THE Z-CHANNEL DELIVERS

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 OLDIES 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.

Check out the Z100FM Website and listen at www.zchannelradio.com Email us at: zmail@zchannelradio.com
YOUR COMMERCIAL BROADCAST WORLDWIDE 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.

CHECK THE TIME YOUR COMMERCIALS PLAY ON THE Z-SITE
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.

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.

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.

THE Z-CHANNEL DELIVERS
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.