



7901 Stoneridge Drive • Suite 525 • Pleasanton • CA • 94588
925.455.4500 • 925.416.1211 fax

Coast Radio History

Established in 1998, Coast Radio is owned and operated by John & Jim Levitt. 101.7 KKIQ and 95.3 KUIC are two of the last owner operated stations in the country.

But, John and Jim aren't the only Levitts that have been in the broadcast industry. Their father, Joe Levitt worked at the first commercial radio station in the country (KQW – now KCBS) back in 1929. Joe Levitt went on to own and operate KXRX radio for many years in San Jose, California.

In 1976, John and Jim Levitt (Alta Broadcasting) purchased KEZR, San Jose. They successfully owned and operated KEZR until 1998 when they merged their company (Alta Broadcasting) with American Radio Systems. At that time, American Radio Systems became the operators of KEZR, San Jose.

In the Fall of 1998, John and Jim formed Coast Radio to purchase 95.3 KUIC, located Vacaville, CA and, 101.7 KKIQ located in Pleasanton, CA. The name Coast Radio was chosen in honor of the father, Joe Levitt, who owned a chain of retail radio stores known as Coast Radio.

Today, 101.7 KKIQ and 95.3 KUIC are two very successful radio stations. Both stations are extremely involved in the communities in which they broadcast.

Coast Radio Mission Statement:

To consistently meet or exceed our clients expectations. Our client is defined as our advertisers, our listeners, and our employees.