

## California Radio

Rep: Gillis. Format: All news, talk. News staff 5. Target aud: general. ■ Patricia J. Jacobsen, pres; David Cox, gen mgr; Terry Benz, prog dir; Kirsten L. Jacobsen, prom mgr; Jon Richards, news dir.

**KKAL(AM)**—(Arroyo Grande). June 29, 1962: 1280 khz; 5-kw-D, 2.5 kw-N, DA-2. TL: N35 08 33 W120 31 10. 129 N. Halcyon Rd., Arroyo Grande (93420). (805) 489-1280. KZOZ Radio Inc. (acq 6-89; grpsl; FTR 6-19-89). Net: MBS. Rep: Republic. Format: CHR. News staff one; news progmg 2 hrs wkly. Target aud: 18-49. ■ Anthony Brandon, gen mgr; Joe McMahon, gen sls mgr; Jim Seebert, prog dir; Corey Roberts, mus dir; Sue Freeman, news dir; Paul Sears, chief engr.

**KZOZ(FM)**—Co-owned with KKAL(AM). 93.3 mhz; 29.5 kw. Ant 1,470 ft. TL: N35 21 38 W120 39 21. Stereo. Dups AM 100%.

**KKCB(AM)**—Feb 6, 1960: 1400 khz; 1 kw-U. TL: N35 15 51 W120 39 56. Box 1400 (93406). (805) 544-1400. San Luis Obispo Broadcasting Ltd. Partnership. (acq 9-9-86). Rep: Katz. Format: Country. ■ Jim Barbie, prog dir. ■ Rates: \$19; 16; 19; 16.

**KSLY-FM**—Co-owned with KKCB(AM). December 1959: 96.1 mhz; 5.6 kw. Ant 1,410 ft. TL: N35 21 38 W120 39 21. Stereo. Dups AM 83.5% (805) 543-9601. Format: Top-40. ■ Julie Seidell, loc sls mgr; Jonathan Harte, prog dir; Dean Clarke, mus dir; Bill Bordeaux, chief engr. ■ Rates: \$17; 15; 17; 15.

**KKUS(FM)**—Jan 1, 1984: 98.1 mhz; 3.6 kw. Ant 1,624 ft. TL: N35 21 37 W120 39 18. Stereo. 396 Buckley Rd. (93401). (805) 541-8798. Cabrillo Communications Inc. Rep: Durpetti. Format: Adult contemp. Spec prog: Jazz 2 hrs, Christian 3 hrs wkly. ■ Richard Mason, gen mgr; Tom Greiten, gen sls mgr; Carol Meyer, prog & mus dir.

**KSLY-FM**—Listing follows KKCB(AM).

**KVEC(AM)**—May 1937: 920 khz; 1 kw-D, 500 w-N. TL: N35 17 58 W120 40 24. 3195 McMillan Rd., Suite G (93401). (805) 543-8830. Chorro Communications Inc. (acq 9-27-89; \$300,000; FTR 10-16-89). Net: ABC/I, ABC/Talk, AP, UPI. Rep: Eastman. Format: News, sports, talk. News staff 4; news progmg 45 hrs wkly. Target aud: 24-54; affluent decision makers & sports fans. ■ Nick Mileti, pres, gen & prom mgr; Bill Daisa, gen sls mgr; Robert Palmer, prog dir; Cindy Savage, news dir; Bill Bordeaux, chief engr. ■ Rates: \$30; 30; 30; 30.

**KWCD(FM)**—See Grover City.

**KWQH(FM)**—Not on air, target date unknown: 97.1 mhz; 25 kw. Ant 328 ft. 638 Morro Dr., Santa Maria (93454). Clamshell Communications Inc.

**KZOZ(FM)**—Listing follows KKAL(AM).

## San Marcos

**KPRZ(AM)**—1985: 1210 khz; 10 kw-D, 1 kw-N, DA-D. TL: N33 04 12 W117 11 35. (CP: 20 kw-D, 5 kw-N, DA-2). 1635 S. Rancho Santa Fe Rd. (92069). (619) 471-1177. Radio 1210 Inc. Format: Christian. ■ David Ruleman, gen mgr; Bill Jacob, gen sls mgr; Daniel Craig, prog dir; Gary Belzman, chief engr.

## San Mateo

\***KCSM(FM)**—October 1964: 91.1 mhz; 14 kw. Ant 330 ft. TL: N37 32 12 W122 20 02. 1700 W. Hillsdale Blvd. (94402). (415) 574-6427. San Mateo Community College District. Net: NPR. Format: Big band, jazz. ■ Michael Kimball, gen mgr; Anne Weitzel, stn mgr; Clifford Brown Jr., prog dir; Joe Morgan, chief engr. \*KCSM-TV affil.

