

Broadcasting Co. Net: UPI. Rep: MajorMkt. Format: Pop standards. News staff 2. Target aud: 35 plus. ■ Steve Snell, gen mgr & progmg dir; Frank Angelino, gen sls mgr; Bill Holmberg, natl sls mgr; Lisa Kreisler, news dir; John Higdon, chief engr. ■ Rates: \$50; 50; 25.

KBAY(FM)—Co-owned with KKSJ(AM). Mar 4, 1963: 100.3 mhz; 14.5 kw. Ant 2,580 ft. TL: N37 06 40 W121 50 34. Stereo. Hrs opn: 24. Prog sep from AM. (408) 370-7377. Format: Soft adult contemp. ■ Sylvia Manker, prom dir; Bob Kohtz, progmg dir; Barry Poole, pub affrs dir. ■ Rates: \$150; 150; 50.

***KLEL(FM)**—May 17, 1977: 89.3 mhz; 100 w. Ant -539 ft. TL: N37 12 59 W121 50 39. 6677 Camden Ave. (95122). (408) 268-6343. Licensee: San Jose Unified School District. Format: Rock/AOR. Spec prog: Educ 5 hrs wkly. ■ Joe Lobue, gen mgr; Terry Lloyd, chief engr.

KLIV(AM)—1946: 1590 khz; 5 kw-U, DA-N. TL: N37 19 45 W121 51 23. Hrs opn: 24. Box 995 (95108); 750 Story Rd. (95122). (408) 293-8030. FAX: (408) 293-6124. Licensee: Empire Broadcasting Corp. (acq 7-1-67). Net: CNN. Wash atty: Rosenman & Colin. Format: News. News staff 6. Target aud: General. ■ Robert S. Kieve, pres & gen mgr; Vincent Lopopolo, exec vp & chief engr; Janice Festa, gen sls mgr; Jane McMillan, progmg dir & news dir.

KLOK(AM)—Oct 19, 1946: 1170 khz; 50 kw-D, 5 kw-N, DA-2. TL: N37 18 41 W121 48 58. Hrs opn: 24. 2905 S. King Rd. (95122). (408) 274-1170. FAX: (408) 274-1818. Licensee: Metro Mix Inc. (acq 6-16-92; \$6.06 million; FTR 7-6-92). Net: CRC. Rep: Katz. Format: Sp, news/talk. News staff 5. Target aud: 25-59. ■ Chris Marks, exec vp & vp mktg; Athena Marks, vp & gen mgr; Jeffery Liberman, stn mgr; Sue Bell, gen sls mgr & natl sls mgr; Dora Zamora, mktg dir & prom dir; Guillermo Prince, progmg dir; Hugo Sahagun, news dir; John Burger, chief engr.

KNTA(AM)—(Santa Clara). Dec 18, 1964: 1430 khz; 1 kw-U, DA-1. TL: N37 23 54 W121 53 35 (CP: 1 kw-N). Hrs opn: 24. 1125 E. Santa Clara St., San Jose (95116). (408) 947-1430. FAX: (408) 947-1463. Licensee: Imperio Enterprises Inc. (acq 7-7-93; \$1.4 million; FTR 8-2-93). Rep: Lotus. Wash atty: Koteen & Naftalin. Format: Sp. News staff one; news progmg 14 hrs wkly. Target aud: 23-34; Hispanic. ■ Genaro Guizar, pres & mus dir; Roger Martinez, gen mgr, opns dir & gen sls mgr.

KOME(FM)—July 1, 1959: 98.5 mhz; 12.5 kw. Ant 880 ft. TL: N37 12 17 W121 56 56. Stereo. Hrs opn: 24. Plaza W., Suite 3, 3031 Tisch Way (95128). (408) 985-9800. FAX: (408) 296-8962; (408) 985-8675. Licensee: The Audio House Inc. Group owner: Infinity Broadcasting Corp. (acq 5-1-73). Net: NBC The Source. Rep: Torbet. Wash atty: Leventhal, Senter & Lerman. Format: AOR. ■ Mel Karmazin, pres; Jim Hardy, gen mgr; Rich Kahn, gen sls mgr; David Wohlman, prom mgr; Jay Taylor, progmg dir; Maria Davies, pub affrs dir; John Higdon, chief engr.

