



## *Station Profile*

**Call letters:** WKZW-FM (KZ 94 THREE)  
**Format:** Adult Contemporary  
**Facility:** 94.3 FM MHz FM Stereo  
**Power:** 50,000 watts  
**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:** A full time news/sports director provides extensive local news coverage.

**Remotes:** The KZ KRUIZER is a lime green van with sun visor, flares with a huge orange and magenta parrot on the side. Remote packages include a spot schedule, promos, live broadcasts and talent fees. The KZ mascot is a 6 foot green parrot named KrackerZ.

**Promotions:** "The KZ 94 Summer Getaways" took 10 listeners to vacation destinations on the Miss. Gulf Coast, Gatlinburg, Jackson, MS, New Orleans and a Caribbean Cruise. This promotion was a partnership with The Hattiesburg American's THE GUIDE and Texaco Food Marts.

**Morning Show:** "The Rick and Bubba Show", a clean, funny 4 hours. Very rarely is anything serious discussed. The show originates in Birmingham where it is Number One. KZ94.3 was their first official affiliate. Rick and Bubba were the Grand Marshals for the 2000 Sertoma of Laurel Christmas parade. A record crowd of 30,000 turned out, some holding up "We love Rick and Bubba" signs.

**Features:** "KZ94.3 Love Songs After Hours" and the "All 80's Weekend"

**Primary Audience:** Women 18-49

**Goal:** *To be the Pine Belt's "Perfect for Work" station*

**Web Site:** [www.kz94.com](http://www.kz94.com) E-mail: [kz94@kz94.com](mailto:kz94@kz94.com)

**Combo:** WBBN-FM (95.9 - Country), WXRR-FM (104.5 - Rock and Roll Classics) and WXHB (96.5 - Southern Gospel)

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

Home of "The Rick and Bubba Show"