



Station Profile

Call letters: WXRR-FM (Rock 104)
Format: Classic Rock 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: #217 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 director, Tanner Watson provides extensive local news coverage.

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

Weather: Rock 104 provides continuous weather radar reports, forecasts and storm-alerts. WXRR is an Alert FM station.

Awards: The Rock 104 Morning Crew has been named "Mississippi's Radio Personalities of the Year" three times. WXRR has received numerous "Gold and Silver Awards" from the Mississippi Association of Broadcasters.

Remotes: The ROCK 104 "Rock and Roll Patrol" rides in the "Hurricane Hummer." Remote packages include a spot schedule, promos, live broadcasts and talent fees.

Promotions: From "Stupid Question of the Day" to "True Dat", we love promotions. 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 and Miss Shirley Q. Liquor rock you out of bed and roll you to work.

Features: Shirley Q. Liquor, Comedian; For 20 years Doug Morris has been on the air Sunday 10A-6P with "Rock Trax" (requests); Weekends - "The Classics", a two hour concert each week by the best classic rock entertainers.

Goal: To keep the Pine Belt rockin'! another 20 years

Combo: WBBN-FM (Country), WKZW-FM (AC), WXHB-FM (Southern Gospel)

Web sites: www.rock104fm.com www.wxrrfm.com www.dougmorris.net

Podcast: <http://morningcrew.podomatic.com/>

The Station that Rocks the Pine Belt!