

California Radio

See page C-1 for explanation of listings.

Ant minus 170 ft. Cal. State Univ.-San Jose (95114). (408) 277-2766. State of California—Cal. State Univ.-San Jose. Format: Educl. Spec progs: Classical 5 hrs; Sp 5 hrs; council mtgs 4 hrs, wkly. ■ Rod Flores, gen mgr; William Matolyak, chief engr.

KXRX—June 24, 1948: 1500 khz; 10 kw-D, 5 kw-N, DA-2. Box 167 (95103). (408) 292-5080. San Jose Bcstg Co. Rep: Torbet. Format: News. ■ Joe E. Levitt, pres & gen mgr; Chuck Christianson, coml mgr; David Smith, opns dir; Alice Schokley, prom mgr; Herm Staiberg, mus dir; Ken Blase, news dir; James E. Levitt, research dir.

San Luis Obispo

KATY—Dec 13, 1949: 1340 khz; 1 kw-D, 250 w-N. Box 841 (93401). (805) 543-1340. Hill Radio Inc. (acq 6-7-73). Net: CBS, Golden West. Rep: Masla/Young, Hyett. Format: MOR. ■ Duane E. Hill, pres.

***KCBX(FM)**—July 27, 1975: 90.1 mhz; 76 w. Ant 1440 ft. 846 Higuera St., Suite 2 (93401). (805) 541-1295. Community Bcstg Inc. Net: NPR. Format: Classical, jazz, variety. Spec progs: Ger 1 hr; It 2 hrs; Sp 2 hrs; C&W 3 hrs; Amer 1 hr; religious 4 hrs, wkly. ■ Stephen Urbani, pres and prog dir; Steve Burrell, gen mgr; Patty Jones, mus dir; Ralph Waldo, news dir; Frank Calabrese, chief engr.

***KCPR(FM)**—1968: 91.3 mhz; 2 kw. Ant minus 350 ft. California State Polytechnic College (93401). (805) 544-4640. Calif Polytechnic State University. Format: Progs. Spec prog: Classical 20 hrs wkly. ■ Cheryl Wright, gen mgr.

KSLY—Feb 6, 1960: 1400 khz; 1 kw-D, 250 w-N. Box 1400 (93601). (805) 543-9400. KSLY Bcstg Co. (acq 10-16-69). Rep: McGavren-Guild/PGW Radio. Format: Contemp. Spec progs: Fr 1 1/4 hrs wkly. ■ Homer H. Odum, pres & gen mgr; Guy Paul, prog dir; Fred Peterson, news dir; Ken Burk, mus dir; Phil Acampora, coml mgr; Harold Hallikainen, chief engr.

KUNA(FM)—Co-owned with KSLY. December 1959: 96.1 mhz; 3.8 kw. Ant 1410 ft. Box 1400 (93601). (805) 543-9400. KSLY Bcst Co. (acq 8-1-72). Format: Good music. Prog sep from AM. ■ Steve LaMont, prog dir.

KVEC—May 1937: 920 khz; 1 kw-D, 500 w-N. Box 787 (93401). (805) 543-8830. Century Bcstg Co. (acq 3-13-75). Group owner: Greentree. Net: ABC/J. Rep: Eastman. Format: Utempo, MOR. ■ Charlie D. Powers, pres; Bob Brown, gen mgr; Danny Clarkson, sls & prom mgr; Gary Christianson, prog and mus dir; Keith Eldridge, news and sports dir; Rick Smith, chief engr. ■ Rates: \$12;9;12;7.

KZOZ(FM)—1962: 93.3 mhz; 29.5 kw. Ant 1430 ft. Forrest Communications Corp. Co-owned with KDON, Salinas, Calif. Format: Progs. ■ Michael Stallings, prog dir.

San Mateo

***KCSM(FM)**—October 1964: 91.1 mhz; 14 kw. Ant 330 ft. 1700 W. Hillsdale Blvd. (94402). (415) 574-6427. San Mateo Community College District. Net: NPR. Format: MOR. ■ Douglas B. Montgomery, gen mgr; Daniel C. Odum, prog dir; Mike Davidson, mus dir; Frank Lanzzone, prom mgr; Francis (Joe) Morgan, chief engr. ■ *KCSM-TV affil.

