Subject: Re: The radio as a social medium
Posted by Wayne Parham on Sun, 30 Jul 2017 14:21:09 GMT
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It has always been that. Radio was the first electronic social media. There were call-in talk shows and request lines for music. Television was second, and probably still has the most penetration.

Printed newspaper was the media that influenced most people before radio was invented. If you had some money, you could own a newspaper publishing company and promote your own agenda. Even if you didn't have much money, as long as you were passionate and articulate, you could be in the business and write articles for the paper. Columns like "Dear Abby" had a mechanism for reader involvement.