

California Radio

1169 (93102). (805) 966-3981. KIST Properties Inc. (acq 9-81). Rep: Eastman. Format: Contemp. Spec prog: Farm 1 hr wkly. ■ Bob Jones, sls mgr; Dick Williams, prog dir; Patrick C. Riley, news dir; Lin Aubuchon, coml mgr; Dick Williams, mus dir; Phil Davies, chief engr. ■ Rates: \$18; 15; 18; 15.

KMGQ(FM)—See Goleta.

KRUZ(FM)—August 8, 1961: 103.3 mhz; 105 kw. Ant 2,980 ft. Stereo. Quad. 31 W. Carillo St. (93101). (805) 963-1831. The Schuele Org. Inc. (acq 5-21-71). Net: ABC/E. MBS. Rep: Katz. Format: Btfl mus. ■ Carl L. Schuele, pres & gen mgr. ■ Rates: \$30; 36; 36; 30.

***KSCA(FM)**—December 1982: 88.7 mhz; 12 kw. Ant 55 ft. Box 77913 Los Angeles (90007). (213) 743-5872. University of Southern Calif. Net: NPR. Format: Class. ■ Wallace A. Smith, gen mgr.

KTMS(AM)—Oct 31, 1937: 1250 khz; 2.5 kw-D, 1 kw-N, DA-1. Drawer NN (93102). (805) 963-1975. News-Press Pub Co. Net: ABC/Talk, NBC, MBS, APR. Rep: Howard. Format: News, talk. Spec progs: Big bands 14 hrs, Ger 1 hr, Span 2 1/2 hrs wkly. ■ Stuart S. Taylor, pres; Malcolm G. Morehouse, gen mgr; Marc Bradley, prog dir; Mark Giles, mus dir; John Palminteri, news dir; John Strahler, chief engr. ■ Rates: \$17; 12; 17; 11.

KTMS-FM—Sept 1, 1957: 97.5 mhz; 16 kw. Ant 2,900 ft. Prog sep from AM. NBC's The Source. Format: Prog. ■ Bob Senn, prog dir. ■ Rates: \$22; 16; 22; 14.

KTYD(FM)—Listing follows KBLS(AM).

KXXN(AM)—March 1961: 1290 khz; 500 w-D. 1919 State St. (93111). (805) 963-5896. KACK Radio Inc. (acq 5-1-74). Net: ABC/II. Format: C&W. Spec progs: It 1 hr, Pol 2 hrs wkly. ■ Guy S. Erway, chmn bd & chief engr; Joyce Erway, gen & coml mgr; Guy Erway Jr., news dir. ■ Rates: \$9; 8; 9; —.

Santa Clara

KARA(FM)—Sept 25, 1964: 105.7 mhz; 50 kw. Ant 500 ft. Stereo. 2775 Park Ave. (95050). (408) 243-3200. Santa Clara Broadcasters Inc. (acq 7-1-72). Rep: Buckley. Format: Oldies. ■ Robert S. Kieve, pres; Max Reeder, VP & sls dir; John McLeod, prog dir; Kim Vestal, prom mgr; George Sampson, news dir; Vince Lopopolo, chief engr. ■ Rates: \$45; 45; 45; 45.

KLIV(AM)—See San Jose.

KNTA(AM)—Licensed to Santa Clara. See San Jose.

***KSCU(FM)**—July 1, 1978: 103.3 mhz; 19.5 w. Ant 179 ft. Stereo. Box 1207 (95053). (408) 984-4413. Pres and Bd of Trustees of Santa Clara Univ. Net: UPI. Format: Jazz, prog. ■ Harold Pestana, gen mgr.

Santa Cruz

KMFO(AM)—See Aptos-Capitola.

KSCO(AM)—Sept 21, 1947: 1080 khz; 10 kw-D, 5 kw-N, DA-N. Box 1080 (95061). (408) 475-1080. Radio Santa Cruz. Net: APR. Rep: Savalli-Gates. Format: MOR. ■ Charles V. Berlin, mgng ptrn, gen mgr & chief engr; Dick Little, news dir. ■ Rates: \$8; 6; 8; 6.

KSCO-FM—Sept 2, 1961: 99.1 mhz; 24 kw. Ant minus 250 ft. Dups AM 50%. Stereo.

