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Subject: Radio's Popularity

Posted by [Spotifier](#) on Sun, 19 Sep 2021 12:49:17 GMT

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I thought that radios would gradually become a thing of the past. I was completely wrong! Many individuals still prefer to listen to radios, despite having other options, such as streaming music. It may be an old thing, but it's not necessarily outdated. What do you think would be the outlook for radios?

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Subject: Re: Radio's Popularity

Posted by [Rusty](#) on Sun, 19 Sep 2021 21:06:49 GMT

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I don't know this day & age. If commercial radio could have a format like some public or community radio. That is, playing a progressive mix of music that you never hear on commercial radio. I'd say it would be a breakthrough to the predictable radio that is too bland for my tastes. Back in the 70's there was such a thing. D.J.'s were given some freedom to create a mix of music that they wanted to showcase with the regular fare. It was really nice. But I'm not going to hold my breath for any such thing today. Elvis Costello wrote a good song then about commercial radio called Radio radio. In it he sang, "they anesthetize the way that you feel". Still true.

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Subject: Re: Radio's Popularity

Posted by [Zart](#) on Mon, 20 Sep 2021 14:35:44 GMT

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People use what's convenient for them. I think the radio's accessibility makes them listen to it, while there's the comfort in not having to think about what song to play. The broadcasters might also be serving as a company.

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Subject: Re: Radio's Popularity

Posted by [Barryso](#) on Tue, 21 Sep 2021 13:12:34 GMT

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The telecommunications act of 1996 did a lot of damage to radio.

Here's a synopsis from the net:

"What did the Telecommunications Act of 1996 do?

The legislation eliminated a cap on nationwide station ownership and allowed an entity to own up to 4 stations in a single market. ... The Telecommunications Act was supposed to open the market to more and new radio station ownership; instead, it created an opportunity for a media monopoly."

After the act, big companies began buying up all the radio stations. The small, mom and pop local

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stations just completely vanished. Similar to what happened in the 70's as big companies bought up all the small, local newspapers. There was no longer a local voice.

The big companies now controlled all the major radio markets and could format the stations with proven, profitable programming. So the stations in all the markets were essentially the same even if that particular format wasn't really what the local market wanted. There weren't any small, independent stations left to fill the void anymore.

They also got rid of announcers because they claimed surveys had shown people didn't like the talk. It's more likely they figured out how much cheaper it would be to eliminate all those jobs.

Then they started expanding the number of minutes of commercials played every hour.

That radio became irrelevant was caused by the big companies. They shot themselves in the foot as they homogenized the industry. It also didn't help that the Internet and streaming was catching on. The internet offered better music selection and little or no commercials.

At this point, at least in my neck of the woods, the only radio worth listening to are the big college stations out of Philly. They play jazz, classical and other non-commercial feeds. The commercial stations are, to put it mildly, garbage.

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Subject: Re: Radio's Popularity

Posted by [Rusty](#) on Tue, 21 Sep 2021 14:02:31 GMT

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Bravo Barry. You summed up perfectly the main reason for radio's ruination. All these legislative initiatives are a part of the Neoliberal financial grab in our economy. Touted as being a stimulus for the free market. It is, for the deep pocketed investor. At the expense of the public and the variety of programming available. Monopolization has made our economy weak and expensive for the majority. Same going on with all telecommunications. Inevitable consolidation and monopolization to feed the insatiable need for corporate capture of competition.

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Subject: Re: Radio's Popularity

Posted by [gofar99](#) on Thu, 23 Sep 2021 02:05:53 GMT

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Hi, The implication here is that the 1% that control much of the finances of the country and indeed the world are all neoliberals. My sense is that this is a deficient concept. The premise of what happened to many stations is likely valid though. Consolidation of any industry has typically been based on "cost savings" that may or probably not be passed on to the consumers. Farming is a great example of consolidation that has had very mixed benefits to us. Less variety, more issues with spread of food borne illness and supply chain issues.

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Subject: Re: Radio's Popularity  
Posted by [Souldude](#) on Thu, 23 Sep 2021 08:49:17 GMT  
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Barryso wrote on Tue, 21 September 2021 08:12  
The big companies now controlled all the major radio markets and could format the stations with proven, profitable programming. So the stations in all the markets were essentially the same even if that particular format wasn't really what the local market wanted. There weren't any small, independent stations left to fill the void anymore.  
Then they started expanding the number of minutes of commercials played every hour.

Without local stations, there is no authenticity, and radio stations end up as money-driven instead of having an initiative. It's unfortunate, and I find it dehumanizing that commercials dominate the content. It only conditions people into paying more attention to certain brands.

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Subject: Re: Radio's Popularity  
Posted by [Rusty](#) on Thu, 23 Sep 2021 14:33:07 GMT  
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Quote:  
gofar99

Hi, The implication here is that the 1% that control much of the finances of the country and indeed the world are all neoliberals. My sense is that this is a deficient concept.  
Call it the top 10% if a number is useful. It depends on your ideologies. Neoliberalism is a generic label that encompasses other concepts but which call for small govt. influence in the markets, privatization and financialization replacing industrialization. Our peak industrial output in the 40's was in the 40% range. We're now at 9%. But there is very compelling evidence in the good work of non orthodox economists that based on historical and statistical evidence (that is meaningful), to draw their conclusions with the Neoliberal concept. Leading to our current issues with economic dysfunction, political influence and income disparity. The two examples you point to are part of many others. As far as our political/economic affiliation to Neoliberalism goes. Essentially these economists say. We only have a one party system. Guess the dungeon is appropriate to go any further here if inclined.

