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In 2010, soap historian Sam Ford visited Soap Central Live to discuss how the soap opera genre had changed through the decades, and what needed to be done to keep the genre thriving. Since that time, two more soaps have gone off the air, and there are fewer soaps on the air than in any time in recent memory. Now, as his book, Soap Opera: Transformations for a New Media Era, is released in paperback, Sam's contributing editors Abigail de Kosnik and C. Lee Harrington – soap experts in their own right – drop by SCL for a lively discussion that shouldn't be missed by any soap fan. Then, General

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