

## California Radio

See page C-1 for explanation of listings.

**KVEN**—See Ventura.

### Pacific Grove

**KOCN(FM)**—October 1970: 104.9 mhz; 1 kw. Ant 50 ft. Box 579 (93950). (408) 373-7721. Pacific Ocean Bcstrs. Format: News, clascl, jazz. ■ Jack Tobin, pres; Rick Smith, gen mgr; Chuck Gatling, sls mgr; Donna Frantz, prog dir; Bob Bewersdorf, bus mgr; John Jennings, news dir; Dick Adler, chief engr.

### Palmdale

**KUTY**—August 1957: 1470 khz; 5 kw-D. Drawer K (93550). (805) 947-3107. Mende Inc. (acq 9-22-67). Format: Adult contemp. Spec progs: Sp 1 hr, black 1 hr, wkly. ■ Kay Mende, pres; Art Furtado, gen & coml mgr; B. Jacobson, prog dir; Wes Gibson, mus dir; Claude A. Blacker, chief engr.

### Palm Desert

**KGOL**—Dec 7, 1963: 1270 khz; 1 kw-D, DA. Box 1270 (92260). (714) 345-1270. Duggay Corp. (acq 11-1-70). Net: MBS. Rep: McGavern Guild, PGW. Format: C&W.

### Palm Springs

**KCMJ**—Feb 12, 1946: 1010 khz; 1 kw-D, 500 w-N, DA-2. Box KK (92263). (714) 325-2253. Westminster Bcstg Corp. (acq 9-1-61). Net: CBS. Rep: Lucas. ■ Morris Bergreen, pres; William Hesson, gen mgr; Jerry London, prog dir; Phil Stone, news dir; Edward Grossman, asst & sls mgr; Edward Puchalski, chief engr.

**KDES**—Oct 29, 1956: 920 khz; 5 kw-D, 500 w-N, DA-2. 821 N. Palm Canyon Drive (92262). (714) 325-1211. Tourtelot Bcstg Co. (acq. 11-9-71). Net: ABC/C. Format: Contemp. Spec progs: Sp ½ hr wkly. ■ Joseph L. Tourtelot, pres; Joseph V. Tourtelot, gen & coml mgr; Ty Stevens, prog and mus dir; Bob Lawrence news dir; Lee McGowan, chief engr. ■ Rates: \$6.75;6.75;6.75;3.75.

**KDES(FM)**—Feb 10, 1963: 104.7 mhz; 20 kw horiz, 2.10 kw vert. Ant minus 60 ft horiz, minus 640 ft vert. Stereo. Dup AM 4%. Format: MOR. Spec prog: Sp ½ hr wkly. ■ Rates: \$5;5;5;5.

**KPSI**—1954: 1450 khz; 1 kw-D, 250 w-N. 174 N. Palm Canyon Drive, Suite 145 (92262). (714) 325-2582. KPSI Radio Corp. (acq 6-69). Rep: Dahlsten. Format: MOR. Spec prog: Talk 5 hrs wkly. ■ Rozene R. Supple, pres; Elliot Field, gen mgr; Stanton B. Layne, prog dir; A. H. (Chris) Christensen, coml mgr. ■ Rates: \$8;8;8;7.

**KWXY**—See Cathedral City.

### Palo Alto

**KIBE**—1947: 1220 khz; 5 kw-D, 495 Beach St., San Francisco (94133). (415) 776-4720. Sundial Bcstg Corp. (acq 1953). Rep: Groskin, Oakes (Los Angeles). Format: Classical. ■ William R. Crocker, pres; Edward Davis, VP; Michael Weakley, prog dir. ■ Comb rate: \$228;228;228;228.

**KDFC(FM)**—See San Francisco.

### Paradise

**KEWQ**—Sept 1960: 930 khz; 500 w-D. Box KEWQ (95969). (916) 877-3872. Butte Bcstg Co. (acq 12-21-66). Rep: Sandeberg-Glenn. Format: Religious. ■ Carl J. Auel, pres; Daniel L. Barnett, stn mgr; Scott L. Smith, sec-treas & sls mgr. ■ Rates: \$43.20;43.20;43.20;43.20.

### Pasadena

**KALI**—See San Gabriel.

**\*KPCS(FM)**—September 1957: 89.3 mhz; 3.8 kw. Ant minus 510 ft. 1570 E. Colorado (91106). (213) Sycamore 5-6961. Pasadena City Junior College Dist. Format: Contemp, variety. Stereo. Net: NER. ■ Dr. Harold E. Salisbury, gen mgr; John F. Gregory, stn mgr & prog dir; A. Kenneth Johnson, chief engr.

**KPPC**—December 1924: 1240 khz; 100 w-SH. 3884 E. Foothill Blvd. (91107). (213) 681-2486. KPPC Inc. (acq 10-73). Rep: Universal Bcstg. (group owner). Far-

mat: Variety. Spec prog: Black 11 hrs wkly. ■ Howard Warshaw, pres; Erik North, gen & coml mgr; Michael Callahan, chief engr.

