



## SAVAGE GONE AND RADIO DIES A LITTLE MORE

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I can remember the very first time I ever heard the voice of Michael Savage.

It was only a few days after September 11, 2001, and I was in my car with my wife as we were making our way across the country from Ohio to Los Angeles where I was going to work as an update anchor for Fox Sports Radio.

This was our honeymoon, driving across the country after being married only the day before, and I believe I was somewhere in Colorado, I was flipping through various channels until I stumbled upon a voice that reached out and grabbed me as soon as I heard it

“Voice” is such a crucial component in my estimation whenever it comes to a talk radio practitioner, and a voice has the ability if it immediately resonates with the listener, to draw you in and force you to stay put listening to whatever that voice happens to be saying.

*“Who the fuck is this?”*, I remember saying to my wife.

This was my introduction to the voice known as Michael Savage.

Since then I've become what you can consider to be a fan of the Savage radio program and I've listened to him off and on throughout the years. Like anyone else, there are opinions that Savage has that I sometimes agree with and sometimes not. However, if there is one thing I will give to Michael Savage it is this: He clearly knows how to put on an entertaining radio program.

As if the current state of talk radio doesn't have enough issues to contend with.

I've been meaning to write about this for a while and now is as good a time as any seeing how there was a recent story in the Washington Times concerning the end of the Michael Savage radio program which will occur in the first week of January 2019.

It is truly amazing to me when I consider the lengths that the talk radio industry will go to in order to ass-fuck itself as often as possible.

The industry's continuing self-inflicted wounds have hollowed out the field of compelling on-air voices to be found on the air and we're now down to just a precious few – and once they're eliminated – talk radio will be as vanilla and uninspiring as your average Todd Bowles press conference.

The Savage show was supposed to cut back to a single-hour of actual over the air radio and then shift into an Online only arrangement that would be free to listen to. However, according to the recent story in the Washington Times, Savage will go completely dark on January 7 over the air – and the program will turn into an Online radio property exclusively.

I've said for a long time now that the world of talk radio isn't so much about 'talent', as much as it's about pacifying those in management positions, promising the pencil-pushers and the bean-counters that the on-air hosts will be good little boys and girls and not say anything that may be deemed too polarizing or controversial.

But now there is another factor that has been added in, and that is the world of corporate America, which if you didn't already know, is actually more responsible for programming more radio stations across our country each day than any program director currently in existence.

Corporate America, more than any other single entity, more than any single program director, is primarily responsible for destroying one of the most unique and original radio programs in the last twenty years, the Michael Savage show.

Program directors? They used to have a significant say in regard to the actual on the air products at various stations across the country, however, they have now taken on a much more symbolic role within the industry, and it may be credibly argued that many 'program' director's influence, as well as their powers, have been usurped at many stations by those station's sales managers. If there is anyone at commercially run stations that can make or break the ability of any radio talent to either succeed or fail, it isn't the program director they need to be concerned with, it's the sales manager.

To be honest, in the majority of situations, with radio stations across the country, the industry is dead, and if it's not dead then many of these stations are stricken with an incurable disease and it's only a matter of time before they too flatline. Stations will still stay on the air, but their ability to generate significant dollars while developing healthy listening audiences, is, in most cases, a thing of the past. Radio has nobody to blame for this but themselves.

Now please understand I am speaking of commercially run radio stations under the auspices of FCC rules and regulations. I am not talking about a radio company like SiriusXM, which, if there are still radio products that push the envelope, then SiriusXM might well have the franchise on that these days.

If you think like I do that the loss of Michael Savage from radio airwaves is something detrimental to the industry, let me clue you in on something even deeper and more worrisome, something that is a symptom of radio's incurable terminal disease these days.

Michael Savage has been on the air across America for more than 20-years. However, if Savage were just starting his radio program today and if he brought a demo tape to any station in this country looking to get hired, he would never get any further than the front lobby receptionist.

You can add other names to this scenario as well.

Don Imus? No chance.

Howard Stern? Really?

Opie & Anthony? No.

Rush Limbaugh? LOL.

Howie Carr, in Boston? Try again.

Bubba The Love Sponge? Not happening.

Alex Jones? Please.

The late and great Bob Grant? Yeah, right.

I could add a few other names as well. I've listed some notable people, and in some cases, legendary radio personalities through the years, and yet, they'd have no shot at all in today's environment of radio. Think about that.

Today, radio is looking for ordinary, they're looking for squeaky-clean, radio is looking for those simply happy to be a part of the scenery, not looking to rock any boats, straddling the opinion line, making their programs much more about the listeners than what the host has to say.

We have arrived at the point where we're now surrounded by a one-size-fits-all talk radio environment, indistinguishable voices all parroting the same corporate radio talking points daily. What this has provided listeners is nothing more than an ocean of talk radio sameness and out-and-out predictability, an industry that has been utterly castrated by its own inability to comprehend the negligent decisions that have ripped the heart and soul out of radio in the process.

Savage, is a syndicated and independent radio voice who has amassed a gargantuan national audience over the years and on many of the stations he's currently on, he's being replaced by the cartoon voice of little Ben Shapiro, whose best attribute to the corporate America cartel is that he's considered an anti-Trump zealot.



