



Station Profile

Call letters: WBBN-FM (B-95)
Format: Country (since 1985) *Celebrating 20 years of continuous Country in March 2005*
Facility: 95.9 FM MHz FM Stereo
Power: Upgrading from 50,000 to 100,000 watts (March 2005)
Hours of Operation: 24 hours
Arbitron Market: #223 Laurel-Hattiesburg, MS

Listening Area: (18 counties) Jones, Forrest, Lamar, Smith, Jasper, Covington, Wayne, Jeff Davis, Greene, Marion, Perry, Stone, Rankin, Simpson, Scott, Lawrence, Clarke, and Newton.

News: ABC affiliate, Paul Harvey News and Comment and a full time news/sports director provides extensive local news coverage.

Weather: B-95 is known as the "Pine Belt's Official Weather Station" for providing continuous weather radar reports, forecasts and storm-alerts.

Remotes: The "Rollin' Radio Show" has three black vans with sun visors, flares and a huge Buzzy the Bee on the side. Remote packages include a spot schedule, promos, live broadcasts and talent fees. The B-95 mascot is a Bumble Bee and everybody loves Buzzy.

Promotions: Hot promotions are always in the works, from the "B-95 Contest of the Century" to the "B-95 \$95,000 Money Bags Contest", trips to the ACM and CMA Awards Shows, trucks, furniture, jewelry, cash, plus daily prizes like the "Top 10 at 10", the Birthday Bouquet, concert tickets, CDs, sporting event tickets and B-95 specialty items.

Morning Show: "The B-95 Breakfast Club" is a live locally produced morning show which begins at 5am with news and information for the day plus birthday and anniversary wishes. The show includes comedy with Earl Pitts, News from ABC, Paul Harvey and our own local coverage, guests discussing community events, contests, games and the best main stream country music.

Awards: WBBN was the *Country Music Association's "Station of the Year"* in 1997, *Mississippi's "Station of the Year"* in 1997, *CMA Air Personality Finalists* in 1997, *Mississippi's Personalities of the Year* in 1997. WBBN News has won *"Mississippi's Newsmen of the Year"* and has been Mississippi's Most Award winning radio station for 9 years. B-95 has won several Regional RTNDA Awards and a National RTNDA Award, "The Edward R. Murrow Award". The production department has won numerous state, regional and national level awards and a second place International level RAP Award (Radio and Production Magazine.)

Features: Paul Harvey News, Earl Pitts (Comedian), "The B-95 Country Cafe"-requests, "The B-95 Friday Night Jukebox" - requests, *American Country Countdown*, *Jeff Foxworthy's Countdown*, and *Country Gold Saturday Night with Big John Howell*.

Web site: www.b95country.com **E-mail:** b95@b95country.com

Combo: WKZW-FM (94.3 - Adult Contemporary), WXRR-FM (104.5 - Rock and Roll Classics) and WXHB (96.5 - Southern Gospel)

Owner: Home owned and operated by Blakeney Communications, Inc.

The Pine Belt's Radio Station - B-95!