

Fuller-Jeffrey Broadcasting of Santa Cruz/San Jose (acq 7-16-86). Group owner: Fuller-Jeffrey Broadcasting Companies. Net: AP, Wall Street. Rep: McGavren Guild. Format: Adult contemp. Spec prog: Por 2 hrs wkly. ■ Robert F. Fuller, pres; William M. Cloutier, VP & gen mgr; Robert L. Caron, exec VP; J.J. Jeffrey, sr VP & opns mgr; Eric Hilding, sls mgr; Andrew Key, prog dir; Dick Little, news dir; Bill Brooks, chief engr. ■ Rates: \$18; 15; 18; 12.

KLRS(FM)—Co-owned with KSCO(AM) Sep 2, 1961: 99.1 mhz; 1.1 kw. Ant 2,618 ft. Stereo. 3031 Tisch Way, No. 200, San Jose (95128). (408) 243-0100. Format: Alternative adult. Spec progs: Jazz 2 hrs wkly. ■ Dick Heatherston, sls mgr; Mark Hill, prog dir. ■ Rates: \$50; 45; 55; 40.

***KUSP(FM)**—April 14, 1972: 88.9 mhz; 860 w. Ant 3,750 ft. Stereo. Box 423 (95061). (408) 476-2800. Pataphysical Broadcasting Foundation. Net: NPR, Amer Pub. Format: Class, jazz. Spec prog: Black 20 hrs wkly. ■ Michael S. Gant, pres; Lance Linares, gen mgr; Dale Owen, gen sls mgr; Johnny Simmons, prog & mus dir; Michael Bryant, membership dir; Marcia Kraus, news dir; Bob Romanski, chief engr.

***KZSC(FM)**—August 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 prog: Black 15 hrs, class 10 hrs, C&W 15 hrs, farm 1 hr, Jazz 19 hrs, Por 2 hrs, closet free 2 hrs, Sp 6 hrs wkly. ■ Kellie Stoddard, gen mgr; Jim Duncan, chief engr.

***KWIS(FM)**—Not on air, target date unknown: 89.9 mhz; 200 w. Ant minus 316 ft. 5960 Soquel Ave., (95060). Santa Cruz Educational Broadcasting Foundation.

Santa Margarita

KWSP(FM)—Not on air, target date unknown: 106.3 mhz; 93 w. Ant 1,467 ft. 364 Copperstone Circle, Castleberry, Fla. (32707). Mid-Coast Radio Inc.

Santa Maria

KGDP(AM)—(Orcutt) November 1987: 660 khz; 10 kw-D, 1 kw-N, DA-2. Box 420, Santa Ynez (93460). (805) 688-7766. Radio Representatives Inc. Format: Bfl mus, div, relig. ■ Jim Patterson, pres; Sherwood Patterson, VP & gen mgr; Dawn Delgatty, controller, off mgr; Norwood J. Patterson, chief engr & consultant.

KKAL(AM)—See San Luis Obispo.

KOSZ(FM)—See Grover City.

KRQK(FM)—(Lompoc) Dec 18, 1979: 100.9 mhz; 510 w. Ant 800 ft. Stereo. 516 N. H St. Lompoc (93436). (805) 736-5656. Crystal Broadcasting Inc. Format: (acq 1-8-86). Net: MBS. Rep: Major Mkt. Format: Contemp hits. ■ Andrew Reimer, pres & gen mgr; Brad Waldo, opns mgr & news dir; Rusty Kirkland, gen sls mgr; Sara Lewis, off mgr; Ken Burke, mus dir; Dale Williams, chief engr. ■ Rates: \$25; 20; 22; 17.

KSBQ(AM)—Sep 1, 1961: 1480 khz; 1 kw-D, DA. 212 W. Carmen Lane (93454). (805) 922-1777. Los Padres Broadcasting Corp. (acq 11-1-80). Net: ABC/D. Rep: Lotus Hispanic. Format: Spanish. ■ Frank Oxarant, pres; Gil Guevara, gen & gen sls mgr; Salvador Ponice, prog, mus & news dir, prom mgr; Dale Williams, chief engr; Tracy Adams, office mgr.

KSMA(AM)—1946: 1240 khz; 1 kw-U, DA-1. Box 1240 (93456). (805) 925-2582. Bayliss Broadcasting Co. (acq 7-1-80). Net: CBS, CBS R/R. Rep: Torbet. Format: Oldies. ■ Alice R. Bayliss, pres & gen mgr; Joe Bayliss, gen sls mgr; Jeff Harris, prog & mus dir; Tina Mills, prom mgr; Pat Reising, news dir; Dennis Bornhoff, chief engr.

KSNI-FM—Co-owned with KSMA(AM). 1960: 102.5 mhz; 17.5 kw. Ant 90 ft. Stereo. Prog sep from AM. Format: Contemp country. ■ Rates: Same as AM.

