

## California Radio

(7-16-80). Format: Prog. ■ Donald H. Platt, pres & gen mgr; David "T", prog dir; Bell Nussbaum, mus dir; Don Lincoln, chief engr. ■ Rates: \$24; 24; 24; 24.

**KTIM-FM**—June 1, 1961: 100.9 mhz; 2.2 kw. Ant 360 ft. Dup AM 25%. Stereo.

### Santa Ana

**KWIZ(AM)**—Nov 6, 1926: 1480 khz; 5 kw-D, 1 kw-N, DA-N, 3101 W. Fifth St. (92703), (714) 839-4220. TWX 910-595-1126. Voice of the Orange Empire Ltd. (acq 1965). Group owner: Davis & Weaver Bcstg. Rep: HR/Stone. Format: Personality/contemp. MOR. ■ Philip C. Davis, pres; William Weaver, gen mgr & prog dir; Pat Michaels, stn & coml mgr & news dir; Les Honig, mus dir; Mark Eliot, prom mgr; Ed Raabe, chief engr. ■ Rates: \$59; 44; 59; 22.

**KWIZ-FM**—1947: 96.7 mhz; 3 kw. Ant 120 ft horiz, 115 ft vert. Prog sep from AM. Stereo. Format: Btfl mus. ■ Rates: \$47; 36; 47; 14.

**KYMS(AM)**—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. Shadak, pres; Arnie McClatchey, VP & gen mgr.

### Santa Barbara

**KBLS(AM)**—Aug 11, 1962: 990 khz; 1 kw-D, DA, 1216 State St. (93101). (805) 963-5973. Antares Bcstg Co. (acq 6-14-75). Net: UPI. Rep: Selcom. Format: Contemp Christian. ■ Gregory D. Gentling Jr., VP; Ray Briare, gen mgr; Tom Moller, prog dir; Mike Byrd, mus dir; Jim Ryun, sports dir; Gerry DeWitt, news dir; Clark Ortone, chief engr. ■ Rates: \$14; 14; 14; 14.

**KTYD(FM)**—Co-owned with KBLS(AM). Aug 11, 1962: 99.9 mhz; 34 kw. Ant 550 ft. Prog sep from AM. Stereo. Format: Prog. Spec progs: Class 2 hrs, reggae 2 hrs, jazz 2 hrs wkly. ■ Jim Trapp, prog dir; Laurie Cobb, mus dir. ■ Rates: \$23; 23; 23; 23.

**\*KCSB-FM**—November 1964: 91.5 mhz; 185 w. Ant 2,910 ft. Stereo. Box 13401 (93101). (805) 961-3757. Regents of the U. of Calif. Net: ABC/FM. Format: Div. Spec progs: Black 12 hrs, Pol 2 hrs, Newwave 10 hrs, C&W 6 hrs wkly. ■ Lesli Gilmore, gen mgr; Carol Czynowski, prog dir; Mark Weinsoff, mus dir; Daniel Orias, news dir; Steve Sellman, chief engr.

**KDB(AM)**—Dec 26, 1926: 1490 khz; 1 kw-D, 250 w-N, 23 West Micheltorena (93101). (805) 966-4131. Pacific Bcstg Co. (acq 4-21-71). Rep: McGavren-Guid. Format: Btfl mus. ■ Richard Marsh, pres; Bob Scott, gen mgr, prog & mus dir; Roby Scott, stn mgr; Chip Marsh, pub ser & news dir; Richard Lane, chief engr. ■ Rates: \$28; 28; 28; 18.

