

# THE Z-CHANNEL DELIVERS

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## KZRO-FM ON THE AIR WITH THE Z-MUSIC FORMAT SINCE 1996

The **Z-Channel** has the longest running music format in Siskiyou County. Other formats have come and gone, but after 13 years, **Z100FM** keeps adding new aspects to our program day to keep it interesting, maintaining and drawing new listeners every day.

## TWO MUSIC AUDIENCES WITH 60's/70's OLD-IES AND 70's/80's CLASSIC ROCK

The **Z-Channel** is two stations in one, with **Daytime Classics** from 6AM-6PM covering the 35-65 year old demographic, and **The 12 Hour Classic Rock Block** from 6PM-6AM attracting the younger 18-45 year old demo. Your commercial hits both audiences.



## LONG BLOCKS OF MUSIC WITH ONLY TWO COMMERCIAL BREAKS PER HOUR

Day and night, **The Z-Channel** holds listener attention by keeping the music going, non stop. With over 5,500 songs in rotation (many which other Classic stations never play) songs usually repeat **every three to four weeks.. meaning no repeats, ever.** Combine this with our policy of a maximum of **two commercial breaks per hour every weekday**, and our listeners have a reason to stay tuned to hear your commercial, putting clients through the door.

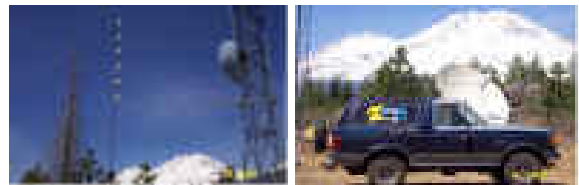
## GREAT DAILY WEEKDAY FEATURES THROUGHOUT THE BUSY WORKDAY

Tune into the **Dennis Michaels Dog And Pony Show** weekdays from 6AM-10AM and **The Rock Show** from 6PM-8PM. DM cranks out great music and airs **Goofy Stories, Stupid News, Music News, Vintage Tracks, Public Service Announcements** and more. In addition, **Z100FM** airs short feature programming throughout the day. Shows like **The Prime Comedy Cut, Dick Clark's Music Calendar, Tech Tips 101, CNN Healthwatch, House Of Blues Break, Get The Lead Out,** and of course **CNN Radio News.** Informative programs perk our listeners' interest every day as they listen to the best music on the planet.



## YOUR COMMERCIAL BROADCAST TO FIVE COUNTIES ON 100.1 FM

Our powerful transmitter at Broadcast Ridge in Mount Shasta covers an astonishing **24,000 square miles** throughout Northern California on 100.1FM, with an estimated **124,000 listeners** in our FM coverage area.



## THE Z100FM RADIO WEBSITE

Established in the mid 1990's, the **Z-Channel Website** contains a wealth of information including music, news, weather and alerts, photos, local links and lots of fun stuff.

See what music's playing on any day, find when your commercial will play and much more. View webcams from all over Siskiyou County, plus our real-time **Z-City Counter** shows what city and country people are logging in from. Check our **web statistics** there, where you can compare our real time traffic to other popular radio station websites.

This data shows that **The Z-Channel Website** draws a number of user/listeners comparable to radio station websites in the top ten major markets. Try it yourself by typing in other regional or national websites for stats, and compare them with **The Z-Channel.** Cool.



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## YOUR COMMERCIAL BROADCAST WORLD-WIDE 24/7 OVER THE WEB

Along with our music, your commercial is heard locally as well as in other cities and countries every day. **Z100FM** utilizes two high quality stereo feeds, i.e., **Windows Media** and **Shoutcast MP4**. Our access links are featured on sites around the world, as well as on **Microsoft's Windows Media Radio Tuner** where we've earned *Page One Status Listing* (rated by user traffic) under the five pages of US and worldwide Classic Rock stations listed.

## CNN RADIO NEWS EVERY HOUR 24/7

**KZRO-FM** has had the exclusive rights to broadcast **CNN Radio News** since the mid 1990's, airing **five minute reports** weekdays at 8AM, 10AM, 12PM, 2PM and 5PM every weekday, plus **one minute updates** at the bottom of every hour. During breaking news stories, **Z100FM** switches to the **CNN-TV** news feed in Atlanta for live uninterrupted coverage.

## 25 HOURS OF THE BEST WEEKEND SHOWS ANYWHERE

**The Z-Channel** carries more weekend syndicated shows than any radio station in the world. Great programs like **Dick Clark's Rock Roll and Remember**, **Elwood's House Of Blues**, **The Beatle Years**, **American Hit List**, **The Classics**, **Hot Rod Radio USA**, **Goddard's Gold**, **Off The Record with Uncle Joe Benson**, **Get The Lead Out**, **Little Steven's Underground Garage**, **The Psychedelic Hour** and **Blues Deluxe**. Listeners tune every weekend to hear these shows, and your commercial.

## DAILY REPLAY STREAM OF LOCAL SHOWS/PSA'S EVERY WEEKDAY

For those that miss **Dennis Michael's D+PS** and **The Rock Show** in the evening, **Z100FM** archives and posts the highlights of that days programming through a quick and easy to use MP3 audio stream on our website. No lengthy download is required to listen. Music and comedy bits they may have missed throughout the broadcast day are heard here daily.

## CHECK THE TIME YOUR COMMERCIALS PLAY ON THE Z-WEBSITE

We tell our listeners every day to log on to the **Z-Website** for various reasons. One of them is the **Z-Program Log**, published daily on the web. There, listeners can follow our music playlist 24/7. In the same way, **Z-Sponsors can track their commercial airtimes**. Simply go to your browser, hit FIND, and track your valuable commercial.

## BEST DIGITAL PRODUCTION STUDIO IN NORTHERN CALIFORNIA AND BEYOND

Our **digital production system** is second to none. Multi-track layering, 20,000 Sound Effects, CD Music Library, Digital Cut And Paste Voice Editor and more. Your commercial WILL sound good.

## HOTTEST DIGITAL FM STEREO PROCESSOR ON THE RADIO DIAL

Recently, we replaced our analog FM Stereo Processor with the new Wheatstone **Vortex VP-8 Multiband Digital Stereo Processor**. Truly, this upgrade has given us not only the *'hottest'* signal on the air, but the most technically enhanced *'stereo presence'* on the radio dial. Even with mountain peaks everywhere, it still sounds good.

## Z-SIGNAL REBROADCAST IN MOUNT SHASTA CITY ON 1570-AM

**Z100FM** plays Oldies during the daytime. Sometimes its fun to hear those old songs on the radio band the way you heard them the first time. If you're in the Mount Shasta City area and near our studios on Alma Street, **tune to 1570-AM** for a taste of nostalgic radio sound.

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Regional FM and worldwide coverage on the web. Digital state of the art air and productions studios plus news, great shows and music. Our listeners love us, so is it any wonder we get results for our clients? Put the power of **The Z-Channel** to work for your business... **Call your Z-Rep today.**