KSJO(FM)—December 1946: 92.3 mhz; 50 kw. Ant 464 ft. TL: N37 12 33 W121 46 30. Stereo. 1420 Koll Cir. (95112). (408) 453-5400; (408) 575-1492. FAX: (408) 452-1330. Licensee: BayCom San Jose L.P. Group owner: BayCom Partners L.P. (acq 10-91; \$5.5 million with co-located AM; FTR 11-4-91). Net: ABC/R. Rep: McGavren Guild. Format: AOR. Target aud: 18-49; active adults. ■ Jack McSorley, CEO; Edgar P. Cauty, CFO; John A. Sutherland, gen mgr; Eric N. Stenberg, gen sls mgr; Marty Wright, prom mgr; Dana Jang, progmg dir; Laurie Roberts, mus dir; Erika Taylor, news dir; Dick Cownie, pub affrs dir; David Williams, chief engr.

***KSJS(FM)**—Feb 22, 1963: 90.5 mhz; 235 w. Ant 407 ft. TL: N37 12 33 W121 46 30. Stereo. Calif. State Univ. San Jose, One Washington Sq. (95192-0094). (408) 924-4548; (408) 924-4545. FAX: (408) 924-1018. Licensee: San Jose State University. Format: Jazz, alternative. News staff 3; news progmg 2 hrs wkly. Target aud: 18-34; students. Spec prog: Black 6 hrs, Sp 5 hrs, women one hr, poetry 2 hrs, Vietnamese one hr wkly. ■ Mike Adams, pres; Pol VanRhee, gen mgr; Brad Stone, asst mus dir; Marie Capuyan, news dir; Alesia Beischolf, pub affrs dir; Gary Ashby, chief engr.

KSJX(AM)—June 24, 1948: 1500 khz; 10 kw-D, 5 kw-N, DA-2. TL: N37 21 28 W121 52 17. Lot C, 501 C Wooster

Ave. (95116). (408) 280-1515. Licensee: Douglas Broadcasting Inc. (group owner; acq 3-16-95; \$2.1 million plus tax certificate; FTR 6-5-95). Format: International. News staff 2. Target aud: 25-54; managerial, professional, homeowners. ■ Ron Jordan, gen mgr.

San Luis Obispo

***KCBX(FM)**—July 25, 1975: 90.1 mhz; 5.3 kw. Ant 1,420 ft. TL: N35 21 38 W120 39 21. Stereo. 4100 Vachell Ln. (93401). (805) 781-3020. Licensee: KCBX Inc. Net: NPR. Wash atty: Cohn & Marks. Format: Class, jazz, news. Target aud: General. Spec prog: Folk 15 hrs wkly. ■ Frank Lanzzone, pres & gen mgr; Hank Hadley, opns mgr; Paul Severson, dev dir & mktg mgr; Guy Rathbun, progmg dir; Chris O'Connell, mus dir; William Miller, chief engr.

***KCPR(FM)**—1968: 91.3 mhz; 2 kw. Ant -350 ft. TL: N35 17 58 W120 40 26. Stereo. Hrs opn: 24. Graphic Arts, Room 201, California Polytechnic State Univ. (93407). (805) 756-5277; (805) 756-2965. FAX: (805) 756-5415. Licensee: California Polytechnic State University. Format: College alternative rock. News progmg 4 hrs wkly. Target aud: General; Cal Poly students, San Luis Obispo community. Spec prog: Black 8 hrs, class 3 hrs, jazz 3 hrs, city council 4 hrs, reggae 3 hrs, Sp 3 hrs, public affrs 5 hrs, metal 3 hrs, blues 3 hrs, hardcore 2 hrs wkly. ■ Jeanne Acceturo, gen mgr; Nancy Thomas, sls dir; Rick Silva, Jeff Biafore, mktg dirs; Glenn Rider, Carrie Clegg, prom dirs; Dave Welch, progmg dir; James Paasche, Melissa Scales, mus dirs; Chad Johnston, news dir; Steve Tanasse, pub affrs dir; Chuck King, chief engr. ■ Rates: \$7.50; 7.50; 7.50; 9.

