



Motown and the Civil Rights Movement

Directions: Use this sheet to take notes on Motown Records and its role in the Civil Rights Movement:

<p>What was Motown Records? Provide details about its founding, the style of music, the important people, etc.</p>	<p>How did Motown Records achieve crossover success? Explain the strategies the label used to promote its artists and music.</p>
<p>Motown Records</p>	
<p>How did Motown help the Civil Rights movement? Explain how Motown music helped Blacks in their fight for civil rights.</p>	<p>Were there any downsides to Motown's success? Provide details about how Gordy's strategy for mainstream success was difficult for the artists.</p>