KOFY—1946: 1050 khz; 1 kw-D. 1818 Gilbreth Rd., Burlingame (94010). (415) 692-2433. Spanish Bcstg System. (acq 7-1-67). Rep: AAA Reps, Tracy Moore, Radio Time Sls. Format: Spanish. ■ H. Scott Killgore, pres; F. T. Crennan, gen mgr; Jess Carlos, stn mgr.

KSOL(FM)—April 1, 1963: 107.7 mhz; 3.8 kw. Ant 1590 ft. (CP 6.2 kw. Ant 1160 ft.) 600 S. Bayshore Blvd. (94402). (415) 347-6638. Intercontinental Radio Inc. (acq 1966). Group owner: United Bcstg. Stereo. Net: National Black. Rep: UBC Sales. Format: Black, rock. ■ Richard Eaton, pres; John Darin, gen mgr; Carol Caokowsky, coml mgr; Harry Jeffery, prog dir; Buddy Lowe, prom mgr; Ed Anderson, news dir; Lee Grundland, chief engr.

San Rafael

KTIM—May 1947: 1510 khz; 1 kw-D. 1040 B St. (94901). (415) 456-1510. Marin Bcstg Co. Net: MBS.

Format: Progs. ■ Ollie Hayden, gen mgr; Clint Weyrauch, prog dir; Bill Richison, news dir; Rick Marshall, chief engr. ■ Rates: \$12;9;12;7.

KTIM-FM—June 1, 1961: 100.9 mhz; 1.9 kw. Ant 360 ft. Dup AM 28%. Stereo. Format: Prog. ■ Rates: \$10;12;15;15.

Santa Ana

KWIZ Better Music—Better News

KWIZ—November 1926: 1480 khz; 5 kw-D, 1 kw-N, DA-2. 3101 W. 5th St. (92703). (714) 839-4220. Voice of the Orange Empire Inc. Ltd. (acq 1965). Group owner: Davis Bcstg. Audio news; APR, UPI. Rep: Masla. Format: Oldies, variety. ■ Philip C. Davis, pres; William Weaver, VP & gen mgr; Pat Michaels, stn mgr; news dir; Steve Colley, chief engr; Verna Greathouse, mus lib. ■ Rates: \$504;372;504;204.

KWIZ-FM—1947: 96.7 mhz; 3 kw. Ant 120 ft. horiz, 115 ft. vert. Prog sep from AM. Stereo. Format: Contemp. ■ Rates: \$84;84;84;84.

KYMS(FM)—Feb 6, 1960: 106.3 mhz; 3 kw. Ant 130 ft. Stereo. 1601 N. Bristol Ave. (92706). (714) 835-1063. Southwestern Bcstrs Inc. (group owner; acq 10-1-68). Format: Contemp Christian mus. ■ Edward T. Shadck, pres; Arnie McClatchey, gen mgr.

Santa Barbara

***KCSB-FM**—November 1964: 91.5 mhz; 185 w. Ant 2,910 ft. Box 13401 (93107). (805) 961-3757. Regents of the U. of Calif. Net: ABC/FM. Audio news; APR. Format: Block. ■ David Kiehn, gen mgr.

KDB—April 1, 1926: 1490 khz; 1 kw-D, 250 w-N. 23 West Micheltoarena (93101). (805) 966-4131. Pacific Bcstg Co. (acq 4-21-71). Audio news: UPI. Rep: McGavren-Guild. Format: Adult mus. ■ Richard E. Marsh, pres; Robertson C. Scott, gen mgr; Richard Lane, chief engr. ■ Rates: \$15;20;15;20;7.60.

KDB-FM—Oct 14, 1960: 93.7 mhz; 5 kw. Ant minus 1,000 ft. (CP 12.5 kw. Ant 870 ft) Prog separate from AM. Stereo. Format: Btfl mus. ■ Rates same as AM.

