

**Newton, Darrell, Salisbury University. "Quantifying race: NBC, BBC and Race Relations in the Early 1950s"**

Hilmes, Miller and others have discussed the relationship between commercial interests of America's Network and staunch public service doctrines of the BBC. As issues related to race relations shaped programming efforts in the US and UK during 1952, subsequent audience responses also helped to define separate cultural histories, as reflected on television screens. Following criticism from black audiences on representations, NBC amassed data for a report to organizations concerned with negative stereotypes, and limited opportunities. These actions were in partial response to the Coordinating Council of Negro Performers, yet only seemed to represent a limited commitment toward racial fairness as evidenced by the failure of the Nat King Cole Show.

Meanwhile the BBC, tempered by Reithian notions of educational onus, redirected programming policies in an effort to understanding the impact of race upon its audiences, particularly after the unexpected arrival of the Empire Windrush to London and its 492 West Indian immigrants.

Continuous audience research for television had already helped to establish viewing panels, which answered predetermined questions about program preferences, and subsequently addressed shows about racial issues. As producer Grace Wydham Goldie made the transition to television from Sound, she and popular host Christopher Mayhew helped to develop *Scientists look at Race* (BBC, 1952) which drew from the popularity of Mayhew's *International commentary* (BBC 1951-55), but to mixed reviews from white Britons.

How did audience reactions to these shows shape subsequent policy? How do these efforts compare to those of NBC following the report on race to the Television Authority? While NBC and the BBC each drew upon reports that quantified the appearances of blacks, what value do these have in regard to racial fairness? This paper examines documents from the WCFTR, Bournemouth University, and the BBC Written Archives Centre as they acknowledge two distinct responses to audience concerns.

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