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Subject: Re: Radio's Popularity  
Posted by [gofar99](#) on Fri, 24 Sep 2021 02:52:06 GMT  
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Hi, indeed. We have gotten a bit OT and should allow folks if they want to comment on the main topic to do so. If there is sufficient interest, start something in the dungeon that is apolitical but of a nature that it won't offend our members. After all this is a site for audio enthusiasts. There are already many other sites for political commentary.

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Subject: Re: Radio's Popularity  
Posted by [LoveJB](#) on Wed, 27 Oct 2021 21:52:48 GMT  
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I honestly hardly ever listen to the radio anymore. I listen to Sirius, Amazon Music, or other streaming services. I did just hear that my old favorite DJ was back on the local station so I might give him another shot.

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Subject: Re: Radio's Popularity  
Posted by [Kingfish](#) on Fri, 05 Nov 2021 19:54:41 GMT  
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My outlook is rosy. I fully intend to buy an older model radio within the next month and a half. I'm also going to buy a rotary phone.

I just like the sound a radio puts out.

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Subject: Re: Radio's Popularity  
Posted by [Wayne Parham](#) on Fri, 05 Nov 2021 22:50:59 GMT  
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You'll be shocked how much it costs to buy a rotary phone. 80

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Subject: Re: Radio's Popularity  
Posted by [Kingfish](#) on Sat, 06 Nov 2021 14:08:56 GMT  
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Even at a Goodwill type store? :(

Regardless, I'll be trying places like FB Marketplace, yard sales and the like.

In the meantime though, a radio is on the top of the list.

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Subject: Re: Radio's Popularity  
Posted by [Rusty](#) on Sat, 06 Nov 2021 14:31:10 GMT  
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I took a gander at ebay vintage rotary phones. Yes they're a bit pricey. Some being just the latter end of the Ma Bell era. So, not too vintage. I noticed Soviet phones seemed popular as well. You just know there are people out there that collect this stuff. I watched years back a human interest

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piece by the great Bill Geist, who always profiled the curious and the kooky. These were gents that were passionate for old washing machines. Really. They got together with their old Maytag's and Whirlpools to wash their duds. One of them mentioned he had a particular passion for the spin cycle. Ay Caramba!

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Subject: Re: Radio's Popularity  
Posted by [Barryso](#) on Sat, 06 Nov 2021 20:11:14 GMT  
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Not sure if it was Bill Geist who did the piece but Sunday Morning had a story years back about people who collect vacuum cleaners. It was a pretty good story even if it seemed odd going into it.

All very much in the spirit of Charles Kuralt, a man who could wander around the country in a Winnebago and find the most remarkable human interest stories.

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Subject: Re: Radio's Popularity  
Posted by [Rusty](#) on Sat, 06 Nov 2021 20:45:08 GMT  
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Yes indeedly do Barry. Bill was like his predecessor Charles Kuralt, wonderful at rooting out real America. No movie star hype interviews like they do on 60 minutes. Here's old Bill doing his part for profiling those lovers of the lowly vacuum cleaner.

<https://www.cbsnews.com/video/from-the-archives-vacuum-cleaner-collectors-unite/>

and the washing machine collectors of America, (world actually).

<https://www.cbsnews.com/video/washing-machine-collectors-awash-with-enthusiasm-on-laundry-day/>

His son Willy Geist is a fine journalist on Sunday mornings NBC.

These guys make us audio nuts seem like Gregorian monks.

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Subject: Re: Radio's Popularity  
Posted by [Barryso](#) on Sun, 07 Nov 2021 12:17:05 GMT  
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I recall both of those segments but it's hard to fathom that the one on vacuum cleaners was 19 years ago.

Still, the collectors of vacuums and washers makes it easier on those of us that only have several pair of speakers.

I think.

Roger Welsch, of Postcards From Nebraska fame, is still around at 85 years. He has a Facebook presence and writes an odd blurb or two every so often. He's still a great writer and funny as

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ever.

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Subject: Re: Radio's Popularity  
Posted by [Rusty](#) on Sun, 07 Nov 2021 13:46:55 GMT  
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I remember that stocky dude now. Looking at his prolific publishing I see he has a thing for old tractors. One called Love, Sex & Tractors. Nice. As a toddler living in a small Kansas town of Ottawa, there was a tractor dealer on the main. My pappy would take me there on a Sunday so I could marvel at their rugged construction and bright paint jobs. Wished I could collect them like Roger Welsch.

Getting back on track with radio. If anyone has heard of Jean Shepherd. Author of Wanda Hickey's Night of Golden Memories, (And Other Disasters). Radio and TV personality. The famous movie, Christmas Story was derived from his recalling tales of his Indiana youth. Funny, wonderful stuff.

From his WOR radio days.

Triangular Doughnut Machine:

<https://www.youtube.com/watch?v=IFatX5USR88>

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Subject: Re: Radio's Popularity  
Posted by [gofar99](#) on Mon, 08 Nov 2021 01:58:05 GMT  
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Hi, I used to listen to Jean. Often a real hoot. On AM radio when I lived back east.

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Subject: Re: Radio's Popularity  
Posted by [Kingfish](#) on Wed, 10 Nov 2021 14:11:27 GMT  
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Rusty wrote on Sat, 06 November 2021 15:45 Here's old Bill doing his part for profiling those lovers of the lowly vacuum cleaner.

<https://www.cbsnews.com/video/from-the-archives-vacuum-cleaner-collectors-unite/>

I remember him now. Didn't remember the name, but once I saw him.....That vacuum with the hair dryer attachment was amazing. I never knew they made something like that.

They need to update that idea and make it again. That is just too cool.

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Subject: Re: Radio's Popularity  
Posted by [AcousticJack](#) on Thu, 16 Dec 2021 08:58:06 GMT  
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I think older generations will still listen to the radio for as long as it still exists. I have never been a fan myself though, so I prefer streaming music.

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