



THE PALEY CENTER ANNOUNCES NEW PALEYIMPACT PROGRAM: *BET: Uniting Brands and Networks for Change*

**Exclusive Program Features Some of the Most Influential Names in Media Including:
Scott Mills, Derrick Johnson, Kim Godwin, Dennis Williams, Damon Jones, and
Moderator Danielle Belton**

Program is a Paley Facebook Premiere

New York, NY, July 30, 2020 – The Paley Center for Media today announced the next program for its renowned and respected **PaleyImpact** series: *BET: Uniting Brands and Networks for Change*. This program will premiere on Friday, July 31 at noon ET on the Paley Center’s Facebook page.

“With the nation still grappling with the events of 2020 including the COVID-19 crisis and the murder of George Floyd, this timely and informative discussion with some of the most important names in media could not have come at a more crucial time,” said Maureen J. Reidy, the Paley Center’s President & CEO. “We’re so proud to partner with BET to present this latest discussion in our **PaleyImpact** series.”

"Media platforms and powerful brands are uniquely positioned to be catalysts for change," said Scott Mills, President, BET. "At this critical juncture, we must leverage our content and influence to combat the longstanding scourge of systemic racism and the many horrific ways it manifests, including violence upon our community and the disproportionate impacts of COVID-19. In partnership with the Paley Center, it is our honor to steer this conversation with leading media brands and change agents."

"I am honored to join the Paley Center and BET on this panel for *Uniting Brands and Networks for Change*," said Derrick Johnson, NAACP President and CEO. "We must raise awareness of the need for racial justice in our nation. The status quo that our society has operated by in the past is no longer acceptable. We now have an opportunity to set a new course for future generations"

The program will include executives from some of the most respected entertainment brands and content providers, which are leading the effort to address racial inequality, social justice, economic empowerment, and civil rights. As society wrestles with the aftermath of the murder of George Floyd and the ongoing COVID-19 pandemic, and the presidential election months away, the country finds itself at the crossroads of history. The choices made today can have a permanent impact of the society built for the future and the legacy left for future generations. The content created now can inspire and lead to lasting change.

This program will look at the need for powerful and impactful communications and content to raise awareness of the need for racial justice, education, economic equality, and more. The participants including **Scott Mills**, President, BET Networks; **Derrick Johnson**, President & CEO, NAACP; **Kim Godwin**, Executive Vice President, CBS News; **Dennis Williams**, SVP Corporate Affairs & Social Responsibility, WarnerMedia; **Damon Jones**, Chief Communications Officer, Procter & Gamble; and Moderator **Danielle Belton**, Editor-in-Chief, The Root, will discuss real ways in which brands and content providers, across all genres and mediums, can inspire, educate, and inform to eliminate systematic racism and inequality in America.

PaleyImpact programs explore how media influences attitudes, behaviors, and actions, as well as shapes public discourse on important social issues.

For more information please visit paleycenter.org.



THE PALEY CENTER FOR MEDIA

Media Contact: Teresa Brady, The Paley Center for Media, tbrady@paleycenter.org, 212-621-6697

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About The Paley Center for Media

The Paley Center for Media is a 501(c)(3) nonprofit organization that leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms, drawing upon its curatorial expertise, an international collection, and close relationships with the media community. The general public can participate in Paley programs in both New York and Los Angeles that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. They can also access the Paley Center's permanent media collection, which contains over 160,000 television and radio programs and advertisements. Through the global programs of its Media Council and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry. For more information, please visit paleycenter.org.