

(Free read ebook) *Legendary Pioneers of Black Radio*

## Legendary Pioneers of Black Radio

*Gilbert A Williams*

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# LEGENDARY PIONEERS OF BLACK RADIO



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**Gilbert A Williams : *Legendary Pioneers of Black Radio*** before purchasing it in order to gage whether or not it would be worth my time, and all praised *Legendary Pioneers of Black Radio*:

0 of 0 people found the following review helpful. GONE BUT NOT FORGOTTEN!!!By Milton A. Dugger Jr.A good start on learning about the history of some of the people who made black radio. Too bad so many were dead or unavailable or disinterested by the time of this writing! There were considerable stories to be told in each of the

chittlin' circuit and other arenas. Baltimore had CHUCK RICHARDS (first black on air personality) ,KELSON "Chop Chop" FISHER, Billy Foxx, LARRY DEAN (radio legendary program director who changed all white WWIN to all black WWIN and made it the number one station in the market) , MAURICE "Hot Rod" HULBERT, Bill "Sparky" Mullin, PAUL "FAT DADDY" JOHNSON, Big Al Jefferson, Rockin' Robin, Eddie Castleberry, Swinging Sam (Larry Dean protg) and SIR JOHNNY O. COMPTON (a main Larry Dean protg) the over-night man. EDDIE "The Madison" MORRISON who made radio and record fame in Baltimore before going to Chicago. HOPPY ADAMS OF Annapolis, MD (a one man radio station). The deepest regret is there are no on air-tapes of these guys.Many others also are worthy of mention through the early start up of Black Radio here in Baltimore and Washington, Philadelphia, New York, Columbus OH, Atlanta, New Orleans, and all across the south.

After World War II, when thousands of African Americans left farms, plantations, and a southern way of life to migrate north, African American disc jockeys helped them make the transition to the urban life by playing familiar music and giving them hints on how to function in northern cities. These disc jockeys became cultural heroes and had a major role in the development of American broadcasting. This collection of interviews documents the personalities of the pioneers of Black radio, as well as their personal struggles and successes. The interviewees also define their roles in the civil rights movement and relate how their efforts have had an impact on how African Americans are portrayed over the air.

"For the first time, Gilbert A. Williams, professor of broadcast and cable programming at Michigan State University, gives us an up close and personal backstage look into Black radio and the legendary voices behind the microphones. Filling an overdue void, these one-on-one interviews examine the role African Americans have played in the development of American broadcasting and how these announcers transcended their jobs as radio station employees, often to go on to become cultural heroes....Legendary Pioneers of Black Radio would be useful for high school students or college freshman considering broadcasting as a career, and instructors teaching courses on race and media."-Journalism Mass Communication Quarterly"Legendary Pioneers of Black Radio is a seminal contribution to Black Studies, as well as American broadcasting and popular culture studies."-The Midwest Book Review"Williams provides a significant discussion of the historical role of black disc jockeys in the US....This interesting book provides a history of a unique group of media pioneers and is recommended for all collections."-Choice?Legendary Pioneers of Black Radio is a seminal contribution to Black Studies, as well as American broadcasting and popular culture studies.?-The Midwest Book Review?Williams provides a significant discussion of the historical role of black disc jockeys in the US....This interesting book provides a history of a unique group of media pioneers and is recommended for all collections.?-Choice?Williams has compiled an impressive lineup of djs, including Eddie Castleberry, Moses Lindburg "Lucky" Cordell, Normand W. Spaulding, and Richard Stams....The interviews demonstrate a fine interplay between Williams and his subjects, building for the reader a relaxed, warm atmosphere....The interviews will furnish insight into an important time in culture and broadcasting....[A]nyone interested in this area will find the book quite valuable. \_?-MultiCultural ?For the first time, Gilbert A. Williams, professor of broadcast and cable programming at Michigan State University, gives us an up close and personal backstage look into Black radio and the legendary voices behind the microphones. Filling an overdue void, these one-on-one interviews examine the role African Americans have played in the development of American broadcasting and how these announcers transcended their jobs as radio station employees, often to go on to become cultural heroes....Legendary Pioneers of Black Radio would be useful for high school students or college freshman considering broadcasting as a career, and instructors teaching courses on race and media.?-Journalism Mass Communication Quarterly"Williams has compiled an impressive lineup of djs, including Eddie Castleberry, Moses Lindburg "Lucky" Cordell, Normand W. Spaulding, and Richard Stams....The interviews demonstrate a fine interplay between Williams and his subjects, building for the reader a relaxed, warm atmosphere....The interviews will furnish insight into an important time in culture and broadcasting....[A]nyone interested in this area will find the book quite valuable. \_"-MultiCultural About the AuthorGILBERT A. WILLIAMS is Professor in the Telecommunication Department at Michigan State University, where he teaches courses on broadcast and cable programming and the history of telecommunication. His research interests focus on African American communications, the history of communications, and health communication.