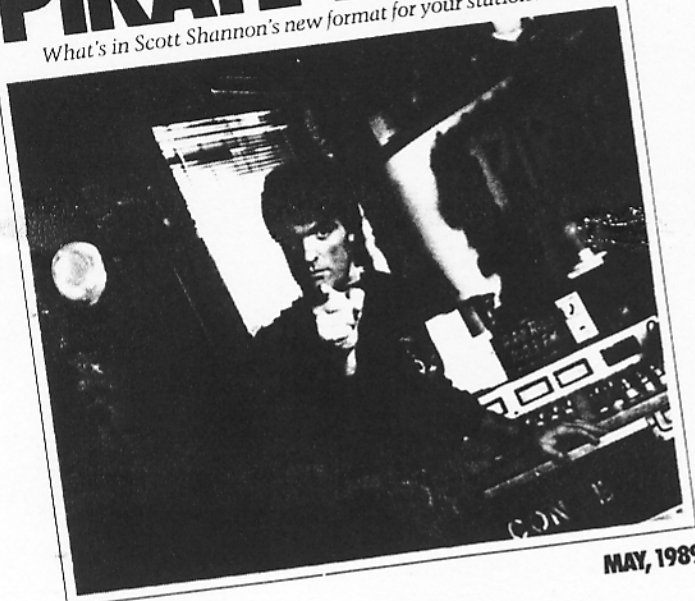


## Radio Only

THE MONTHLY MANAGEMENT TOOL

## PIRATE RADIO

What's in Scott Shannon's new format for your station? PAGE 15



MAY, 1989

## Cover Story



Billboards attract attention to the new Pirate Radio with the positioner, "Welcome to the Jungle."

By Jerry Del Colliano

Long before the first meaningful ratings ever come out, KQLZ-FM, Los Angeles is already a hit with radio people.

So popular that the trade press has been consumed by the new startup station. Some 4,600 phone calls to a 900-listen line (at \$1 per minute) were received within the first two weeks of signing on. The station was netting an average of \$1,200 per day from the listen line going into its second full month of operation.

There has been publicity, gimmicks and folklore, but is "Pirate Radio" really new? Is it different? Will it work?

More importantly, is there anything in it for you?

Norm Pattiz paid \$56 million to buy KIOQ-FM, from Outlet. He swiftly hired Scott Shannon away from Malrite's WHTZ-FM, New York (Z100) for a \$15 million package deal including Mr. Leonard. Then worked a co-sharing deal with Gary Edens so that programmer Randy Kabrich could leave the highly successful WRBQ-FM, Tampa to work on-scene at the new station. Call letters were changed to KQLZ-FM. The first days originated from an old warehouse and "Pirate Radio" was off

and running.

Here's what the new format is all about:

## POSITIONING

Pirate Radio was created more in the image of Radio Caroline and the off-shore British stations that bombarded the mainland with rock radio.

It is not Pirate Radio in the sense of pointed hats, peg legs and parrots. None of the on-air imagery is directed at this image.

Westwood One Programming VP and KQLZ-FM morning personality Scott Shannon says the station is a hybrid of several concepts. It is designed to be a clean, streamlined station avoiding hype and overstating the facts.

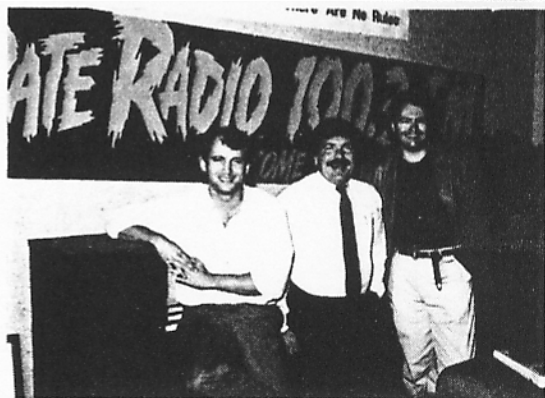
It's trying to be proud. Some may confuse it for arrogance but that is up to personal interpretation. Kabrich says, "it means one thing to one person and something else to another."

When it signed on, here are the types of positioners that were introduced to create interest and shock:

"Pirate Radio is on the air at 100.3. Don't tell anybody."

"Pirate Radio is on the air at 100.3. Some people just won't get it."

"Roll down your window and



Pirate Radio Operations Manager Randy Kabrich, General Manager Simon T. and Air Personality Shadow Steele at the KQLZ-FM studios in Los Angeles.

piss off the neighbors."

"You've got to have big ones to listen to Pirate Radio."

And, the most requested positioner (Shannon even claims the station gets requests for it): "Don't be a dickhead."

The philosophy is to produce a "top down, drivin' around, California fun" sound.

The first week, station personnel talked with everyone who called in and filled out a form with information such as their age, where

they were calling from, what stations they like and what they liked and didn't like about the new Pirate Radio.

Shannon and Kabrich say the callers mostly liked the less DJ talk, the variety of music and the "dickhead" positioner.

Among the dislikes: some listeners were offended by the "dickhead" imagery and others didn't understand how the station could play Tone Loc with heavier rock acts.

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