

## California Radio

**KHTY(FM)**—Listing follows KTMS(AM).

**KIST(AM)**—1946: 1340 khz; 1 kw-D, 250 w-N. Box 1169 (93102). (805) 966-3981. KIST Properties Ltd. (acq 8-13-81). Net: ABC/C. Rep: McGavren-Guild. Format: Adult contemp, top-40. ■ Steve Emerson, gen & gen sls mgr; Dick Williams, prog & mus dir; Nancy Bedell, news dir; Scotty Johnson, chief engr. ■ Rates: \$20; 18; 20; 12.

**KMGQ(FM)**—See Goleta.

**KRUZ(FM)**—August 8, 1961: 103.3 khz; 105 kw. Ant 2,980 ft. Stereo. 31 W. Carillo St. (93101). (805) 963-1831. The Schuele Org. Inc. (acq 5-21-71). Rep: Katz. Format: Btfl mus. ■ Carl L. Schuele, pres & gen mgr; Homer Odom, gen sls mgr; John Austin, prog & mus dir; Bill Tarbi, news dir.

**\*KSCA(FM)**—January 1985: 88.7 khz; 12 kw. Ant 55 ft. Box 77913 Los Angeles (90007). (213) 743-5872. University of Southern Calif. Net: NPR, AM Pub. Format: Class. ■ Wallace A. Smith, gen mgr.

**KTMS(AM)**—Oct 31, 1937: 1250 khz; 2.5 kw-D, 1 kw-N, DA-1. Drawer NN (93102). (805) 963-1975. News-Press Pub Co. Net: ABC/Talk, NBC, MBS, AP. Rep: Weiss-Powell. Format: News, talk. Spec progs: Big bands 14 hrs, Ger 1 hr, Sp 2 1/2 hrs wkly. ■ B. Dale Davis, pres; Malcolm G. Morehouse, gen mgr; Marc Bradley, prog dir; John Palminteri, news dir; John Strahler, chief engr. ■ Rates: \$17; 12; 17; 11.

**KHTY(FM)**—Co-owned with KTMS(AM). Sep 1, 1957: 97.5 khz; 16 kw. Ant 2,900 ft. Prog sep from AM. Net: NBC's The Source. Format: Top-40. ■ Bob Senn, prog dir. ■ Rates: \$22; 16; 22; 14.

**KTYD(FM)**—Aug 11, 1962: 99.9 khz; 34 kw. Ant 550 ft. Stereo. Box 62110 (93160). (805) 967-4511. KTYD Inc. (acq 4-1-83). Rep: Selcom. Format: AOR. ■ Robert G. Liggett Jr., pres; Edward G. Hoyt Jr., gen mgr; Jeffreys K. Hirsch, gen sls mgr; Rick Williams, prog dir; David Hefferman, news dir; Mike Cox, chief engr. ■ Rates: \$38; 42; 42; 30.

## Santa Clara

**KARA(FM)**—Sep 25, 1964: 105.7 khz; 50 kw. Ant 500 ft. Stereo. 2775 Park Ave. (95050). (408) 243-3200. Santa Clara Broadcasters Inc. (acq 7-1-72). Group owner: Empire Bcstg Corp. Rep: Selcom, Terry Rust. Format: Adult contemp. ■ Robert S. Kieve, pres & gen mgr; Kim Vestal, opns dir; Joanne Shaw, gen sls mgr; John McLeod, prog dir; Mike Danberger, mus dir; Rob Fisher, news dir; Vince Lopopollo, chief engr.

**KLIV(AM)**—See San Jose.

**KNTA(AM)**—Licensed to Santa Clara. See San Jose.

**\*KSCU(FM)**—July 1, 1978: 103.3 khz; 30 w. Ant 179 ft. Stereo. Box 1207 (95053). (408) 554-4413. Pres and Bd of Trustees of Santa Clara Univ. Format: Rock, jazz, independent entertainment. ■ Stephen Rudicel, gen mgr; Doug Irwin, chief engr.

## Santa Cruz

**KMFO(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: AP. Rep: Masla. Format: Div. ■ Charles V. Berlin, pres, gen & gen sls mgr & chief engr; Dick Little, news dir. ■ Rates: \$15; 12; 15; 12.

**KSCO-FM**—Sep 2, 1961: 99.1 khz; 24 kw. Ant minus 250 ft. (CP: 1.1 kw. Ant 2,618 ft.). Stereo. Format: Btfl mus. ■ Rates same as AM.

**\*KUSP(FM)**—April 14, 1972: 88.9 khz; 860 w. Ant 3,750 ft. Stereo. Box 423 (95061). (408) 476-2800. Pataphysical Bcstg Fdn. Net: NPR, American Public. Format: Class, Jazz. Spec progs: Black 20 hrs wkly. ■ Michael S. Gant, pres; Lance Linares, gen mgr; Dale Owen, gen sls mgr; Johnny Simmons, prog & mus dir; Louise Strasbaugh, prom mgr; Marcia Kraus, news & dir; Doug Irwin, chief engr.

