

sierrah.com

# sierra

## BROADCASTING

VETERAN FOUNDED - EST. 1993

KZCE-FM

# 101.1<sup>THE</sup> BOUNCE

THE VALLEY'S **THROWBACK** STATION



**WHO WE ARE**

## **Locally Owned. Veteran Founded.**

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Sierra H Broadcasting and The BOUNCE 101.1-FM were founded by U.S. Air Force Veteran Jay Brentlinger and Air National Guard Veteran Steve Szalay. The company is locally owned and operated by their families.

Mr. Brentlinger and Mr. Szalay, both Captains, met while flying F 104 fighter jets at Luke Air force Base in Phoenix, Arizona in the mid 1950's. Between the two of them, they successfully flew missions in Korea, Germany and throughout Europe.

Our company name, Sierra H Broadcasting, is a tribute to the bond our partners had and commitment they made to serve our country. "Sierra H" is aviator slang for "SH\*T HOT". This is military pilot's favorite, all-purpose expression of approval, a term of excitement, joy and high praise.

Sierra H Broadcasting salutes all Veterans past and present and continually thanks them for their service in protecting us!

Sierra H is committed to delivering quality content, entertainment, and service to the diverse, multigenerational and multicultural Phoenix Market, while providing results for its clients.



# 101.1 **THE BOUNCE**

The Valley's **EXCLUSIVE** Throwback Station!!!



## KZCE Remains a TOP Ranked Station in Key Adult Demos!

### Ranker

PHOENIX (Metro Survey Area)  
MAR24

Adults 18-49					
M-F 6a-7p					
	Station	Owner	Format	Average Rating*	Weekly Cume Persons
1	KESZ-FM	iHeartMedia Inc	Adult Contemporary	0.6	281,800
2t	KSLX-FM	Hubbard Radio LLC	Classic Rock	0.3	185,300
2t	KUPD-FM	Hubbard Radio LLC	Active Rock	0.3	176,100
<b>4t</b>	<b>KZCE-FM</b>	<b>Sierra H Broadcasting Inc</b>	<b>Rhythmic AC</b>	<b>0.2</b>	<b>157,900</b>
4t	KALV-FM	Audacy	Pop Contemporary Hit Radio	0.2	183,500
4t	KDKB-FM	Hubbard Radio LLC	Alternative	0.2	183,300
4t	KMLE-FM	Audacy	Country	0.2	131,700
4t	KMXP-FM	iHeartMedia Inc	Hot Adult Contemporary	0.2	151,600
4t	KNIX-FM	iHeartMedia Inc	Country	0.2	140,600
4t	KOOL-FM	Audacy	Classic Hits	0.2	155,100
4t	KYOT-FM	iHeartMedia Inc	Adult Hits	0.2	212,300
4t	KZZP-FM	iHeartMedia Inc	Pop Contemporary Hit Radio	0.2	140,700

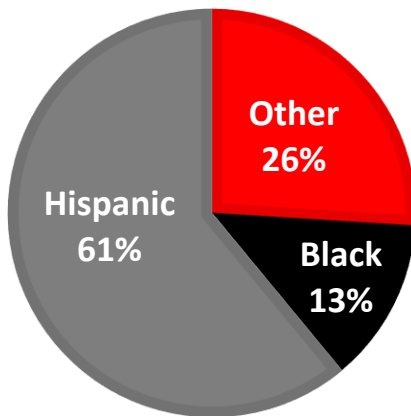
Adults 25-54					
M-F 6a-7p					
	Station	Owner	Format	Average Rating*	Weekly Cume Persons
1t	KESZ-FM	iHeartMedia Inc	Adult Contemporary	0.4	267,400
1t	KUPD-FM	Hubbard Radio LLC	Active Rock	0.4	193,000
3t	KSLX-FM	Hubbard Radio LLC	Classic Rock	0.3	207,300
3t	KYOT-FM	iHeartMedia Inc	Adult Hits	0.3	233,000
<b>5t</b>	<b>KZCE-FM</b>	<b>Sierra H Broadcasting Inc</b>	<b>Rhythmic AC</b>	<b>0.2</b>	<b>143,000</b>
5t	KALV-FM	Audacy	Pop Contemporary Hit Radio	0.2	172,800
5t	KDKB-FM	Hubbard Radio LLC	Alternative	0.2	187,300
5t	KFYI-AM	iHeartMedia Inc	News Talk Information	0.2	47,600
5t	KMLE-FM	Audacy	Country	0.2	138,200
5t	KMVP-FM	Bonneville International Corporation	All Sports	0.2	59,400
5t	KMXP-FM	iHeartMedia Inc	Hot Adult Contemporary	0.2	174,900
5t	KNIX-FM	iHeartMedia Inc	Country	0.2	157,700
5t	KOOL-FM	Audacy	Classic Hits	0.2	181,900
5t	KZZP-FM	iHeartMedia Inc	Pop Contemporary Hit Radio	0.2	132,000