KIST—1947: 1340 khz; 1 kw-D, 250 w-N. Box 1169 (93102). (805) 966-3981. Radio Santa Barbara Inc. Rep: Buckley. Format: Contemp. Spec progs: It 1 hr; free speech 1/2 hr, wkly. ■ J. P. Wardlow Jr, pres; Bob Jones, gen mgr; Hal Bates, prog dir; Patrick C. Riley, news dir; Cherie Welty, coml mgr; Dick Williams, mus dir; Douglas A. Wedel, chief engr.

KKIO—March 2, 1962: 1290 khz; 500 w-D. 5386 Hollister Ave. (93111). (805) 964-8661. KACL Radio Inc. (acq 5-1-74). Net: ABC/J. Rep: Torbet. Format: C&W. Spec prog: Sp 2 hrs, wkly. ■ Guy S. Erway, pres, gen & coml mgr; Joyce C. Erway, prog dir; Nick Peirce, news dir; F. W. Carr, chief engr.

KRUZ(FM)—April 18, 1961: 103.3 mhz; 105 kw. Ant 2980 ft. Carillo Hotel (93101). (805) 963-1831. The Schuele Org. (acq 5-21-71). Net: ABC/E. Format: Talk, beautiful mus. Spec prog: Classical 14 hrs wkly. Stereo. ■ Carl L. Schuele, pres and gen mgr; Randall Chase, prog & mus dir; Fred Holub, chief engr; Ed Foley, news dir; Patricia Drake, prom mgr. ■ Rates: \$13;17;17;13.

KTMS—Oct 31, 1973: 1250 khz; 1 kw-U, DA-1. Drawer NN (93102). (805) 963-1975. News-Press Pub Co. Net: NBC. Rep: Howard. Format: Contemp, news. Spec progs: Sp 2 1/2 hrs wkly. ■ Stuart S. Taylor, pres; Robert Senn, prog dir; Mary Rueh, mus dir; Gary Clark, news dir; John Stadler, chief engr. ■ Rates: \$11;7;9;7.

KTMS-FM—Sept 1, 1957: 97.5 mhz; 17.5 kw. Ant 2900 ft. Dup AM 15%. ■ Rates same as AM.

KTYD—Aug 11, 1962: 990 khz; 1 kw-D, DA. 1216 State St. (93101). (805) 963-1601. Antares Bcstg Co. (acq 6-14-75). Rep: Selcom. Format: Progressive; free form. ■ G. D. Gentling Jr, pres and gen mgr; Gerry DeWitt, news dir; Fred Holub, chief engr; Larry Johnson, prog dir; Laurie Cobb, mus dir. ■ Rates: \$13;10;50;13;9.

KTYD-FM—Aug 11, 1962: 99.9 mhz; 34 kw. Ant 550 ft. Dup AM daytime. Stereo.

Santa Clara

KARA(FM)—Sept 25, 1964: 105.7 mhz; 50 kw. Ant 500 ft. 2775 Park Ave. (95050). (408) 243-4252. Santa Clara Broadcasters Inc. (acq 7/1/72). Net: ABC/FM. Format: MOR. ■ Robert S. Kieve, pres, gen mgr; Max Reeder, sls mgr; Dan Schow, opns dir; John Betten-court, mus dir; Vincent A. Lopopolo, chief engr. ■ Rates: \$21;21;21;21.

KEGL—Dec 18, 1964: 1430 khz; 1 kw-U, DA-1. Box 631 (95052). (408) 244-2430. Cascade Bcstg Corp. (group owner, acq 4-1-72). Rep: Savalli/Gates, Mario Messina, Dallas, AAA Reps (N.Y., Chicago). Format: Relig, Sp. ■ David M. Jack, pres; June Swanson, mgr; Ruben Valentin, Sp prog dir; Gary Rodriguez, sls mgr; Jim Woodward, chief engr.

KLIV—See San Jose.

Santa Cruz

KSCO—Sept 21, 1947: 1080 khz; 10 kw-D, 5 kw-N, DA-N. Box 1080 (95061). (408) 475-1080. Radio Santa Cruz. Rep: Pro Radio Sls, Dahlsten. Format: MOR. ■ Charles V. Berlin, mngng 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. Dup AM 50%. Stereo.

