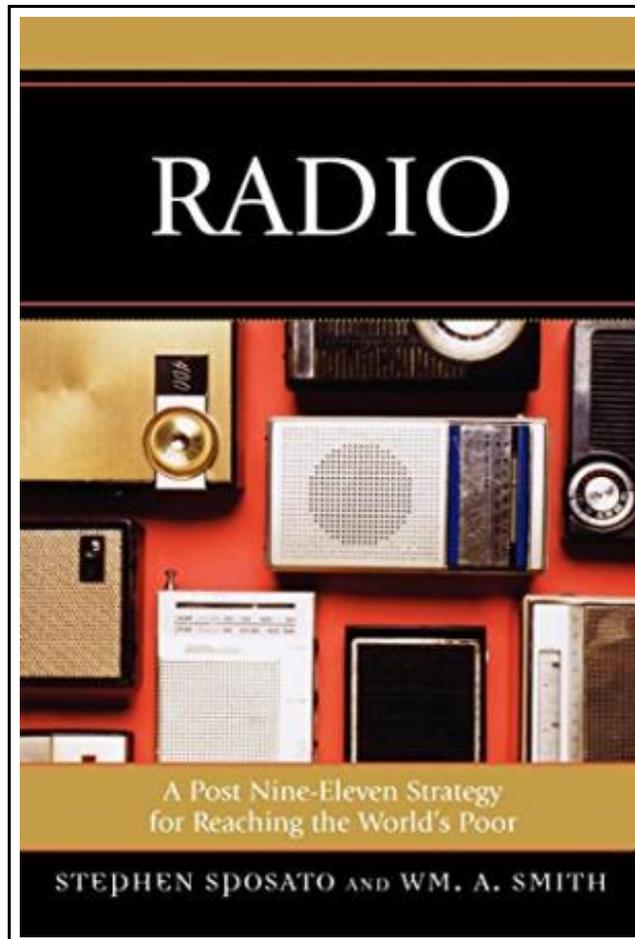


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(Prof. Antone Olson II)*

RADIO: A POST NINE-ELEVEN STRATEGY FOR REACHING THE WORLDS POOR



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University Press of America. Paperback. Book Condition: New. Paperback. 272 pages. Dimensions: 8.9in. x 6.0in. x 0.9in. Featured October 11, 2006 on N. P. R. W. A. M. U. s Kojo Nnamdi Show In a post 911 world where a few ruthless men and women can use modern technology to create powerful webs of conspiracy, the public voice of radio is needed more than ever. Computers trap us in the blue glow of their virtual reality. Cell phones connect us, but what do we have to say to each other and especially to the poor that will impact their lives Radio attempts to answer this question. Radio listening groups helped Tanzania create a new democracy in the aftermath of colonialism. Radio taught young children in Kenya to speak English and made learning their A. B. C. s a lively and exciting adventure. Radio learning groups taught Honduran and Ecuadorian mothers the benefits of breast-feeding. Learn along with millions of British the fate of Grace who dies in an accidental barn fire as the B. B. C. tries to teach post-war U. K. farmers to avoid the same fate. Live the trials of families in India faced with the pressure of traditional customs, trying to deal with the challenges of a modern world. These lessons of radios potency are being submerged in the clutter of new techno gadgets, gimmicks, and gizmos. Co-authors Stephen Sposato and Wm. Smith bring these little known stories to life and revive our faith in radio as a truly modern tool of social change. They help us to understand the changes undergone in U. S. governmental broadcasting as attempts are made to make todays radio relevant in the Middle East and beyond. Authors royalties from this book will be donated to four prominent non-profit educational foundations, all radio practitioners:...



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