

479-1080. Fax: (831) 475-2967. Web Site: www.kscs.com. Licensee: Zwerling Broadcasting System Ltd. (acq 1-31-91; \$600,000; FTR: 12-31-90) ♦Net: CNN. Format: News/talk. News staff: 8; news progmg 35 hrs wky. Target aud: 25 plus; well educated professionals, managers. Spec prog: Talk. ♦Michael L. Zwerling, pres; Michael Olson, gen mgr; Dave Fowkes, progmg dir; Jennifer Hodges, news dir; Rich Comet, chief of engr. ♦Rates: \$50; 50; 50; 35.

*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. Web Site: www.kusp.org. Licensee: Pataphysical Broadcasting Foundation Inc. ♦Net: NPR. Wash atty: Haley, Bader & Potts. Format: Var/div. News progmg 35 hrs wky. Spec prog: Class 17 hrs, folk 4 hrs, gospel 2 hrs, jazz 14 hrs, spoken word 12 hrs, family/children 2 hrs, blues 5 hrs wky. ♦Mark Bernhard, pres; Peter Troxell, stn mgr; Larry Blood, chief of ops; Stephen Slade, dev dir; Dale Owen, sls dir; Jim Davis, rgnl sls mgr; Barbara Diamond, prom dir; Ray Price, progmg dir; Johnny Simmons, mus dir; Rob Mullen, asst music dir; Don Mussell, chief of engr. ♦Rates: \$38; 25; 38; 20.

KZOL(FM)—Sept 2, 1961: 99.1 mhz; 1.1 kw, 2,487 ft. TL: N37 06 40 W121 50 34. Stereo. Hrs opn: 24. 2nd Fl., 55 Green St., San Francisco (94111-1412). (415) 989-5765. Fax: (415) 733-5766. Web Site: www.ksol.com. Licensee: TMS License California Inc. Group owner: Hispanic Broadcasting Corp. (acq 1996; \$40 million with KSOL(FM) San Francisco) Rep: Katz. Format: Sp. News staff: one; news progmg 4 hrs wky. Target aud: 25-54. ♦All Shepherd, gen mgr; Michelle Falco, gen sls mgr; Bill Brooks, chief of engr.

*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. (95064). (831) 459-2811. Fax: (831) 459-4734. E-mail: kzsc@ucsc.edu. Web Site: www.ucsc.edu/~kzsc. Licensee: Regents of University of California. News progmg 40 hrs wky. Target aud: 18-plus; college students up till late 30's. Spec prog: American Indian 2 hrs, children one hr, folk 15 hrs, jazz 9 hrs, sp 4 hrs, alt 12 hrs, blues 8 hrs, soul 4 hrs, women 3 hrs, pub aftrs 6 hrs wky. ♦Ellen Oliveira, dev 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) Format: Hip hop & rap. News staff: 2; news progmg 6 hrs wky. Target aud: 35 plus; upscale homeowners. ♦Seth Blackburn, gen mgr; Bill Bordeau, chief of engr.

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 518 (93456), 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. ♦Clifford M. Hunter, pres & gen mgr; Mark Stevens, opns mgr; Emily Stich, natl sls mgr; Bill Bordeaux, chief of engr.

KGDP(FM)—(Orcutt). July 4, 1988: 660 khz; 10 kw-D, 1 kw-N, DA-2. TL: N34 57 04 W120 22 38. 2225 Skyway Dr. (92455). (805) 928-7707. Fax: (805) 922-8582. E-mail: kgdp@kgdp660.com. Licensee: Radio Representatives Inc. ♦Net: USA. Format: Christian, talk. Target aud: 35-65. ♦Sam Jackson, gen mgr & gen sls mgr; Jim Zimmer, progmg dir; Rick Laird, chief of engr.

KKOM(AM)—See San Luis Obispo

KPAT(FM)—(Orcutt). 1993: 95.7 mhz; 3.3 kw, 735 ft. TL: N34 44 20 W120 26 41. Box 5579 (93454). (805) 922-1041. Licensee: AGM-Birmingham LLC. Group owner: American General Media (acq 12-1-99; \$900,000) ♦Net: USA. ♦Rich Watson, gen mgr & pub aftrs dir.

KSBBQ(AM)—Sept 1, 1961: 1480 khz; 1 kw-D, 61 w-N. TL: N34 57 02 W120 29 22. Box 6940, Oxnard (93030). (805) 240-2070. Fax: (805) 240-5960. Licensee: Lazer Broadcasting Corp. (group owner; acq 12-29-99; \$225,000) ♦Net: ABC/D. Rep: Lotus. Format: Regional Mexican. Target aud: 18-49; adults. ♦Rich Watson, gen mgr; Salvatore Ponce, progmg dir; Dale Williams, chief of engr.