***KUSP(FM)**—1972: 88.9 mhz; 860 w. Ant 2530 ft. Box 423 (95061). (408) 476-2800. Pataphysical Bcstg Found. Inc. Spec progs: Black 15 hrs, C&W 6 hrs, Sp 2 hrs, County Bd of Supervisors 7 hrs, wkly. ■ David Freedman, gen mgr; Ronna Wallace, coml & prom mgr; Jeb Henley, prog dir; Peter Kuhn, mus dir; George Martin III, Raoul Bellerjeau, news dirs; Don Mussell, chief engr.

***KZSC(FM)**—1974: 88.1 mhz; 10 w. Ant 95 ft. 485 University Hall, 2200 University Ave. (94720). Regents of U of Calif. ■ John O. Oliphant, telecommunications coord.

Santa Maria

KSEE—Sept 1, 1961: 1480 khz; 1 kw-D. Box 442 (93454). (805) 922-1777. Cal Coast Bcstrs. (acq 4-1-75). Rep: Lucas. Format: Top 40. ■ Buddy Black, pres; James C. Mouyoes, gen mgr; Larry R. Watts, pres & news dir; Tim Scott, mus dir. ■ Rates: \$4.90;3.80;4.90;3.80.

KSMA—1945: 1240 khz; 1 kw-D, 250 w-N. Box 1240 (93454). (805) 925-2582. James W. Hagerman and John I. Groom (acq 4-1-51). Net: Golden-West. Rep: Howard. Spec progs: Sp 4 hrs wkly. ■ John I. Groom, James M. Hagerman, co-mgrs; Henry J. Neiggeman, coml mgr; T. T. Tourtilot, pub affrs mgr; Steve Southwick, mus dir; Dave Jones, prom mgr; Geoff Braslow, news dir; Dennis Bornhaft, chief engr.

KSMA-FM—1960: 102.5 mhz; 27.5 kw. Ant 12 ft. Dup AM. Stereo.

KUHL—1946: 1440 khz; 1 kw-U, DA-N. Box 166 (93454). (805) 922-7727. KUHL Bcstg. Net: ABC/J. Rep: Torbet. Format: Upbeat MOR. Spec progs: Sp 8 hrs, Portugese 1 1/2 hrs, wkly. ■ James H. Rander, pres & gen mgr; Tom Morrissey, coml mgr; Jerry Brande, mus dir; Phil Leonard, news dir; Gary Belzman, chief engr; Steve Stagnaro, prog dir, prom mgr.

KXFM(FM)—Listing follows KZON.

KZON—June 10, 1962: 1600 khz; 500 w-D. Box 1116 (93454). (805) WAlnut 2-2181. Calif. Best Media (acq 1-22-75). Net: ABC/E. Rep: Selcom. Format: C&W. Spec prog: Sp 2 hrs wkly. ■ Jack McCarty, coml mgr; Chuck B. Wesley, prog dir; Paul Hayzlett, news dir; Bryon Gale, chief engr.

KXFM(FM)—Co-owned with KZON. July 19, 1974: 99.1 mhz; 1.8 kw. Ant 1900 ft. 325 N. Lincoln. (805) 922-7884. (Acq 4-10-73). Format: Pop-progressive. Stereo. ■ Leonard Kesselman, pres; Jim LaFawn, gen mgr; R. Diaz, coml mgr; Bill A. Brill, prog dir; Joe Nanini, mus dir; Karen Petersen, prom mgr; Tony Tokem, news dir; Richard Smith, chief engr.

Santa Monica

***KCRW(FM)**—Jan 1, 1946: 89.9 mhz; 26 kw. Ant minus 100 ft. 2425 16th St. (90405). (213) 396-5267. Santa Monica Unified School District. Net: NPR. Format: Variety. Spec progs: Fr 3 hrs; Ger 3 hrs; Ital 3 hrs; Sp 3 hrs; Japns 3 hrs, wkly. ■ Dr. Alfred A. Artuso, pres;