

James DuBose Ignites a Streaming Revolution, Uplifting Black Voices Globally with In The Black Network

By Stacy M. Brown
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In a seismic move set to redefine the streaming landscape, James DuBose, the visionary former General Manager of Fox Soul, has unleashed his revolutionary ad-supported video-on-demand (AVOD) platform, In The Black Network (ITBN). DuBose started the streaming service in

October and has intentionally designed it to magnify Black voices and showcase original narratives. In The Black Network is not merely a streaming platform; “it is a cultural phenomenon set to house a rich tapestry of entertainment meticulously curated from the vault of Fox Television Stations,” DuBose told the National Newspaper Publishers Association’s (NNPA) Let It Be Known

morning news show. The NNPA is the trade association of the 250 African American newspapers and media companies that comprise the 197-year-old Black Press of America. Offering an expansive collection of free entertainment content, the new platform will be easily accessible through a dedicated app on iOS and Android devices, Apple TV, YouTube, and Samsung media players, with plans to forge additional distribution partnerships shortly. A luminary in the television and filmmaking realms, DuBose’s mission goes beyond entertainment. He told Let It Be Known that it’s about creating a Black-owned streaming powerhouse that becomes the epitome of Black pride. The ITBN service promises a kaleidoscope of multi-genre content, ranging from sports, music, scripted dramas, and talk shows to children and family programs and feature films. He said there are plans to use news and entertainment host, Niele Anderson, to host political town halls and to inform and educate voters ahead of the 2024 presidential election. “I love everything about our culture: our faith, our resilience, our rhythm, our minds, and our love,” DuBose asserted. “These pillars are the focus of our curated content, which honors and elevates black culture and cultivates pride within our community. Throughout my career, I’ve always aimed to uplift Black voices, so bringing this new network to fruition is extremely personal and important to me. We want viewers to feel connected to au-



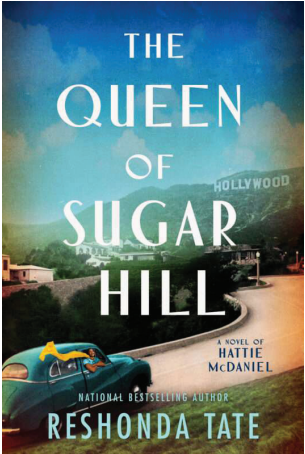
thentic stories that speak to our culture and gain a shared sense of self from enjoying our entertainingly inspiring content.” DuBose has strategically aligned with content powerhouses such as pocket.watch, Black Waterhorse, Maverick Entertainment, and he’s chosen shows from Fox Soul’s licensed library. “We want folks to go to one place,” he said. “If you want to watch Net-

flix, you go to Netflix. We want that for In The Black.” DuBose added that he envisions challenging industry giants like Tubi and Netflix in the free streaming TV space, not just in the United States but globally. “We want to be a place that’s easier to get through the green-light process. Too many talented creators in our culture don’t get their voices or vision seen.”

The Queen of Sugar Hill: ReShonda Tate Illuminates Hattie McDaniel’s Journey in a Tale of Resilience and Triumph

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Reaching back to Hollywood’s golden age, where dreams were spun under the spotlight and stars were born, bestselling author ReShonda Tate takes readers on a captivating journey through the life of Hattie McDaniel. In her latest work, “The Queen of Sugar Hill,” Tate, a seasoned author and managing editor of the Defender Network in Houston, presents a mesmerizing fictional portrait of the trailblazing actress, the first Black person to win an Academy Award for her iconic role as Mammy in the classic film “Gone With the Wind.” “It is fiction based on fact,” Tate exclaimed of her extraordinary 55th novel. As McDaniel graced the stage in 1940 to claim her historic victory for Best Supporting Actress, tears of joy streamed down her face, believing that the moment would be the pinnacle of her career. Little did she know the triumph on that stage would be followed by a series of challenges that would test her resilience and determination. The months that followed were plagued by what became known as the “Oscar curse.” Despite her achievements, Tate reveals how McDaniel struggled to find work in an industry that couldn’t see beyond the stereotypical character of Mammy. Caught between two worlds—Black



and white—she faced rejection from both sides. “Whites saw only the character she portrayed, while the Black community resented the demeaning portrayal,” Tate noted. Amidst the adversity, McDaniel persisted in her fight to pave the way for other Black actors. Beyond the glitz and glamour of Hollywood, she devoted herself to supporting war efforts, combating housing discrimination, and navigating the complexities of four failed marriages. “The Queen of Sugar Hill” brings McDaniel’s powerful story to life, capturing her unwavering passion for ambition, love, sex, family, friendship, and equality. ReShonda Tate crafts an unforgettable novel that delves into the essence of resilience, dedication, and determination—illuminating what it truly takes to pursue dreams, even when faced with seemingly insurmountable obstacles. In this narrative, Tate explores Hattie’s triumphs and tragedies and sheds light on the steadfast friendships she cultivated with Hollywood

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