

Conference Agenda

12:00 p.m. ET

Opening Remarks. Welcoming Comments.

12:05 p.m. ET

PRODUCTION:

Becoming Big in the Business

From Soul Train to In Living Color to Empire, Black-ish and Pose, each generation has had their own favorite programs, and their own favorite TV personalities. This successful culture and public affairs commentator discusses his own personal career journey including the early challenges and obstacles as well as his ongoing effort to reflect the integrity and value of his own opinions as one Black voice in the television industry.

12:30 p.m. ET

Advertising Discussion:

SPONSORSHIP:

Engaging Black TV Viewers to Loyal Brand Customers

Advertisers are a critical element to the financial success of most television programming. Enjoy this discussion with the head of the country's longest-standing multicultural marketing agency, and how they engage loyal Black TV viewers to become a growing segment of customers who are loyal to the sponsor's brand.

12:45 p.m. ET

Moderated Panel Discussion:

The Program, The Platform, The Promotion

The bigger the audience, the bigger the potential is for profits. That is why the network affiliation, or web platform is important to the success of any content. Hear from these different perspectives about their programming, how they distribute their content, and which audience segments they target.

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Conference Agenda (continued)

1:15 p.m. ET

Four Fireside Discussions:

THE SPOTLIGHT SERIES:

Enjoy these four different, fast-paced, fireside discussions, each with leading television executives or personalities who discuss their sense of personal obligation to authentically represent a Black perspective or “Voice” in their own programs, and how this authenticity has helped them, and others.

Part 1: Entertainment Series

Hear from two popular co-hosts of a leading entertainment news brand and learn how they bring their own voices to their program which is one of the longest running series on television.

Part 2: Scripted Series

Hear about the success of one of America’s leading Black, female directors, including the first female to direct a Star Trek scripted series.

Part 3: Talk Show

Enjoy this unique and exclusive interview with an experienced journalist, and executive producer, who also is one of television’s most consistent diverse, female voices reporting on current affairs, and socio-economic issues.

Part 4: Unscripted Series

This dynamic, unstoppable woman is one of the most prolific showrunners, producers and writers in television today. She has created some of the most lasting unscripted franchises in television and always brought a Black voice to every project. Hear what she has planned next.

2:15 p.m. ET

Closing Remarks. Final Acknowledgements.