

California Radio

Doubleday Media
214/233-4334
Brokers of Radio, TV, CATV
13601 Preston Rd., Suite 417W,
Dallas 75240

KACY(AM)—See Port Hueneme.

KBBQ(AM)—See Ventura.

KDAR(FM)—Oct 28, 1974: 98.3 mhz; 3 kw. Ant 72 ft. Stereo. Financial Plaza Tower Suite 1510, 500 Esplanade Dr. (93030). (805) 485-8881. Edward G. Alsinger III, Format: MOR, Inspirational. ■ Edward G. Alsinger III, pres; Rodney S. Henke, coml & gen mgr; Randy Snelgrove, prog dir; Mark Pallock, chief engr. ■ Rates: \$6; 5.50; 6; 5.50.

KGAB(FM)—See Camarillo.

KOXR(AM)—June 11, 1955: 910 khz; 5 kw-D, 1 kw-N, DA-2, Box 1186 (93030). (805) 487-0444. Lotus Oxnard Corp. (acq 12-1-70). Group owner: Lotus. Rep: Caballero; Lotus. Format: Spanish. ■ Howard A. Kalmenson, pres; Norman L. Posen, gen mgr; Marco Antonio del Castillo, prog and mus dir; Efrain Corona, news dir; Kenneth L. Blake, chief engr. ■ Rates: \$17; 17; 17.

KPMJ(FM)—Sept 27, 1958: 104.7 mhz; 2.85 kw. Ant 1580 ft. Stereo. 1280 S. Oxnard Blvd. (93030). (805) 483-2303. Oxnard Bcstg Corp. Net: MBS. Rep: Lucas, Jalco. Format: MOR easy lsng. Spec progs: Ger 4 hrs wkly. ■ Paul R. Schneider, pres, gen mgr, chief engr; Jim Sumbler, coml mgr; Richard Schneider, prog dir; Charles Champion, news dir. ■ Rates: \$5.50; 5.50; 5.50.

KVEN(AM)—See Ventura.

Pacific Grove

KOCN(FM)—October 1970: 104.9 mhz; 1 kw. Ant 50 ft. c/o Drawer G, Bronx, New York (10452). (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(AM)—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(AM)—Dec 7, 1963: 1270 khz; 1 kw-D, DA, Box 1270 (92260). (714) 345-1270. Duggay Corp. (acq 11-1-70). Net: MBS. Rep: McGavren-Guild. Format: C&W.

Palm Springs

KCMJ(AM)—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(AM)—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; Sharon Lorin, prom mgr; 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 600 ft horiz, minus 640 ft vert. Stereo. Dup AM 4%. Format: MOR. Spec prog: Sp ½ wkly. ■ Rates: \$5; 5; 5; 5.

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

KWXY-AM-FM—See Cathedral City.

Palo Alto

KIBE(AM)—1947: 1220 khz; 5 kw-D, 495 Beach St., San Francisco (94133). (415) 776-4720. Sundial Bcstg Corp. (acq 1953). Rep: Groskin, Lotus. 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(AM)—September 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(AM)—See San Gabriel.

***KPCS(FM)**—September 1957: 89.3 mhz; 3.8 kw. Ant minus 510 ft. Stereo. 1570 E. Colorado (91106). (213) 578-7231. Pasadena Area Community College District. Net: NPR. Format: Variety Spec progs: Black 3 hrs, classical 32 hrs, French 1 hr, Ger 4 hrs, Greek 2 hrs, American Indian 1 hr wkly. ■ Dr. John F. Gregory, gen mgr; Winifred Burke, traf dir; Larry R. Shirk, prog dir; Gary Nissley, mus dir; Ed Lewis, sports dir; Marcy Winograd, news dir; Gene Slough, chief engr.

KPPC(AM)—December 1924: 1240 khz; 100 w-SH, 3884 E. Foothill Blvd. (91107). (213) 681-2486. KPPC Inc. (acq 10-7-3). Rep: Universal Bcstg. (group owner). Format: Inspirational & ethnic. Spec prog: Black 11 hrs; Armenian 1½ hrs wkly. ■ Erik North, gen & coml mgr; Jim Coye, prog dir; Michael Callahan, chief engr.

KRLA(AM)—1942: 1110 khz; 50 kw-D, 10 kw-N, DA-2, 1401 S. Oak Knoll (91109). (213) 681-2591. Oak Knoll Bcstg Corp. (acq 1964). Rep: Savalli/Gates. Format: Contemp. ■ Harold F. Mathews, VP & gen mgr; Art Laboe, prog dir; Jack Reeder, chief engr. ■ Rates: \$68; 62; 68; 36.