**KRLA**—1942: 1110 khz; 50 kw-D, 10 kw-N, DA-2. 1401 S. Oak Knoll. (213) 681-2591. TWX 213-449-3351. Oak Knoll Bcstg Corp. (acq 1964). Rep: Bassett. Format: Contemp. ■ Lawrence Webb, exec VP & gen mgr; Harold Mathews, stn mgr; Leo McElroy, news dir; Jack Reeder, chief engr.

**KWKW**—Sept 12, 1942: 1300 khz; 5 kw-D, 1 kw-N, DA-2. 6777 Hollywood Blvd., Box 3969 (90028). (213) 466-8111. Lotus Communications Corp. (group owner; acq 6-1-62). Rep: Masia. Format: Spanish, variety. ■ Howard A. Kalmenson, pres; Larry Mazursky, VP & gen mgr; Everett Kunin, gen sls mgr; Paul Hill, ctrlr; Jaime Jarrin, news dir; Xavier Navarro, prog dir; A. V. Noto, chief engr.

### Paso Robles

**KPRA(FM)**—Listing Follows KPRL.

**KPRL**—Oct 1, 1946: 1230 khz; 1 kw-D, 250 w-N. Box 96 (93446). (805) 238-1230. F. Ray Bryant (acq 1-1-67). Net: ABC/I. Rep: Howard. Format: MOR. ■ F. Ray Bryant, owner-mgr; Doris Hopper, coml mgr; Phil Dirx, news dir; Steve Martin, prog dir. ■ Rates: \$3.15;3.15;3.15;—.

**KPRA(FM)**—Co-owned with KPRL. Nov 20, 1972: 94.3 mhz; 3 kw. Ant 53 ft. Progs sep from AM. Stereo. Format: C&W. ■ Rates: \$3;3;3;3.

### Patterson

**KOSO(FM)**—June 8, 1966: 93.1 mhz; 1.10 kw. Ant 1790 ft. Box 171, Modesto, Calif. (95353). (209) 529-7740. Sierra-Pacific Radio Corp. (acq 12-65). Stereo. Net: ABC/I. Rep: Savalli/Gates. Format: MOR, easy listening. ■ John Markovitch, pres; Roy D. Swanson, gen mgr. ■ Rates: \$5.50;5.50;5.50;5.50.

### Petaluma

**KTOB**—Jan 10, 1950: 1490 khz; 1 kw-D, 250 w-N. 21 Washington St. (94952). (707) 763-1505. KTOB Inc. (acq 3-72). Spec progs: Ger ½ hr; C&W 10 hrs wkly. Format: Adult-day, Contemp-night. ■ Robert S. Lipman, co-own; David F. Devoto, co-own; Jack R. Garrison, co-own.

### Pismo Beach

**KPGA(FM)**—Dec 7, 1974: 95.3 mhz; 1.70 kw. Ant 390 ft. 333 Five Cities Dr. (93449). (805) 773-1895. Jack and Lois Gale. Stereo. Net: ABC/FM. Format: MOR. Spec prog: Classical 2 hrs wkly. ■ Rates: \$2.60;2.60;2.60;2.60.

### Pittsburg

**KKIS**—September 1949: 990 khz; 5 kw-U, DA-2. Box 552, 230 E. 4th St. (94565). (415) 432-3700. Schofield Bcstg Corp. (acq 8-72). Rep: Savalli/Gates. ■ Dick Schofield, co-own; Wayne Hoffman, co-own.

### Pomona

**KKAR**—Dec 23, 1960: 1220 khz; 250 w-D, DA. 1430 E. Phillips Blvd., Box 1220 (91769). (714) 623-3434. Basset Bcstg Co. (acq 1973). Rep: Savalli/Gates. Format: C&W. Spec progs: Sp 7 hrs, Black 4 hrs wkly.

**KWOW**—May 12, 1947: 1600 khz; 5 kw-D, 500 w-N. South Mills & Olive (91766). (714) 628-5541. Valley Bcstg Co. Audio news: UPI. Rep: Jon Broc. Format: Oldies. ■ Dean H. Wickstrom, gen mgr; D. Thomas Wickstrom Jr., coml mgr; Jon Wickstrom, prog mgr and mus dir; Tony St. James, news dir; Cathie Minnock, prom mgr; Glenn K. Shaw, chief engr. ■ Rates: \$31;24;31;17.

### Port Hueneme

**KACY**—July 1958: 1520 khz; 50 kw-D, 1 kw-N, DA-3. Box 1520 (93034). (805) 488-3551. KACY Inc. (acq 5-1-60). Rep: Katz. Format: Contemp. Net: ABC/C. ■ Lincoln Dellar, pres; Ron Thompson, VP & exec dir; Donald Davis, VP & gen mgr; Lou Murray, sls mgr.