**\*KZSC(FM)**—August 1974: 88.1 khz; 1.25 kw. Ant 350 ft. Stereo. KZSC, UCSC (95064). (408) 429-2811. Regents of Univ. of Calif. Format: Div. Spec progs: Black 15 hrs, class 10 hrs, C&W 15 hrs, farm 1 hr, Jazz 19 hrs, Por 2 hrs, closet free 2 hrs, Sp 6 hrs wkly. ■ Kellie Stoddart, gen mgr; Jim Duncan, chief engr.

## Santa Maria

**KKAL(AM)**—Licensed to Arroyo Grande. See San Luis Obispo.

**KRQK(FM)**—(Lompoc). Dec 18, 1979: 100.9 khz; 510 w. Ant 800 ft. Stereo. 516 N. H. St., Lompoc (93436). (805) 736-5656. Sunshine Wireless of Calif. (group owner, acq 9-1-79). Net: MBS. Rep: Major Market. Format: Contemp hits. ■ Andrew Reimer, pres & gen mgr; Brad Waldo, opns mgr & news dir; Rusty Kirklind, gen sls mgr; Sara Lewis, off mgr; Ken Burke, mus dir; Dale Williams, chief engr. ■ Rates: \$25; 20; 22; 17.

**KSBQ(AM)**—Sep 1, 1961: 1480 khz; 1 kw-D, DA-D. Box 442 (93456). (805) 922-1777. Los Padres Bcstg Corp. (acq 11-1-80). Net: ABC/D. Rep: Howard. Format: Modern country. ■ Albert B. Sturges, pres & gen mgr; Dorothy Sturges, coml mgr; Edward Ryba, prog dir; Tom Hiscox, news dir; Dale Williams, chief engr. ■ Rates: \$12; 11; 12; 9.30.

**KSMA(AM)**—1945: 1240 khz; 1 kw-U, DA-1. Box 1240 (93456). (805) 925-2582. Bayliss Bcstg Co. (acq 7-1-80). Net: CBS. Rep: Torbet. Format: Full svc adult contemp, news, sports. Spec prog: Farm 5 hrs wkly. ■ Alice R. Bayliss, pres; John Bayliss Jr., gen mgr; Joe Bayliss, gen sls mgr; Steve Southwick, news dir.

**KSNI-FM**—Co-owned with KSMA(AM). 1960: 102.5 khz; 17 kw. Ant 770 ft.). Stereo. Prog sep from AM. Format: C&W. ■ Rates same as AM. Format: C&W.

**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/I. Rep: Torbet. Format: MOR. Spec progs: Por 1 hr, Sp 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 khz; 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 Conder, news dir; Jim Mussell, chief engr. ■ Rates: \$6.40; 6.40; 8; 8.

**KZON(AM)**—June 10, 1962: 1600 khz; 500 w-D, DA-D. 104 West Chapel (93456) (805) 928-4334. DeDro Bcstg Co. (4-21-80). Rep: Lotus. Format: Sp. ■ Abel De Luna, pres; Gregorio Esquibel, gen mgr; Bill Strickland, gen sls mgr; Miguel Angel Trujillo, prog dir; Mark Burns, chief engr.

**KZOZ(FM)**—See San Luis Obispo.

## Santa Monica

**\*KCRW(FM)**—Jan 1, 1946: 89.9 khz; 6.9 kw. Ant 1,110 ft. Stereo. 1900 Pico Blvd. (90405). (213) 450-5183. Santa Monica College District (acq 8-3-76). Net: NPR. Format: Eclectic, news. Spec progs: Class reggae, African, contemp, jazz, Latino. ■ Ruth Hirschman, gen mgr; dir; Mitchell Harding, opns; Tom Schnabel, mus dir; Jacqueline Des Lauriers, community affrs & prom mgr; Tom Struther, prod dir; Georgia Griggs, membership dir; John Huntley, chief engr.

**KDAY(AM)**—1947: 1580 khz; 50 kw-U, DA-2. Stereo. 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. ■ William Jaeger, VP; Ed Kerby, gen mgr; Bob Carter, gen sls mgr; Jack Patterson, prog dir; John Badeaux, prod dir; Greg Mack, mus dir; Roger Aldi, news dir; Andy Laird, chief engr.

**KSRF(FM)**—Dec 22, 1960: 103.1 khz; 2 kw. Ant 570 ft. 1425 5th St. (90401). (213) 393-9681. Santa Monica Bcstg Inc. (acq 12-22-60). Format: Mellow hits. ■ George A. Baron, pres & gen mgr; Mimi Bowman, bus mgr; Nick Toth, prog dir; Bob Reit, chief engr.

## Santa Paula

**KAAP(AM)**—1948: 1400 khz; 1 kw-U., DA-1. 15115 Faulkner Rd. (93060). (805) 647-1400. Kachina Bcstg. Corp. (acq 9-1-83). Net: MBS. Rep: Hillier, Newmark, Wechsler & Howard. Format: Oldies. ■ William Sanders, pres; John Squyres, gen mgr; Deanne Jernigan, gen sls mgr; Jeff McMurray, prog dir; Karen Sharp, news dir; Chuck Kasper, chief engr. ■ Rates: \$13; 12; 13; 10.

