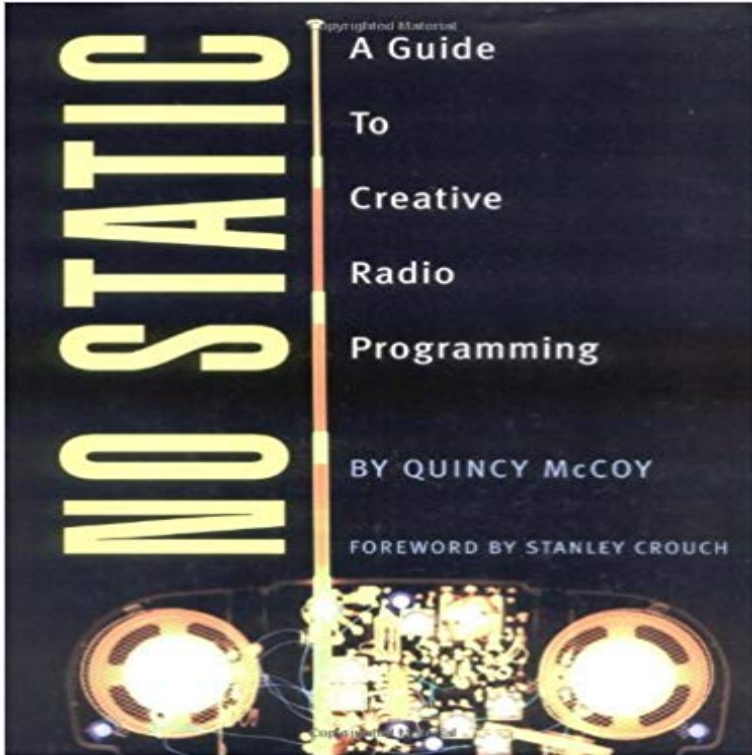


No Static: A Guide to Creative Radio Programming



Focusing on the human aspects of radio, this inspirational handbook offers a proven regimen for improving the craft of programming in today's corporate-controlled world of radio. It helps readers develop leadership or coaching skills, and provides tried-and-true strategies for nurturing a successful radio team. This primer describes how to encourage creativity, build flexibility, and motivate staff to better serve listeners. It offers practical tips and techniques, personal advice, and exercises that lead to more focused station branding, stronger music programming, more engaging DJs, and - ultimately - higher ratings. This is must-have guidance from one of the industry's most respected pros.

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