win great prizes. The First Place adult winner will receive a Stihl RZ142 Zero Turn mower from **Phillips Building Supply**, a 6 x 10 Top Hat Trailer from **Endom Trailers** and a deer mount from **Turner Brothers Taxidermy**. The First Place youth wins a rifle from **Heritage Firearms** and a deer mount from **Turner Brothers Taxidermy**. Bring your trophy buck into Turner Brothers Taxidermy to have it scored and entered to win. All ten winners will be honored at a banquet at **The Front Porch**.

Visit [b95country.com](http://b95country.com) for rules and more details. Sponsorships are available until Sept. 21<sup>st</sup>. Email [sales@b95country.com](mailto:sales@b95country.com), call 601-544-0095 or ask your AE.



Everybody knows that holidays are the best time to get great deals on new furniture. B95 will be live from **Furniture Direct** in Laurel on Saturday, Sept 2, from 11-3 and in Hattiesburg on Monday, Labor Day, from 11-3pm.

NOW, IT'S THE ALL COOL,  
ALL REQUEST



Tune in **Open House Party**, Saturday and Sunday nights from 6-12M on KZ94.3.



"Pine Belt Saturday Night" hosted by B95's Grey Manning is #1 on Saturday nights with a 39.9 Share according to July 2024 Eastlan 12+ Ratings. Sponsorships available.



The Groove plays the best of the best **Motown, Soul, Funk and Disco** and it's perfect for those who enjoy music and less talk in the morning.



The **HALLOWEEN PAGE** is already up and running. Check it out at [thepinebelt.com](http://thepinebelt.com). An exclusive sponsorship is available. Email [sales@pinebeltradio.com](mailto:sales@pinebeltradio.com)

**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](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

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





## SOUTHERN MISS 2024 FOOTBALL SCHEDULE on ROCK 104

Sat	Aug 31	@Kentucky	6:45p
Sat	Sep 7	SE Louisiana	6pm
Sat	Sep 14	USF	6pm
Sat	Sep 21	@Jacksonville St	2pm
Sat	Sep 28	OPEN	
Sat	Oct 5	Louisiana	TBA
Sat	Oct 12	@ULM	TBA
Sat	Oct 19	Arkansas St (HC)	6pm
Sat	Oct 26	@James Madison	TBA
Sat	Nov 2	OPEN	
Sat	Nov 9	Marshall	TBA
Sat	Nov 16	@ Texas St	TBA
Sat	Nov 23	South Alabama	TBA
Sat	Nov 30	@ Troy	TBA

\*Home games.

*The Pregame show begins 90 minutes before kick-off. TBA game times will be announced 10 days ahead of the game.*

Thanks to our Rock 104 Southern Miss Football and Basketball radio sponsors:

Southern Eye Center, Bok Homa Casino, Woolwine Ford Lincoln Chrysler Jeep Dodge Ram, Kirk Sullivan Motors & Accessories, Priority One Bank, Toyota of Hattiesburg, Petro Nissan, Genesis of Hattiesburg, Legacy GMC Collins, Legacy GMC Laurel, Paul's Discount Glass, Miskelly Furniture, Greer's, Timberline Homes, Courtesy Ford, NAPA Auto Parts Magee, Mendenhall, Prentiss & Monticello and Integrity Mobile Homes.

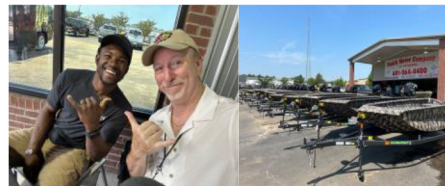


## TAILGATING with ROCK 104

Listen for your chance to win tickets to Southern Miss home games at The Rock and VIP passes to join Rock 104 for tailgating. Thanks to our tailgate sponsors: Southern Beverage, The Blood Center, Munn Diesel NAPA in Sumrall, Southern Bancorp, Coca-Cola and Taylor Rental.

## Rock 104 "On Location"

A big SHOUT OUT to everyone who joined Tom Colt at **Smith Motor Company** of Hattiesburg on August 16<sup>th</sup> for the debut of the new Freedom Outboard motor on Havoc Boats. This outboard is a game changer in the duck hunting/shallow water fishing industry.



Rock 104's Jon Lamar was broadcasting live from **Cannon Motors** on Hwy. 15 North in Laurel August 17<sup>th</sup>. In additions to Nissans and Chevrolets, there was a food truck and a chance to register to win Night Ranger tickets.



The new Rock 104 shirts are here! Thanks to **Sonny & Cille Screen Printing Company** in Laurel for the great looking shirts.



Congratulations to our B95 listeners who won tickets to see **Jordan Davis** in concert at the

**Brandon Amphitheater** on August 16<sup>th</sup>. The winners included Suzanne Manning, Tina Jefcoat, Katie Williamson, Wade Wilson, Chelsea Ulmer, Gina Breazeale, Micha Jack, Jennifer Geddie, Kasi Smith, and Kim Lee.



Congratulations to our Rock 104 listeners who won tickets to see **Night Ranger** at **City Hall Live in Brandon** on August 18<sup>th</sup>. The winners included Sandi Reeves, Mike Waller, Keith Swilley, Missy Crosby, Dave Gray, Morgan McRaney, Cody Rainey, and Bryan Benson.






The B95 Rolling Radio Show with Joey T and Account Executive Chasity Warren were at **Little Creek Landing in Sumrall** on Saturday, August 24<sup>th</sup> for their grand opening. The park is home to exotic animals, waterfowl, peafowl, zebras, camels, and kangaroos. They also have a restaurant and gift shop.



Blakeney Communications, Inc.





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

