

www.littleoiganradio.com. (Acq 1-88; \$6.25 million with co-located FM; FTR: 1-4-88) Rep: Allied Radio Partners Format: Vietnamese. Target aud: 18-49. ◆ Ninh Vu, pres; Kathleen Bui, gen mgr; Joe Dinh, chief of engr.

## Santa Barbara

**KBKO(AM)**— April 1926: 1490 khz; 1 kw-U. TL: N34 24 57 W119 41 10. Stereo. Hrs opn: 24. 414 East Cota St. (93101). (805) 879-8300. Fax: (805) 879-8430. Licensee: Citicasters Licenses L.P. Group owner: Clear Channel Communications Inc. (acq 5-4-99; grpsl). Rep: Caballero Wash atty: Farrand, Cooper & Bruiniers. Format: Sp. News staff: one; news progmg 7 hrs wkly. Target aud: 16-65; Hispanic. ◆ Richard C. Marsh, CEO; Jim Farr, VP & s/s VP; Jim Votaw, gen mgr; Marlene Huddy, opns dir; Jose Fierroz, progmg VP & progmg dir; Lydia Panlazes, news dir; Ransom Bullard, chief of engr.

**KSPE-FM**—Co-owned with KBKO(AM). Feb 6, 1989: 94.5 mhz; 81 kw. 2,949 ft. TL: N34 31 32 W119 57 28. Hrs opn: 24. Format: News/talk.

**\*KCSB-FM**— November 1964: 91.9 mhz; 620 w. 2,910 ft. TL: N34 31 31 W119 57 29. (CP: Ant 1,879 ft.). Stereo. Hrs opn: 24. Box 13401, KCSB Associated Students, UCEN (93107). (805) 893-3757. Fax: (805) 893-7832. E-mail: info@kcsb.org. Web Site: www.kcsb.org. Licensee: Regents of the University of California. Format: Eclectic. News progmg 9 hrs wkly. Spec prog: Sp 12 hrs, blues 6 hrs, C&W 2 hrs, class 2 hrs, Japanese pop one hr, world beat 4 hrs, East Indian 2 hrs, reggae 6 hrs, jazz 16 hrs, gospel 7 hrs, American Indian 3 hrs wkly. ◆ Elizabeth Robinson, gen mgr; Maiya Evans, gen mgr; Ted Coe, dev dir; Keith Rozendal, news dir & pub affrs dir; Bryan Brown, chief of engr.

**KDB(FM)**— Feb 14, 1960: 93.7 mhz; 12.5 kw. 870 ft. TL: N34 27 58 W119 40 37. Stereo. Hrs opn: 24. 414 E. Cota St. (93101). (805) 879-8300. Fax: (805) 879-8430. E-mail: info@kdb.com. Web Site: www.kdb.com. Licensee: Pacific Broadcasting Co. Rep: McGavren Guild Wash atty: Fletcher, Heald & Hildreth. Format: Class mus. News progmg one hr wkly. Target aud: General; affluent, influential, active. ◆ Bob Scott, gen mgr & progmg dir; Roby Scott, s/s dir; Ran Bullard, engr dir.

**KEYT(AM)**— Oct 31, 1937: 1250 khz; 2.5 kw-D, 1 kw-N, DA-2. TL: N34 25 06 W119 49 05. 1330 Cacique St. (93103). (805) 963-7824. Fax: (805) 963-7415. E-mail: keytradio@aol.com. Web Site: www.keyt.com/radio. Licensee: Smith Broadcasting of Santa Barbara L.P. Group owner: Smith Broadcasting Group Inc. (acq 3-26-99; \$1,600,180) Wash atty: Hogan & Hartson. Format: News. News staff: 3; news progmg 140 hrs wkly. Target aud: 25 plus; upscale, educated listeners. ◆ Bob Smith, chmn; Bob Grissom, pres & gen mgr; Mark Keenan, s/n mgr; Pat Cantwell, gen s/s mgr; Jeff Martin, prom dir; Steve Day, opns mgr & progmg dir; John Palminteri, news dir; Bob Ripley, chief of engr.