KTAP(AM)—June 10, 1962: 1600 khz; 500 w-D, DA. (CP: 470 w-D). 104 West Chapel (93456). (805) 928-4334. Leo Kessleman (acq 8-19-86). Net: MBS. Rep: Lotus. Format: Spanish. ■ Leo Kessleman, pres; Irene Escalante, gen mgr; Eduardo Leon, gen sls mgr; Miguel A. Trujillo Kanon, prog & mus dir; Jose Luis Santos, news dir; Dale Williams, chief engr. ■ Rates: \$9; 8; 9; —.

KUHL(AM)—April 1946: 1440 khz; 5 kw-D, 1 kw-N, DA-N. Box 166 (93456). (805) 922-7727. Great Electric Communications Inc. Net: ABC/L. Rep: Torbet. Format: MOR. Spec prog: Por 1 hr, Sp 2 hrs wkly. ■ 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 Broadcasting 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.

KZOZ(FM)—See San Luis Obispo.

Santa Monica

***KCRW(FM)**—Jan 1, 1946: 89.9 mhz; 6.9 kw. Ant 1,110 ft. Stereo. 1900 Pico Blvd. (90405). (213) 450-5183. Santa Monica College District (acq 8-3-76). Net: NPR. Format: Eclectic, news. Spec prog: Class, reggae, African, contemp, jazz, Latino. ■ Ruth Hirschman, gen mgr; Mitchell Harding, opns dir; Tom Schnabel, mus dir; Jacqueline Des Lauriers, community affrs & prom mgr; Tom Strother, prod dir; Georgia Griggs, membership dir; John Huntley, chief engr.

KDAY(AM)—1947: 1580 khz; 50 kw-U, DA-2. Stereo. 1700 N. Alvarado Blvd., Los Angeles (90026). (213) 665-1105. Heritage Media Inc. (acq 6-26-87). Net: ABC/C. Format: Black. ■ Paul Fiddick, pres; Edward J. Kerby, VP & gen mgr; Mary White, sls mgr; Jack Patterson, prog dir; Greg Mack, mus dir; Carin Thomas, traf mgr; Roger Aldi, news dir; Andrew Laird, chief engr. ■ Rates: \$250; 190; 250; 110.

KSRF(FM)—Dec 22, 1960: 103.1 mhz; 3 kw. Ant 264 ft. 1425 5th St. (90401-2498). (213) 451-8166. Radio Broadcasters Inc. (acq 12-15-86). Format: Adult contemp. ■ Jack L. Siegal, pres & gen mgr; Richard Lyons, gen sls mgr; Mike Cahmbers, natl sls mgr; Zal Fink, loc sls mgr; Steve Day, prog dir; Mimi Klein, bus mgr; Bob Reite, chief engr.

Santa Paula

KCNZ(AM)—1948: 1400 khz; 1 kw-U, DA-1. 15115 Faulkner Rd. (93060). (805) 525-0219. Gold Coast Communications Corp. (acq 2-5-87). Net: MBS. Rep: Hillier, Newark, Wechsler & Howard. Format: Oldies. ■ John Squyres, gen mgr; Deanne Jernigan, gen sls mgr; Jeff McMurray, prog dir; Karen Sharp, news dir; Chuck Kasper, chief engr. ■ Rates: \$13; 12; 13; 10.

KIEZ(FM)—Oct 4, 1976: 96.7 mhz; 3 kw. Ant 1,500 ft. Stereo. Box 3337, Ventura (93006). (805) 525-0778. Starbright Communications Corp. ■ Leonard Madrid, gen sls mgr; Randy Rabbit, prog dir; Mike Plunkett, mus dir. ■ Rates: \$20; 17; 20; 15.

Santa Rosa

***KBBF(FM)**—May 30, 1973: 89.1 mhz; 1 kw. Ant 2,770 ft. 4010 Finley Dr. (95407). (707) 545-8833. Bilingual Broadcasting Foundation Inc. Format: Educ, Spanish. ■ Rene Ocana, gen sls mgr; Baltazar Guzman, prog dir; Isabel Calderon, mus dir; Frances Reys, prom mgr; Ken Kushnir, chief engr. ■ Rates: \$10; 10; 10; 10.

***KCLB(FM)**—Oct 15, 1982: 91.9 mhz; 1.25 kw. Ant 1,950 ft. Stereo. 50 Mark West Springs Rd. No.3 (95403). (707) 528-9236. Educational Media Foundation (acq 1986). Format: Contemp Christian. ■ Richard Jenkins, pres, gen mgr & prog dir; Alexis Webb, trade sls; Roberta Annett, mus dir; Julie Tansil, news dir; Lou Schneider, chief engr. ■ Rates: \$50; 40; 25; 15.

***KCRN(FM)**—Not on air, target date unknown: 91.1 mhz. c/o 290 Heegenberger Rd. Oakland (94621). Family Stations Inc. (acq 1986). ■ Norman E. Kamp.

KMGG(FM)—(Monte Rio) Nov 20, 1977: 97.7 mhz; 3 kw. Ant 1,100 ft. Stereo. 3535 Industrial Dr., Suite 3, Santa Rosa (95403). (707) 578-0977. Southcom Inc. (acq 1-1-86). Group owner: Liggett Broadcast Group Inc. Rep: Republic. Format: Classic hits. ■ Robert G. Liggett, pres; Edward A. Hoyt, VP; Kent Bjugstad, gen mgr; Darrell Fairbanks, opns dir; Robin Hart, prom mgr; Bob Garrison, news dir; Gus DeSoto, chief engr. ■ Rates: \$32; 26; 32; 21.

