

Business briefs

Big plans at KMFO in Aptos

Radio station KMFO in Aptos will become the most powerful AM station in the Monterey Bay area on Sept. 27 when it boosts its operating power tenfold to 10,000 watts.

Owned by Grant and Larry Wrathall of Aptos, KMFO will begin using a directional antenna system to beam the station's signals toward Watsonville, Santa Cruz, Salinas and the Monterey Peninsula.

At the same time, the station will make some format changes in programming to emphasize its move towards "information." During peak morning driving hours, from 7 to 9 a.m., the station will have five announcers broadcasting news, commentary, features and comedy. Musical programming during other hours will continue to be aimed at the 25-49 age group with "adult contemporary" or "soft rock" selections, the station has announced.

Valley. Further information is available through the Capitola office, 426-0770.

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