

## Making waves in L.A. Scott Shannon shakes up a.m. radio



**ON THE AIR:** Scott Shannon, who left his top-rated morning show in New York in January, introduces himself today as program director and a.m. personality at KQLZ in Los Angeles.

## COVER STORY DJ aims for the big guns in 'Zoo' wars

By Jefferson Graham  
USA TODAY

CULVER CITY, Calif. — At 5 a.m. Friday, KQLZ entered the airwaves with Guns N' Roses' *Welcome to the Jungle*.

"If you're looking for *K-Lite*," the announcer boomed, "it has left the building. The mother ship has landed. *Pirate, Radio, 100.3-FM... Turn It Up. LOUD!*"

Through the weekend, Scott Shannon introduced hard rock and Top-40 hits without telling listeners who he was. Today, KQLZ's new morning personality and program director will introduce himself.

Welcome to the jungle.

Shannon—wooded away from New York and his top-rated "Morning Zoo" program—has his sights set on the two big guns of L.A. morning radio: Rick Dees and Jay Thomas.

Dees, of second-ranked KIIS, is the highest-rated morning man; Thomas, of No. 1 station KPWR (Power 106), is in second place. There's a lot at stake in this dawning battle in the USA's richest radio market.

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