***KUSP(FM)**—April 14, 1972: 88.9 mhz; 860 w. Ant 3,750 ft. Stereo. Box 423 (95061). (408) 476-2800. Palataphysical Bcstg Fdn. Format: Class, jazz, div. Spec progs: Black 20 hrs, Span 8 hrs, reggae 6 hrs wkly. ■ Lance Linares, gen mgr; Johnny Simmons, prog dir; Victoria Bolam, news dir; Don Mussell, chief engr.

***KZSC(FM)**—1974: 88.1 mhz; 1.25 kw. Ant 350 ft. Stereo. KZSC, UCSC (95064). (408) 429-2811. Regents of Univ. of Calif. Format: Div. Spec progs: Span 3 hrs, classical Indian (from India) 3 hrs wkly. ■ Brad R. Gardner, stn mgr; Don Mussell, chief engr.

Santa Maria

KKAL(AM)—(Arroyo Grande) June 29 1962: 1280 khz; 5 kw-D, 2.5 kw-N, DA-2. 129 N. Halcyon, Arroyo Grande (93420). (805) 489-1280. Kal Coast Radio Corp. (acq 12-79). Group owner: American General Media. Net: MBS. Rep: McGraven-Guild. Format: C&W. Spec prog: Farm 2 hrs wkly. ■ Anthony Brandon, pres; Gary S. Owens, VP, gen & coml mgr; Doug Vincent, prog & prom mgr; Dave Wheeler, mus dir; Jeff Spawn, news dir; Vic Carpenter, chief engr. ■ Rates: \$28; 24; 22; 20.

KZOZ(FM)—(San Luis Obispo) Co-owned with KKAL(AM). 1962: 93.3 mhz; 29.5 kw. Ant 1430 ft. Stereo. 341 Higuera, San Luis Obispo (93401). (805) 544-5093. Net: RKO. Rep: McGavren-Guild. Format: AOR. ■ Skip Hansen, prog dir & prom mgr; Harlan Winslow, mus & news dir. ■ Rates same as AM.

KSBQ(AM)—Sept 1, 1961: 1480 khz; 1 kw-D, DA-D. Box 442 (93456). (805) 922-1777. Los Padres Bcstg Corp. (acq 11-1-80). Net: ABC/D. Rep: Howard. Format: Modern country. ■ Albert B. Sturges, pres & gen mgr; Dorothy Sturges, coml mgr; Edward Ryba, prog dir; Tom Hiscox, news dir; Dale Williams, chief engr. ■ Rates: \$12; 11; 12; 9.30.

KSMA(AM)—1945: 1240 khz; 1 kw-D, 250 w-N, DA-1. 110 W. Cypress St. (93454). (805) 925-2582. Bayliss Bcstg Co. (acq 7-1-80). Net: CBS. Rep: Blair. Format: MOR, news, sports. Spec progs: Span 3 hrs wkly. ■ John Bayliss, pres; Ed Murray, gen mgr; Roy Schmidt, sls mgr; Tim Shaw, prog dir; Steve Southwick, news dir; Dennis Bornhoft, chief engr. ■ Rates: \$20; 13; 20; 13.

KSNI-FM—1960: 102.5 mhz; 39 kw. Stereo. Separate from AM. Format: Btfl mus. ■ Rates same as AM.

KUHL(AM)—April 1946: 1440 khz; 5 kw-D, 1 kw-N, DA-N. Box 166 (93456). (805) 922-7727. KUHL Bcstg (acq 5-55). Net: ABC/I. Rep: Torbet. Format: MOR. Spec progs: Por 1 hr, Span 2 hrs wkly. ■ James H. Ranger, pres & gen mgr; Tom Morrissey, coml mgr; Denny Luell, prog & mus dir; Susan Hirasuna, prom mgr; Ed Bedwell, news dir; James Mussell, chief engr. ■ Rates: \$8.50; 6.75; 8.50; 6.75.