# Who is Listening to The Valley's Fastest-Growing Throwback Station?

## Multicultural Mass Appeal

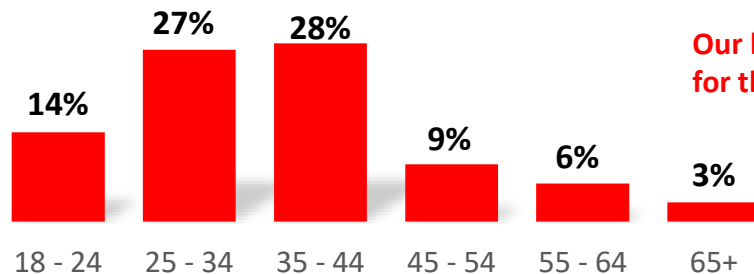


## Median Age

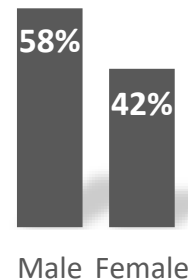
PHOENIX (Metro Survey Area)  
MAR24 / FEB24 / JAN24  
M-Su 6a-12m  
P 12+

Station	Weekly Cume Persons	Median Age *
KOY-AM		31
<b>KZCE-FM</b>		<b>34</b>
KALV-FM		34
KHOT-FM		34
KKFR-FM		34
KMVA-FM		35
KDKB-FM		37
KNAI-AM		37
KOMR-FM		39
KZZP-FM		39

A top-ranked station to effectively deliver Adults, Men, Women and the multicultural consumers!



**Our listeners choose 101.1 The Bounce for the soundtrack of their active lives.**



# The Bounce Talent Line-Up!

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**sierra**   
BROADCASTING

**101.1** <sup>THE</sup> **BOUNCE**

THE VALLEY'S **THROWBACK** STATION

**azfoothills.com**  
**BEST  
OF  
OUR  
VALLEY**  
2024 WINNER

**WINNER**  
**WINNER**  
**WINNER**

**101.1** <sup>THE</sup> **BOUNCE**

**BEST RADIO  
STATION**

# What they LOVE about The Bounce!



**Lori Hunt Heinlein**

This station is amazing! Love all the songs they are playing!

1d Like Reply

1



**Brianna Perez Vega**

Never changing the radio station anymore

6d Like Reply

12



**Angel Caraveo Garcia**

I LOVE that theres finally a station playing 90s hip hop

6d Like Reply Message

26



**Mercedes Vital**

Finally!!!! Super happy and added to my day!

13h Like Reply



**Jolly Green**

Best Radio Station In PHX

3d Like Reply

2



**Dedra Susunkewa**

My radio station is set to forever on this station. Finally glad we got this station.

5d Like Reply Message

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# COMMUNITY - COMMITMENT

## The BOUNCE Promotional Family

A team of promotional representatives with deep-rooted ties to the community and who are in touch with all that is Throwback, including The BOUNCE's loyal listeners, can be at your location to host a live event or van stop!



