



Micro Media Industries

Hmong American Media Innovation in the Diaspora

by Lori Kido Lopez

DESCRIPTION

With the rise of digital tools used for media entrepreneurship, media outlets staffed by only one or two individuals and targeted to niche and super-niche audiences are developing across a wide range of platforms. Minority communities such as immigrants and refugees have long been pioneers in this space, operating ethnic media outlets with limited staff and funding to produce content that is relevant and accessible to their specific community. *Micro Media Industries* explores the specific case of Hmong American media, showing how an extremely small population can maintain a robust and thriving media ecology in spite of resource limitations and an inability to scale up. Based on six years of fieldwork in Hmong American communities in Wisconsin, Minnesota, and California, it analyzes the unique opportunities and challenges facing Hmong newspapers, radio, television, podcasts, YouTube, social media, and other emerging platforms. It argues that micro media industries, rather than being dismissed or trivialized, ought to be held up as models of media innovation that can counter the increasing power of mainstream media.

Paperback

9781978823341, \$32.95

Hardback

9781978823358, \$150.00

eBook

9781978823365, \$32.95

PDF

9781978823389, \$32.95

Date: August 2021

Pages: 184



AUTHOR/EDITOR BIOGRAPHY

LORI KIDO LOPEZ is an associate professor of media and cultural studies in the Communication Arts Department at the University of Wisconsin-Madison. She is the author of *Asian American Media Activism: Fighting for Cultural Citizenship*, the editor of *Race and Media: Critical Approaches*, and the coeditor of *The Routledge Companion to Asian American Media*.

Get 30% OFF • Use code RUP30

Free Shipping in the USA • USA & Latin American: rutgersuniversitypress.org • 1-800-621-2736

Canada: <https://www.ubcpublishing.com/rutgers-university-press> • Rest of the World: <https://mngbookshop.co.uk/publisher/rutgers-university-press/>

Booksellers / bulk sales: sales@rutgersuniversitypress.org • Examination and desk copies: rutgersuniversitypress.org/educator