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Edizione	[1st ed.]
Descrizione fisica	1 online resource (344 p.)
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Soggetti	African Americans in television broadcasting - History African Americans on television - History Television broadcasting - Social aspects - United States Cable television - Social aspects - United States
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction : unveiling the struggles for equal voice -- The Black image in the white pathology -- Cable television in the past and present -- The incubation period of cable television -- Drafting of democratic communication media -- Progress and struggles in the process of franchise decisions for media democracy -- From agreement to production : period of struggling -- Conclusion : BET is not the answer.
Sommario/riassunto	While previous scholarship on African Americans and the media has largely focused on issues such as stereotypes and program content, <i>Struggles for Equal Voice</i> reveals how African Americans have utilized access to cable television production and viewership as a significant step toward achieving empowerment during the post-Civil Rights and Black Power era. In this pioneering study of two metropolitan districts—Boston and Detroit—Yuya Kiuchi paints a rich and fascinating historical account of African Americans working with municipal offices, local politicians, cable service providers, and other interested parties to realize fair African American representation and media ownership. Their success provides a useful lesson of community organizing, image production, education, and grassroots political action that remains

relevant and applicable even today.
