

Santa Clara

KARA(FM)—Sep 25, 1964: 105.7 mhz; 50 kw. Ant 500 ft. Stereo. 2775 Park Ave. (95050). (408) 243-3200 Empire Broadcasting Corp. (group owner; acq 7-1-72). Rep: Eastman. Terry Rust. Format: Adult contemp. ■ Robert S. Kieve, pres & gen mgr; Kim Vestal. ops dir; Joanne Kilmartin, loc sls mgr; John McLeod, prog dir; Mike Danberger, mus dir; Jesse Waters, prom mgr; Rob Fisher, news dir; Vince Lopopolo, chief engr.

KLIV(AM)—See San Jose.

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

***KSCU(FM)**—July 1, 1978: 103.3 mhz; 30 w. Ant 179 ft. Stereo. Box 1207 (95053). (408) 554-4413. Pres and Bd of Trustees of Santa Clara Univ. Format: Alternative rock & jazz. ■ Michelle Devereaux, gen mgr; Quent Johnston, mus dir; Doug Irwin, chief engr.

Santa Cruz

***KFER(FM)**—Not on air, target date unknown: 89.9 mhz. 200 w. Ant minus 316 ft. 5960 Soquel Ave. (95060). Santa Cruz Educational Broadcasting Foundation.

KLRS(AM)—Sep 21, 1947: 1080 khz; 10 kw-D, 5 kw-N, DA-2. Box 1080 (95061); 2300 Portola Dr. (95062). (408) 475-1080. Fuller-Jeffrey Broadcasting of Santa Cruz/San Jose (acq 7-16-86). Group owner Fuller-Jeffrey Broadcasting Companies. Net: CNN. Rep: McGavren Guild. Format: MOR, news. Spec prog: Portuguese 2 hrs wkly. ■ Robert F. Fuller, pres; Robert L. Caron, exec VP; J.J. Jeffrey, sr VP; Mark Hammond, ops dir; Dick Little, news dir; Bill Brooks, chief engr. ■ Rates: \$18, 15; 18, 12.

KLRS-FM—Sep 2, 1961: 99.1 mhz; 1.1 kw. Ant 2,618 ft. Stereo. Sales office: 3031 Tisch Way, No. 200 (95128). (408) 243-0100. Format: New age, jazz. ■ Rates: \$50; 45; 55, 40.

***KUSP(FM)**—April 14, 1972: 88.9 mhz; 860 w. Ant 3,750 ft. Stereo. Box 423 (95061). (408) 476-2800. Pataphysical Broadcasting Foundation. Net: NPR, Amer Pub. Format: Class, jazz Spec prog: Black 20 hrs wkly. ■ Michael S. Gant, pres; Lance Linares, gen mgr; Dale Owen, gen sls mgr; Johnny Simmons, prog & mus dir; Michael Bryant, membership dir; Marcia Kraus, news dir; Bob Romanski, chief engr.

***KZSC(FM)**—August 2, 1974: 88.1 mhz; 1.25 kw. Ant 350 ft. Stereo. KZSC, UCSC (95064). (408) 429-2811. Regents of Univ. of Calif. Format: Div. Spec prog: 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 Margarita

KWSP(FM)—Not on air, target date unknown 106.3 mhz; 93 w. Ant 1,467 ft. 364 Copperstone Circle, Castleberry, Fla. (32707). Mid-Coast Radio Inc.

Santa Maria

KBOX(FM)—(Lompoc). Dec 24, 1968: 104.1 mhz; 5.7 kw. Ant 710 ft. (CP: Ant 684 ft.). Stereo. Box 518 Santa Maria (93456). (805) 735-7656. Broadcast Management Consultants Inc (acq 12-86). Net: NBC The Source. Rep: Gillis. Format: Adult contemp. Target audience: 25-54. ■ Clifford M. Hunter, pres; Jerry Sellers, exec VP; Keith Lindstrom, gen mgr; Don Tuggle, prog dir.