**\*KFAC(FM)**— July 1985: 88.7 mhz; 12 kw. 866 ft. TL: N34 27 55 W119 40 37. Stereo. Hrs opn: 24. 1515 S. Figueroa St., Suite 2050 (90071). (213) 225-7400. Fax: (213) 225-7410. E-mail: kusc@kusc.org. Web Site: www.kusc.org. Licensee: University of Southern California. ◆ Net: PRL, NPR Wash atty: Lawrence Bernstein. Format: Class. News progmg 3 hrs wkly. Target aud: 35 plus. ◆ Brenda Barnes, pres & gen mgr; Ann Eggleston, dev dir; Abe Shela, mktg dir; Jennifer Williams, progmg dir; Pablo Garcia, engr dir.

**KIST-FM**— 1998: 107.7 mhz; 710 w. 1,758 ft. TL: N34 30 10 W119 50 56. 414 E. Cota St. (93101). (805) 879-8300. Fax: (805) 879-8430. Web Site: www.107kissfm.com. Licensee: Citicasters Licenses L.P. Group owner: Clear Channel Communications Inc. (acq 5-4-99; grpsl). ◆ Net: ABC Format: CHR Top-40. ◆ Jim Votaw, gen mgr; Carol Ray, s/s dir; Lyn Auvuchon, prom dir; Keith Royer, progmg dir; Ran Bullard, engr dir.

**KKSB(FM)**—See Goleta

**KMGQ(FM)**— Sept 1, 1957: 97.5 mhz; 17.5 kw. 2,920 ft. TL: N34 31 31 W119 57 29. Hrs opn: 24. 3757 State St., Suite 206 (93105). (805) 682-2895. Fax: (805) 682-5718. Web Site: www.cumulus.com. Licensee: Cumulus Licensing Corp. Group owner: Cumulus Media Inc. (acq 3-12-01; grpsl). Format: Smooth Jazz. Target aud: 35-64; young, educated, upscale adults. ◆ Lewis W. Dickey Jr., CEO; Jonathon Pinch, COO; Lewis W. Dickey Jr., chmn; Martin Gausvik, CFO; John W. Dickey, exec VP; Richard Denning, VP; Pat Cantwell, gen s/s mgr; Adam Gilbert, natl s/s mgr; Marco Carnacho, rgnl s/s mgr & mktg mgr; Megan Hilton, prom dir; Mark Deanda, progmg dir; J.D. Strahler, engr mgr & chief of engr.

**KRUZ(FM)**— Aug 8, 1961: 103.3 mhz; 105 kw. 2,980 ft. TL: N34 31 30 W119 57 10. Stereo. Hrs opn: 24. 3757 State St., Suite 206 (93103). (805) 682-2895. E-mail: webmaster@kruz.com. Web Site: www.kruz.com. Licensee: Cumulus Licensing Corp. Group owner: Cumulus Media Inc. (acq 4-00) Rep: Allied Radio Partners Format: Adult contemp. Target aud: 18-54; general. ◆ Lewis W. Dickey Jr., CEO, pres & gen s/s mgr; Jonathon Pinch, COO; Martin Gausvik, CFO; John W. Dickey, exec VP; Richard Denning, VP; Pat Cantwell, gen mgr; Sandy Lipowski, natl s/s mgr; Megan Hilton, prom dir; Bill Michaels, progmg dir; J.D. Strahler, chief of engr.

**KSBL(FM)**—See Carpinteria

**\*KSBX(FM)**— Apr 1, 2003: 89.5 mhz; 50 w. Ant 899 ft. TL: N34 27 57 W119 40 37. Stereo. Hrs opn: 24. Rebroadcasts KCBX(FM) San Luis Obispo 99% KCBX Public Radio, 4100 Vachell Ln., San Luis Obispo (93401). (805) 549-8855. E-mail: kcbx@kcbx.org. Web Site: www.kcbx.org. Licensee: KCBX Inc. ◆ Net: NPR Margaret Merisante Format: Class. jazz. News progmg 30 hrs wkly. ◆ Frank Lanzone, CEO; Hank Hadley, opns mgr; Paul Severson, dev dir; Guy Kathbun, progmg mgr; Neal Losey, mus dir.