KXFM(FM)—Co-owned with KUHL(AM). 1959: 99.1 mhz; 1.8 kw. (CP: 2.5 kw). Ant 1900 ft. Stereo. Box 1964 (93456). (805) 922-2156. KXFM Bcstg Inc. (acq 4-18-79). Net: ABC/FM. Rep: Torbet. Format: Contemp. ■ Stephen Stagnaro, gen mgr; Fred Levy, prog dir; Peter Napoli, mus dir; Susan Hirasuna, prom mgr; Chuck Conder, news dir; Jim Mussell, chief engr. ■ Rates: \$6.40; 6.40; 8; 8.

KZON(AM)—June 10, 1962: 1600 khz; 500 w-D. Box 1116 (93456). (805) 922-7323. DeOro Bcstg Co. (4-21-80). Rep: Caballero, Lotus. Format: Span. ■ Jim Gregori, gen mgr; Frederick Rasgado, opns dir; Alfredo Rasgado, mus dir; Jim Mussell, chief engr. ■ Rates: \$6.35; 6.35; 6.35; 6.35.

Santa Monica

***KCRW(FM)**—Jan. 1, 1946: 89.9 mhz; 6.9 kw. Ant 1110 ft. 1900 Pico Blvd. (90405). (213) 450-5183. Santa Monica College District (acq 8-3-76). Net: NPR. Format: Div, jazz. Spec progs: Class 12 hrs, C&W 4 hrs, folk 5 hrs, reggae 6 hrs, old time radio 6 hrs wkly. ■ Richard Moore, pres; Ruth Hirschman, gen mgr; Mitchell Harding, prog dir; Tom Schnabel, mus dir; Jacqueline Des Lauriers, prom mgr; Tom Struther, news dir; John Huntley, chief engr.

KDAY(AM)—1947: 1580 khz; 50 kw-U, DA-2. 1700 N. Alvarado, Los Angeles (90026). (213) 665-1105. Rollins Bcstg of Delaware Inc. Group owner: Rollins Inc. Net: Nat Black. Rep: Bernard Howard. Format: Black. ■ Paul Downs, VP-radio group; Gary W. Price, gen mgr; Ernie Kristoff, stn mgr; Steve Woods, prog dir; Ed Kerby, gen sls mgr; John Badeaux, mus dir; Roger Aldi, news dir; Andy Laird, chief engr. ■ Rates: \$140; 115; 140; 80.

KSRF(FM)—Dec 22, 1960: 103.1 mhz; 870 w. Ant 570 ft. 1425 5th St. (90401). (213) 393-9681. Santa Monica Bcstg Inc. (acq 12-22-60). Format: Btfl mus. ■ George A. Baron, pres & gen mgr; Bob Loeber, sls mgr; John Darrell, opns & news dir; Bob Reite, chief engr. ■ Rates: \$29; 38; 38; 24.

Santa Paula

KKBZ(AM)—1948: 1400 khz; 1 kw-D, 250 w-N. Box 1400, Saticoy Branch, Ventura (93003). (805)

647-1400. Pac West Bcstg Corp. (acq 1-31-81). Net: ABC/II. Rep: Masla. Format: Contemp/AOR. ■ John R. Lego, pres; Karen Lego, gen mgr; Eileen Langhoff, coml mgr; Hans Christian, prog dir; Tom Lego, mus dir; Kaedy Kiley, prom mgr; Claire Sears, news dir; Rich Schnieder, chief engr. ■ Rates: \$25; 19; 22; 16.

KKBZ-FM—Oct 4, 1976: 96.7 mhz; 3 kw. Ant 1,600 ft. Dups AM 100%. Stereo.

Santa Rosa

***KBBF(FM)**—May 30, 1973: 89.1 mhz; 420 w. Ant 2,770 ft. Box 7189 (95401). (707) 545-8833. Bilingual Bcstg Foundation Inc. Format: Bilingual (Span-Eng). var. ■ Josue R. Lopez, gen mgr; Baltazar Guzman, prog dir; Peggy Y. Maggi, exec prod; Magdalena Manzanarez, news dir; Ken Blacklock, chief engr.

***KCLB(FM)**—Oct 1, 1982: 91.9 mhz; 2.3 kw. Ant 1,950 ft. Stereo. 50 Mark West Springs Rd. (95401). (707) 528-9236. Educational Media Foundation (acq 6-10-82). Format: Contemp Christian. ■ Bob Anthony Fogal, pres & stn mgr; David Gilmour, exec dir; Steve Atkins, opns dir. ■ Rates: \$23; 23; 23; 23.

