



# Northumbria Research Link

- [NRL Home](#)
- [About](#)

Browse by:

- [Year](#)
- [Subject](#)
- [Department](#)
- [Author](#)
- [Type](#)
- [Login](#)
- [Statistics](#)
- [Contact Us](#)
- [Find Out More](#)

## Radio and the Struggle for Civil Rights in the South

Ward, Brian (2004) *Radio and the Struggle for Civil Rights in the South*. University Press of Florida, Gainesville. ISBN 978-0813027296

Full text not available from this repository.

Official URL: <http://upf.com/book.asp?id=WALSHS02>

### Abstract

While focusing on civil rights activities in Atlanta, Birmingham, Charlotte, Washington, D.C., and the state of Mississippi, the book draws attention to less well-known sites of struggle such as Columbus, Georgia, and Columbia, South Carolina, where radio also played a vital role. It explains why key civil rights leaders like Martin Luther King and organizations such as the NAACP, SCLC, and SNCC put a premium on access to the radio, often finding it far more effective than the print media or television in advancing their cause. The book also documents how civil rights advocates used radio to try to influence white opinions on racial matters in the South and beyond, and how the broadcasting industry itself became the site of a protracted battle for black economic opportunity and access to a lucrative black consumer market. In addition, Ward rescues from historical obscurity a roster of colorful deejays, announcers, station managers, executives, and even the odd federal bureaucrat, who made significant contributions to the freedom struggle through radio.

**Item Type:** Book

**P300 Media studies**

**T700 American studies**

**Subjects: V100 History by period**

**V200 History by area**

**V300 History by topic**

**Department:** [Faculties > Arts, Design and Social Sciences > Humanities](#)

**Related URLs:**

- [Library Catalogue](#)

**Depositing User:** [Brian Ward](#)

**Date Deposited:** 15 Sep 2014 08:05

**Last Modified:** 24 Oct 2017 08:38

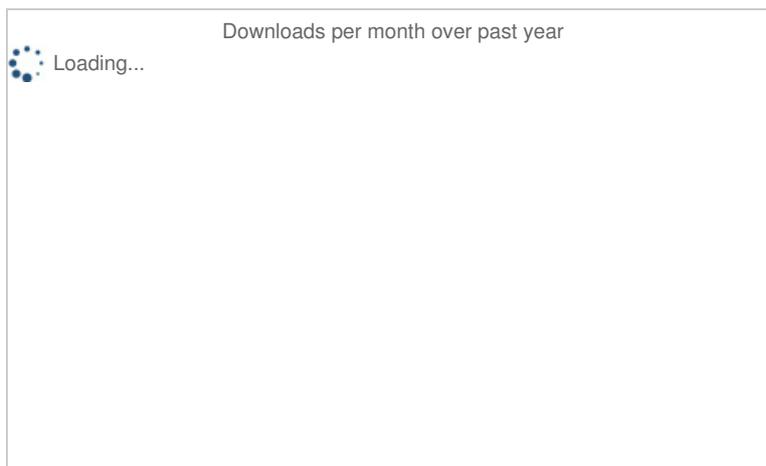
**URI:** <http://nrl.northumbria.ac.uk/id/eprint/17584>

### Actions (login required)



[View Item](#)

### Downloads



[+ Share this page](#) | [f](#) [m](#) [G](#) [t](#)

Policies: [NRL Policies](#) | [NRL University Deposit Policy](#) | [NRL Deposit Licence](#)

The struggle for racial equality in the broadcasting industry was a major concern for African Americans in the 20th century. Since World War II, Black Radio has played a major role in the broader African American racial struggle in the United States. Blacks in the radio industry were largely responsible for the struggle against the Jim Crow employment laws, as well as for counteracting the derogatory stereotypes that Whites had given Blacks on broadcasting media. ^ Hattie Leeper, Interview with Sonja Williams, April 22, 1995, BR. ^ Brian Ward, Radio and the Struggle for civil rights in the South: Chapter 8 (University Press of Florida, 2004). ^ Hattie Leeper, Interview with Sonja Williams, April 22, 1995, BR. While focusing on civil rights activities in Atlanta, Birmingham, Charlotte, Washington, D.C., and the state of Mississippi, the book draws attention to less well-known sites of struggle such as Columbus, Georgia, and Columbia, South Carolina, where radio also played a vital role. It explains why key civil rights leaders like Martin Luther King and organizations such as the NAACP, SCLC, and SNCC put a premium on access to the radio, often finding it far more effective than the print media or television in advancing their cause. The book