**KDB-FM**—Feb. 14, 1960: 93.7 mhz; 12.5 kw. Ant 870 ft. Dups AM 25%. Stereo. Format: Btfl mus, class. ■ Rates combined with AM

**KIST(AM)**—1946: 1340 khz, 1 kw-D, 250 w-N, Box 1169 (93102). (805) 966-3981. Radio Santa Barbara Inc. Rep: Eastman. Format: Contemp. Spec progs: Farm 1 hr wkly. ■ J.P. Wardlaw Jr., pres; Bob Jones, sls mgr; Dick Williams, prog dir; Patrick C. Riley, news dir; Lin Aubuchon, coml mgr; Dick Williams, mus dir; Phil Davies, chief engr. ■ Rates: \$18; 15; 18; 15.

**KKIO(AM)**—March 1961: 1290 khz; 500 w-D, 1919 State St. (93101). (805) 963-5896. KACL Radio Inc. (acq 5-1-74). Net: ABC/L. Rep: PRO Radio. Format: C&W. Spec progs: It 1 hr wkly. ■ Guy S. Erway, chmn bd; Joyce Erway, gen mgr; Jim Hayman, news dir; Jim Galbreath, chief engr. ■ Rates: \$9; 8; —; —.

**KRUZ(FM)**—August 8, 1961: 103.3 mhz; 105 kw. Ant 2,980 ft. Stereo. Quad 31 W. Carillo. (93101). (805) 963-1831. The Schuele Org. Inc. (acq 5-21-71). Net: ABC/E, MBS. Rep: Buckley Format: Btfl mus. Spec prog: Classical 14 hrs wkly. ■ Carl L. Schuele, pres and gen mgr; Al Sturges, coml mgr; Randall Chase, prog & news dir; Bruce Kanitz, mus dir; Dorothy L. Schule, prom mgr; Sue Benton, women's dir; James Galbreath, chief engr. ■ Rates: \$22; 28; 28; 40.

**KTMS(AM)**—Oct 31, 1937: 1250 khz; 1 kw-U, DA-1 Drawer NN (93102). (805) 963-1975. News-Press Pub Co. Net: NBC, MBS, APR. Rep: Howard. Format:

MOR, news, talk. Spec progs: Big bands 19 hrs, Span 2 1/2 hrs wkly. ■ Stuart S. Taylor, pres; Malcolm G. Morehouse, gen mgr; Robert Senn, prog dir; Mark Giles, mus dir; Kevin Riggs, news dir; John Strahler, chief engr. ■ Rates: \$16; 11; 16; 10.

**KTMS-FM**—Sept 1, 1957: 97.5 mhz; 16 kw. Ant 2,900 ft. Prog sep from AM. Format: Prog. ■ Rates same as AM.

**KTYD(FM)**—Listing follows KBLS(AM).

### Santa Clara

**KARA(FM)**—Sept 25, 1964: 105.7 mhz; 50 kw. Ant 500 ft. Stereo. 2775 Park Ave. (95050). (408) 243-3200. Santa Clara Broadcasters Inc. (acq 7-1-72). Rep: Buckley. Format: Old. ■ Robert S. Kieve, pres; Max Reeder, VP & gen mgr; Dan Schow, mus dir. ■ Rates: \$45; 45; 45; 45.

**KLIV(AM)**—See San Jose.

**KNTA(AM)**—See San Jose.

**\*KSCU(FM)**—July 1, 1978: 89.1 mhz; 19.5 w. Ant 179 ft. Stereo. Box 1207 (95053). (408) 984-4413. Pres and Bd of Trustees of Santa Clara College. Net: UPI. Format: Prog. ■ Ed Roney, gen mgr; Mitch Giangobbe, prog dir; Harold Pestana, mus dir; John Costello, prom mgr; Lisa Christensen, news dir.

### Santa Cruz

**KKAP(AM)**—See Aptos-Capitola.

**KSCO(AM)**—Sept 21, 1947: 1080 khz; 10 kw-D, 5 kw-N, DA-N, Box 1080 (95061). (408) 475-1080. Radio Santa Cruz. Net: APR. Rep: Savalli-Gates. Format: MOR. ■ Charles V. Berlin, prom 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. Dups AM 50%. Stereo.

