

What is Program Underwriting?

Program underwriting is a tax-deductible way for your business to monetarily support The Rock and thus be recognized as a viable and active participant serving the community.

Via hourly underwriting announcements, your support will be acknowledged. Announcements are read at the start and end of each hour, with brief mention in the middle of the hour. We can also craft a custom schedule. You choose the time your underwriting announcement airs. You may also elect to support an entire show.

Our radio professionals will work with you to establish appropriate verbiage for your announcement.



[WWW.CENTRALCALIFORNIA.RADIO.ORG](http://www.CENTRALCALIFORNIA.RADIO.ORG)

CONTACT

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Radio for people
not for profit

What is 97.3/107.9 The Rock?



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KEBF/KZSR is a non-commercial community-supported FM radio station staffed entirely by volunteers. Our content is 80% music curated by local DJs interspersed with engaging conversation. Over-the-air we reach Morro Bay, Los Osos/Baywood, Cayucos at 97.3 FM and Paso Robles, Atascadero and Templeton on 107.9 FM with a potential local listening audience of approximately 95,000. The Rock also “streams” online so anyone world-wide with a computer or mobile device can listen to The Rock. Also, download the app, The Rock Community Radio, in the app store for iPhone or Android.

Build your community involvement! Underwrite non-profit community radio!

- ***\$10 per hour***
- ***You'll receive at least 2 on-air announcements per hour***
- ***Underwrite any day of the week, as many hours as you'd like***
- ***Choose your favorite show***
- ***Feel good for supporting local non-profit radio!***
- ***Your underwriting investment is a tax-deductible donation***