KGDP(AM)—(Orcutt) July 4, 1987: 660 khz; 10 kw-D, 1 kw-N, DA-2 3070 Skyway Dr., Suite 501 (93455). (805) 688-7707 TWX: 805-928-8582. Radio Representatives Inc. Net: AP, CNN. Rep: Western Rgnl. Format: Btful mus, div. talk. News staff 6; news progmg 23 hrs wkly. Target audience: 35-65. Spec prog: class. ■ Jim Patterson, pres; Sherwood Patterson, gen & gen sls mgr; Dwight L. Harvey, prog & mus dir; G. Dawn Patterson, prom mgr; Dwight L. Harvey, news dir; Dawn Delgatty, controller; Norwood J. Patterson, chief engr & consultant. ■ Rates: \$35; 25; 13.75; 13.75.

KKAL(AM)—See San Luis Obispo.

KOSZ(FM)—See Grover City

KRQK(FM)—(Lompoc) Dec 18, 1979. 100.9 mhz; 510 w. Ant 800 ft. Stereo. 516 N. H St., Lompoc (93436). (805) 736-5656. Crystal Broadcasting Inc. (acq 1-8-86). Net: CNN. Format: Classic rock, current rock hits.

News staff one. ■ Gary Clause pres & gen mgr; Jim Sueida, gen sls mgr; Sam Jackson, prog dir; Don Alias, mus dir; Mike O'Neil, prom mgr; Greg Culver, news dir; Dale Williams, chief engr.

KSBQ(AM)—Sep 1, 1961: 1480 khz; 1 kw-D, DA. 212 W. Carmen Lane (93454). (805) 922-1777 Los Padres Broadcasting Corp. (acq 11-1-80). Net: ABC/D Rep-Lotus Hispanic. Format: Spanish. ■ Pat Cooney, gen mgr; Gil Guevara, gen sls mgr; Salvador Ponce, prog dir; Jose Luis Pedroza, mus dir; Elisa Carrillo, office mgr; Armando Martinez, news dir; Dale Williams, chief engr.

KSMA(AM)—1946: 1240 khz; 1 kw-U, DA-1. Box 1240 (93456) (805) 925-2582. Bayliss Broadcasting Co (acq 7-1-80). Net: CBS, CBS R/R. Rep: Torbet. Format: Oldies. ■ Alice R. Bayliss, pres & gen mgr; Joe Bayliss, gen sls mgr; Jeff Harris, prog & mus dir; Tina Mills, prom mgr; Pat Reising, news dir; Dennis Bornhoff, chief engr.

KSNF-FM—Co-owned with KSMA(AM). 1960: 102.5 mhz; 17.5 kw. Ant 90 ft. Stereo. Prog sep from AM. Format: Contemp country ■ Rates Same as AM.

KTAP(AM)—June 10, 1962: 1600 khz; 500 w-D, 26 w-N, DA. (CP: 470 w-D). 104 West Chapel (93454). (805) 928-4334. Leo Kessleman (acq 8-19-86). Net: MBS. Rep: Katz. Format: Adult contemp. Sp. ■ Leo Kessleman, pres. Irene Escalante, gen mgr; Lety Denis, gen sls mgr; Angelica M. Figueroa, prog dir; Kurt Hemming, chief engr.

KUHL(AM)—April 1946: 1440 khz; 5 kw-D, 1 kw-N, DA-N. Box 1964 (93456); 211 E. Fessler (93455) (805) 922-7727. TWX: 805-349-0265. Great Electric Communications Inc. (acq 12/1/86). Net: ABC/i, ABC/Talk, NBC Talknet. Rep: Hillier, Newmark, Wechsler & Howard. Format: News, talk. News staff 5; news prog 25-40 hrs wkly. Target audience: 35-64; upscale news & sports listeners. ■ Charles A. Whalley, pres & gen mgr; Nick Rice, gen sls mgr; Chris Townsend, prog dir & prom mgr; Rebecca Roberts, news dir; Curt Hemming, chief engr. ■ Rates: \$40; 30, 35; 25.