**KTLK(AM)**— 1946: 1340 khz; 1 kw-U. TL: N34 25 09 W119 41 54. (CP: 675 w-U). Stereo. 414 E. Cotta St. (93101). (805) 967-4511. (805) 967-3212. Fax: (805) 964-4430. Licensee: Citicasters Licenses L.P. Group owner: Clear Channel Communications Inc. (acq 5-4-99; grpsl). Rep: CBS Radio Format: Sports, talk. Target aud: 25-54. ◆ Jim Votaw, gen mgr; David Heffernan, prom dir; Jeff Williams, progmg dir & news dir.

**KTMS(AM)**—Listing follows KTYD(FM).

**KTYD(FM)**— Aug 11, 1972: 99.9 mhz; 34 kw. 1,278 ft. TL: N34 28 15 W119 40 33. Stereo. Hrs opn: 24. 414 E. Cota St. (93101). (805) 879-8300. Fax: (805) 879-8430. Web Site: www.ktyd.com. Licensee: Citicasters Licenses L.P. Group owner: Clear Channel Communications Inc. (acq 5-7-97; grpsl). Wash atty: Wiley, Rein & Fielding. Format: AOR. News staff: one; news progmg 3 hrs wkly. Target aud: 18-49; upscale adults. Spec prog: Pub affrs one hr wkly. ◆ Keith Royer, VP & progmg dir; Jim Votaw, gen mgr; Ran Bullard, chief of engr.

**KTMS(AM)**—Co-owned with KTYD(FM). Aug 11, 1962: 990 khz; 5 kw-D, 500 w-N, DA-2. TL: N34 28 15 W119 40 33. Stereo. Hrs opn: 24. Web Site: www.990am.com. Format: Talk. News staff: 2; news progmg 4 hrs wkly. Target aud: 25 plus; upscale adults. ◆ Lin Aubuchon, prom mgr; Jeff Williams, progmg dir.

**KZBN(AM)**— March 1961: 1290 khz; 500 w-D, 122 w-N. TL: N34 25 07 W119 41 10. Stereo. Hrs opn: 24. 331 N. Milpas St., Suite F (93103). (805) 568-1444. Fax: (800) 365-6255. Licensee: Rotijelco Inc. (acq 12-12-94; \$299,000; FTR: 1-2-95) ◆ Net: Westwood One Format: Adult Standards. Target aud: 18 plus; mature adults. ◆ George Robert Newhart, CEO; Les Carroll, gen mgr; Tony Chez, natl s/s mgr; Betty Carroll, progmg dir. mus dir & pub affrs dir.

## Santa Clara

**KEMR(FM)**— Sept 25, 1964: 105.7 mhz; 50 kw. 500 ft. TL: N37 21 32 W121 45 22. Stereo. Hrs opn: 24. 750 Battery St., Suite 200, San Francisco (94111). (415) 733-5765. Fax: (415) 733-5766. E-mail: estereoso@netmio.com. Licensee: HBC License Corp. Group owner: Hispanic Broadcasting Corp. (acq 3-31-02; \$58 million). Rep: Katz Hispanic Format: Sp. ◆ Ali Shepherd, gen mgr; Eleazar Garcia, opns dir; Janet Rogers, gen s/s mgr; Eric Osuna, natl s/s mgr; Paul De La Rosa, rgnl s/s mgr; Bismarck Espinoza, prom dir; Jose Luis Gonzalez, mus dir; Charo Martinez, pub affrs dir; Raul Velez, engr mgr.

