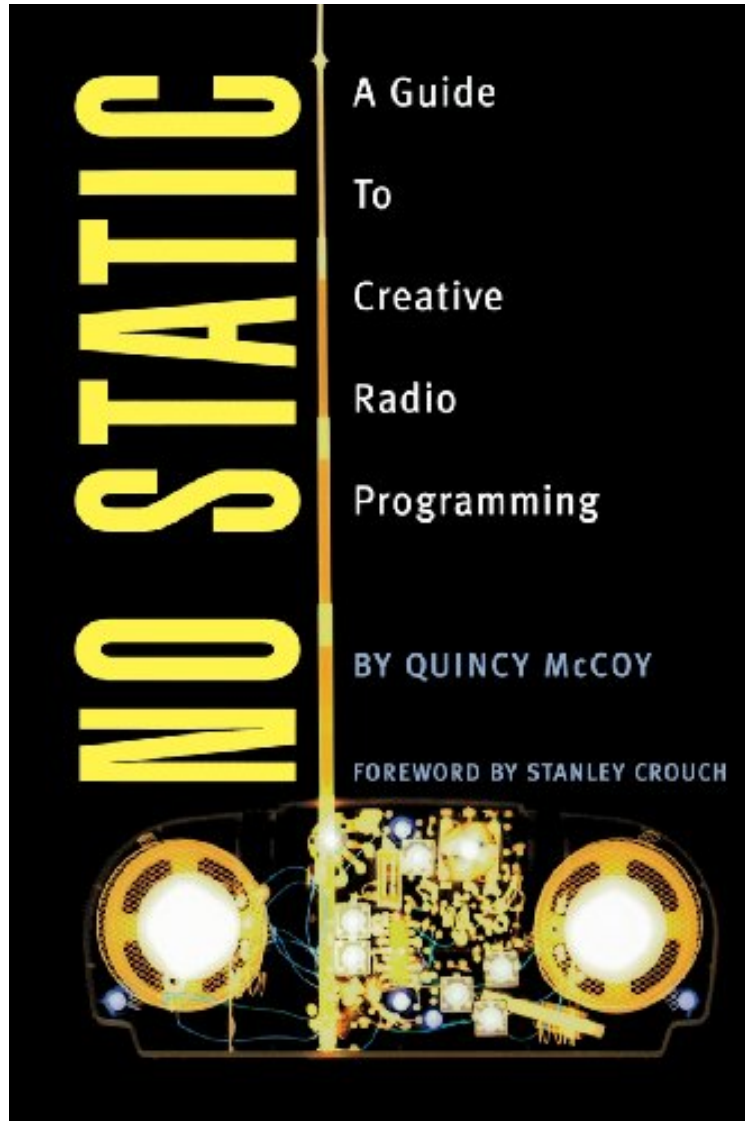


(Read now) No Static: A Guide to Creative Radio Programming (Book)

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

Quincy McCoy

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Quincy McCoy : No Static: A Guide to Creative Radio Programming (Book) before purchasing it in order to gage whether or not it would be worth my time, and all praised No Static: A Guide to Creative Radio Programming (Book):

3 of 3 people found the following review helpful. Remarkably lacking in content...By J.W. McGhee 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. 0 of 0 people found the following review helpful. No Static At All....By Stuart ElliottMr. McCoy gives you a front row seat to the world of Radio. He's well known and one of the industries best ever.0 of 1 people found the following review helpful. Great bookBy Frank canaleAwesome book if you're really into radio... Great insight and historyalways good to find out where all these formats came from

(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.

"If you think you've read all McCoy has to say about getting your staff to work at its highest possible level, about triggering creativity from every breathing person at your station, and about dealing with consultants, researchers, competition, and the dizzying changes brought on by consolidation and technology, you've got another think -- and one hell of a book -- coming." -- Ben Fong-Torres, pop culture journalist; former Managing Editor of *Gavin*, a leading trade magazine for the radio industry"One of the most painful things for radio people to acknowledge is not just where radio is less than it could be, but where it is less than it used to be. It's a discussion that's essential, however, and Quincy McCoy conducts it with the deft touch of one who knows the business both from the inside and the outside." -- David Hinckley, critic at large, *The Daily News*"Quincy McCoy has been an inspiration for my staff and me for many years. His unique and creative perspective has given me valuable insight on how to reinvent even the most mundane of tasks. In fact, the door to my office is adorned with 'Quincy Quotes,' alongside many of the greatest philosophers of our time." -- Danny Buch, Senior Vice President of Promotion, Atlantic Records"Quincy McCoy has not come away from 30 years in the radio business empty-handed. He's written a great book about the life of the business -- and the business of life. It's all here -- from what to play to how to play it. But the accent is on the main ingredient in this mix, the straw that stirs the drink, YOU! And with that approach, McCoy has transformed radio from just another gig into a powerful tool for community action, social justice, and personal empowerment. Call it what you will -- heart, soul, attitude -- this book has it. And it's told with all the grace, style, and clarity of Louis Armstrong hitting a high C." -- Laurence B. Chollet, Book Reports, BPI Entertainment News Wires"This book should be in every broadcast professional's library, period." -- The Urban Network"When I was confronted with a problem or needed information concerning a certain issue, I would seek out an individual who was an expert in that area. Quincy McCoy is who veterans and beginners alike turn to when the truth is needed. This book will become a 'must read' resource for broadcasters -- in schools and out -- for years to come." -- Cathy Hughes, President and CEO, Radio One, Inc.About the AuthorQuincy McCoy has over 30 years radio experience as a DJ, program and music director, operations manager, and industry consultant. Former urban editor and senior editor of *Gavin*, McCoy currently is senior vice president, music and radio programming, Sonicnet MTVi.