



WXRR-FM Hattiesburg-Laurel

"The Station that Rocks the Pine Belt"

Rock104 has been rockin' the Pine Belt for more than 26 years now with 100,000 Watts of Classic Rock. From the Beatles to the Foo Fighters, if it rocks, we play it! We are also deeply involved in community events throughout Laurel/Hattiesburg including the Mississippi Walk for Diabetes (Hattiesburg), Laurel's annual Loblolly Festival, the Lauren Rogers Museum of Art's Annual Blues Bash, providing the soundtrack for annual Fourth of July Fireworks Extravaganza, local parades, and much more!

Management/Operations Team:



President/CEO
Larry Blakeney



General Manager
Debbie Blakeney



Operations Manager
Tom Colt



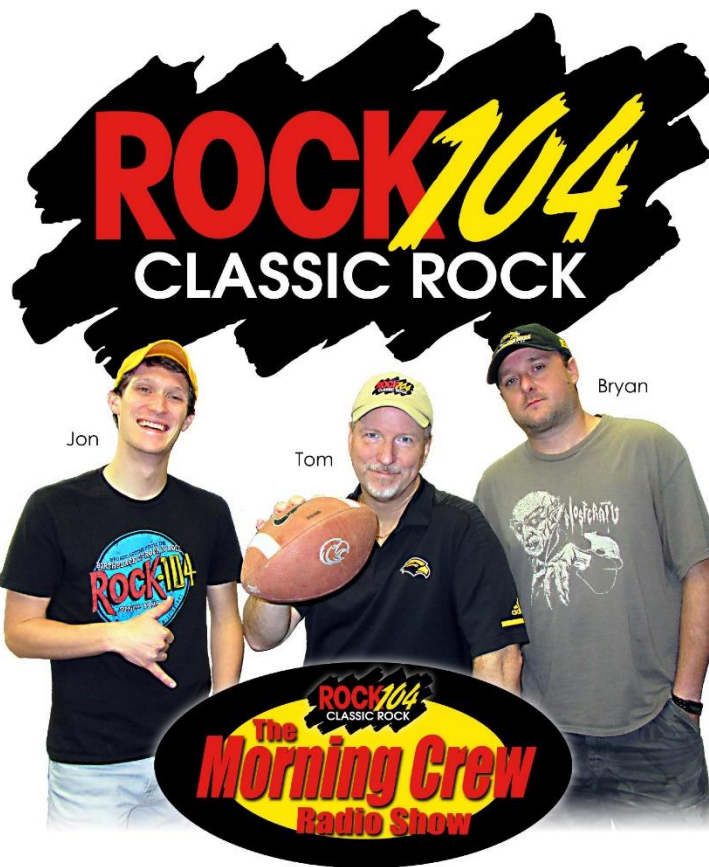
Program Director
Brandon Blakeney

“Rock104 embodies what it means to be LOCAL. With the exception of one two-hour syndicated show per week, 100% of our programming decisions are made in-house. All of Rock104’s air personalities live in this local community and do their shows live or voice-track in our building. We have phones that actually get answered and requests that actually get played. Rock104 features 13 hours per week totally-programmed by listener requests. We also air many Public Service Announcements throughout the day for worthy causes and organizations in our area.”

-Brandon Blakeney, Program Director



ROCK104



TOM COLT • FLYIN' BRYAN • JON LAMAR

MONDAY - FRIDAY 6-10 a.m.

104.5 FM

Streaming at rock104fm.com
FREE Smartphone App

Rock104 features the Pine Belt's longest-running live and local morning show: **The Rock104 Morning Crew**. Tom Colt and Flyin' Bryan Hicks just celebrated their 20th anniversary together on the show, with Jon Lamar joining in 2018. Tom Colt also produces our newscast that airs several times daily.



(from left to right) Flyin' Bryan Hicks, Jon Lamar, and Tom Colt of the Rock104 Morning Crew broadcast Live from the Lauren Rogers Museum of Art's annual Blues Bash!

Blues Bash is an annual fundraiser for the Museum featuring Blues and BBQ on the museum's front lawn.



Rock104 becomes 'NAM104 each Memorial Day from 6-10am to honor all veterans (especially those that served during Vietnam). The show features music from the era, listener stories, and giveaways of our coveted NAM104 shirts!



The Rock104 Morning Crew features live interviews with many community leaders and event coordinators throughout the year to discuss upcoming events and programs in the Pine Belt.



(Ladies from the Laurel-Jones County Library on to discuss the Summer Reading Program for children).



(Members of the 177th Armored Brigade from Camp Shelby ahead of Memorial Day).

