

# 'PIRATE'

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5:03 a.m. KQLZ signs on the air for the very first time. Signing on the air, this is the all new KQLZ-FM Los Angeles.

"Southern California, it's time to wake up. The mother ship has landed: Pirate Radio 100.3. Welcome to the jungle."

Following the Guns N' Roses hit of that name, the new station's second selection was, appropriately, "Start Me Up" by the Rolling Stones.

KQLZ is the second station bought by Culver City-based Westwood One, the nation's largest supplier of syndicated radio programming. The company also bought New York City's only country and Western station last year.

As part of the "Pirate Radio" gimmick, the station is temporarily broadcasting from the back of a Westwood One warehouse, complete with "Pirate Radio" scrawled over the control console where Shannon and other KQLZ deejays do their announcing. In keeping with the "all-new" concept, no deejays currently on the air in the Los Angeles market have been hired to man the KQLZ mikes.

Shannon will hold down the 6 to 10 a.m. slot, followed by former San Diego deejay Whitney Allen from 10 a.m. to 3 p.m., with Shadow Steele, from New Orleans, taking over at 3 p.m. At 7 p.m., Atlanta deejay "Domino" takes the microphone, followed by former Oxnard deejay Jimmy Page at 11 p.m. The overnight shift from 2 to 6 a.m. features "Bubba the Love Monkey," described by Shannon as "an unemployed guy from Odessa, Texas."

The station's general manager is Simon T, who comes to KQLZ from KCBQ-FM in San Diego.

The so-called "Morning Zoo" comedy repertory format that made his station in New York, Z-100, the most popular outlet on the East Coast, will not be duplicated at KQLZ, Shannon said.

The new station was originally scheduled to go on the air in early April, but Pattiz and Shannon decided to surprise the competition with their new format Friday in order to put competing morning drive-time personalities off balance. Several already had taken pre-emptive measures, however.

Los Angeles' top-rated rock station, KPWR-FM (105.9), recently adopted Shannon's "Morning Zoo" name for its morning drive-time crew, headed by deejay/actor Jay Thomas. Several other "Zoo" gimmicks and gags pioneered by Shannon in New York, such as "the juke box from hell" and a "worst-to-first" contest, have been implemented by rival stations, most notably the No. 2 station in Los Angeles, KIIS-FM (102.7).

"We're programming the two top-rated radio stations in Los Angeles and we're not even on the air yet," said Shannon, referring to the "Morning Zoo" gimmicks that he pioneered and that are now being used on KIIS and KPWR.

KPWR's Thomas told The Times that he welcomes Shannon's competition, while KIIS deejay Rick Dees, the longtime morning ratings champ, declined to comment.

"There's enough [audience] out there for everybody," said KLSX-FM (97.1) morning man Peter Tilden.

KIQQ became the third station in as many weeks to change its call letters. Last week, KMPC-FM (101.9) became KEDG "The Edge," though it kept its same on-air personalities and album rock format. Two weeks ago, KNX-FM (93.1) dropped its call letters, most of its deejays and its progressive rock format in favor of an oldies rock format. The new station is known as KODJ-FM.

KQLZ's "Pirate Radio" concept is taken from the renegade broadcast tradition dating back more than 20 years, when ships in the North Sea transmitted rock 'n' roll into the British Isles from interna-

tional waters where the British government had no jurisdiction over what could be broadcast. More recently, a pair of pirate stations popped up off Long Island in New York until the Federal Communications Commission tracked them down and forced them off the air.

Westwood One's Pattiz is not so ingenious as to try to pass off his new \$54-million station as shoe-string radio, but he does maintain that KQLZ has the unsafe overtones of an experimental operation.

Pattiz said Westwood One will be using its satellite, SatCom 1R, to send the KQLZ signal out nationally to affiliates.

"This thing is really going to evolve," he said. "Everybody expects us to go Top 40, but that's not what we're going to be. It'll have a harder edge to it. It hasn't been done significantly anywhere else. This will not just be attracting listeners from KIIS and Power [KPWR], but KLSX, KLOS and everybody else on the dial too."

Ten minutes before he signed off, K-LITE overnight deejay Gary Butterworth wished his audience an enjoyable Friday and played the last K-LITE promotional insert:

"K-LITE: The station everybody at work can agree on."