

**ESSAYS IN
THE
CULTURAL
HISTORY OF
RADIO**

RADIO

READER

Edited by Michele Hilmes and Jason Loviglio

ROUTLEDGE NEW YORK • LONDON

CONTENTS

Acknowledgments ix

Introduction xi

| | | |
|------------------|-------------------------------------------------------------------|----------|
| CHAPTER 1 | RETHINKING RADIO..... | 1 |
| | Michele Hilmes | |
| CHAPTER 2 | RADIO IN THE GREAT DEPRESSION: PROMOTIONAL 21 | |
| | CULTURE, PUBLIC SERVICE, AND PROPAGANDA | |
| | Kate Lacey | |
| CHAPTER 3 | CRITICAL RECEPTION: PUBLIC INTELLECTUALS..... 41 | |
| | DECRY DEPRESSION-ERA RADIO, MASS CULTURE, | |
| | AND MODERN AMERICA | |
| | Bruce Lenthall | |
| CHAPTER 4 | “YOUR VOICE CAME IN LAST NIGHT . . . BUT I THOUGHT..... 63 | |
| | IT SOUNDED A LITTLE SCARED”: RURAL RADIO LISTENING | |
| | AND “TALKING BACK” DURING THE PROGRESSIVE ERA IN | |
| | WISCONSIN, 1920–1932 | |
| | Derek Vaillant | |

| | | |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----|
| CHAPTER 5 | <i>VOX POP: NETWORK RADIO AND THE VOICE OF THE PEOPLE</i> Jason Loviglio | 89 |
| CHAPTER 6 | <i>MAN OF THE HOUR: WALTER A. MAIER AND RELIGION BY RADIO ON THE LUTHERAN HOUR</i> Tona Hangen | 113 |
| CHAPTER 7 | “THE TENDENCY TO DEPRAVE AND CORRUPT MORALS”: REGULATION AND IRREGULAR SEXUALITY IN GOLDEN AGE RADIO COMEDY Matthew Murray | 135 |
| CHAPTER 8 | POISONS, POTIONS, AND PROFITS: RADIO REBELS AND THE ORIGINS OF THE CONSUMER MOVEMENT Kathy M. Newman | 157 |
| CHAPTER 9 | SCARY WOMEN AND SCARRED MEN: <i>SUSPENSE</i>, GENDER TROUBLE, AND POSTWAR CHANGE, 1942–1950 Allison McCracken | 183 |
| CHAPTER 10 | RADIO’S “CULTURAL FRONT,” 1938–1948 Judith E. Smith | 209 |
| CHAPTER 11 | RADIO AND THE POLITICAL DISCOURSE OF RACIAL EQUALITY Barbara Savage | 231 |
| CHAPTER 12 | A DARK(ENED) FIGURE ON THE AIRWAVES: RACE, NATION, AND <i>THE GREEN HORNET</i> Alexander Russo | 257 |
| CHAPTER 13 | EXPATRIATE AMERICAN RADIO PROPAGANDISTS IN THE EMPLOY OF THE AXIS POWERS William F. O’Connor | 277 |
| CHAPTER 14 | NOW IT CAN BE TOLD: THE INFLUENCE OF THE UNITED STATES OCCUPATION ON JAPANESE RADIO Susan Smulyan | 301 |

CHAPTER 15 **BEFORE THE SCANDALS: THE RADIO PRECEDENTS....**319
 OF THE QUIZ SHOW GENRE
 Jason Mittell

CHAPTER 16 **“THE CASE OF THE RADIO-ACTIVE HOUSEWIFE”:**343
 RELOCATING RADIO IN THE AGE OF TELEVISION
 Jennifer Hyland Wang

CHAPTER 17 **RADIO REDEFINES ITSELF, 1947-1962.....**367
 Eric Rothenbuhler and Tom McCourt

CHAPTER 18 **TURN ON . . . TUNE IN: THE RISE AND DEMISE OF.....**389
 COMMERCIAL UNDERGROUND RADIO
 Michael C. Keith

CHAPTER 19 **LEAD US NOT INTO TEMPTATION: AMERICAN PUBLIC..**405
 RADIO IN A WORLD OF INFINITE POSSIBILITIES
 Jack Mitchell

CHAPTER 20 **RADIO BY AND FOR THE PUBLIC: THE DEATH.....**423
 AND RESURRECTION OF LOW-POWER RADIO
 Paul Riismandel

CHAPTER 21 **TECHNOSTRUGGLES: BLACK LIBERATION RADIO.....**451
 John Fiske

CHAPTER 22 **SCANNING THE “STATIONS OF THE CROSS”:**.....461
 CHRISTIAN RIGHT RADIO IN POST-FORDIST SOCIETY
 Paul Apostolidis

CHAPTER 23 **LETTING THE BOYS BE BOYS: TALK RADIO, MALE.....**485
 HYSTERIA, AND POLITICAL DISCOURSE IN THE 1980S
 Susan J. Douglas

CHAPTER 24 **RADIO’S DIGITAL FUTURE: PRESERVING THE.....**505
 PUBLIC INTEREST IN THE AGE OF NEW MEDIA
 Michael P. McCauley

Notes on Contributors 531

Index 537