KPLS(AM)—Dec 7, 1958: 1150 khz; 5 kw-D, 500 w-N, DA-2. Box 6004 (95406). (707) 544-1150. Radio 1150 Inc. (acq 11-23-79). Net: APR. Rep: McGavren-Guild. Format: C&W. Spec progs: Farm 1 hr, Span 1/2 hr wkly. ■ F. Robert Fenton, pres; Lawrence D. Maher, VP & gen mgr; Shirley Young, coml mgr; Roger Shannon, prog dir; John Harvey, mus dir; Paul Siebert, chief engr. ■ Rates: \$18.50; 14.50; 18.50; 10.50.

KQTE(AM)—April 1, 1962: 1460 khz; 1 kw-D. DA. Box 1712. (95402). (707) 544-5873. Visionary Radio Euphonics Inc. (acq 1-4-79). Net: APR. Rep: Roslin Radio. Format: Music of your life. ■ John Detz, pres, gen mgr & prog dir; Dave Hoffman, coml mgr; Murray Borod, prom mgr; Bob Sala, news dir; Lou Schneider, chief engr.

KVRE-FM—Co-owned with KQTE(AM). Dec 23, 1974: 101.7 mhz; 200 w. Ant 1,102 ft. Prog sep from AM. Stereo. Format: Soft AOR. ■ Cindy Paulos, prog & mus dir; Randy Westmoreland, news dir.

KREO(FM)—(Healdsburg). Dec 21, 1979: 92.9 mhz; 2.3 kw. Ant 1,950 ft. Stereo. 840 Healdsburg Ave. Box 309 (95448). (707) 433-4895. North Coast Communications Inc. Rep: Torbet. Format: Contemp. ■ G.W. McCullough, pres; Jack Lawyer, VP & gen mgr; David Norman, coml mgr; Scott Landers, prog dir; Randy Wells, chief engr. ■ Rates: \$33; 29; 33; 29.

KSRO(AM)—May 1937: 1350 khz; 5 kw-U, DA-N. Box 1598, 627 College Ave. (95402). (707) 545-3313. Finley Bcstg Co. See Nwspr. Net: UPI, ABC/D. Rep: Hillier, Newmark & Wechsler. Format: MOR. ■ Evert B. Person, pres; Frank W. McLaurin, VP & gen mgr; Gordon Lofgren, coml mgr; Chris Hunter, prog dir; Mike Alexander, mus dir; Roger Shannon, prom mgr; Hilary Bacas, news dir; Steve Pinch, chief engr.

KZST(FM)—April 18, 1971: 100.1 mhz; 3 kw. Ant 240 ft. Stereo. Box SS (95402). (707) 528-4434. Redwood Empire Stereocasters. Rep: Selcom. Format: Easy Istng. ■ Gordon Zlot, pres & gen mgr & chief engr; Tom Skinner, sls mgr; Steve Atkins, prod dir; Linda Gummerson, traf dir; Dave Page, news dir. ■ Rates: \$28; 30; 28; 20.

Seaside

KMBY(FM)—Nov 22, 1972: 107.1 mhz; 910 kw. Ant 570 ft. Stereo. Box 1271, Monterey (93942). (408) 394-9000. Johnston Bcstg Corp. (acq 6-25-81). Net: ABC/FM. Rep: Torbet. Format: Adult contemp. ■ Stoddard P. Johnston, pres & gen mgr; Leonard A. Cohen, gen sls mgr; Joe Miller, prog dir; Bob Allen, news dir; Michael Blankenbecker, chief engr. ■ Rates: \$17; 17; 17; 17.

Shafter

KMGN(FM)—March 3, 1978: 97.7 mhz; 3 kw. Ant 300 ft. Stereo. Box 2700, Bakersfield (93303). (805) 397-7000. Consolidated Communications Corp. (acq 1-82). Net: NBC. Rep: Major Market. Format: AOR. ■ Joe Scott, gen mgr; David Lawrence, prog dir; Dick Shepard, mus dir; Terry Geisyer, chief engr. ■ Rates: \$7; 7; 7; 7.

Sierra Madre

KMAX(FM)—See Arcadia.