### Porterville

**KIOO(FM)**—See listing following KTIIP.

**KTIIP**—1947: 1450 khz; 1 kw-D, 250 w-N. Box 1450 (93257). (209) 784-1450. Gateway Bcstrs Inc. (acq 5-1-59). Rep: Radiotime Slis. Format: MOR. Spec progs: Sp 18 hrs wkly. ■ Gareth F. Garlund, pres & gen mgr; Lawrence D. Cotta, VP & stn mgr; Steve La Mar, prog dir; Edd Lamb, chief engr.

**KIOO(FM)**—Co-owned with KTIIP Aug 1, 1972: 99.7 mhz; 15 kw. Ant 690 ft. Box 100 (93257). (209) 784-1452. Stereo. Progs sep from AM. Format: Variety.

### Quincy

**KPCO**—Aug 16, 1963: 1370 khz; 500 w-D. Box 1370 (95971). (916) 283-1370. Ralph W. Hick, Dan DeMiglio. (acq. 12-12-74). Rep: Sandeberg-Glenn Co. Format: MOR. Spec Progs: C&W 12 hrs wkly. ■ Charles Kelly, gen mgr; George Sepulveda, prog dir.

### Red Bluff

**KBLF**—1936: 1490 khz; 1 kw-D, 250 w-N. Box 1010 (96080). (916) 527-3511. Concerned Communications Corp. (acq. 9-73). Format: MOR, rock, C&W. ■ Charles A. Lawton, pres.

### Redding

**KCLM**—June 1958: 1330 khz; 5 kw-D. Box 2378 (96001). (916) 246-1330. California Northwest Bcstg. Net: MBS. Rep: Savalli/Gates. Format: C&W. ■ Ray E. Grant, gen & coml mgr. ■ Rates: \$5;5;5;—.

**KQMS**—1954: 1400 khz; 1 kw-D, 250 w-N. Box 1400 (96001). (916) 246-1400. TWX (510) 768-6705. Radio Redding Inc. (acq 8-67). Rep: Buckley, Simpson-Reilly. Net: NBC. Format: MOR. ■ J. L. DeArmond, pres; Ray Johnson, VP; Harry Barker, gen mgr; Irwin Fust, chief engr; Alan Taylor, new dir; Gerry Kelly, prog dir.

**KRDG**—August 1956: 1230 1 kw-D, 255 w-N. Box 1917 (96001). (916) 243-0343. Redding Bcstg Co. Net: ABC/C. Format: Contemp, Top 40. ■ Howard N. Martineau, pres & gen mgr; Dolores Hall, prog dir; Terry Teeters, coml mgr; Jerry McGee, mus dir; Bob Pasero, news dir; Jean Smith, chief engr. ■ Rates: \$4.95;4.30;4.95;3.15.

**KVCV**—Nov 26, 1936: 600 khz; 1 kw-U, DA-1. Box 1918 (96001). (916) 243-1515. Golden Empire Bcstg Co. (acq 1939). Net: CBS, Golden West. Rep: Torbet. Format: MOR. ■ Mickey McClung, pres; Betty Savercool, coml mgr; Lyle Mathys, prog dir & opns mgr; John Smith, chief engr & mus dir; Howard Rucker, news dir.

**KVIP**—Jan. 4, 1970: 540 khz; 1 kw-D. 1139 Hartnell Ave. (96001). (916) 241-4455. North California Communications Corp. (acq 12-69). Net: Family Stns. Format: Inspirational/Relig. ■ Mrs. Arta B. Nead, pres; Eddie W. Hash, gen mgr; Jack Drake, chief engr.

**KVIP-FM**—Co-owned with KVIP Oct 17, 1975: 98.1 mhz; 30 kw. Ant 1,710 ft.

### Redlands

**KCAL**—April 1954: 1410 khz; 5 kw-D, 500 w-N, DA-2, Box 390 (92373). (714) 862-4041. Southwest Bcstg Co. Rep: Dore & Miller, Clayton. Format: Sp. ■ Andy James, pres; Sterling Zimmerman, gen mgr; Alfred Gonzales, prog dir.

**KCAL-FM**—1965: 96.7 mhz; 2.9 kw. Ant minus 1,150 ft. (CP 3 kw. Ant 300 ft.) Prog sep from AM.

**\*KUOR-FM**—September 1966: 89.1 mhz; 700 w. Ant minus 500 ft. 1200 E. Cotton Ave. (92373). (714) 792-6131. Univer. of Redlands. Format: Variety, progressive. Spec progs: Black 12 hrs; jazz 16 hrs, blues and folk 5 hrs wkly. ■ Eugene E. Dawson, pres; Mark Lundahl, gen mgr.

### Redondo Beach

**KKOP(FM)**—Aug. 4, 1961: 93.5 mhz; 3 kw. Ant 175 ft. 1617 S. Pacific Coast Highway (90277). (213) 540-5567. Stereo. Jack Barry (acq 10-23-68). Rep: Fullford. Format: Contemp. ■ Jack Barry, pres; David R. Greene, VP, gen mgr; Jeanine Fox, mus & prog dir, prom mgr; John Lindquist, chief engr; Robert L. Eames, sls mgr. ■ Rates: \$14;14;14;14.