KXFM(FM)—Co-owned with KUHL(AM). 1959: 99.1 mhz, 2.3 kw. Ant 1,906 ft. (CP: 1.8 kw. Ant 1,905 ft.) Stereo. Format: CHR. News staff 5, news progmg 2 hrs wkly. Target audience: 18-49; contemp. active adults. ■ Andy Morris, prog dir & prom mgr; Diane Wheeler, mus dir. ■ Rates: \$40; 40; 40; 35.

KZOZ(FM)—See San Luis Obispo.

Santa Monica

***KCRW(FM)**—Jan 1, 1946: 89.9 mhz; 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 prog: Class, reggae, African, contemp, jazz, Latino ■ Ruth Hirschman, gen mgr; Mitchell Harding, ops dir; Tom Schnabel, mus dir; Jacqueline Des Lauriers, community afirs & prom mgr; Tom Strother, prod dir; Georgia Griggs, membership dir; John Huntley, chief engr.

KDAY(AM)—1947: 1580 khz; 50 kw-U, DA-2. Stereo. 1700 N. Alvarado Blvd., Los Angeles (90026). (213) 665-1105. Heritage Media Inc. (acq 6-26-87). Net: ABC/C. Format: Black. ■ Paul Fiddick, pres; Edward J. Kerby, VP & gen mgr; Mary White, sls mgr; Jack Patterson, prog dir; Greg Mack, mus dir; Carin Thomas, traf mgr; Roger Aldi, news dir; Andrew Laird, chief engr. ■ Rates: \$250; 190; 250; 110.

KSRF(FM)—Dec 22, 1960: 103.1 mhz; 3 kw. Ant 264 ft Stereo. 1425 5th St (90401-2498). (213) 458-1031. Radio Broadcasters Inc. (acq 12-15-86). Rep: Roslin. Format: Adult contemp. Target audience: 25-54; upscale adults in Los Angeles' Westside. ■ Jack L. Siegal, pres & gen mgr; Zal Fink, gen sls mgr; Lawrence Tanter, prog dir; David Rea, chief engr

Santa Paula

KCZN(AM)—1948: 1400 khz; 1 kw-U, DA-1. 2284 S. Victoria Ave., Suite 1-A (98003). (805) 656-3696. Golden Bear Broadcasting. Net: MBS. Rep: Hillier, Newmark, Wechsler & Howard. Format: Country. News staff one. Target audience: 35 plus; traditional country mus fans. ■ Steve Iker, gen mgr; Julie Folimer, sls mgr; Brian D. Wilson, prog & news dir; Chuck Kasper, chief engr.

KXPT(FM)—Oct 4, 1976: 96.7 mhz; 3 kw. Ant 1,500 ft. Stereo. 5200 Valentine Rd., Ventura (93003). (805) 644-6800. RSB Communications Inc. (group owner). ■

California Radio

John Graziano, VP & gen mgr; 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 mhz; 1 kw. Ant 2,770 ft. 4010 Finley Dr. (95407). (707) 545-8833. Bilingual Broadcasting Foundation Inc. Format: Educ, Spanish. ■ Rene Ocana, gen sls mgr; Baltazar Guzman, prog dir; Isabel Calderon, mus dir; Frances Reyes, prom mgr; Ken Kushnir, chief engr. ■ Rates: \$10; 10; 10, 10.

***KCLB(FM)**—Oct 15, 1982: 91.9 mhz; 1.25 kw. Ant 1,950 ft. Stereo. 2290 Airport Blvd. (95403). (707) 528-9236. Educational Media Foundation (acq 1986). Format: Contemp Christian. ■ Richard Jenkins, pres, gen mgr & prog dir; Alexis Webb, trade/sls; Devona Porter, mus dir; Julie Tansil, news dir; Phil Moore, chief engr. ■ Rates: \$50; 50; 50; 50.