Talk radio is no longer in the business of finding true talent, independent thinkers and entertainers, instead, they've traded in that strategy in exchange for those who come across as effeminate cowards, 'talents' who shudder at the idea of ever coming under the microscope of those who might call them bad names and consider them too toxic for the generic and scrubbed-clean new world order that is upon us in America.

Just like more and more people have found other forms of entertainment away from the television, the same has been going on with radio for some time now. The Online world is gaining more and more steam – as people not only like the fact that true provocateurs are able to fashion entertaining and informative programs unencumbered by the draconian system that has overtaken traditional over the air radio stations, but in addition, people love the convenience of the Online environment in being able to listen to programs without the annoying 7-10 minute commercial block interruptions that are a part of today's radio environment – as well as being able to listen to programs on their own schedules.

Corporate America, along with the various liberal goon squads in existence, has massacred the talk radio industry out of existence, and the conditioning process, years long at this point, has actually allowed people to actually enjoy being told what to think and say. This is scary shit, people. Savage being de-platformed is Big Radio's latest way of giving many people a gigantic middle-finger. Censorship is the flavor of the day and if you don't believe that censorship is

absolute poison to talk radio then I ask you to turn around and look at how talk radio has lost massive audience share over the last decade-plus.



Sure, get rid of a true and original talk radio pioneers like Michael Savage, get rid of a guy who makes radio come alive every time he speaks into the microphone, marginalize a talent like Savage and replace him with someone, anyone, who will gladly kowtow to Big Radio's whims and pleasures, and in the process drive more people away from radio stations day after day. This is brilliant decision-making and the people who are responsible for this all deserve healthy raises.

Radio, in my estimation, has made a colossal mistake in strategy over the last several years as they attempt to custom-tailor stations in an attempt to attract a younger audience. I think these people are called, millennials? I've contended that radio can do just about everything they think is proper in the way of attracting these people, but nothing radio does will ever compel younger listeners to lock into radio stations on a consistent basis simply because these people have grown up in a new era where things like radio and the newspaper are never options for them.

The thinking all along with marketing executives is that branding starts with the next generation, however, as I have already written, this new generation wants nothing to do with traditional forms of radio. How many of these 15-35 people do these radio geniuses believe are listening to talk radio these days or picking up a copy of that day's newspaper? Radio could bring in as many Justin Bieber sound-alikes as they want to and still this crowd of people would have very little interest in coming to the radio each day.

Savage, of course, is not only an independent thinker, but he's also an unapologetic borders, language, and culture, independent.

A constitutional conservative. This, of course, is a big no-no in today's micro-managed society.

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I can guarantee you that if Michael Savage was a beacon for the Left, if Savage was as passionate about left-leaning causes and left-leaning orthodoxy as he is in being a conservative constitutionalist, Savage would be going nowhere. I take that back. For if Savage was a different animal, if he was someone who articulated all of his views from an opposite platform, he would have failed, nobody would have listened to that kind of radio and the name Michael Savage would have been relegated to the dustbin of failed liberal radio vehicles over the years, one after another.



On the other hand, and under a hypothetical, could you imagine the outrage that would develop if Savage was indeed that rare successful liberally-oriented radio talent who was being taken off the air because conservative radio station executives didn't approve of his message?

Talk about another cause which would compel ANTIFA to raise themselves from Hell in rendering more carnage across yet another city?

Centralized power is antithetical to America's founding principles, however, this is exactly what corporate America and what the unhinged progressive class craves and they won't stop until they get it. Everyone must fall in line, everyone must walk in lock-step, everyone must surrender their own personal sovereignty to the lunatic-fringe among us. You will be assimilated, and if you resist the consequences will be dire. Michael Savage, and programs like his, are a threat to the system, and thus, they must be expunged from the daily record.

Since the Telecommunications Act, inaugurated back in 1995, the world of radio has been cannibalized into seeing only a select few monolithic corporate companies directing the ebbs and flows of the industry, and since that time the industry has been neutered and pruned, run by shallow-minded and gutless individuals who have, over the years, bent to the will of the leftist thugs which has done nothing but embolden these thugs bringing on more thuggery daily.

The only way I can see radio experiencing a re-birth is if this act was overturned and individual ownership of radio stations was re-implemented giving way to true independence again with a variety of different voices having an opportunity of returning radio to its glorious and never to be seen again roots.

Savage is going to be gone and the tyrants have knocked yet another one off the stoop. His ideology, his message, his views, and opinions, are not considered proper in this new age of

enlightenment. By the way, what makes anyone believe that there can be, that there must be only a single politically-correct line, or lines, of thought on any issue(s)? Is this not anathema to the very spirit of the democratic system in America?

Finally, I'll conclude by telling you what I have sometimes told listeners to my own radio show over the years whenever they don't approve of something that I have said. There is this button on most radio's that I'm aware of. It's called an on/off button, and I've told people to take full advantage of this great feature that is affixed to all radio's. That is, if you don't like my opinions then move your hand toward the radio and shut it off – or change the fucking station to something else that will make you feel better.

Like anyone who doesn't enjoy my show (but still can't turn it off) or Michael Savage's program, turning the radio off or changing the station is a simple procedure. But some people cannot do that. Instead, they feel the need to demand that shows are removed or outlawed from the airwaves.

Oh, people are indeed turning off their radio's these days. The problem is, they aren't in the mood to ever turn them back on anymore.