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prom dir; Dave Miller, Dave Massung, mus dirs; Steve Rubin, chief engr.

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

### Santa Cruz

**KBOQ(FM)**—See Monterey.

**\*KFER(FM)**—1992: 89.9 mhz; 200 w. Ant 26 ft. TL: N37 00 45 W121 58 25. Hrs opn: 24. Box 13 (95063). (408) 464-8295. Licensee: Santa Cruz Educational Broadcasting Foundation. Rep: Moody. Format: Educ, talk. News progmg 15 hrs wkly. Target aud: General.  Mildred Holmes, pres; Dr. Stan Monteith, gen mgr; David Culp, chief engr.

**\*KLSN(FM)**—Not on air, target date unknown: 90.7 mhz; 316 w. Ant 364 ft. TL: N37 00 10 W122 03 05. Coast Public Radio Inc., 500 Redwood Heights Rd., Aptos (95003). Licensee: Coast Public Radio Inc.  Neil Ramos, gen mgr.

**KSCO(AM)**—Sept 21, 1947: 1080 khz; 10 kw-D, 5 kw-N, DA-2. TL: N36 57 43 W121 58 51. Hrs opn: 24. 2300 Portola Dr. (95062). (408) 475-1080. FAX: (408) 475-2967. Licensee: Zwerling Broadcasting System Ltd. (acq 1-31-91; \$600,000; FTR 12-31-90). Net: CNN. Format: News/talk. News staff 8; news progmg 35 hrs wkly. Target aud: 25 plus; well educated professionals, managers. Spec prog: Talk.  Michael L. Zwerling, pres; Michael Olson, gen mgr; Dave Fowkes, progmg dir; Jennifer Hodges, news dir; Rich Cornet, chief engr.  Rates: \$50; 50; 50; 35.

**\*KUSP(FM)**—Apr 14, 1972: 88.9 mhz; 1.25 kw. Ant 2,496 ft. TL: N36 32 05 W121 37 14. Stereo. Hrs opn: 24. Box 423 (95061); 203 8th Ave. (95062). (408) 476-2800; (800) 655-KUSP. FAX: (408) 476-2802. Licensee: Pataphysical Broadcasting Foundation Inc. Net: NPR. Wash atty: Haley, Bader & Potts. Format: Var/div. News progmg 35 hrs wkly. Spec prog: Class 17 hrs, folk 4 hrs, gospel 2 hrs, jazz 14 hrs, spoken word 12 hrs, family/children 2 hrs, blues 5 hrs wkly.  Mark Bernhard, pres; Peter Troxell, stn mgr; Larry Blood, chief opns; Steven Slade, dev dir; Dale Owen, sls dir; Jim Davis, rgnl sls mgr; Barbara Diamond, prom dir; Ray Price, progmg dir; Johnny Simmons, mus dir; Don Mussell, chief engr.  Rates: \$26; 17; 26; 17.

**KZOL(FM)**—Sept 2, 1961: 99.1 mhz; 1.1 kw. Ant 2,487 ft. TL: N37 06 40 W121 50 34. Stereo. Hrs opn: 24. 2nd Fl., 55 Green St., San Francisco (94111-1412). (415) 989-5765. FAX: (415) 733-5766. Licensee: TMS License California Inc. Group owner: Heftel Broadcasting Corp. (acq 1996; \$40 million with KZOL(FM) San Francisco). Net: ABC/C. Rep: Katz. Format: Sp. News staff one; news progmg 4 hrs wkly. Target aud: 25-54.  Ali Shepard, gen mgr; Michelle Falo, gen sls mgr; Bill Brooks, chief engr.

**\*KZSC(FM)**—August 1974: 88.1 mhz; 1.36 kw. Ant 350 ft. TL: N37 00 10 W122 03 05. Stereo. KZSC, UCSC, Student Music Bldg. E. (95064). 1156 High St. (408) 459-2811. FAX: (408) 459-4734. Licensee: Regents of University of California. Format: Div. News progmg 40 hrs wkly. Target aud: College age through late 30s. Spec prog: Black 15 hrs, class 6 hrs, C&W 4 hrs, jazz 19 hrs, Por 2 hrs, alternative lifestyle 2 hrs, Sp 6 hrs, soul 10 hrs, women's 5 hrs, Native American 2 hrs, Central American 2 hrs wkly.  Melanie Goldberg, stn mgr.