- DJ and/or station staff to host the event
- Station vehicle prominently displayed
- Station prizes
- On-air, social and digital elements included
- A turn-key event



## A Few Sierra H Broadcasting Events

- Community involvement, concerts, club nights & car shows
- Rock & Run 5K
- World Greatest Yard Sale
- JDRF One Walk
- Viva Phoenix – Music Festival
- Kidney Walk





# A FEW BOUNCE PARTNERS



## Client Success

We loved working with the Sierra H Broadcasting team! Jessica made the entire process so smooth and seamless. Jackie and Deana made our promotions amazing. Will definitely be working with the Sierra H Broadcasting again! Can't thank them enough for everything!  
BL Spa

Upper Crust Bakery is an international bakery manufacturing plant in Phoenix. Like every other company, we are trying to get through the labor shortage and getting creative with our recruiting methods. We decided to give BOUNCE a try and see how it works. NO REGRETS!!! At one of our past job fairs, every person except one, said they heard it advertised on BOUNCE and came to our job fair! We are looking forward to building a lasting work relationship with BOUNCE! Regards, Jackie

Our partnership with Bounce has benefited many families in our program and has helped them as they work towards self-sufficiency. Brenda has also been responsive and resourceful in addressing our program needs. We appreciate all the staff's hard work and commitment in providing effective and engaging marketing solutions and customer service.  
FRIENDLY HOUSE

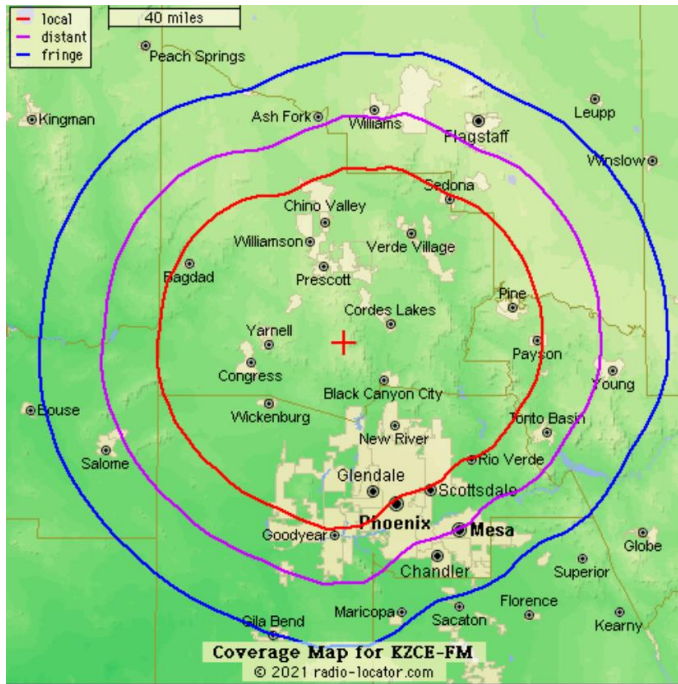
I have been an advertiser with "Mega 104.3" for many years and have recently added "101.1 The Bounce" as another outlet to reach my target audience. Every time I work with you and your team, you go over and above the call of duty and always make sure I'm happy and reaching my goals. I just wanted to say thank you and let you know that I plan to continue advertising with Sierra H Broadcasting for many years to come. Simply stated, you over-deliver on your promises and I am a very happy customer. Your commitment to your clients shines through each and every time we work together. Thank You All for your integrity and hard work!!  
Alan Beck - President of Pacific Concert Group

We have actually hired 4 people in the first week that it ran, so it's already been worth it!!!  
Joshua at ReddyIce Phoenix



## KZCE-FM 101.1 THE BOUNCE COVERAGE

The Valley's Fastest-Growing, *EXCLUSIVE* Throwback Station Reaching The Phoenix Metro, Northern Arizona and Beyond!



Antenna Pattern Non-Directional  
Full Class C, FCC Rated Station



Height above Ground Level  
52 meters (171 ft)  
Height above Sea Level  
2323 meters (7626 ft)



Effective Radiated Power  
40,000 Watts  
Height above Avg. Terrain  
807 meters (2649 ft)

**KZCE covers the Phoenix Metro, and can also be heard in Yavapai, Gila, Pinal, and Coconino Counties!**