

KOCN Music Format Altered

Pacific Grove radio station KOCN-FM, known as K-Ocean, has been purchased by new owners who have changed the music format for the Monterey, Salinas and Santa Cruz market.

The former country music station is designed for 25-to-54-year-old listeners, according to Roger and Cheryl Pasquier of Pacific Grove, who took over on Aug. 28.

The emphasis will be on the popular music of the last 30 years — from Frank Sinatra, Dionne Warwick and Billy Joel to Barbra Streisand, the Temptations and Kenny Roberts, according to the new owners.

The emphasis is on nostalgia, said Richard Crockett, the station's sales manager, and on music that listeners in their 30s and 40s haven't heard for a long time.

Before purchasing KOCN, the Pasquiers owned a broadcast consulting firm in Los Angeles, which specialized in radio and television stations.

The station operates seven days a week, 24-hours a day, broadcasting in stereo.