### Santa Margarita

**KWEZ(FM)**—July 21, 1986: 106.1 mhz; 950 w. Ant 1,467 ft. TL: N35 21 38 W120 39 21. Stereo. Hrs opn: 24. Box 6028, Atascadero (93423). (805) 544-6695; (805) 466-6511. FAX: (805) 466-5362. Licensee: Garry & Virginia Brill (acq 10-3-96; \$500,000). Format: Easy lstdg. News staff 2; news progmg 6 hrs wkly. Target aud: 35 plus; upscale homeowners.  Garry Brill, gen mgr; Bill Bordeaux, chief engr.

### Santa Maria

**KBOX(FM)**—(Lompoc). Dec 24, 1968: 104.1 mhz; 5.7 kw. Ant 710 ft. TL: N34 43 50 W120 26 01. Stereo. Hrs opn: 24. Box 518, Santa Maria (93456); 2325-J Skyway

Dr., Santa Maria (93455). (805) 922-1041. FAX: (805) 928-3069. Licensee: Broadcast Management Consultants Inc. (acq 12-86). Wash atty: Hogan & Hartson. Format: Adult contemp. News staff one. Target aud: 25-54.  Clifford M. Hunter, pres & gen mgr; Mark Stevens, opns mgr; Emily Heavner, natl sls mgr; Bill Bordeaux, chief engr.

**KGDP(AM)**—(Orcutt). July 4, 1988: 660 khz; 10 kw-D, 1 kw-N, DA-2. TL: N34 57 04 W120 22 38. 3070 Skyway Dr., Suite 501, Santa Maria (93455). (805) 928-7707. FAX: (805) 922-8582. Licensee: Radio Representatives Inc. Net: USA. Format: Christian, talk. Target aud: 35-65.  Sam Jackson, gen mgr & gen sls mgr; Jim Zimmer, progmg dir; Rick Laird, chief engr.

**KGDP-FM**—(Orcutt). 1993: 95.7 mhz; 3.3 kw. Ant 735 ft. TL: N34 44 20 W120 26 41. Net: USA. Format: Southern gospel.  Dee Ann Martini, pub affrs dir.

**KKAL(AM)**—See San Luis Obispo.

**KQJZ(FM)**—See Grover City.

**KSBQ(AM)**—Sept 1, 1961: 1480 khz; 1 kw-D, 61 w-N. TL: N34 57 02 W120 29 22. 604 E. Chapel St. (93458). (805) 922-3312. Licensee: Padre Serra Communications Inc. (acq 4-94). Net: ABC/D. Rep: Lotus. Format: Sp. Target aud: 18-49; adults.  Aurelio Serrano, gen mgr; Lizeth Calcedo, progmg dir; Dale Williams, chief engr.

**KSMA(AM)**—1946: 1240 khz; 1 kw-U. TL: N34 57 02 W120 29 27. Box 1240 (93456); 2215 Skyway Dr. (93456). (805) 925-2582. FAX: (805) 928-1544. Licensee: Bayliss Broadcasting Co. (acq 7-1-80; \$1.4 million with co-located FM; FTR 6-2-80). Net: CBS, CBS Spectrum. Rep: Allied Radio Partners. Format: News/talk.  Alice R. Bayliss, pres & gen mgr; George Ballas, opns mgr; progmg dir & asst mus dir; Steve Southwick, news dir; Dennis Bornholt, chief engr.

**KSNI-FM**—Co-owned with KSMA(AM). 1960: 102.5 mhz; 17.5 kw. Ant 774 ft. TL: N34 50 08 W120 24 06. Stereo. Prog sep from AM. Format: Contemp country.