KPLS(AM)—Dec 7, 1958: 1150 khz; 5 kw-D, 500 w-N, DA-2. Box 6004 (95406). (707) 544-1150. Cardinal Communications (acq 1-15-85). Net: SMN. Format: C&W. Spec prog: Farm 1 hr, Sp 3 hrs wkly. ■ John Payne, pres; Marla J. Maertins, gen mgr; Bob Claus, gen sls mgr; Roger Shannon, prog & mus dir, prom

mgr; Deb Sherwood, news dir; Phil Moore, chief engr. ■ Rates: \$26; 24; 26; 20.

KREO(FM)—Listing follows KSRO(AM).

KSRO(AM)—May 1937: 1350 khz; 5 kw-U, DA-2. Box 1598, (95402). (707) 545-3313. Finley Broadcasting Co. Net: ABC/D. Rep: Torbet. Format: Adult contemp. ■ Evert B. Person, pres; Frank W. McLaurin, VP & gen mgr; Gordon Lofgren, coml mgr; Jerry Ignacio, prog dir; Jim Daniels, mus dir; Jack Levar, prom mgr; Tim Ryan, news dir; Lou Schneider, chief engr.

KREO(FM)—Co-owned with KSRO(AM). (Healdsburg) Dec 21, 1979: 92.9 mhz; 2.3 kw. Ant 1,950 ft. Stereo. (acq 11-85). Format: CHR. ■ Scott Mitchell, prog dir; Ken Montero, mus dir; Randy Wells, chief engr.

KVRE-FM—Listing follows KWFN(AM).

KWFN(AM)—April 1, 1962: 1460 khz; 1 kw-D, DA. Box 1712 (95402). (707) 544-5873. Visionary Radio Euphonic Inc. (group owner, acq 1-4-79). Net: UPI. Rep: Hilliard. Format: Oldies. ■ John Detz, pres & gen mgr; Dave Hoffman, gen sls mgr; Bill Bowker, prog dir; Cindy Paulos, prom mgr; Phil Moore, chief engr.

KVRE-FM—Co-owned with KWFN(AM). Dec 23, 1974: 101.7 mhz; 3 kw. Ant 300 ft. (CP: 260 w. Ant 1,115.2 ft.). Stereo. Prog sep from AM. Format: AOR. ■ Scott Murray, prog dir.

KZST(FM)—April 18, 1971: 100.1 mhz; 3 kw. Ant 240 ft. Stereo. Box SS (95402). (707) 528-4434. Redwood Empire Stereocasters. Rep: McGavren Guild. Format: Adult contemp. ■ Gordon Zlot, pres & gen mgr & chief engr; Brent Farris, opns mgr & prog dir; Tom Skinner, gen sls mgr; Melody Morgan, prom mgr; Rob Singleton, news dir. ■ Rates: \$48; 48; 48; 30.

Seaside

KMBY(FM)—Nov 22, 1972: 107.1 mhz; 910 w. Ant 1,570 ft. Stereo. 1098 Del Monte Ave., Monterey (93942). (408) 394-9000. Vanir Communications Inc. (acq 11-87). Rep: Blair. Format: AOR. ■ Chris Murray, gen sls mgr; Rick Berlin, prog dir; Steve Hoover, mus dir; Patty Martin, prom mgr; Jim Fannon, news dir; Mike Blankenbecker, chief engr. ■ Rates: \$38; 36; 38; 27.

Shafter

KLYD-FM—March 3, 1978: 97.7 mhz; 3 kw. Ant 300 ft. Stereo. Box 2700, Bakersfield (93303). (805) 397-7000. Community Service Broadcasters Inc. debtor-in-possession. (acq 9-12-86). Net: NBC. Rep: Major Mkt. 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.

Simi Valley

KWNK(AM)—Sep 21, 1984: 670 khz; 1 kw-U, DA-1. 2136 Winifred St. (93063). (818) 887-1855. Valley Radio 670. Net: ABC/E. Format: Adult contemp. ■ M.A. Cabranes, gen mgr & chief engr; Bill Cabranes, gen sls mgr; Stephen Carr, prog dir; Bill Seward, news dir. ■ Rates: \$35; 30; 35; 20.

Soledad

KKJZ(AM)—Not on air, target date unknown: 700 khz; 1 kw-D, 500 w-N, DA-D. c/o 10880 Wilshire Blvd. Los Angeles (90024). Mount Wilson FM Broadcasters Inc.

Solvang

KSJV(FM)—Sep 20, 1982: 96.7 mhz; 3 kw. Ant minus 51 ft. Stereo. 1693 Mission Dr. (93463). (805) 688-5798. Pacific Coast Broadcasting Inc. Net: AP. Format: MOR. ■ William O. Reelfs, pres, gen & gen sls mgr; Richard Perry prog & mus dir, prom mgr; Mary Reelfs, news dir; Lou Percach, chief engr. ■ Rates: \$9; 9; 9; 7.