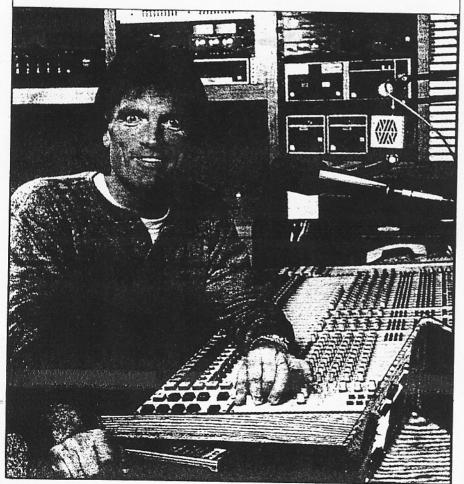


Making waves in L.A. Scott Shannon shakes up a.m. radio



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—wooed 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. (continued)