



## Station Profile

Call letters: WBBN-FM (B-95)  
Format: Country (since 1985)  
Facility: 95.9 FM MHz FM Stereo  
Power: 100,000 watts  
Hours of Operation: 24 hours

Nielsen Market: #219 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: Full time news/sports director Tanner Watson provides extensive local news coverage.

Weather: B95 is regarded as "The Weather Station" due to continuous weather radar reports, forecasts and storm-alerts by our live staff. WBBN is also an Alert FM station.

Remotes: The "Rollin' Radio Show" has three black vans with sun visors, flares and a huge Buzzy the Bee on the side and "Buzzy1" an Excursion with a cool wrap. Remote packages include a spot schedule, promos, live broadcasts and talent fees. The B-95 mascot is Buzzy, the Bumble Bee.

Promotions: Hot promotions are always in the works, from the "B-95 Money Song" to the "B-95 \$95,000 Money Bags Contest" to "The Contest of the Century" plus daily prizes like the Birthday Bouquet, concert tickets, sporting event tickets and B-95 specialty items.

Morning Show: The live and local morning show, "The B-95 Breakfast Club" is hosted by Mason Clark.

Awards: WBBN was the *Country Music Association's "Station of the Year"* in 1997, *Mississippi's "Station of the Year"* in 1997 & 1993, *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: Earl Pitts (Comedian), "*The Country Cafe*" - requests, "*The Friday Night Jukebox*" - requests, *American Country Countdown with Kix Brooks*, and *Pine Belt Saturday Night*.

Web site: [www.b95country.com](http://www.b95country.com) or [www.wbbnfm.com](http://www.wbbnfm.com)

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



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