



EMERALD POINTS

RACIALIZING MEDIA POLICY

JASON A. SMITH
RICHARD T. CRAIG



RACIALIZING MEDIA POLICY

This page intentionally left blank

RACIALIZING MEDIA POLICY

EDITED BY

JASON A. SMITH

George Mason University, USA

AND

RICHARD T. CRAIG

George Mason University, USA



United Kingdom – North America – Japan – India
Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2023

Editorial matter and selection © 2023 Jason A. Smith and Richard T. Craig. Individual chapters © 2023 The Authors. Published under exclusive license by Emerald Publishing Limited.

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. No responsibility is accepted for the accuracy of information contained in the text, illustrations or advertisements. The opinions expressed in these chapters are not necessarily those of the Author or the publisher.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80455-737-2 (Print)

ISBN: 978-1-80455-736-5 (Online)

ISBN: 978-1-80455-738-9 (Epub)



ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.

Certificate Number 1985
ISO 14001



INVESTOR IN PEOPLE

CONTENTS

<i>About the Editors</i>	vii
<i>About the Contributors</i>	ix
1. Merging the Subfields of Racialization and Media Policy <i>Jason A. Smith and Richard T. Craig</i>	1
2. The Problems of US Broadcasting Policy: Race, Rights, and Regulation <i>Allison Perlman</i>	17
3. Racialization Without Integration: The Fight for NBC Diversity in the 1940s and 1950s <i>Leah P. Hunter</i>	47
4. Mediating the Crisis: Collective Narrative Self-determination and Structural Challenges to Media Policy in Philadelphia <i>Malav Kanuga</i>	75
Index	103

This page intentionally left blank

ABOUT THE EDITORS

Jason A. Smith, PhD, is an Affiliate Faculty with the Center for Social Science Research at George Mason University and Member of the Justice 21 Committee with the Society for the Study of Social Problems. His research focuses on race and media exclusion. Previous research has been published in *Sociology of Race & Ethnicity*, *Ethnic & Racial Studies*, *Studies in Media & Communication*, *The International Journal of Media & Cultural Politics*, and the *Journal of Black Studies*. He previously edited the volume *Race and Contention in Twenty-First Century U.S. Media*, along with issues of *Information, Communication & Society* and the *International Journal of Communication*.

Richard T. Craig, PhD, is an Associate Professor of Communication at George Mason University. His research centers on mass media political economy; addressing the production, distribution, and consumption of media content. He takes particular interest in exploring the social structure/struggle embedded in media production and interpreted in media consumption. His goal is to use research to influence the development of policy to enhance opportunities for media production and distribution by marginalized cultures.

This page intentionally left blank

ABOUT THE CONTRIBUTORS

Richard T. Craig, PhD, is an Associate Professor of Communication at George Mason University. His research centers on mass media political economy; addressing the production, distribution, and consumption of media content. He takes particular interest in exploring the social structure/struggle embedded in media production and interpreted in media consumption. His goal is to use research to influence the development of policy to enhance opportunities for media production and distribution by marginalized cultures.

Leah P. Hunter is an Assistant Professor in the School of Journalism & Graphic Communication at Florida A&M University. She earned her PhD in Media Communication Studies from Florida State University, MS in Broadcasting & Film from Boston University, and Bachelor's degree in Black Studies with a Psychology minor from Oberlin College. Before entering academia, she worked in the television and film industries. Notable companies she worked for include Whitney Houston's BrownHouse Productions, Spike Lee's 40 Acres & a Mule Filmworks, MTV Films and CBS Network. She has authored and co-authored a number of publications on media diversity and policy, assessment, and student achievement. She has published chapters on Tyler Perry's manipulation of his core audience in *The Problematic Tyler Perry*, the viability of Bounce TV in *Race and Contention in 21st Century US Media*, and sister circles in social media in *Black Sisterhoods*. Her interests include media diversity, political economy of media, and media law and assessment.

Malav Kanuga is a Research Fellow at the Media, Inequality and Change Center at the Annenberg School for Communication, University of Pennsylvania and Rutgers University. He is a Cultural Anthropologist trained in ethnographic and archival studies of space, culture, and power, as well as uneven development in an internationalist and historical framework. As an Urban Researcher and an Activist, his work on the cultures and histories of popular mobilization and imagination attends to the articulations and resistances to domination and hierarchy in the urban and social life worlds of racial capitalism.

Allison Perlman is Associate Professor of History and Film and Media Studies at the University of California, Irvine. She is the Author of *Public Interests: Media Advocacy and Struggles Over U.S Television* (Rutgers UP, 2016).

Jason A. Smith, PhD, is an Affiliate Faculty with the Center for Social Science Research at George Mason University and Member of the Justice 21 Committee with the Society for the Study of Social Problems. His research focuses on race and media exclusion. Previous research has been published in *Sociology of Race & Ethnicity*, *Ethnic & Racial Studies*, *Studies in Media & Communication*, *The International Journal of Media & Cultural Politics*, and the *Journal of Black Studies*. He previously edited the volume *Race and Contention in Twenty-First Century U.S. Media*, along with issues of *Information, Communication & Society* and the *International Journal of Communication*.