**\*KUSP(FM)**—April 1972: 88.9 mhz; 860 w. Ant 2,530 ft. Stereo. Box 423 (95061). (408) 476-2800. Pataphysical Bcstg Fdn. Format: Class, jazz. Spec progs: Black 20 hrs, C&W 6 hrs, Gr 2 hrs, Span 12 hrs, Asian 15 hrs wkly. ■ Lance Linares, gen mgr; Steve Slade, news dir; Don Mussell, chief engr.

**\*KZSC(FM)**—1974: 88.1 mhz; 16.2 w. Ant 95 ft. (CP: 1.25 kw. Ant 370 ft.) Stereo. 117 Communications, UCSC. (95064). Regents of U of Calif. ■ Robin Lewin, gen mgr.

### Santa Maria

**KKAL(AM)**—See Arroyo Grande.

**KSBO(AM)**—Sept 1, 1961: 1480 khz; 1 kw-D, Box 442 (93454). (805) 922-1777. Pueblo Bcstg Co. (9-22-80). Rep: PRO Radio. Format: MOR, Adult contemp. ■ Buddy Black, pres; Peter Stinson, stn mgr; Don Williams, prog & mus dir; Bruce Clark, news dir; Dale Williams, chief engr. ■ Rates: \$7.40; 6.80; 7.40; —.

**KSMS(AM)**—1945: 1240 khz; 1 kw-D, 250 w-N, DA-1, 110 W. Cypress St. (93454). (805) 925-2582. Bayliss Bcstg Co. (acq 7-1-80). Net: CBS. Rep: Blair. Format: MOR, news, sports. Spec progs: Span 3 hrs wkly. ■ John Bayliss, pres; Ed Murray, gen mgr; Roy Schmidt, sls mgr; Tim Shaw, prog dir; Steve Southwick, news dir; Dennis Bornholt, chief engr. ■ Rates: \$15; 11; 15; 11.

**KSNI-FM**—1960: 102.5 mhz; 27.5 kw. Ant 12 ft. Stereo. Separate from AM. Format: Btfl mus. ■ Rates same as AM.

**KUHL(AM)**—April 1946: 1440 khz; 5 kw-D, 1 kw-N, DA-N, Box 166 (93456). (805) 922-7727. KUHL Bcstg (acq 5-55). Net: ABC/L. Rep: Torbet. Format: MOR. Spec progs: Por 1 hr, Span 2 hrs wkly. ■ James H. Ranger, pres & gen mgr; 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 Bcstg 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 Condet, news dir; Jim Mussell, chief engr. ■ Rates: \$6.40; 6.40; 8; 8.

**KZON(AM)**—June 10, 1962: 1600 khz; 500 w-D, Box 1116 (93456). (805) 922-7323. DeOro Bcstg Co. (4-21-80). Rep: Caballero, Lotus. Format: Span. ■ Jim Gregori, gen mgr; Frederick Rasgado, opns dir; Alfredo Rasgado, mus dir; Jim Mussell, chief engr. ■ Rates: \$6.35; 6.35; 6.35; 6.35.

### Santa Monica

**\*KCRW(FM)**—Jan. 1, 1946: 89.9 mhz; 26 kw. Ant minus 100 ft. (CP: 6.9 kw. Ant 1,110 ft). 1900 Pico Blvd. (90405). (213) 450-5183. Santa Monica College District (acq 8-3-76). Net: NPR. Format: Div. ■ Ruth Hirschman, gen mgr; Tom Schnabel, mus dir; John Huntley, chief engr.

**KDAY(AM)**—1947: 1580 khz; 50 kw-U, DA-2, 1700 N. Alvarado, Los Angeles (90026). (213) 665-1105. Rollins Bcstg of Delaware Inc. Group owner: Rollins Inc. Net: Nat Black. Rep: Bernard Howard. Format: Black. ■ Paul Downs, VP-radio group; Gary W. Price, gen mgr; Ernie Kristoff, stn mgr; Steve Woods, prog dir; Ed Kerby, gen sls mgr; John Badeaux, mus dir; Roger Aldi, news dir; Andy Laird, chief engr. ■ Rates: \$140; 115; 140; 80.

