



October 8, 2009

Audio Available on [SONnetwork](#)

Media Popularity Isn't Political Popularity

This is Michael Medved for Townhall.com.

A recent flurry of conservative columnists—Peggy Noonan, Steven Hayward and David Brooks in The New York Times—have criticized popular, right wing media figures for their exaggerated sense of their own importance and their disproportionate influence on Republicans.

Brooks raises doubts about the true power of the titans of talk since GOP primary voters last year favored the two candidates—McCain and Huckabee—most regularly attacked on the airwaves. This odd development reflects the different standards of popularity in media and politics. A radio host who reaches just 5 percent of listeners wins huge success, earning great fame and wealth. A candidate who gets 5 percent of the electorate, however, is a fringe figure with scant clout.

Cable TV and radio figures only need to cultivate a niche audience, but successful politicians need to assemble big, broad coalitions.

I'm Michael Medved.

(Suggested Air Date: 10-9-2009)

Townhall.com® Commentary is a daily radio, Internet and e-mail commentary produced by the Salem Radio Network®.

