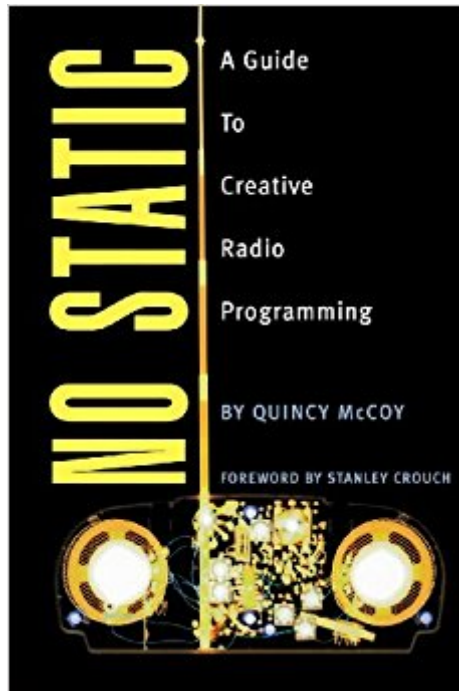




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No Static: A Guide To Creative Radio Programming (Book)



Synopsis

(Book). Now in softcover, *No Static* shows why success in today's corporate-controlled world of radio depends on putting personality and fun back on the air and how to build the creative team to do it. This inspirational handbook by Quincy McCoy offers radio pros and aspiring broadcasters proven strategies for restoring the craft of creative programming. Practical techniques and exercises help develop leadership skills that encourage creativity, motivate staff, increase flexibility and nurture teamwork. Writing in a personal style, McCoy guides you and your radio station toward more focused branding, stronger programming, more personable DJs, and ultimately higher ratings leading to higher revenue.

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Customer Reviews

I recently had the pleasure of reading 'No Static' by Quincy McCoy and I found it to be not only an informative read but an entertaining one as well. The true mark of any book is whether or not the author can transport the reader into his/her world, commanding their rapt attention from the opening page until the last and McCoy's 'Guide to Radio Programming' fits snugly into this mold. The book takes the reader carefully and swiftly from Mr. McCoy's humble radio beginnings in Utica, New York to the present day. It is in the journey that we learn where Quincy gained his radio genius. Well known programmers like Paul Drew, Jerry Clifton, and Bill Tanner are interviewed by McCoy and speak to him about the science of radio programming and creativity not only as a subject for an interview but as a dear and respected friend. Among the legendary radio personalities that Mr. McCoy reems an enormous amount of information and insight from are Dan Ingram, Chuck

Leonard, and John Mason. This book is an absolute MUST for any radio professional (or future professional) who wants to learn the basics of radio programming, and more importantly creativity; an art somehow lost through in this age of over consolidation.

As a person in the radio industry, "No static" gives one the straight goods. Quincy McCoy has become my new mentor. "No static" certainly has opened my eyes to a industry that I thought I knew. If there is one book about the business we love to love, Q's book is a page tuner and a must read!!.

This book should be course-required reading for those aspiring to a career in radio. As a student studying broadcast communications this book has been invaluable at framing the industry and providing insight into the nuances of the medium. Mr McCoy has been a pioneer in the industry and has consistently inspired creativity in others... this book continues that trend.

This books presents itself as a helpful guide to programmers, promoters, and everyday jocks for programming improvement. Surprisingly, the book was primarily based on author Quincy McCoy's own journey through the ranks in radio and his personal trials along the way. McCoy's story, albeit a testament of his talent, unfortunately lacks a great deal of content for those who are looking for a "book of good radio ideas". A better choice for today's programming staff, in more encyclopedic form and coming from another radio guru, is Radio: The Book, Fourth Edition by Steve Warren.

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