KWKW(AM)—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: Masla. Format: Spanish, variety. ■ Howard A. Kalmenson, pres; Larry Mazursky, VP & gen mgr; Everett Kunin, gen sls mgr; Paul Hill, ctr; Jaime Jarrin, news dir; Xavier Navarro, prog dir; A. V. Noto, chief engr.

Paso Robles

KPRA(FM)—Listing Follows KPRL(AM).

KPRL(AM)—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. Audio news: APR. Rep: Howard. Format: MOR. ■ F. Ray Bryant, owner-mgr; Jim Runyun, coml mgr; Phil Dirks, news dir; Dave Smith, mus dir; Bryant Smith, chief engr. ■ Rates: \$6; 5.55; 5.55; 4.20.

KPRA(FM)—Co-owned with KPRL(AM). Nov 20, 1972: 92.5 mhz; 17 kw. Ant 762 ft. Stereo. Prog sep from AM. (805) 238-4772. Format: C&W. ■ Steve Martin, coml mgr & prog dir; Ken Rief, news dir. ■ Rates: \$6; 5.55; 5.55; 5.55.

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 Markovich, pres; Roy D. Swanson, gen mgr. ■ Rates: \$5.50; 5.50; 5.50; 5.50.

Petaluma

KTOB(AM)—Jan 10, 1950: 1490 khz; 1 kw-D, 250 w-N, 21 Washington St. (94952). (707) 763-1505.

KTOB Inc. (acq 3-72). Format: MOR. Spec progs: Ger ½ hr; farm 3 hrs wkly. ■ Robert S. Lipman, pres & gen mgr; Pete Kelly, mus dir; Dan Phillips, prom mgr; Donna Walker, news dir; Ken Phillips, chief engr. ■ Rates: \$9.30; 7; 7.60; 5.90.

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(AM)—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-owner; Wayne Hoffman, co-owner.

Pomona

KKAR(AM)—Dec 23, 1960: 1220 khz; 250 w-D, DA, Box 1220 (91769). (714) 623-3434. JATO Communications. Audio news: APR. Rep: Potter. Format: Spanish. ■ Jos. Basset, Jr., pres; Sterling Zimmerman, gen & sls mgr; Bardo Sanchez, prog dir. ■ Rates: \$12; 12; 12; —.

KWOW(AM)—May 12, 1947: 1600 khz; 5 kw-D, 500 w-N, South Mills & Olive (91766). (714) 628-5541. Wichstrom Inc. (acq 8-9-76). Audio news: UPI. Rep: Jon Broc. Format: Oldies. ■ Dean H. Wichstrom, gen mgr; D. Thomas Wichstrom Jr., coml mgr; Jon Wichstrom, prog mgr and mus dir; Tony St. James, news dir; Cathe Minnock, prom mgr; Glenn K. Shaw, chief engr. ■ Rates: \$31; 24; 31; 17.

Port Hueneme

KACY(AM)—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)—Listing follows KTIP(AM).

KTIP(AM)—1947: 1450 khz; 1 kw-D, 250 w-N, Box 1450 (93257). (209) 784-1450. Gateway Bcstrs Inc. (acq 3-1-59). Net: Golden West. Format: MOR, Spanish. ■ Gareth F. Garland, pres; Lawrence D. Cotta, stn mgr; Charles E. Howell, news dir; Edd Lamb, chief engr. ■ Rates: \$7.35; 5.15; 5.15; —.

KIOO(FM)—Co-owned with KTIP(AM). Aug 1, 1972: 99.7 mhz; 15 kw. Ant 690 ft. Box 100 (93257). (209) 781-5100. Stereo. Progs sep from AM. Format: Oldies. Beautiful music. ■ Rates: \$3; 3; 3; 3.

Quincy

KPCO(AM)—Aug 16, 1963: 1370 khz; 500 w-D, Box 1370 (95971). (916) 283-1370. Ralph W. Wittick. (acq 12-12-74). Rep: Radio Time Sales. Format: MOR. Spec Progs: C&W 10 hrs wkly. ■ Ralph Wittick, pres; Stu Reile, gen mgr; Chris Marker, mus dir; Stan Castles, opns mgr; Dan Adams, news dir; Jerry Chamkis, chief engr. ■ Rates: \$3.30; 3.30; 3.30; —.

Red Bluff

KBLF
A CONCERNED COMMUNICATIONS STATION

KBLF(AM)—1936: 1490 khz; 1 kw-D, 250 w-N, Box 1010 (96080). (916) 527-5938. Concerned Communications Corp. (group owner; acq 9-73). Net: ABC/E. Format: MOR, Top-40, C&W. ■ Reg Streeter, pres; George Arens Jr., gen mgr; Michael Testerman, prog dir; Ray Murray, news dir; Tony Leon, Jr., chief engr. ■ Rates: \$5.75; 5; 5.75; 4.25.

Redding

KCLM(AM)—June 1958: 1330 khz; 5 kw-D, Box