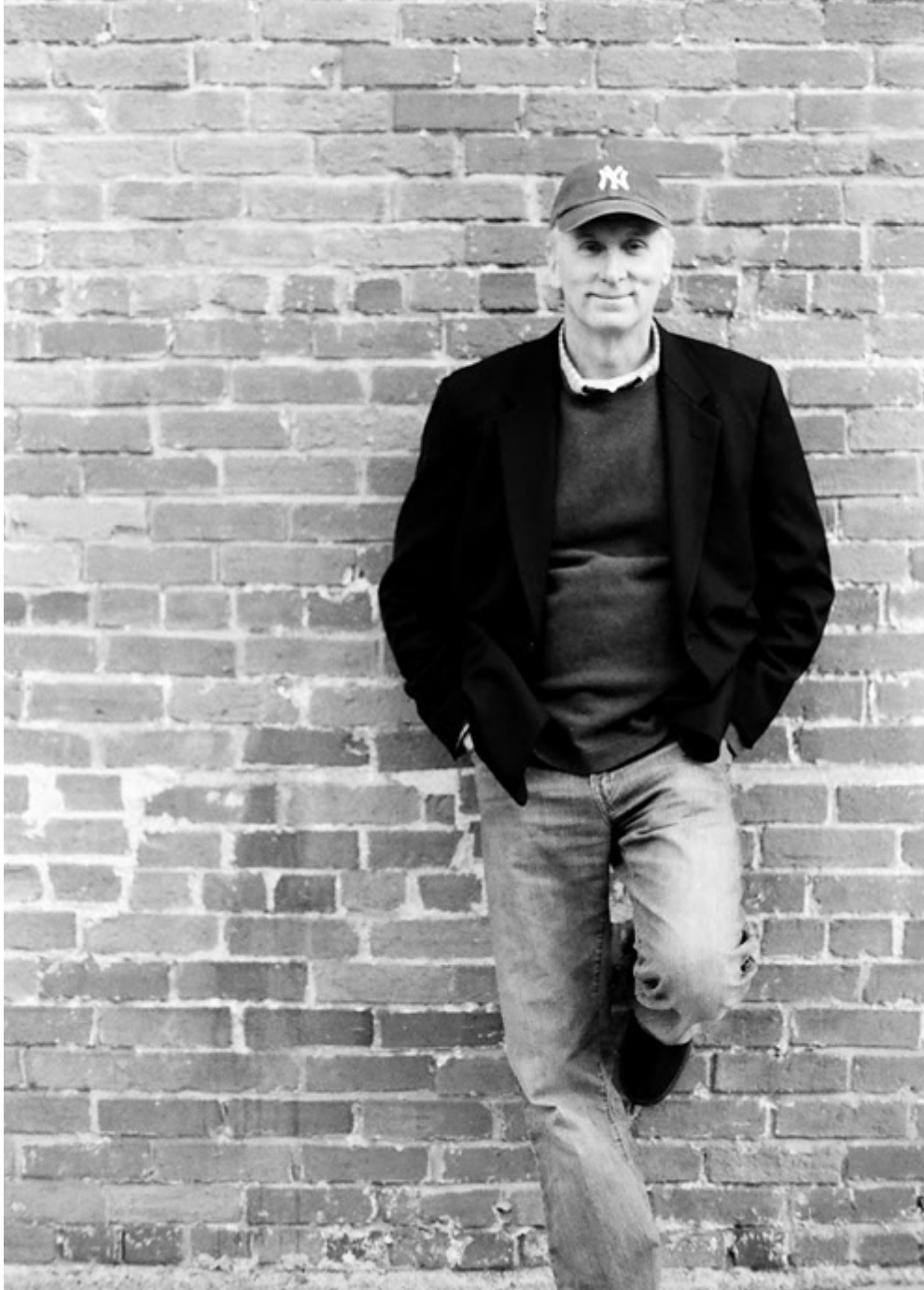


Michael Consideration

Levine... . For



LBN-
COMMENTARY
by Michael
Levine
(Media
expert and
author

—www.MichaelLevineMedia.com): As

a
communicati
ons expert,
I think it
is worth
noting that
today is
the
anniversary
of the
first
“Fireside
Chat” by US
President

Franklin Delano Roosevelt (1933). The “fireside chats” were a series of informal radio speeches delivered by president Roosevelt beginning in

1933, when the US was in the midst of the Great Depression and a third of Americans were unemployed. With his calm manner and simple way of explaining issues, Roosevelt discussed such issues as the banking crisis, the New Deal program, and the drought. During WWII, he reported on the progress of the war and discussed national defense.