KSMA(AM)—1946: 1240 khz; 1 kw-U. TL: N34 57 02 W120 29 27. Box 1240 (93456), 2215 Skyway Dr. (93456). (805) 925-2582. Fax: (805) 928-1544. Licensee: Bathysphere Broadcasting L.P. (acq 9-30-99; with co-located FM) ♦Net: CBS, CBS Spectrum. Rep: Allied Radio

Partners. Format: News/talk. ♦Alice R. Bayliss, pres; Don Shore, gen mgr; George Ballas, opns mgr, progmg dir, mus dir & asst music dir; Steve Southwick, news dir; Dennis Bomholt, chief of engr.

KSNI(FM)—Co-owned with KSMA. 1960: 102.5 mhz; 17.5 kw, 774 ft. TL: N34 50 08 W120 24 06. Stereo. Format: Contemp country.

KTAP(AM)—June 10, 1962: 1600 khz; 470 w-D. TL: N34 58 48 W120 27 12. Hrs opn: 6 AM-midnight, 104 W. Chapel St. (93458). (805) 928-4334. Fax: (805) 349-2765. Licensee: Emerald Wave Media. (acq 3-6-97; \$475,000 with KIDI(FM) Guadalupe) Rep: Katz. Wash atty: Mark Van Burgh. Format: Sp, Mexican. News staff: one; news progmg 4 hrs wky. Target aud: General; first generation Mexicans. ♦August Ruiz, gen mgr; Eduardo Leon, progmg dir & mus dir; Salvatore Ponce, news dir; Bill Bordou, chief of engr.

KUHL(AM)—April 1946: 1440 khz; 5 kw-D, 1 kw-N, DA-N. TL: N34 59 02 W120 27 10. Box 1964 (93456), 211 E. Fessler (93456). (805) 922-7727. Fax: (805) 349-0265. E-mail: reosozai@gle.net. Licensee: Blackhawk Communications Inc. (acq 11-18-91; \$1.145 million with co-located FM; FTR: 12-9-91) ♦Net: ABC/I, ABC TalkRadio. Format: News/talk. Target aud: 35-64; upscale news & sports listeners.

KURQ(FM)—See Grover Beach

KXFM(FM)—1959: 99.1 mhz; 1.8 kw, 1,905 ft. TL: N34 54 37 W120 11 08. Stereo. Suite 110, 51 Zaca Ln., San Luis Obispo (93401). (805) 545-0101. Fax: (805) 541-5303. Web Site: www.oldies99x.com. Licensee: Clear Channel Communications Inc. (acq 2-29-96) Format: Oldies. Target aud: 18-49; contemp, active adults. ♦Don Shore, gen mgr & natl sls mgr; Dave Christopher, opns dir; Nancy Allison, gen sls mgr; Greg Russo, prom dir; David Atwood, progmg dir; Paul Kleinkramer, chief of engr.

KZOZ(FM)—See San Luis Obispo

Santa Monica

KBLA(AM)—1947: 1580 khz; 50 kw-U, DA-2. TL: N34 05 08 W118 15 24. Stereo. Suite 101 A, 123 S. Figueroa St., Los Angeles (90012). (213) 628-8700. Fax: (213) 628-1216. Web Site: www.radiounica.com. Licensee: Radio Unica of Los Angeles License Corp. Group owner: Radio Unica Corp. (acq 7-16-98; \$21 million) Format: Sp. ♦Victor Vonoies, opns mgr; Dilys Garcia, natl sls mgr; Isela Sanchez, pub aftrs dir; Ron Blassnig, chief of engr.

*KCRW(FM)—Jan 1, 1946: 89.9 mhz; 6.9 kw, 1,110 ft. TL: N34 07 08 W118 23 30. Stereo. Hrs opn: 24. 1900 Pico Blvd. (90405). (310) 450-5183. Fax: (310) 450-7172. Licensee: Santa Monica College District. (acq 8-3-76) ♦Net: NPR, PRI. Format: Div, news. News staff: 3; news progmg 14 hrs wky. Target aud: General; 18-55 year old consumers. Spec prog: African, contemp, jazz, Latino, drama. ♦Ruth Seymour, gen mgr & progmg dir; Scott West, opns dir; Matt Holzman, dev dir; Sarah Spitz, prom dir; Nic Harcourt, mus dir; Jacqueline DeLauniers, pub aftrs dir; Steve Hurbert, chief of engr.

