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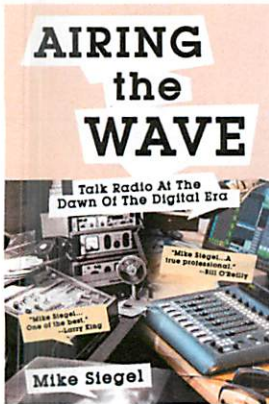
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AIRING THE WAVE: Talk Radio At The Dawn Of The Digital Era



Talk radio has been a format that has evolved and grown since World War II. As it evolved in the 1960's and 70's, hosts began to realize its impact political and social issues. Over time, it became apparent that harnessing the power of the public to affect the outcome of issues affecting their lives very real. That is where AIRING THE WAVE: Talk Radio At The Dawn Of The Digital Era fills a void.

Little had been written about the role of talk radio and its influence through its listeners. AIRING THE WAVE: Talk Radio At The Dawn Of The Digital Era details with specific examples how this media form enabled a broad cross-section of citizens to have actual influence and impact on public issues.

Politicians and the mainstream media were threatened by this power in the people. The reality was that politicians preferred to develop their policies closed system of lobbyists and other influence peddlers. The mainstream media were threatened because they saw their role as the opinion leader "educate" the public on issues. If the public was acting on its own, the power of these media giants was diminished.

All of a sudden, the masses had actual power over the issues affecting their lives.

AIRING THE WAVE: Talk Radio At The Dawn Of The Digital Era describes the returning of government to the people and the enlightenment that we actually have an impact on matters that touch our lives. Talk radio brought to its listeners the hope and faith in our system that had caused apathy discontent. It brought people back to working within the system because there were results that could be measured.

AIRING THE WAVE: Talk Radio At The Dawn Of The Digital Era reminds us of that vital role that our citizenry can and must play in our system of government. It shows us how we took the power that is rightfully ours and it is a reminder to public officials that we are their employers and they serve us.

--Mike Siegel

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