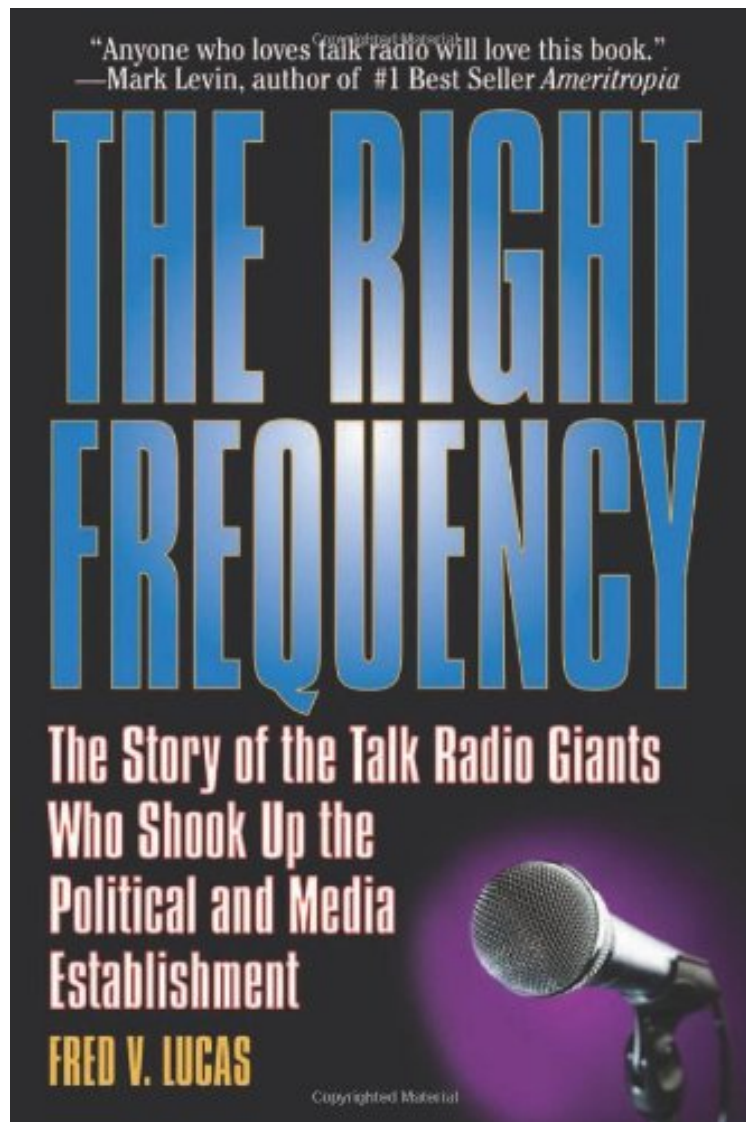


(Read now) The Right Frequency: The Story of the Talk Giants Who Shook Up the Political and Media Establishment

## The Right Frequency: The Story of the Talk Giants Who Shook Up the Political and Media Establishment

*Fred Lucas*

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**Fred Lucas : The Right Frequency: The Story of the Talk Giants Who Shook Up the Political and Media Establishment** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Right Frequency: The Story of the Talk Giants Who Shook Up the Political and Media Establishment:

3 of 3 people found the following review helpful. Great effort at writing the history of conservative radioBy Rock10I

like the book up until the 1970's. The author provides information on radio hosts that have been given little attention, who broadcasted prior to the 1960's. The radio hosts of the 1960's are also profiled well. I believe the book should have ended with Rush. It wasn't necessary to go to the present. After the 1960's part of the book, I felt like I already knew what I was reading. Many of the hosts profiles were similar to their Wikipedia's. Overall, it was a great history of conservative talk radio, especially up until the mid-1960's. Maybe the author should have provided greater pages on the older radio hosts, instead of discussing hosts who are presently on the radio that we all know. 0 of 0 people found the following review helpful. The History of Talk Radio By Thomas Callan As a long time talk radio listener, The Right Frequency was a walk down memory lane. I remembered talk show hosts whom I had not remembered in a long time. I always was fascinated with people with unique voices and the ability to talk extemporaneously and intelligently. I once met Lowell Thomas and loved hearing his voice in person. Talk Radio is an important medium and has a great influence in today's world. This book tells how we got here and who contributed what. An interesting read if you care for history or talk radio. I like both. It is a hit for me. 1 of 1 people found the following review helpful. Good book no matter your politics; needs an editor By Adam The Right Frequency is full of good information about both sides of the political spectrum; obviously more of a conservative slant since that is where the majority of the talk radio success has come from. As another reviewer stated, the editing in this book is awful as it is very difficult to read in spots. I don't know if the print edition was like this or if this is just limited to the kindle edition but it really decreased my enjoyment of the book.

