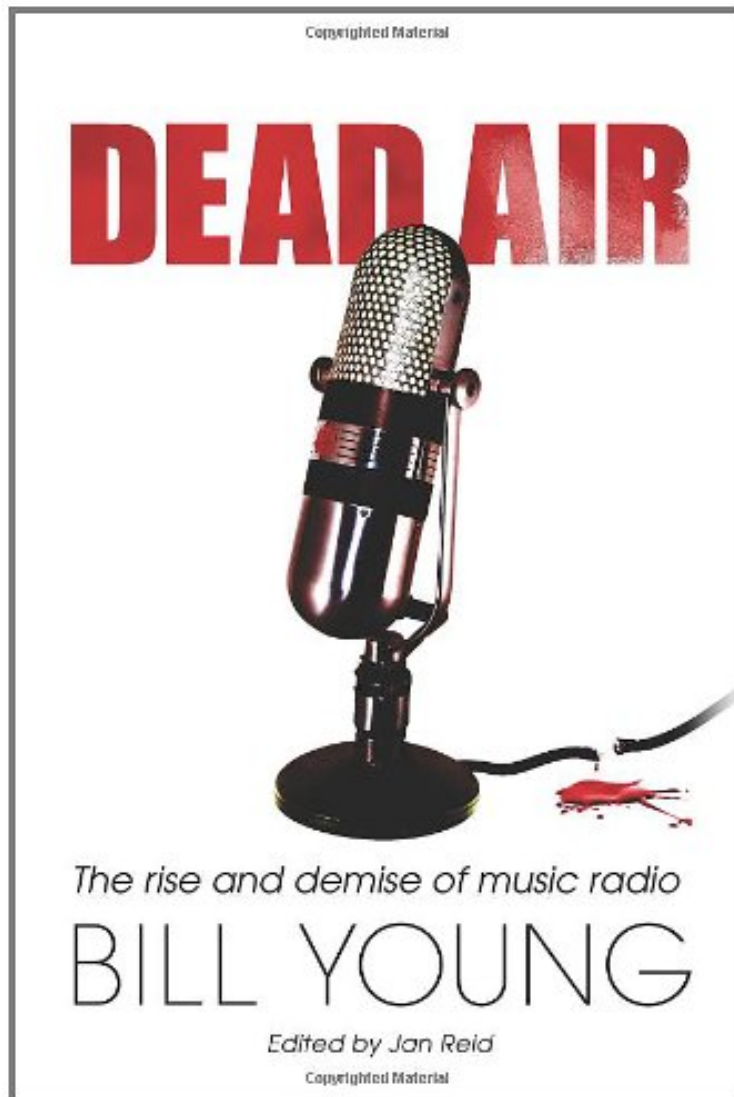


(Online library) Dead Air: The Rise and Demise of Music Radio

Dead Air: The Rise and Demise of Music Radio

Bill Young

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Bill Young : Dead Air: The Rise and Demise of Music Radio before purchasing it in order to gage whether or not it would be worth my time, and all praised Dead Air: The Rise and Demise of Music Radio:

11 of 11 people found the following review helpful. 'Music Radio's' magical power captured brilliantly!By James H. CahillAs a long time fan of music radio, I found this book to be a fun filled rocket ride. For anyone who experienced the 'wonder years infatuation' of falling in love with a great radio station that captured the imagination of an entire metropolis -this book brilliantly captures the inside story of music radio from the programmers perspective. Before government deregulation allowed the 'Clear Channel neutering' of the entire industry-rock radio was once the province

of the most creative, imaginative and skillful people in all of electronic media. Bill Young is one of the foremost practitioners of this long lost art form. Our nation is much poorer for having lost the types of radio stations described here. Bill's rock n roll radio stations were epic productions that echoed a very real love for the common man and his favorite music. Imagination and 'theatre of the mind' production were the rocket fuels that powered up the great successes of Bill Young's universally admired, often imitated KILT/Houston. With personal insights to some of the all time great programming minds in radio history including the legendary Gordon McLendon among many others, Bill tells a compelling, richly detailed story here. How a programmer thinks of trends as well as active and passive audiences is truly fascinating reading. This story is not just a 'those were the days' victory lap, as Young looks inward and honestly examines the price he paid for his well earned spot at the top. That extra layer of honesty makes this story human, soulful and at times, surprisingly emotional-delivering a satisfaction to the reader rarely found in books of this type. Bravo Bill Young! Well done! 5 very enthusiastic Stars!!!!1 of 1 people found the following review helpful. Bill Young was a very intelligent, caring personBy Sandra HoughBill young passed from this life about a month ago. He was a high school class mate dear friend of mine, and we are 75 years old.therefore, the book is very special to me. Bill Young was a very intelligent , caring person.0 of 0 people found the following review helpful. 2nd Golden eraBy N Don BrownRadio had 2 golden eras. The first when it controlled the thoughts and entertainment of America on a one to one imagination trip for EVERYONE. The 2nd was when music ruled and age segmentation began. Mr Young describes life on the other side of car speaker. It's a personal journey which adds flavor but leaves you wishing he would explain more in deth about how the whole business worked and why, and not just his singular view. Mr Young is a legend of that time so I am sure there is another book in the offing. Please!

Rock Music - first dismissed as a passing fad - quickly scored a profound cultural change in history: Language, Fashion, Marketing, Media, Politics, Design, Movies, Sex, Parenting, Art, Race, Drugs, Spirituality -- nothing remained the same. Bill Young was in charge of radio programming for fifteen years during this time at one of the nation's most influential Top-40 radio stations. Along the way, Bill also became known as the 'voice' of Rock and Roll -- creating advertising for most of the major concert tours, from AC/DC to ZZ Top! Bill Young's new book, 'Dead Air--The Rise and Demise of Music Radio' is a must-read, roller-coaster ride for everyone who loved radio and rock 'n roll!

About the AuthorDown in Sugar Land, Texas -- a suburb of Houston-- Bill Young and a talented group of people he assembled became the industry standard for event advertising -- for most all of music's major concert events. His company's huge voices have been heard on tours for AC/DC, Celine Dion, Elton John, Julio Iglesias, Mariah Carey, Pink Floyd, Rolling Stones, Aerosmith, Backstreet Boys, BeeGees, Brian Adams, Bon Jovi, Bruce Springsteen, Cher, Frank Sinatra, Genesis, Garth Brooks, ZZ Top, Fleetwood Mac, Janet Jackson, Lionel Richie, Metallica, Neil Diamond, Willy Nelson, Paul McCartney, Phil Collins, Rod Stewart, Scorpions, Stevie Wonder, Tina Turner, Sir Michael Crawford, U2, Whitney Houston, The Who, Journey, Prince, Van Halen, George Strait, Grateful Dead, Bob Dylan, Bob Seger, MC Hammer, Kenny G, Sade, R.E.M. Boyz II Men, Christina Aguilera, Def Leppard, Alan Jackson ... oh, and George Carlin.