**KOFY(AM)**—1948: 1050 khz; 50 kw-D, 1 kw-N, DA-2. TL: N37 39 02 W122 09 08. 642 Harrison St., Suite 404, San Francisco (94407). (415) 442-1800. Pacific FM Inc. (acq 1-1-86). Rep: Katz & Powell. Format: Oldies. News staff 10; news progmg 7 hrs wkly. Target aud: 25-54. ■ James Gabbert, pres; Randy Bailey, gen mgr; Andi Poliskey, gen sls mgr; Jason W. Fine, prog dir; Max Wolf, mus dir; George McManus, news dir; Ted Minnard, chief engr. ■ Rates: \$90; 75; 110; 75.

**KSOL(FM)**—September 1963: 107.7 mhz; 8.9 kw. Ant 1,162 ft. TL: N37 41 20 W122 26 07. Stereo. 1730 S. Amphlett Blvd. (94402). (415) 341-8777. Intercontinental Radio Inc. Group owner: United Broadcasting (acq 4-6-79). Net: AP. Rep: Major Mkt. Format: Urban contemp. ■ Scott Fey, VP & gen mgr; Ann Murphy, natl sls mgr; Carol Kent, loc sls mgr; Bernie Moody, prog dir; Seraphim Leemon, news dir; Kevin Douglas, chief engr.

## San Rafael

\***KSRH(FM)**—May 1, 1980: 88.1 mhz; 10 w. Ant 66 ft. TL: N37 58 16 W122 30 47. Box 4925 (94913). (415) 457-5314. San Rafael High School District. Format: Div. Spec prog: Fr one hr wkly. ■ Marianne Melnick, faculty adv.

**KTID(AM)**—May 1947: 1510 khz; 1 kw-D. TL: N38 01 38 W122 31 13. 1623 Fifth Ave. (94901). (415) 456-1510. Marin Broadcasting Co. (acq 7-21-83; \$1.4 million WITH CO-LOCATD FM; FTR 8-8-83). Net: UPI. Format: Adult contemp. ■ N. Arthur Astor, pres; Susan E. Brice, gen mgr; Dick Blaustein, gen sls mgr; Maria Lopez, prog dir; Paul Sakrison, chief engr.

**KTID-FM**—June 1, 1961: 100.9 mhz; 2.2 kw. Ant 360 ft. TL: N37 58 49 W122 31 39. Stereo. Prog sep from AM. Net: UPI. Format: Adult contemp.

## Santa Ana

**KWIZ(AM)**—Nov 26, 1926: 1480 khz; 5-kw-U, DA-2. TL: N33 45 06 W117 54 36. 3101 W. Fifth St. (92703). (714) 554-5000. FAX: TWX: 910-595-1126. Liberman Broadcasting Inc. (acq 1-88; \$6.25 million; with co-located FM; FTR 1-4-88). Net: CNN, AP. Rep: Torbet. Format: Sp. ■ Jose Liberman, pres; Leonard Liberman, gen mgr; Grace Madrigal, gen sls mgr; Chris Cox, prog & mus dir; Rick Clapper, prom mgr; John Kober, news dir; George Murray, chief engr. ■ Rates: \$100; 75; 85; 50.

**KWIZ-FM**—1947: 96.7 mhz; 3 kw. Ant 200 ft. TL: N33 48 08 W117 47 43. (CP: Ant 206 ft). Stereo. Prog sep from AM. Net: CNN, AP. Format: Adult contemp. ■ Rates: Same as AM.

**KYMS(FM)**—Feb 6, 1980: 106.3 mhz; 3 kw. Ant 130 ft. TL: N33 45 21 W117 51 16. Stereo. 1748 W. Katella, Orange (92667). (714) 633-2020. Interstate Broadcasting Inc. (group owner; acq 1-81). Format: Contemp Christian. News staff one; news progmg one hr wkly. Target aud: 18-44. ■ Paul Toberly, pres; Dave Armstrong, gen mgr; Roger Marsh, gen sls mgr & prog dir; Lori Campbell, mus dir; Steve Atkins, news dir; James Wegner, chief engr.

## Santa Barbara

**KBBQ(AM)**—Aug 11, 1962: 990 khz; 5 kw-D, 500 w-N, DA-2. TL: N34 28 15 W119 40 33. Stereo. 1224 Coast Village Cir. No. 24 (93108). (805) 969-5560. Cutler Productions Inc. (acq 5-2-90; \$335,000; FTR 5-21-90). Net: MBS. Rep: Roslin. Format: Country. News staff 2; news progmg 4 hrs wkly. Target aud: 25 plus; upscale adults. ■ Fred M. Hall, pres; David K. Barton, gen & gen sls mgr; Dan Bingman, prog dir; David Meyer, news dir; Ran Bullard, chief engr. ■ Rates: \$25; 25; ; ; .