KSSC(FM)—1963: 103.1 mhz; 3 kw, 265 ft. TL: N34 00 53 W118 22 50. Stereo. Hrs opn: 24. Suite 820, 3450 Wilshire Blvd., Los Angeles (90010). (213) 251-1011. Fax: (213) 251-1033. Licensee: Entravision Holdings LLC. Group owner: Entravision Communications Corp. (acq 2000) Format: Sp. News progmg one hr wky. Target aud: 25-54; upscale adults in Los Angeles' westside. ♦David Haymore, gen mgr; Peter Nichols, mktg dir & adv dir; Manon Hennessy, progmg mgr; Steve Tsepelis, mus dir; John Darrell, pub aftrs dir; Bob Conger, engr dir. ♦Rates: \$150; 100; 125; 100.

Santa Paula

KCNZ(FM)—Oct 4, 1976: 96.7 mhz; 87 w, 1,500 ft. TL: N34 19 33 W119 02 18. (CP: 278 w). Stereo. Hrs opn: 24. Box 6940, Oxnard (93030). Suite 400, 200 S. A St., Oxnard (93030). (805) 240-2070. Fax: (805) 240-5960. Licensee: Lazer Broadcasting Corp. (acq 3-31-98; \$925,000; FTR: 11-4-91) Rep: Lotus. Wash atty: Dickstein Shapiro Morin & Oshinsky L.L.P. Format: Sp, adult contemp. Target aud: 25-54; general. ♦Alfredo Plascencia, CEO & pres; Abraham Chavez, opns dir & prom dir; Terry Janish, gen sls mgr; Juan Carlos Hidalgo, progmg dir; Bob Richards, chief of engr.

KKZZ(AM)—1948: 1400 khz; 1 kw-U. TL: N34 19 48 W119 05 31. Stereo. 2284 S. Victoria Ave., Ventura (93003). (805) 289-1400. Fax: (805) 644-4257. Web Site: www.kkzz1400.com. Licensee: Gold Coast Broadcasting Co. (group owner; acq 5-31-95; \$1.2 million; with KOCP(FM) Camarillo) Format: Mus from the 40s, 50s & 60s. Target

aud: 35 plus. ♦Tom Spence, opns mgr; Dan Carter, sls dir; Dan Garite, prom dir & progmg dir; Chuck Hastings, chief of engr.

Santa Rosa

*KBBF(FM)—May 30, 1973: 89.1 mhz; 1 kw, 2,770 ft. TL: N38 39 23 W122 36 54. Box 7189 (95407), 4010 Finley Ave. (707) 545-8833. Fax: (707) 545-6244. E-mail: kbbradio@aol.com. Licensee: Bilingual Broadcasting Foundation Inc. Format: Educ, Sp, bilingual. ♦Maria Fincher, gen mgr; Omar Vargas, progmg dir & news dir; Paul Siebert, chief of engr.

KFGY(FM)—Listing follows KSRO.

*KLVR(FM)—Oct 15, 1982: 91.9 mhz; 840 w, 2,988 ft. TL: N38 40 09 W122 50 24. Stereo. Hrs opn: 24. K-Love Radio Network, 1425 N. Market Blvd., Sacramento (95834), 2288-A Airport Blvd. (95834), (916) 282-1400. Fax: (916) 282-1450. E-mail: klove@klove.com. Web Site: www.klove.com. Licensee: Educational Media Foundation. Group owner: K-Love Radio Network (acq 1986) Wash atty: Fisher, Wayland, Cooper, Leader & Zaragoza. Format: Contemp Christian. Target aud: 25-49; Judeo-Christian females. ♦Richard Jenkins, pres; Lloyd Parker, gen mgr; Ed Lenane, opns dir & news dir; Art Garza, rgnl sls mgr; Kathleen Bowers, mktg mgr; Chris Joyce, prom mgr; Mike Novak, progmg dir; David Pierce, mus dir; Sam Wallington, engr dir.

KMGG(FM)—(Monte Rio). Nov 20, 1977: 97.7 mhz; 250 w, 1,122 ft. TL: N38 29 08 W123 02 05. Stereo. Hrs opn: 24. Box 2158 (95405). (707) 578-0977. (707) 543-0100. Fax: (707) 571-1097. Licensee: Amatur Group Santa Rosa L.L.C. Group owner: Amatur Group Ltd. (acq 1996; grpsl) Format: Oldies. Target aud: 25-54. ♦Peggy Mulhall, gen mgr; Dave Parks, opns mgr; Jere Crosby, prom mgr; Steve Garland, progmg dir; Beau Rafferty, mus dir; Randy Wells, chief of engr.

