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Tuned out: Why Americans under 40 don't follow the news

Tuned Out: Why Americans Under 40 Don't Follow the News examines the reasons behind this problem and its consequences for American society. Author David T. Z. Mindich speaks directly to young people to discover why some tune in while others tune out--and how America might help them tune back in.

Tuned Out: Why Americans Under 40 Don't Follow the News

Tuned Out offers a number of innovative responses to this problem, from requiring every channel to carry news as part of its children's programming to transforming college admissions policies, to changing journalism itself. Written in the spirit of Robert Putnam's Bowling Alone, this book illuminates a serious problem in our society, a problem that will only grow worse as older Americans retire and the "tuned out" young must take their place as leaders.

Tuned Out: Why Americans Under 40 Don't Follow the News

A generational shift --How tuned out are they? -- Talking with young people I: Striptease news and the shifting balance between need and want -- Talking with young people II: Who follows the news and why -- Television, the Internet, and the eclipse of the local -- The decline of general news and the deliberative body -- How to tune back in.

Tuned out: why Americans under 40 don't follow the news

Tuned Out: Why Americans Under 40 Don't Follow the News examines the reasons behind this problem and its consequences for American society. Author David T. Z. Mindich speaks directly to young people to discover why some tune in while others tune out--and how America might h At a rate never before seen in American history, young adults are abandoning traditional news media.

Tuned Out: Why Americans Under 40 Don't Follow the News

tune insurers out. To build credibility and trust that will encourage customers to tune you in: Put a stake in the ground. Think carefully about your organization's reason for being. Define what business you're in and what's important to you in a way that sets you apart from the crowd.

Why Do Customers Tune Out Insurers? - Watermark Consult

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How Big Government Backed Bad Science and Made Americans

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