



Station Profile

Call letters: WXRR-FM (Rock 104)
Format: Rock and Roll Classics (since 1995)
Facility: 104.5 FM MHz FM Stereo
Power: 100,000 watts
Tower Height: 1026 feet above ground
Hours of Operation: 24 hours
Arbitron Market: #223 Laurel-Hattiesburg, MS

Listening Area: (18 counties, ADI) Jones, Forrest, Lamar, Smith, Jasper, Covington, Wayne, Jeff Davis, Simpson, Greene, Marion, Perry, Stone, Rankin, Scott, Lawrence, Clarke, and Newton. Rock 104 has "shown up" in the New Orleans and Mobile Arbitron counties.

News: Full time news/sports director, Tom Colt, provides extensive local news coverage.

Sports: Flagship for The University of Southern Mississippi Football and Basketball games.

Awards: 1999 - "Best of Show" and "Gold Award" for station promotional announcement, "Gold and Silver Awards" for Special News Event.

Remotes: The ROCK 104 "Rock and Roll Patrol" rides in a cool screaming yellow van with sun visor and flares. Remote packages include a spot schedule, promos, live broadcasts and talent fees.

Promotions: Rock 104's Birthday Bash, Rock 104 Southern Miss Night at the Seawolves in Biloxi, The Rock 104 Morning Crew's "Best of CD" sales to raise money for charity. Free meals, concert tickets, trips, shirts, caps, a new car....send it to us, we'll give it away.

Morning Crew: Tom Colt, Flyin' Bryan, Andy Webb and Miss Shirley Q. Liquor rock you out of bed and roll you to work.

Features: Since 1996 - Sunday 10A-6P - "Rock Trax and Race Tracks with Doug Morris" (requests), Weekends - "The Classics", a two hour concert each week by the best classic rock entertainers.

Goal: *To keep the Pine Belt rockin'!*

Web Site: www.rock104fm.com E-mail: rock104@rock104fm.com

Combo: WBBN-FM (95.9 - Country), WKZW-FM (94.3 - Adult Contemporary) and WXHB (96.5 - Southern Gospel)

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

The Station that Rocks the Pine Belt!