**KTAP(AM)**—June 10, 1962: 1600 khz; 470 w-D. TL: N34 58 48 W120 27 12. Hrs opn: 6 AM-midnight. 104 W. Chapel St. (93454). (805) 928-4334. FAX: (805) 349-2765. Licensee: Emerald Wave Media (acq 3-6-97; \$475,000 with KIDI(FM) Guadalupe). Rep: Katz. Wash atty: Mark Van Burgh. Format: Sp, Mexican. News staff one; news progmg 4 hrs wkly. Target aud: General; first generation Mexicans.  August Ruiz, gen mgr; Eduardo Leon, progmg dir; Salvadore Ponce, news dir; Bill Bordeaux, chief engr.

**KUHL(AM)**—April 1946: 1440 khz; 5 kw-D, 1 kw-N, DA-N. TL: N34 59 02 W120 27 10. Box 1964 (93456); 211 E. Fessler (93454). (805) 922-7727. FAX: (805) 349-0265. Licensee: Blackhawk Communications Inc. (acq 11-18-91; \$1.145 million with co-located FM; FTR 12-9-91). Net: ABC/I, ABC TalkRadio. Format: News/talk. News staff 5; news progmg 30 hrs wkly. Target aud: 35-64; upscale news & sports listeners.  Roger Blaemire, pres; Rick Blaemire, gen mgr & gen sls mgr; Ben Heighes, news dir.

**KXFM(FM)**—1959: 99.1 mhz; 1.8 kw. Ant 1,905 ft. TL: N34 54 37 W120 11 08. Stereo. Suite 110, 51 Zaca Ln., San Luis Obispo (93401). (805) 545-0101. FAX: (805) 541-5303. Licensee: Bathysphere Broadcasting Limited P/S (acq 2-29-96). Format: Oldies. News staff 5; news progmg 2 hrs wkly. Target aud: 18-49; contemp, active adults.  Don Shore, gen mgr & natl sls mgr; Dave Christopher, opns dir; Nancy Allison, gen sls mgr; Greg Russo, prom dir; David Atwood, progmg dir; Paul Kleinkramer, chief engr.

**KZOZ(FM)**—See San Luis Obispo.

### Santa Monica

**KACD(FM)**—1963: 103.1 mhz; 3 kw. Ant 265 ft. TL: N34 00 53 W118 22 50. Stereo. Hrs opn: 24. 1425 5th St. (90401-2498). (310) 458-1031. FAX: (310) 393-2443. Licensee: KACD-FM L.P. Format: Dance. News progmg one hr wkly. Target aud: 25-54; upscale adults in Los Angeles' Westside.  Mimi Klein, gen mgr; Peter Nichols, mktg dir.  dv dir: Manon Hennesy, progmg

mgr; Steve Tsepelis, mus dir; John Darrell, pub affrs dir; Bob Conger, engrg dir.  Rates: \$150; 100; 125; 100.

**KBLA(AM)**—1947: 1580 khz; 50 kw-U, DA-2. TL: N34 05 08 W118 15 24. Stereo. Suite 101 A, 123 S. Figueroa St., Los Angeles (90012). (213) 665-1580. FAX: (213) 628-0850. Licensee: Radio Unica of Los Angeles License Corp. Group owner: Radio Unica Corp. (acq 7-16-98; \$21 million). Format: Korean.  Robert Sanchez, opns mgr; Dilya Garcia, natl sls mgr; Isela Sanchez, pub affrs dir; Ron Blassnig, chief engr.

**\*KCRW(FM)**—Jan 1, 1946: 89.9 mhz; 6.9 kw. Ant 1,110 ft. TL: N34 07 08 W118 23 30. Stereo. Hrs opn: 24. 1900 Pico Blvd. (90405). (310) 450-5183. FAX: (310) 450-7172. Licensee: Santa Monica College District (acq 8-3-76). Net: NPR, PRI. Format: Div, news. News staff 3; news progmg 14 hrs wkly. Target aud: General; 18-55 year old consumers. Spec prog: African, contemp, jazz, Latino, drama.  Ruth Seymour, gen mgr & progmg dir; Scott West, opns dir; Matt Holzman, dev dir; Sarah Spitz, prom dir; Chris Douridas, mus dir; Jacqueline DeLauriers, pub affrs dir; Steve Hurbert, chief engr.

