

What is 97.3/107.9/KEBF/KZSR/The Rock?

KEBF/KZSR is a non-commercial community-supported FM radio station staffed entirely by volunteers. Our content is 80% music curated by local DJ's 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 100,000. The Rock also "streams" on the internet, so anyone world-wide with a computer, tablet or smartphone can listen to the Rock. Currently, LuciensWorld has a regular listening audience on 4 continents.

What is LuciensWorld?

LuciensWorld is programming for 2 separate shows broadcast on all of The Rock's channels. Lucien is a local volunteer DJ who prepares and airs the content of these 2 shows; (1) Theme Night (Mondays from 5 to 9pm) and (2) Covers by Others (Fridays from 8 to 10am). Lucien has been a volunteer at The Rock since 2015, and strives to represent meet the interests of his listening audience and the objectives of our community radio station. Lucien routinely drives audiences to The Rock through innovation, conversation, The Rock website and the LuciensWorld website.

What is Program Underwriting?

Underwriting is a form of media or program sponsorship where the sponsor receives a pre-determined number of underwriting spots during the programming day or perhaps tied to a specific program or programs. These underwriting spots identify the Underwriter and provide factual information about the Underwriter and/or its products and services. It is a much appreciated way for the Underwriter to be recognized as a viable and active participant serving and/or supporting the community.

Why Underwrite on 97.3 The Rock?

- **It's affordable.**
- **It's tax-deductible.** 97.3 The Rock is licensed to a 501(c)3 organization. All underwriting agreements are tax-deductible.
Estero Bay Community Radio, Inc. (Tax Id# 45-5496551).
- **It's Unique.** If you want to reach out to Estero Bay, there is no better way!
- **It's easy to get started and we help (if you want) to personalized your message.**

What Can Be Included in an Underwriting Message?

- **The FCC allows announcements to me made to identify the Underwriter. This provides a higher community profile and a more philanthropic appearance than the average advertiser, in exchange following restrictions:**
- **No qualitative language; the language must be “value neutral”; meaning no words like “best” or “fastest” or “tastiest”.**
- **Reasonably short in length. 97.3 The Rock aims for announcements to be no more than 30 seconds in length.**
- **Messages are personally read by our DJ's and delivered in the spirit and character of the show. No boring pre-records!**
- **No “Call to Action” in the spot. It's a fine line, but you can tell people where your business is, you just can't tell them to go there.**
- **Passive identifiers are OK (what, when, where, etc.)**
- **No mention of special sales or discount offers.**
- **Spots cannot include contests or giveaways.**

Example of an Acceptable Underwriting Message:

This program brought to you by Jamison's Jelly Beans. Jamison's Jelly Beans is located at 300 Main Street, Morro Bay and features jelly beans, lollipops, and craft sodas. Jamison's Jelly Beans are open Monday through Saturday from 9am to 7pm.

Example of an Unacceptable Underwriting Message:

This program is brought to you by Jamison's Jelly Beans. Jamison's makes the best, tastiest, and freshest jelly beans you've ever had. They are certainly better than Mike's Jelly Beans. Visit us at 300 Main Street, Morro Bay and we'll give you a free jelly bean for every jelly bean you buy at regular price. Tell 'em The Rock sent you!

Summary

This is a bit about who we are, the audiences we reach and some of the rules we must operate under. Please feel free to contact us for any additional information or clarifications you might like. We want to make your "getting started experience" with underwriting as easy as possible.