

# Los Angeles Times



Scott Shannon, New York's top morning deejay, joins heated L.A. radio wars armed with a fat contract at the new KQLZ-FM.

## N.Y.'s Shannon Invades L.A. Radio

By DENNIS McDOUGAL, Times Staff Writer

Westwood One's \$54-million gamble in the hotly competitive Los Angeles radio market went on the air at 5:03 a.m. Friday. "Pirate Radio" KQLZ-FM (100.3), featuring a mix of classic hard rock, Top 40 and dance music, ended the 16-year reign of KIQQ-FM, which for the past three years had been calling itself K-LITE Radio.

With KQLZ and the premium price it paid to buy the station from Outlet Communications, Westwood One has entered the Los Angeles ratings race in a bombastic way. Westwood One president Norman Pattiz hired New York's top morning deejay, Scott

Shannon, to program and staff his new station.

Shannon, who will act as morning drive-time deejay as well as KQLZ's programmer and a Westwood One vice president, denied reports that his contract with the company is worth \$15 million initially, but did say that it could be worth that much if the station is successful.

"Ladies and gentlemen, at this time K-LITE signs off the air forever," said an announcer who recommended that easy-listening music fans tune to four other Los Angeles FM stations: KTWV (94.7), KJOI (98.7), KSRF (103.1) and KOST (103.5)

With that, K-LITE / KIQQ played its last soft hit: the 1958 chestnut "The End" sung by Earl Grant.

"The staff and management of KIQQ were proud to serve you," the announcer said as KIQQ left the air.

Following a two-minute sound mix featuring several of the legendary voices of Los Angeles pop radio (B. Mitchell Reed, the Real Don Steele, Dave Diamond), a dramatic voice proclaimed:

"And now, ladies and gentlemen, the beat goes on... roll tape. You are about to witness the birth of a brand-new radio station. It's

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