

‘Radio’ rendezvous all weekend long

Coast Radio has been part of the “Rhody Rendezvous” since the local station began broadcasting in 1988. Participation in the weekend events and coverage of Florence’s largest annual festival has always been part of the station’s commitment to its community and listeners.

Tune in to Florence’s locally owned-and-operated radio stations, KCST (106.9 FM) and KCFM (104.1 FM/1250 AM) where you can find out what’s happening and when during the 111th Rhododendron Festival.

“The station has organized and sponsored events such as the Saturday car cruise and provided live coverage of the Grand Floral Parade for more than two decades,” says Coast Radio General Manager Jon Thompson. “You’ll find our staff at most of the events during the weekend.”

Coast Radio’s on-air staff will broadcast from various locations all weekend, giving listeners on-



site insights from the carnival rides and midway, bustling Bay Street, and the Old Town vendor fair. Other live coverage includes Saturday’s 5K and 10K Rhody Run, the Junior Parade, and news and interviews from the Elks Lodge chicken barbecue and pie sale.

Saturday’s live coverage concludes with the KCST Classic Car Cruise and oldies broadcast from Old Town. Coverage resumes just before noon on Sunday with the Grand Floral Parade and updates from all over town.

“Our stations are great companions for residents and the Florence area’s out-of-town guests to get the latest on local events, discover local resources, and get the most current daily news, weather and sports,” said Thompson.

Coast Radio not only broadcasts the annual car cruise, they organize and host the entire event with the help of the Siuslaw Valley Firefighters Association.

Registration for the KCST Classic Car Cruise begins at 8:30 a.m. during the Rhody Cruisers car club’s Show and Shine in the Grocery Outlet parking lot at 21st Street and Highway 101. Registration is required for all cruisers and entries are limited to the first 150 registrants of 1976 and older model vehicles.

It’s all about community.

We’re pleased to support the Florence Rhododendron Festival.



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