**KLIV(AM)**—See San Jose

**\*KSCU(FM)**— July 1, 1978: 103.3 mhz; 30 w. 179 ft. TL: N37 20 53 W121 56 25. Stereo. Hrs opn: 24. Santa Clara Univ., 500 El Camino Real 3207 (95053). (408) 554-4413. Fax: (408) 554-5738. Web Site: www.kscu.org. Licensee: President and Board of Trustees of Santa Clara University. Format: Modern alternative rock. News progmg one hr wkly. Target aud: 14-34; Young adult who like modern music. Spec prog: Hip-hop 15 hrs, Blues 3 hrs, loud rock 6 hrs, world one hr wkly. ◆ Michael Hang, gen mgr; Leila Molamed, dev dir; Cameron Collins, prom dir, progmg dir & pub affrs dir; Tyler Kogura, prom dir & progmg dir; Nicole Cox, mus dir; Tisha Thornton, mus dir; Ryan Schmidt, asst music dir; Gordon Young, news dir; Bill Orr, engr dir & chief of engr.

## Santa Cruz

**\*KFER(FM)**— 1992: 89.9 mhz; 200 w. 26 ft. TL: N37 00 45 W121 58 25. Hrs opn: 24. Box 13 (95063). (813) 464-8295. Licensee: Santa

Cruz Educational Broadcasting Foundation. Moody. Format: Educ, talk. News progmg 15 hrs wkly. Target aud: General. ◆ Mildred Holmes, pres; Dr. Stan Monteith, gen mgr; David Culp, chief of engr.

**KSCO(AM)**— Sept 21, 1947: 1080 khz; 10 kw-D, 5 kw-N, DA-2. TL: N36 57 43 W121 58 51. Hrs opn: 24. 2300 Portola Dr. (95062). (831) 479-1080. Fax: (831) 475-2967. Web Site: www.kSCO.com. Licensee: Zwerling Broadcasting System Ltd. (acq 1-31-91; \$600,000; FTR: 12-31-90) Format: News/talk. News staff: 8; news progmg 35 hrs wkly. Target aud: 25 plus; well educated professionals, managers. Spec prog: Talk. ◆ Michael L. Zwerling, pres; Michael Olson, gen mgr; Rosemary Chalmers, progmg dir; Susan Simon, news dir; Bill Graf, chief of engr. ◆ Rates: \$50; 50; 50; 35.

**KSQL(FM)**— Sept 2, 1961: 99.1 mhz; 1.1 kw. 2,487 ft. TL: N37 06 40 W121 50 34. Stereo. Hrs opn: 24. 750 Battery St., Suite 200, San Francisco (94111-1412). (415) 989-5765. Fax: (415) 733-5766. Web Site: www.hetrio.com. Licensee: TMS License California Inc. Group owner: Hispanic Broadcasting Corp. (acq 1996; \$40 million with KSQL(FM) San Francisco). Format: Sp. News staff: one; news progmg 4 hrs wkly. Target aud: 25-54. ◆ Ali Shepherd, gen mgr; Janet Rogers, gen s/s mgr; Eric Osuna, natl s/s mgr; Bismarck Espinoza, mktg dir; Eleazar Garcia, progmg dir; Raul Velez, chief of engr.

**\*KSRI(FM)**— Feb 28, 2001: 90.7 mhz; 316 w. Ant 364 ft. TL: N37 00 10 W122 03 05. Stereo. Hrs opn: 24. 5700 W. Oak Blvd., Rocklin (95765). (916) 251-1600. Fax: (916) 251-1650. E-mail: info@air1.com. Web Site: www.air1.com. Licensee: Educational Media Foundation. Group owner: EMF Broadcasting (acq 8-17-00; \$295,000). Wash atty: Shaw Pittman. Format: Christian hit radio. Target aud: 18-35; Judeo-Christian, female. ◆ Richard Jenkins, pres; Lloyd Parker, gen mgr; Kendra Ponzo, rgnl s/s mgr; Chris Joyce, prom dir; Mike Novak, progmg dir; Bryan O'Neal, progmg mgr; David Pierce, mus dir; Ed Lenane, news dir; Jack Reeves, pub affrs dir; Sam Wallington, engr dir.