KGLW(AM)—Dec 13, 1949: 1340 khz; 1 kw-U. TL: N35 15 07 W120 40 24. Box 170, Arroyo Grande (93421); 1503 El Camino Real, Arroyo Grande (93420). (805) 489-5456; (805) 481-1804. Licensee: RocGlo Communications (acq 12-16-91; \$25,000; FTR 2-17-92). Net: ABC/E. Format: News/talk, info. Target aud: 35 plus; people who are concerned about the world and their community. Spec prog: Holistic medicine, new age talk, drama, suspense, comedy. ■ Glo Rivera, pres & gen mgr; Edward Rivera, exec vp; Cathy Riddle, opns mgr; Rocky Rivera, chief engr.

KIQO(FM)—See Atascadero.

KIXT-FM—See Grover City.

KJDJ(AM)—Feb 8, 1988: 1030 khz; 2.5 kw-D, 700 w-N. TL: N35 17 58 W120 40 24. 604 E. Chapel St., Santa Maria (93454). (805) 922-3312. Licensee: Padre Serra Communications Inc. (acq 4-94). Format: Contemp Sp. ■ Aurelio Serrano, gen mgr; Ismeal Antonio Leyva, progmg 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. Box 987, San Luis Obispo (93406-0987). (805) 781-2750. FAX: (805) 781-2758. Licensee: KZOZ Radio Inc. Group owner: American General Media (acq 6-8-99; grps: FTR 6-19-89). Net: MBS. Format: Sports. News staff one; news progmg 2 hrs wkly. Target aud: 18-49. ■ Kathy Signorelli, gen mgr & rgnl sls mgr; Andy Freedman, Jere Crosby, prom mgrs; Jason Wright, progmg mgr; Bill Bor-dot, chief engr.

KZOZ(FM)—Co-owned with KKAL(AM). 1962: 93.3 mhz; 29.5 kw. Ant 1,470 ft. TL: N35 21 38 W120 39 21. Stereo. Prog sep from AM. Format: Classic rock. AOR. ■ Kathy Signorelli, vp.

KKJG(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. FAX: (805) 541-9331. Licensee: Westcoast Broadcasting Inc. (group owner; acq 5-1-92; \$800,000; FTR 5-25-92). Rep: D & R Radio. Format: Country. Spec prog: Jazz 2 hrs, Christian 3 hrs wkly. ■ Wayne Foster, gen mgr; John Katz, progmg dir.

KKJL(AM)—Feb 6, 1960: 1400 khz; 1 kw-U. TL: N35 15 51 W120 39 56. Box 1400 (93406). (805) 544-1400. Licensee: San Luis Obispo Broadcasting L.P. (acq 9-9-86). Rep: Katz. Format: Country. ■ Guy Hackman, gen mgr; Bill Bordeaux, chief engr.

***KLFF(FM)**—Sept 3, 1995: 89.3 mhz; 5.0 kw. Ant 1,430 ft. TL: N35 21 37 W120 39 17. Hrs opn: 24. Box 1561

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(93406); Suite H, 560 Higuera St. (93401). (805) 541-4343. FAX: (805) 541-9101. Licensee: Logos Broadcasting Corp. Wash atty: Joseph E. Dunne. Format: Contemp Christian mus. Target aud: 18-45; Christians. ■ Dan M. Lemburg, pres; Dr. Daniel Woods, CFO; Jon Fugler, gen mgr; Tanya Stredler, opns mgr.

KSLY-FM—December 1959: 96.1 mhz; 5.6 kw. Ant 1,410 ft. TL: N35 21 38 W120 39 21. Stereo. Suite 110, 51 Zaca Ln. (93401). (805) 545-0101. Licensee: Digsphere Broadcasting L.P. (acq 2-94; \$393,000). Format: Top-40. ■ Don Shore, gen mgr; Dave Christopher, progmg dir; Paul Kleinkramer, chief engr.