\***KCSB-FM**—November 1964: 91.9 mhz; 620 w. Ant 2,910 ft. TL: N34 31 31 W119 57 29. (CP: ant 1,879 ft). Stereo. UCEN Room 3185 A (93106). (805) 961-3757. Regents of the U. of Calif. Net: ABC/FM. Format: Alternative, div. Spec prog: Black 20 hrs, Sp 12 hrs, jazz 10 hrs, blues 6 hrs, C&W 2 hrs, class 4 hrs wkly. ■ David Gardner, pres; Malcolm Gault-Williams, gen mgr; Steve Sellman, chief engr.

**KDB(FM)**—Feb 14, 1960: 93.7 mhz; 12.5 kw. Ant 870 ft. TL: N34 27 58 W119 40 37. Stereo. Prog sep from AM. Format: Class. Target aud: general; upscale adults. ■ Robertson C. Scott, prog & mus dir. ■ Rates: \$26; 26; 26; 26.

**KESP(AM)**—March 1961: 1290 khz; 500 w-D, 122 w-N. TL: N34 25 07 W119 41 10. Box 40310 (93103). (805) 560-1290. Westcom Broadcasting Inc. Rep: Lotus. Format: Sp hits of 60's, 70's, 80's. ■ Terrence Janisch, gen & gen sls mgr; Gregory Rader, opns mgr; Efen Martinez, prog dir; Ransom Bullard, chief engr.

\***KFAC(FM)**—July 1985: 88.7 mhz; 12 kw. 866 ft. TL: N34 27 55 W119 40 37. Stereo. Hrs opn: 24. Box 77913, Los Angeles (90007-0913). (213) 743-5872. FAX: (213-743-5853). U. of Southern Calif. Net: Amer Pub. Wash atty: Brinig & Bernstein. Format: Class. News progmg 11 hrs wkly. Target aud: 35 plus. ■ Wallace Smith, pres & gen mgr; Tom Deacon, VP prog; Pete Hullmark, VP corp affrs; Jim Russell, VP natl prog; Bill Kappelman, VP engr & opns; Lyle Henry, chief engr.

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

**KIST(AM)**—1946: 1340 khz; 1 kw-U. TL: N34 25 09 W119 41 54. (CP: 675 w-U). Stereo. 1221 Chapala (93101). (805) 962-7800. Magic Broadcasting Corp. (acq 4-19-90). Net: ABC/C. Rep: CBS Radio Reps. Format: Oldies. ■ Alex Sheftell, bd chmn; Burke Kaplan, CEO; Jim Olerich, pres; Dick Williams, prog & mus dir.

**KMGQ(FM)**—See Goleta.

**KRUZ(FM)**—Aug 8, 1961: 103.3 mhz; 105 w. Ant 2,980 ft. TL: N34 31 30 W119 57 10. Stereo. 31 W. Carillo St. (93101). (805) 963-1831. The Schuele Org. Inc. (acq 5-21-81). Rep: Katz. Format: Easy Isng. ■ Carl L. Schuele, pres; Ginny Odum, off mgr; Randall Chase, prog dir; Dirk Pinter, mus dir; Mark Waters, news dir; Chuck Hastings, chief engr. ■ Rates: \$54; 60; 60; ; .

**KSBL(FM)**—See Carpinteria.

**KSPE(AM)**—April 1926: 1490 mhz; 1 kw-U. TL: N34 24 57 W119 41 10. 23 W. Micheltorena St. (93101). (805) 966-4131. Spectacular Broadcasting Inc. (acq 1-30-91; \$302,000; FTR 2-18-91). Rep: CMBS. Format: Business news. News staff 2; news progmg 60 hrs wkly. Target aud: 30 plus; upscale adult investors. ■ Richard E. Marsh, pres; Robertson C. Scott, gen mgr; Robby Scott, gen sls mgr; Chip Marsh, prog & news dir; Ransom Bullard, chief engr. ■ Rates: \$10; 8; 6; ; .