### Santa Paula

**KCZN(FM)**—Oct 4, 1976: 96.7 mhz; 87 w. Ant 1,500 ft. TL: N34 19 33 W119 02 18 (CP: 278 w). Stereo. Hrs opn: 24. Box 6940, Oxnard (93030); Suite 400 200 S. A St., Oxnard (93030). (805) 240-2070. FAX: (805) 240-5960. Licensee: KCZN Broadcasting Co. (acq 10-11-91; \$775,000; FTR 11-4-91). Rep: CBS Radio. Format: Classic rock.  Alfredo Plascencia, CEO & pres; Arturo Guiterrez, opns dir, prom dir & progmg dir; Terry Janish, gen sls mgr; Bob Richards, chief engr.

**KKZZ(AM)**—1948: 1400 khz; 1 kw-U. TL: N34 19 48 W119 05 31. Stereo. 2284 S. Victoria Ave., Suite 2-M, Ventura (93003). (805) 289-1400. FAX: (805) 644-4257. Licensee: Gold Coast Broadcasting Co. (group owner; acq 5-31-95; \$1.2 million; with KOCP(FM) Camarillo). Format: Mus from the 40s, 50s & 60s. News staff one. Target aud: 35 plus.  Carl Goldman, gen mgr; Tom Spence, opns mgr; Dan Carter, sls dir; Dan Garite, prom dir & progmg dir; Chuck Hastings, chief engr.

### Santa Rosa

**\*KBBF(FM)**—May 30, 1973: 89.1 mhz; 1 kw. Ant 2,770 ft. TL: N38 39 23 W122 36 54. Box 7189, 4010 Finley Ave. (95407). (707) 545-8833. FAX: (707) 545-6244. Licensee: Bilingual Broadcasting Foundation Inc. Format: Educ, Sp, bilingual.  Maria Fincher, gen mgr; Gregorio Sarinana, progmg dir & news dir; Paul Siebert, chief engr.

**KFGY(FM)**—Listing follows KSRO(AM).

**\*KLVR(FM)**—Oct 15, 1982: 91.9 mhz; 820 w. Ant 2,988 ft. TL: N38 40 09 W122 50 24. Stereo. Hrs opn: 24. K-Love Radio Network, 1425 N. Market Blvd., #9, Sacramento (95834); 2288-A Airport Blvd., Santa Rosa (95403). (916) 928-1515; (707) 528-9236. FAX: (916) 928-0888; (707) 528-9246. Licensee: Educational Media Foundation (acq 1986). Wash atty: Fisher, Wayland, Cooper, Leader & Zaragoza L.L.P. Format: Contemp Christian. Target aud: 25-49; Judaic-Christian females.  Richard Jenkins, pres & gen mgr; Skip Bushell, chief engr.

**KMGG(FM)**—(Monte Rio). Nov 20, 1977: 97.7 mhz; 250 w. Ant 1,122 ft. TL: N38 29 08 W123 02 05. Stereo. Hrs opn: 24. Box 2158, Santa Rosa (95405). (707) 578-0977; (707) 543-0100. FAX: (707) 571-1097. Licensee: Amarturo Group Santa Rosa L.L.C. Group owner: Amarturo Group Ltd. (acq 1996; gprsl). Format: Oldies. Target aud: 25-54.  Peggy Mulhall, gen mgr; Dave Parks, opns mgr; Jere Crosby, prom mgr; Steve Garland, progmg dir; Beau Rafferty, mus dir; Randy Wells, chief engr.

**KMXN(AM)**—Dec 7, 1958: 1150 khz; 5 kw-D, 500 w-N, DA-2. TL: N38 27 14 W122 39 31. Hrs opn: 6 AM-midnight. Suite 6, 750 Mendocino Ave. (95401). (707) 544-0147; (707) 524-3752. FAX: (707) 524-3753. Licensee: Citicasters Co. Group owner: Jacor Communications Inc. (acq 7-29-97; \$100,000). Format: Sp mus. Target aud: 25-45; Mexican, Mexican/American families. Spec prog: Por 2 hrs, oldies 2 hrs wkly.  Thomas Driggers, stn mgr, sls dir & chief engr; Ambrosio Vigil, opns mgr.