**\*KUSP(FM)**— Apr 14, 1972: 88.9 mhz; 1.25 kw. 2,496 ft. TL: N36 32 05 W121 37 14. Stereo. Hrs opn: 24. Box 423 (95061). 203 8th Ave. (95061). (800) 655-KUSP. (831) 476-2800. Fax: (831) 476-2802. E-mail: kusp@kusp.org. Web Site: www.kusp.org. Licensee: Pataphysical Broadcasting Foundation Inc. ◆ Net: NPR Wash atty: Haley, Bader & Potts. Format: Var/div. News progmg 35 hrs wkly. Spec prog: Folk 4 hrs, gospel 2 hrs, jazz 14 hrs, spoken word 12 hrs, family/children 2 hrs, blues 5 hrs wkly. ◆ Katie Olsen, pres; Peter Troxell, s/n mgr; Larry Blood, chief of opns; Stephen Slade, dev dir; Dale Owen, s/s dir; Dean Monroe, rgnl s/s mgr; Maggi Cleveland, prom dir; Howard Feldstein, progmg dir; Johnny Simmons, mus dir; Rob Mullen, asst mus dir; Bonnie Primbsch, pub affrs dir; Brant Herrett, chief of engr. ◆ Rates: \$38; 25; 38; 20.

**\*KZSC(FM)**— August 1974: 88.1 mhz; 1.36 kw. 350 ft. TL: N37 00 10 W122 03 05. Stereo. Hrs opn: 24. KZSC, Student Music E., UCSC (95064). (831) 459-2811. Fax: (831) 459-4734. E-mail: kzsc@ucsc.edu. Web Site: kzsc.ucsc.edu. Licensee: Regents of University of California. Format: Div. News progmg 40 hrs wkly. Target aud: 18-plus; college students up till late 30's. ◆ Brian Heater, s/n mgr & dev dir; Jesse Thom, news dir. ◆ Rates: \$5; 15; 15; 15.

## Santa Margarita

**KWWV(FM)**— July 21, 1986: 106.1 mhz; 950 w. 1,467 ft. TL: N35 21 38 W120 39 21. Stereo. Hrs opn: 24. Box 987, San Luis Obispo (934201). (805) 781-2750. Fax: (805) 781-2758. Licensee: Salisbury Broadcasting Corp. (acq 4-1-99; \$1 million) Rep: Allied Radio Partners Format: Chr/top40. News staff: 2; news progmg 6 hrs wkly. Target aud: 18-34; upscale homeowners. ◆ Kathy Signorelli, gen mgr; Tom Kettury, s/s VP; Chris Land, prom dir; Bill Bordeaux, engr dir.

## Santa Maria

**KBOX(FM)**—(Lompoc). Dec 24, 1968: 104.1 mhz; 5.7 kw. 710 ft. TL: N34 43 50 W120 26 01. Stereo. Hrs opn: 24. Box 5579 (93456-5579). 2325-J Skyway Dr. (93455). (805) 922-1041. Fax: (805) 928-3069. Licensee: Broadcast Management Consultants Inc. (acq 12-86) Wash atty: Hogan & Hartson. Format: Adult contemp. News staff: one. Target aud: 25-54. ◆ Rich Watson, pres & gen mgr; Kurt Olson, opns mgr; Emily Stich, natl s/s mgr; Bill Bordeaux, chief of engr.

**KGDP(AM)**—(Orcutt). July 4, 1988: 660 khz; 10 kw-D, 1 kw-N, DA-2. TL: N34 57 04 W120 22 38. Hrs opn: 24. 2225 Skyway Dr. (92455). (805) 928-7707. Fax: (805) 922-8582. E-mail: kgdp@kgdp660.com. Web Site: www.kgdp660.com. Licensee: Radio Representatives Inc. Group owner: Norwood J. Patterson ◆ Net: USA Format: Christian,