**KSRF(FM)**—Dec 22, 1960: 103.1 mhz; 1.85 kw. Ant minus 95 ft. (CP: 870 w. Ant 570 ft). 1425 N. 5th St. (90401). (213) 393-9681. Santa Monica Bcstg Inc. (acq 8-1-65). Format: MOR. ■ George A. Baron, pres & gen mgr; Kersh Walters, sls mgr; John Darrell, opns & news dir; Bob Reite, chief engr.

### Santa Paula

**KAAP(AM)**—1948: 1400 khz; 1 kw-D, 250 w-N, Box 1400, Saticoy Branch, Ventura (93003). (805) 647-1400. Rancho Bcstg Inc. (acq 11-1-65). Net: ABC/L. Rep: Lucas, Jalco. Format: Contemp MOR. ■ W. F. Wallace, pres & gen mgr.

**KAAP-FM**—Oct 4, 1976: 96.7 mhz; 87 w. Ant 1500 ft. Dups AM 100%. Stereo.

### Santa Rosa




**\*KBBF(FM)**—May 30, 1973: 89.1 mhz; 420 w. Ant 2,770 ft. Box 7189 (95401). (707) 545-8833. Bilingual Bcstg Foundation Inc. Net: NPR. Format: Bilingual (Span-Eng), ed. Spec progs: Jazz 3 hrs, Black 3 hrs, Por 3 hrs wkly. ■ Josue R. Lopez, gen mgr & prog dir; Baltazar Guzman, opns mgr; Peggy Y. Maggi, exec prod; Jessie Torres Villagomez, news dir; Richard E. Berry, chief engr.


**\*KCLB(FM)**—Not on air, target date unknown: 91.9 mhz; 240 w. Ant 1,090 ft. Christian Life Center of Santa Rosa. 50 Mark West Springs Rd. (95401).

**KPLS(AM)**—Dec 7, 1958: 1150 khz; 5 kw-D, 500 w-N, DA-2, Box 6001 (95406). (707) 544-1150. Radio 1150 Inc. (acq 11-23-79). Net: APR. Rep: McGavren-Guid. Format: C&W. Spec progs: Farm 1 hr, Span 1/2 hr wkly. ■ F. Robert Fenton, pres Lawrence D. Maher, VP & gen mgr; Roger Dammarral, coml mgr; Marty White, prog dir; George J. McCarthy, mus dir & chief engr; Hill Edell, news dir. ■ Rates: \$18.50; 14.50; 18.50; 10.50.

**KREO(FM)**—(Healdsburg). Dec 21, 1979: 92.9 mhz; 2.3 kw. Ant 1,950 ft. Stereo. 840 Healdsburg Ave, Box 309 (95448). (707) 433-4895. North Coast Communications Inc. Format: Adult contemp, prog, top-40. Spec prog: Sp 10 hrs wkly. ■ G.W. McCullough, pres; Jack Lawyer, VP & gen mgr; David Norman, coml mgr; Donovan Blue, prog dir; Randy Wells, chief engr. ■ Rates: \$25.50; 23.25; 25.50; 23.25.

**KSRO**



**KSRO(AM)**—1937: 1350 khz; 5 kw-U, DA-N, Box 1598, 627 College Ave. (95402). (707) 545-3313. Finley Bcstg Co. See Nwsp. Net: UPI. Rep: Torbet. Format: MOR. ■ Evert B. Person, pres; Frank W. McLaurin, VP & gen mgr; Gordon Lofgren, gen sls mgr; Jerry Johnson, prog, mus dir & prom mgr; Michelle Poterache, news dir; Dan Ethen, chief engr.