

**Hollering in the Broadcasting Wilderness:
Black Radio in the Deep, Deep South (1940-1979)**

Moderator: Caryl Cooper, University of Alabama (retired faculty)

Panelists: Earnest Perry, University of Missouri; Cathy M. Jackson, Norfolk State University; Marquita Smith, University of Mississippi; Lillie Mae Fears, Arkansas State University

The 100th anniversary of Black radio (1920-2022) has come and gone. The industry's history is replete with its key role as a lightning rod for equality and freedom from discrimination, and as a conduit for African American culture. But research remains undone, especially of how such radio stations and its personnel functioned in an environment steeped in the promise of the Civil Rights Movement yet mired in overt racism. This faculty panel will explore research designed to provide a more in-depth look at subjects not fully explored by previous scholarship. Topics include how HBCU covered Civil Rights issues and pivotal events occurring on their campuses, the stories aired, and whether there was administration naysaying or encouragement; Black part-time deejays who played R&B music on white-owned radio stations; and role of Black radio in religious programming in the Arkansas-Mississippi Delta.