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## Radio After the Golden Age: The Evolution of American Broadcasting Since 1960

*Jim Cox*

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**Jim Cox : Radio After the Golden Age: The Evolution of American Broadcasting Since 1960** before purchasing it in order to gage whether or not it would be worth my time, and all praised Radio After the Golden Age: The Evolution of American Broadcasting Since 1960:

What became of radio after its Golden Age ended about 1960? Not long ago Arbitron found that almost 93 percent of Americans age 12 and older are regular radio listeners, a higher percentage than those turning to television, magazines, newspapers, or the Internet. But the sounds they hear now barely resemble those of radio's heyday when it had little competition as a mass entertainment and information source. Much has transpired in the past fifty-plus years: a proliferation of disc jockeys, narrowcasting, the FM band, satellites, automation, talk, ethnicity, media empires, Internet streaming and gadgets galore. Deregulation, payola, HD radio, pirate radio, the fall of transcontinental networks, the rise of local stations, conglomerate ownership, and radio's future landscape are examined in detail. Radio has lost a bit of influence yet it continues to inspire stunning innovations.

"Author Jim Cox knows radio, how to research it and how to write about it. This time he takes readers on a journey of discovery with a book containing more detail on radio's evolution than one could ever imagine"--Radio Recall;  
"historian Jim Cox just keeps on doing it"--Milwaukee Area Radio Enthusiasts. About the Author Jim Cox, a leading radio historian, is an award-winning author of numerous books on the subject. A retired college professor, he lives in Louisville, Kentucky.