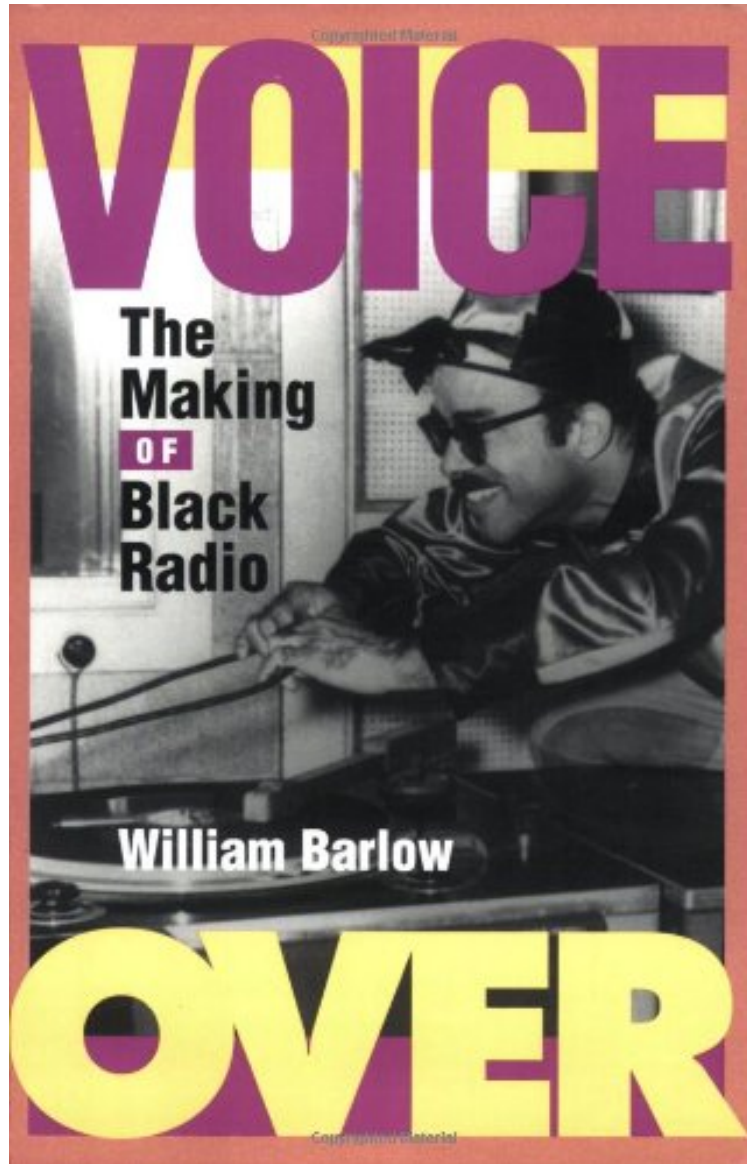


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Voice Over: The Making of Black Radio

William Barlow

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Looks at African Americans in the radio industry and at stations focusing on the African American market

From BooklistWith panache, Barlow showcases the evolution of black radio from the early days when white disc jockeys negatively portrayed blacks to the contemporary scene, in which disc jockeys operate in corporate environments and blackface is a distant phenomenon. Barlow, an insider of black radio, having been the voice on WPFW in Washington, D.C., for many years, shares his perceptions of the ups and downs of the industry. And he covers black history in the medium from blackface to black-owned. Barlow makes the point that black music and black disc jockeys have played, and continue to play, a crucial role in the black community, even when the stations are not black owned. Black radio has traditionally been a community asset by advocating political and community empowerment as well as providing black musicians with a medium to showcase their talents. Barlow has taken a serious look at a facet of black life that is all too often taken for granted. This work is definitely a needed addition to historical African American collections. Lillian Lewis "In the first book-length study of Pacifica Radio, Lasar recounts the history of 'our nation's only independent nonprofit [radio] network.' ...Lasar concentrates on the conflicted early years of Pacifica's development....useful as a behind-the-scenes account of Pacifica's growing pains."-Publishers Weekly "The history of black radio, like the history of many black enterprises, starts with a fight simply to exist. That story takes up a good part of Voice Over, an extensive history that makes it clear this subject could fill a half-dozen books....Happily, nothing serves that kind of discussion as well as a sturdy foundation of history, and Voice Over tells its part of the story well."-New York Daily News "Media and cultural history at its best. Voice Over offers riveting accounts of the innovations, struggles, failures, and triumphs of black radio from its beginnings to the present. Barlow's unique perspective gives its personalities and institutions long-overdue credit for their pivotal role in changing the soundscape of American music and culture." -- Herman Gray, author of Watching Race: Television and the Struggle for "Blackness"From the PublisherThe whole story of the making of Black radio Outstanding Academic Title, Choice