Born and raised in Riverside, California, Don McCoy graduated from Riverside Poly High and attended Riverside City College from 1962 to 1964. While a student at RCC, he was active in theater and student government, serving as ASB Assembly Chairman while a freshman and as ASB Student Body President during his sophomore year. In 1963 he received the Best Actor Award from the Southern California City College competition and in 1964 he won for Best Oral Interpreter.

Below, McCoy is seen on the left recording a radio play with Wilbert F. Hunt (Associate Professor of English and Speech 1958-1984) in a photo from the 1963 “Tequesquite” yearbook.

McCoy’s first big break came in 1965 when he was hired as a part-time radio announcer on KCKC in San Bernardino and then KACE in Riverside. By the end of 1965, he was working at KFXM radio and attending classes at the University of Southern California. By 1966 he was writing producing and hosting USC’s weekly community service program “Perspective”, which ran on KFI in Los Angeles. He was also the host of “Music Live from the Cheshire Cat,” a weekly campus news/talk and entertainment program, which was carried on KUSC-FM. After graduating from USC with a Telecommunications degree and a three-year stint in the Air Force, McCoy went to work full-time in the radio industry, working for several different stations over a seven-year span. These stations included KMEN, KPSE, KFXM and KDUO as both an on-air voice and as an advertising representative.
The photos below show McCoy during his radio days in the Inland Empire. In the publicity photo on the left, McCoy is seen in the late sixties when he made appearances as a magician. In the center photo, McCoy is seen posing backstage with sixties music legend Jimi Hendrix during the musician’s 1968 appearance at the Swing Auditorium in San Bernardino. In the photo on the right, McCoy is seen in the KFXM studios from a February 8, 1970 “Tiger Times” newspaper profile of his career.

In 1971 he determined that he wanted to buy a radio station. His Mother and Father supported him in his decision and mortgaged their house for $18,000 to help him achieve his dream. The only station he could buy with an $18,000 down payment was WGNE-AM & FM in Panama City, Florida. The total price was $200,000. He later sold the station for $3.7 million. Using the profits as seed money, he went on to buy and sell some 42 radio stations. McCoy estimated that the sales have totaled almost $200 million. By 1985, McCoy was named President and CEO of Magic Broadcasting Company in Myrtle Beach, South Carolina. In 1996 Don McCoy was named the fortieth RCCD Alumnus of the Year.

It is 3 years and 30 weeks until RCC’s 100th Anniversary on March 13, 2016.
The Riverside City College Instructional Media Center is bringing you this five year countdown to RCC’s 100th Anniversary. Our intention is to give everyone a weekly glance at the many people and events that have been a part of the college.

Our thanks go to the RCC Digital Library Archives and the District’s Office of Strategic Communications and Relations for allowing us to use their photo and newspaper collections. Thanks as well to all of the RCC students and Faculty Advisors that were a part of the yearbook and newspaper staffs. Thanks also to Tom Johnson and Gilbert Jimenez who wrote “the book” about RCC’s history. “Riverside City College 1916-1981- A 65 Year History” is available in the RCC Digital Library.

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