**KTMS(AM)**—Oct 31, 1937: 1250 khz; 2.5 kw-D, 1 kw-N, DA-2. TL: N34 25 06 W119 49 05. Box 4458 (93140); 1330 Cacique St. (93103). (805) 966-1755. TWX: 805-564-4489. Pinnacle Communications Inc. (acq 3-8-88). Net: ABC/Talk, ABC/I, NBC Talknet, CNN. Rep: Durpetti. Wash atty: Reed, Shaw & McClay. Format: News, talk. News staff 9; news progmg 28 hrs wkly. Target aud: 25 plus. ■ Leslie R. Carroll, pres; Rick Bailey, gen mgr; Walter Koschnitzke, gen sls mgr; Tom Avila, prog dir; John Strahler, chief engr.

**KHTY(FM)**—Co-owned with KTMS(AM). Sep 1, 1957: 97.5 mhz; 17.5 kw. Ant 2,920 ft. TL: N34 31 31 W119 57 29. Prog sep from AM. Net: ABC/FM. Format: CHR. Target aud: 18-34; mass appeal. ■ Steve Gunner, prog & mus dir; Abigail Bonell, prom mgr.

**KTYD(FM)**—Aug 11, 1972: 99.9 mhz; 34 kw. Ant 1,278 ft. TL: N34 28 15 W119 40 33. Stereo. Hrs opn: 24. Box 62110 (93160). 5360 Hollister Ave. (93111). (805) 967-4511. FAX: (805) 964-4430. Canolino Broadcasting Corp. Group owner: The Home News Co. See nwsp. (acq 3-6-86). Wash atty: Wiley, Rein & Fielding. Rep: McGavren Guild. Format: Classic rock. News staff one; news progmg 3 hrs wkly. Target aud: 18-49; upscale adults 20 plus. Spec prog: Public affairs 1 hr. ■ Ronald Tarsi, pres; Andrew Reimer, VP & gen mgr; Vince Lee, gen sls mgr; Doug Ingold, prog dir; Brice Kendall, mus dir; Sherri Rodriguez, prom mgr; John Palmenteri, news dir; Dan Dudziak, chief engr. ■ Rates: \$125; 110; 120; 100.

## Santa Clara

**KARA(FM)**—Sep 25, 1964: 105.7 mhz; 50 kw. Ant 500 ft. TL: N37 21 32 W121 45 22. Stereo. Hrs opn: 24 Prog sep from AM. Box 995, San Jose (95108). (408) 293-8030. TWX: (408) 293-6124. Empire Broadcasting Corp. (group owner; acq 7-1-72; \$470,000). Rep: Eastman. Wash atty: Rosenman & Colin. Format: Adult contemp. News staff 2; news progmg 2 hrs wkly. Target aud: 25-49. ■ Robert S. Kieve, pres & gen mgr; Joanne Kilmartin, gen sls mgr; John McLeod, prog dir; Mike Danberger, mus dir; Jesse Waters, prom mgr; Marie Peng, news dir; Vince Lopopolo, chief engr. ■ Rates: \$134; ; ; ; .

**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. TL: N37 20 53 W121 56 25. Stereo. Hrs opn: 20. Box 1207, Santa Clara University (95053). (408) 554-4413; (408) 248-4413. Pres and Bd of Trustees of Santa Clara Univ. Format: Modern rock & jazz. News progmg 2 hrs wkly. Target aud: 16-30; young adults who like modern music. Spec prog: Sports 2 hrs, interview one hr. ■ Kathleen Nishikawa, gen mgr; Nathan Hamilton, chief engr.

## Santa Cruz

**KDBQ(FM)**—Sep 2, 1961: 99.1 mhz; 1.1 kw. Ant 2,487 ft. TL: N37 06 40 W121 50 34. Stereo. Hrs opn: 24. Suite 404, 642 Harrison St., San Francisco (94107). (415) 512-9999. Viacom Broadcasting Inc. (group owner; acq 6-22-90; \$5.75 million; FTR 7-30-90). Net: ABC/C. Rep: Katz. Format: Adult contemp. News staff one; news progmg 3.5 hrs wkly. Target aud: 25-54. ■ Paul Wilensky, VP & gen mgr; Larry Berger, stn mgr & prog dir; Joe Regelski, news dir.

\***KFER(FM)**—Not on air, target date unknown: 89.9 mhz; 200 w. Ant minus 316 ft. TL: N36 58 59 W121 59 28. Box 13 (95060). (408) 438-1533. Santa Cruz Educational Broadcasting Foundation.

**KLAU(AM)**—See Capitola.

**KSCO(AM)**—Sep 21, 1947: 1080 khz; 10 kw-D, 5 kw-N, DA-2. TL: N36 57 43 W121 58 51. 2300 Portola Dr. (95062). (408) 475-1080. Michael L. Zwerling, (acq 12-6-90; \$600,000; FTR 12-31-90). Net: CNN. Rep: McGavren