KVEC(AM)—May 1937: 920 khz; 1 kw-D, 500 w-N. TL: N35 17 58 W120 40 24. Hrs opn: 24. 1329 Chorro St (93401-4005). (805) 543-8830. FAX: (805) 781-2568. Licensee: Chorro Communications Inc. (acq 9-27-89; \$300,000; FTR 10-16-89). Net: ABC/I, CNN. Rep: Roslin. Format: News/talk, sports, business. News staff 4; news progmg 45 hrs wkly. Target aud: 24-54, affluent decision & newsmakers, sports fans, business owners & retirees. Spec prog: Paul Harvey, Financial Fitness. Senior Focus, Motor Mouths, health, sports, talk, real-estate. ■ Frank Sheahan, pres; Dan Clarkson, stn mgr, gen sls mgr & progmg dir; Vanessa Holinger, opns mgr; Suzan Vaughn, news dir; Larry James, pub affrs dir; Bill Bordieax, chief engr.

KZOZ(FM)—Listing follows KKAL(AM)

San Marcos-Poway

KPRZ(AM)—1986: 1210 khz; 20 kw-D, 5 kw-N, DA-2. TL: N33 04 12 W117 11 35. Hrs opn: 24. Suite 535, 9255 Towne Centre Dr., San Diego (92121). (619) 535-1210; (800) 873-1210. FAX: (619) 535-1212. Licensee: Radio 1210 Inc. Group owner: Salem Communications Corp. Format: Christian. talk, Sp. News progmg 15 hrs wkly. Target aud: 25-54. ■ Edward G. Astinger III, pres; Mark Larson, gen mgr, mktg mgr & progmg mgr; Monica Murray, opns mgr, mtr dir & pub affrs dir; Tom Levine, gen sls mgr; David Manzi, mus dir; Bruce Johnson, news dir; Scott Horner, engr mgr.

San Martin

KZSJ(AM)—November 1995: 1120 khz; 5 kw-D, 150 w-N. TL: N36 57 49 W121 29 22. Suite 165, 2670 S. White Rd., San Jose (95148). (408) 683-0141. Licensee: Jeffrey N. Eustis. Format: Sp. ■ Manny Gonzales, gen mgr.

San Mateo

***KCSM(FM)**—October 1964: 91.1 mhz; 14 kw. Ant 330 ft. TL: N37 32 12 W122 20 02 (CP: 10 kw, ant 413 ft.). 1700 W. Hillsdale Blvd. (94402). (415) 574-6427. FAX: (415) 574-6675. Licensee: San Mateo County Community College District. Net: PRI. Format: Jazz. News progmg 10 hrs wkly. Target aud: General. Spec prog: Blues 3 hrs wkly. ■ David Hostley, gen mgr; Alisa Clancy, opns dir; Jeff Byers, dev dir; Dick Conte, prom dir & mus dir; Melanie Berzon, progmg dir; Claire Mack (community affrs), pub affrs dir; Bill Fox, engr mgr. ■ KCSM-TV affil.

KOFY(AM)—1948: 1050 khz; 50 kw-D, 10 kw-N, DA-2. TL: N37 39 02 W122 09 08. Stereo. Hrs opn: 24. 2500 Marin St., San Francisco (94407). (415) 692-0129. Licensee: Pacific FM Inc. (acq 1-1-86). Rep: Katz Hispanic. Format: Sp. Target aud: 25-54. ■ James Gabbert, pres; Michael Lincoln, exec vp; Bill Gilreath, gen mgr; Sue Markowitz, natl sls mgr; Karen Provenza, prom dir; John Warren, progmg mgr; Ignacio Alvarez, mus dir; Carole Fertick, news dir; John Perry, engr dir. ■ Rates: \$125; 125; 125; 45.

KYLD(FM)—September 1963: 107.7 mhz; 8.9 kw. Ant 1,162 ft. TL: N37 41 20 W122 26 07. Stereo. 2nd Fl., 55 Green St., San Francisco (94111-1412). (415) 391-1077. FAX: (415) 616-5700. Licensee: Crescent Communication of California L.P. (acq 6-94). Net: AP. Rep: MajorMkt.

John Berger

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