

Annotated Table of Contents

I. Preliminary pages

II. Table of Contents

III. Chapter 1: Introduction

This chapter provides the background, purpose, and scope of the book, and the road map that the book will follow.

IV. Chapter 2: Power of the Media

The purpose of this chapter is to reveal the economic power of the media. It surveys official economic statistics on media industries (radio and television broadcasting (5151), cable and other subscription programming (5152), Internet publishing and broadcasting (5161), motion picture and video industries (5121), sound recording industries (5122), newspaper publishing (5111), advertising and related services (5418), etc.) for the past decade.¹ It considers the gross output of these industries, their value added, and their profits. Special consideration is given to the role of media advertising and its influential characteristics. Also, the chapter considers the psychology of the media in its role as a “controller.”

V. Chapter 3: Representativeness and Role Evaluation—Part 1 (1992-3)

This chapter is based on a 1992-3 study that features observations of television programming events to determine the representativeness of television and to determine the nature of Black American characterizations during these events. It primarily concerns two questions: (1) Are Black Americans represented proportionally on Television? and (2) What is the probability that Black Americans are presented in stereotypical roles on television? Period data collected by the author and a Logit regression model are used to perform the analysis.

VI. Chapter 4: Representativeness and Role Evaluation—Part 2 (2005-6)

This chapter revisits the questions posed in 1993 (see Chapter III). It reflects the 2005-6 results of replicating the study that was conducted in 1992-3 to determine whether outcomes changed over the 13 intervening years.

¹ The numbers in parentheses are 2002 North American Industrial Classification System codes.

VII. Chapter 5 Black Unemployment and Infotainment

This chapter is the centerpiece around which the book is written. It asks “Why has the Black unemployment rate in the United States been more than twice that of Whites over the past three decades?” It builds on earlier efforts by Gilman (1965), Arrow (1972a and b), Shulman (1987), and Darity and Mason (1998) to explain this conundrum using a discrimination framework, but it refocuses the explanation onto indirect cultural factors that motivate discriminatory behavior. Partial equilibrium, single-equation, “Granger Causality,” and systems of equations regression models are used to conduct the analysis. Consistent with Loury’s (1998) call for using social phenomena to explain economic outcomes, media that reflect information and entertainment (“infotainment”) are found to produce negative consumption externalities and decreased demand for Black labor.

VIII. Chapter 6: “60 Minutes”

This chapter considers an American television icon. Although, the chapter considers “60 Minutes” historically, it features an in-depth analysis of thirteen “60 Minutes” programs for the fall 2003 television season. It discusses the “objective” standard that “60 Minutes” has established, and asks whether “60 Minutes” presents objective or adverse stereotypical images of Black Americans? Primarily using content analysis, it seeks to determine what the economic implications are if one of the most “objective” and influential programs on television presents adverse images of Black Americans? The finding is that “60 Minutes” reflects a tendency to feature adverse stereotypical images of Black Americans.

IX. Chapter 7: Three Black Cable Television Networks: BET, BFC, and TV One

This chapter places the Black Entertainment Television (BET), Black Family Channel, and TV One cable television networks under the looking glass. Economic backgrounds are provided for all three networks. Given BET’s launching in 1980, a comparative historical analysis is provided of the network’s programming during 1990 and 2006. In addition, 2006 programming for all three networks is compared. The objective is to assess how Black owned or controlled networks responded to the “television image problem” facing Black Americans. Content analysis is the featured tool.

X. Chapter 8: Game Theory and SIGs

This chapter summarizes the evidence on Black Americans and television and highlights the opportunity for special interest, watchdog-type organizations to address the issue. The problem of Black Americans in television is modeled as a negative externality, and it is viewed in a game theoretic framework. As a solution to the problem of Black adverse images on television, rent seeking activities of media watchdog groups on behalf of firms and other ethnic groups in the United States and elsewhere are considered. Building on Mancur Olson's *Logic of Collective Action*, there is a discussion of the non-zero sum game that such special interest groups must engage in with existing Black American special interests that are rent seeking on other fronts.

XI. Chapter 9: Conclusion

This chapter summarizes and concludes the book. It emphasizes the benefits of an ongoing dialogue on the media and economic outcomes for Black Americans. It reminds readers of the book's high points. It discusses the future of Black Americans, if appropriate action is not taken to ameliorate Black adverse stereotypical images on television and in other media.

XII. Author and subject indexes