***KCRN(FM)**—Not on air, target date unknown: 91.1 mhz. c/o 290 Heegenberger Rd. Oakland (94621). Family Stations Inc. (acq 1986). ■ Norman E. Kamp

KMGG(FM)—(Monte Rio) Nov 20, 1977: 97.7 mhz; 3 kw. Ant 1,100 ft. Stereo. 3535 Industrial Dr., Suite 3. Santa Rosa (95403). (707) 578-0977. Southcom Inc. (acq 1-1-86). Group owner: Liggett Broadcast Group Inc. Rep: Republic. Format: Classic hits. ■ Robert G. Liggett, pres; Kent Bjugstad, gen mgr; Darell Fairbanks, ops dir; Robin Hart, prom mgr; Paul Siebert, chief engr. ■ Rates: \$38; 30; 38; 17.

KPLS(AM)—Dec 7, 1958: 1150 khz, 5 kw-D, 500 w-N, DA-2. (CP: 1 kw-N). Box 6004 (95406). (707) 544-1150. Cardinal Communications (acq 1-15-85). Net: SMN. Format: C&W. Spec prog: Farm 1 hr, Sp 3 hrs wkly. ■ John Paye, pres; Marla J. Maertins, gen mgr; Bob Claus, gen sls mgr; Roger Shannon, prog & mus dir, prom mgr; Deb Sherwood, news dir; Phil Moore, chief engr. ■ Rates: \$26; 24; 26; 20.

KREO(FM)—Listing follows KSRO(AM).

KSRO(AM)—May 1937: 1350 khz; 5 kw-U, DA-1. Box 1598 (95402); 627 College Ave. (95404). (707) 545-3313. Finley Broadcasting Co. Net: NBC. Rep: Torbet. Format: News, talk. News staff 11; news progmg constantly Target audience: 34-64. ■ Evert B. Person, pres; Frank W. McLaurin, VP & gen mgr; Gordon Loggren, gen sls mgr; Allison Sanford, prom mgr; John Burgess, news dir; Randy Wells, chief engr.

KREO(FM)—Co-owned with KSRO(AM). (Healdsburg) Dec 21, 1979: 92.9 mhz; 2.3 kw. Ant 1,950 ft. Stereo. (acq 11-85). Format: CHR. News staff one; news progmg 5 hrs wkly. Target audience: 18-34. ■ Mark Jeffrey, prog dir, Trevor Carey, mus dir; Allison Sanford, prom mgr.

KRRS(AM)—April 1, 1962: 1460 khz; 1 kw-D, DA Box 2158, 1415 Farmers Lane (95405). (707) 523-1460. FAX: (707) 571-1097. Keffco Inc. Net: UPI. Rep: Hilliard. Format: Easy Istng. ■ John Detz, pres & gen mgr; Dave Hoffman, gen sls mgr; Bill Bowker, prog dir; Cindy Paulos, prom mgr; Phil Moore, chief engr.

KXFX(FM)—Co-owned with KRRS(AM). Dec 23, 1974: 101.7 mhz; 3 kw. Ant 300 ft. (CP: 260 w. Ant 1,115.2 ft.). Stereo. Prog sep from AM. (707) 523-1369. Format: AOR. ■ Scott Murray, mus dir.

KZST(FM)—April 18, 1971: 100.1 mhz; 3 kw. Ant 240 ft. Stereo. Box 3000 (95402). 3392 Mendocino Ave. (95404). (707) 528-4434; Fax: (707) 527-8216. Redwood Empire Stereoecasters Rep: McGavren Guild. Format: Adult contemp. ■ Gordon Zlot, pres & gen mgr; Brent Farris, prog dir; Tom Skinner, gen sls mgr; Melody Morgan, prom mgr; Rob Singleton, news dir; Mathew Rule, chief engr.

Seaside

KMBY-FM—Nov 22, 1972: 107.1 mhz; 910 w. Ant 1,570 ft. (CP: 860 w., Ant 605 ft.) Stereo. 1098 Del Monte Ave., Monterey (93942). (408) 646-1702. Cypress Communications Inc. Rep: Blair. Format: AOR. ■ John B. Frankhouser, pres; Chet Tart, stn mgr; Chris Chidlaw, gen sls mgr; Rick Berlin, prog dir; Patti Clark, mus dir; Brian Higgins, news dir; Mike Blankenbecker, chief engr. ■ Rates: \$38; 36; 38; 27.