**KKBZ-FM**—Oct 4, 1976: 96.7 khz; 3 kw. Ant 1,500 ft. Stereo. Prog sep from AM. ■ Leonard Madrid, gen sls mgr; Randy Rabbit, prog dir; Mike Plunkett, mus dir. ■ Rates: \$20; 17; 20; 15.

## Santa Rosa

**\*KBBF(FM)**—May 30, 1973: 89.1 khz; 1 kw. Ant 2,770 ft. Box 7189 (95407). (707) 545-8833. Bilingual Bcstg Foundation Inc. Format: Bilingual (Span-Eng), var. ■ Rene Ocana, gen mgr; Francisca Reyes, asst to mgr; Baltazar Guzman, opns dir; Carlos Solorzano, volunteer coord; Isabel Calderone, mus dir; Francisco Navarrette, news dir; Ken Blacklock, chief engr.

**\*KCLB(FM)**—Oct 15, 1982: 91.9 khz; 1.25 kw. Ant 1,950 ft. Stereo. Box 1992 (95402). (707) 528-9236. Educational Media Foundation (acq 6-10-81). Format: Contemp Christian. ■ Bob Anthony Fogal, pres & gen mgr; David Daubenspeck, dir of min & opns; Nyoka Brooks, prom dir; Roberta Childress, mus dir; Tom Driggers, chief engr. ■ Rates: \$23; 23; 23; 23.

**\*KCRN(FM)**—Not on air, target date unknown: 91.1 khz. Box 1226, Redding (96099). American Media Educational Network. ■ Norman E. Kamp.

**KPLS(AM)**—Dec 7, 1958: 1150 khz; 5 kw-D, 500 w-N, DA-2. Box 6004 (95406). (707) 544-1150. Cardinal Communications (acq 1-15-85). Format: C&W. Spec progs: Farm 1 hr, Sp 3 hrs wkly. ■ John Payne, pres; Jim Myers, gen mgr; Bill Daisa, gen sls mgr; John Harvey, prog & news dir; Lane Shelton, mus dir; Paul Day, prom mgr; John Ferris, news dir; Paul Siebert, chief engr. ■ Rates: \$28; 26; 28; 12.

**KQTE(AM)**—April 1, 1962: 1460 khz; 1 kw-D, DA. Box 1712 (95402). (707) 544-5873. Visionary Radio Euphonics Inc. (group owner, acq 1-4-79). Net: AP. Rep: Roslin. Format: Easy Istng. ■ John Deitz, pres, gen mgr & prog dir; Ron Brown, opns dir; Dave Hoffman, gen sls mgr; Phil Moore, chief engr.

**KVRE-FM**—Co-owned with KQTE(AM). Dec 23, 1974: 101.7 khz; 3 kw. Ant 300 ft. Stereo. Prog sep from AM. Format: Soft AOR. ■ Cindy Paulos, prog & mus dir; Charlene Claus, prom mgr.

**KREO(FM)**—(Healdsburg) Dec 21, 1979: 92.9 khz; 2.3 kw. Ant 1,950 ft. Stereo. 1150 Coddington Center, Suite D, Santa Rosa (95401). (707) 578-9300. North Coast Communications Inc. Rep: Torbet. Format: CHR. ■ George Moody, gen mgr; Bill Hales, sls mgr; Robin Hart, mus dir; Randy Wells, news dir & chief engr. ■ Rates: \$43; 39; 43; 39.

**KRJB(FM)**—(Monte Rio). Nov 20, 1977: 97.7 khz; 450 w. Ant 799 ft. Stereo. Box 250, Monte Rio (95462-0250). (707) 865-2623. Communications Assocs. Format: Div. Spec prog: Ger 4 hrs wkly. ■ Robert J. Booth, pres; M. K. Erickson, consultant; M. Caffee, news dir; R. Schneider, chief engr. (95402). (707) 545-3313. Finley Bcstg Co. See

**KSRO(AM)**—May 1937: 1350 khz; 5 kw-U, DA-N. Box 1598 Nwsp. Net: ABC/D, AP. Rep: Hillier, Newmark, Wechsler & Howard. Format: Adult contemp. Jerry Ignacio, ■ Evert B. Person, pres; Frank W. McLaurin, VP & gen mgr; Gordon Lofgren, coml mgr; Jerry Ignacio, prog dir; Larry Chiaroni, mus dir; Jack Levar, prom mgr; Tim Ryan, news dir; Lou Schneider, chief engr.

**KVRE-FM**—Listing follows KQTE(AM).

**KZST(FM)**—April 18, 1971: 100.1 khz; 3 kw. Ant 240 ft. Stereo. Box SS (95402). (707) 528-4434. Redwood Empire Stereocasters. Rep: Selcom. Format: Adult contemp. ■ Gordon Zlot, pres & gen mgr & chief engr; Brent Farris, opns mgr; Tom Skinner, sls mgr; Roland Jacopetti, dir; Linda Gummerson, traf dir; Pat Kerrigan, prom mgr; Rob Singleton, news dir. ■ Rates: \$37; 37; 37.