American politics was transformed from the time a WABC manager told Rush Limbaugh, "You're kidding yourself if you think we'll ever carry your national show." to the day an establishment Republican senator griped "talk radio is running America." Limbaugh ignited a new generation of talkers such as Sean Hannity and Glenn Beck helping to define the Conservative movement and challenge the elite media. But Rush can't take all the credit. From the inception of radio, bombastic personalities have used the airwaves to sway public opinion. The Right Frequency by Fred V. Lucas tells the remarkable story beginning with the early voices opining on the New Deal and McCarthyism to today's on-air giants who exposed Clinton corruption, Obama failures and even Bush missteps. The book features interviews with leading conservative talkers and explains why talk radio is the only media venue thoroughly dominated by the right. Readers will learn about the inventor of infotainment Walter Winchell and the divisive radio priest Father Coughlin; how Bob Grant, Barry Farber and Neal Boortz rose to prominence and how the Kennedy and Johnson administration silenced opposition radio voices. After the demise of the Fairness Doctrine in the 1980s, Limbaugh's star was born, ringing in an alternative media universe. Dick Morris, Fox News analyst and former advisor to President Clinton said, "Talk radio destroyed the liberal media monopoly and gave the conservatives a voice. But precisely because it brought the giants low, the publishing industry has ignored its history. Fred Lucas now fills that void, explaining from where it came and where it might be headed."

"The influence on the political landscape of Limbaugh, Glenn Beck, Sean Hannity and their long line of conservative predecessors is the subject of Lucas's book, which explores the history of talk radio in America. ... Lucas leans heavily right in his assessment of commentators throughout radio history whose names H.V. Kaltenborn, Walter Winchell, Father Charles Coughlin, Fulton Lewis, Jr. Billy Humes Hargis, Joe Pyne, Bob Grant -- may or may not ring a bell. ... Lucas does an excellent job of describing the history and impact of the so-called Fairness Doctrine adopted as part of the 1934 Communications Act; but it was never really a law" but a rule adopted by the Federal Communications Commission (FCC)." --Prairie Fire Fred Lucas not only delineates the roots of talk radio as a venue for communicating conservative political thought in the 1930s and 40s, he explains how it has become, in the 21st century, the life force for the conservative movement and the voice for conservative ideals on the current political landscape. Anyone who loves talk radio will love this book." --Mark Levin, Best Selling author, Talk Show Host "Lucas' love and knowledge of talk radio is evident and will appeal to any fan of the medium." --Publishers Weekly So your burst of sanity from the media world comes from listening to Rush or Sean or Mark or Laura or Glenn or a whole host of others? This is the book that explains the history of talk radio (it goes back further than you think) and explains how it got to be the lifeline to so many millions of Americans. If you're interested in the personalities, the history and the impact of talk radio, Fred Lucas has the story. --The American Spectator From the Inside Flap This is the story of conservative Talk Radio, the phenomenon that has galvanized a sizable segment of the American population previously without presence in the public forum. American politics was transformed from the time a WABC manager told Rush Limbaugh, "You're kidding yourself if you think we'll ever carry your national show," to the day an establishment Republican senator griped "talk radio is running America." Limbaugh ignited a new generation of talkers such as Sean Hannity and Glenn Beck who helped define the Conservative movement, but Rush can't take all the credit. The story begins much earlier with Walter Winchell and Bob Grant, two founding fathers who opened the microphone for others. The extensively researched story of this potent force that changed the nature of political action brings a dimension to the fascinating individuals who brought a new energy to the American radio waves and in the process propelled the Conservative movement into the political force it is today. About the Author Fred Lucas, the White House correspondent for

CNSNews.com. He is also a contributing editor for Townhall Magazine and has written for The Weekly Standard, The American Spectator, Human Events, The Washington Times and the New York Post. Before going to Washington, he reported on state capitols in Kentucky and Connecticut. He earned his Master's at Columbia University Graduate School of Journalism and Bachelor's at Western Kentucky University. He lives in Fredericksburg, Va. with his wife Basia.