Some of the interviews featured on the Rock104 Morning Crew during 2021 included spokespersons from the following:

Laurel Little Theatre (upcoming plays)

Mississippi Raider's Dance Team (upcoming tryouts)

Vitalant Blood Services

Oak Grove Youth Baseball

Department of Rehabilitation (vocational training for those with disabilities)

The Social Club (fundraising efforts for this special needs organization)

Laurel Main Street (events such as Crawfest, Loblolly Festival, and Downtown Countdown on New Year's Eve)

Okatoma Festival Organizers

Domestic Abuse Shelter (explanation of services and how to receive help)

Jones College (educational programs and events on campus)

Fraternal Order of Police (crawfish boil fundraiser for "Shop with a Cop" Program)

177th Armored Brigade (Camp Shelby)

Hub City Service Dogs (5K fundraiser to buy and train service dogs)

Leading Ladies of Laurel (free event featuring NFL referee Sarah Thomas)

Petal Chamber of Commerce (upcoming events)

Mississippi Watermelon Festival

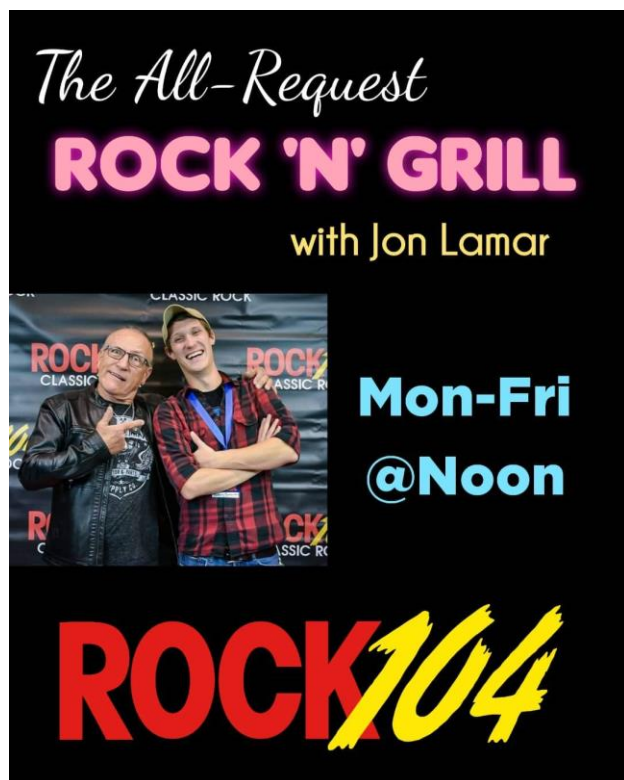
North Forrest Volunteer Fire Department (annual Haunted Forest fundraiser)

Laurel Sertoma Club (annual Christmas Parade)

South Mississippi Fair

Laurel Kiwanis Club (Pancake Day fundraiser)

Live in Laurel (Free Community Concert Series)



After the Morning Crew, Jon Lamar slides into the main chair to host middays, including the All-Request Rock 'N' Roll Grill from Noon to 1pm Monday through Friday.

Jon is seen here with Mark Farner of Grand Funk Railroad!



Jon also has some goodies for the midday listeners ranging from food to tickets for Southern Miss Sports or Concerts.



Brandon holds down the Afternoon Drive and gets everyone home with the “5 O’Clock Work Release Program.” He keeps you updated on severe weather and traffic tie-ups. You have to know your trivia to win his contests: movies, music, sports, or general knowledge. You might find yourself winning free food or tickets!

Brandon is also the Program Director and Imaging Director. All imaging is produced in-house with the voice of V.O. Artist Johnny Panzarella.

This Sunday: Doug Morris celebrates 25 YEARS of Rockin' your Sundays!



Unheard of in today’s radio, Rock104 is 100% Live and All-Request on Sundays from 10am-6pm. Doug Morris just celebrated 25 years of hosting RockTrax!

ROCK104
RockTrax
25 YEARS

SINCE
1996



Seven nights a week at Midnight, we turn the playlist “upside down and inside out” as we play album cuts, instrumentals, live tracks, and stuff you won’t hear anywhere else!



Jon Lamar broadcasting live from the Mississippi Walk for Diabetes in Hattiesburg in October!





Rock104 provided the official soundtrack for the annual Fourth of July Fireworks Extravaganza at Sawmill Square Mall in Laurel.

We broadcast a commercial-free hour of America-themed rock music during the fireworks show and provided a PA system on-site.



Rock104 participates in the annual Okatoma Festival Parade in Collins in May.

The annual Okatoma Festival features more than 15,000 annual festival goers for food, music, a 5K, and what they call "Southspitality."



Tom Colt hooks some loyal listeners up with free Rock104 swag live on location.

Tom also has Free Southern Miss tickets for the first listeners to arrive on location!





Jon Lamar emcees Laurel's annual Downtown Countdown New Year's Eve Celebration where a giant pinecone is dropped at midnight to ring in the new year!



**Happy 2022 in
downtown
Laurel with
Rock104!**