KMXN(AM)—Dec 7, 1958: 1150 khz; 5 kw-D, 500 w-N, DA-2. TL: N38 27 14 W122 39 31. Hrs opn: 6 AM-midnight. Suite 6, 750 Mendocino Ave. (95401). (707) 544-0147. (707) 524-3752. Fax: (707) 524-3753. Licensee: Citecasters Co. Group owner: Jacor Communications Inc. (acq 7-29-97; \$100,000) Format: Sp mus. Target aud: 25-45; Mexican, Mexican/American families. Spec prog: Por 2 hrs, oldies 2 hrs wky. ♦Ambrosio Vigil, opns mgr, mktg dir, prom dir & adv dir; Leonardo Osorio, progmg dir & pub aftrs dir; Thomas Driggers, stn mgr, sls dir & chief of engr.

*KRCB-FM—September 1993: 91.1 mhz; 120 w, 731 ft. TL: N38 44 25 W122 50 46. Stereo. Hrs opn: 24. 5850 Labath Ave., Rohnert Park (94928). (707) 585-8522. (707) 585-6284. Fax: (707) 585-1363. Licensee: Rural California Broadcasting Corp. ♦Net: NPR, PRI. Format: Class, progrsv, news/talk. News staff: one; news progmg 15 hrs wky. Target aud: General. Spec prog: Folk 6 hrs, jazz 6 hrs wky. ♦Nancy Dobbs, CEO & pres; David Wolfe, chmn; Loy Raynos, CFO; Jere Kirchner, stn mgr; Albert Carl, opns mgr; Stan Marvin, prom mgr; Robin Pressman, progmg mgr; Gerry Paccitti, engr mgr; Larry Stratton, chief of engr. Co-owned TV: *KRCB-TV affil

KRRS(AM)—Apr 1, 1962: 1460 khz; 1 kw-D, 33 w-N, DA-2. TL: N38 22 13 W122 43 39. Stereo. Box 2277, Suite 104, 1410 Neotomas Ave. (95405). (707) 545-1460. (707) 270-1460. Fax: (707) 545-0112. E-mail: krrs@sonic.net. Web Site: www.krrs1460.com. Licensee: Moon Broadcasting Corp. (acq 1993; \$400,000; FTR: 9-6-93) Rep: Caballero. Format: Sp. Target aud: 25-54; contemporary Hispanic families. ♦Maggie LeClerz, gen mgr.

KSRO(AM)—May 1937: 1350 khz; 5 kw-U, DA-N. TL: N38 26 22 W122 44 51. Box 2158, 1410 Neotomas Ave. (95405). (707) 543-0100. Fax: (707) 571-1097. Web Site: www.kstro.com. Licensee: Amatur Group of Santa Rosa L.L.C. Group owner: Amatur Group Ltd. (acq 1996; grpsl) ♦Net: CNN. Rep: Eastman. Format: News/talk. Target aud: 35-64. ♦Lawrence Amatur, VP & gen mgr; Peggy Mulhall, gen sls mgr; Brian Hudson, progmg dir & news dir; Randy Wells, chief of engr.

KFGY(FM)—Co-owned with KSRO. Dec 21, 1979: 92.9 mhz; 2.3 kw, 1,800 ft. TL: N38 45 45 W122 50 24. Stereo. Web Site: www.froggy929.com. Format: Country. Target aud: 18-44. Spec prog: Jazz 5 hrs wky. ♦Rick Lee, gen sls mgr; Bob Gowa, progmg dir.

KXFX(FM)—Dec 23, 1974: 101.7 mhz; 2.2 kw, 1,056 ft. TL: N38 30 31 W122 39 41. Stereo. Box 2158 (95405). (707) 543-0100. Fax: (707) 571-1097. Web Site: www.kotx.com. Licensee: ECRP Santa Rosa LLC. Group owner: Emerald City Radio Partners (acq 7-11-00; grpsl) Rep: Eastman. Wash atty: Pepper & Corazzini. Format: AOR, classic rock. Target aud: General. ♦Lisa Amador, gen mgr; Rick Lee, gen sls mgr; Jere Crosby, prom mgr; Steve Garland, progmg dir; Randy Wells, chief of engr.