

Join Boston University's COM for a Celebration of Black Media



**BOSTON
UNIVERSITY**

FOR IMMEDIATE RELEASE

Contact: Amanda Brucculeri

Phone: 347-251-4398

Email: abruccul@bu.edu

Black Media Symposium Will Highlight Industry Trailblazers and the Importance of Diversity

Boston University's College of Communication will host Black Media: Pioneers Then and Now, an event featuring panels of notable Black innovators in various media industries

[BOSTON, Sept. 28, 2024 –] The Black Media Symposium, a showcase of Black professionals from across the media, is returning to Boston University's Howard Thurman Center for its third year. The day-long symposium, themed "Pioneers Then and Now," is a one-of-a-kind event that exhibits barrier-breaking professionals in a range of industries with the mission of educating guests about diversity and inclusion in the media.

The event will feature trailblazers and emerging professionals in the industries of film, television, advertising, public relations, and journalism. It's meant to be a celebration of how professionals within media can work together, and a demonstration of how these sectors of media aren't as siloed as they seem.

"This event seeks to help anyone who is interested in media have an understanding of some of the issues that are within the industry and things that they can be doing to be more committed to DEI within these industries," said Sarah Kess, the organizer of the event and the College of Communication's meeting and events coordinator.

Key speakers at the symposium include Dorothy Butler Gilliam, the first Black reporter at the Washington Post; Allison Davis, a founder of the National Association of Black Journalists; and Paula Williams Madison, former executive vice president of NBCUniversal. These trailblazers will be joined by recent alumni of the College of Communication who are now working for top companies, such as Netflix and NBC.

The journalism panel, which will kick off the symposium, is titled "The Race Beat" and will feature journalists who exclusively cover race. They will discuss why covering race is important

and what needs to change within this coverage. Other panels will speak about advertising spending during the Black Lives Matter movement and the lack of Black experience stories on streaming services.

“I think the thing to distill out of all of this is that as media students, as journalists, you should have an appreciation for the fact that there are different points of view and different market segments that you need to know about because of the demography of the country and the trajectory of the world, so you will be a better journalist.” said Mark Walton, an associate professor of the professional practice at The New School and a BU DEI advisory board member who helped to organize the symposium.

This event is open to anyone interested in media. “If you care about issues of diversity and equity in media, and we all should, then this is the kind of thing that we should be spending our time doing,” Kess said. “And it's the kind of event that we should spend our time supporting.”

The symposium will begin at 8 a.m. and end at 6 p.m., with breakfast and lunch served. Guests are encouraged to drop in for the panels they're interested in. Admission is free for Boston University students, faculty, and staff, and \$25 for the general public. Register online via the College of Communication's [website](#).

Founded in 1839, Boston University is an internationally recognized institution of higher education and research. With nearly 37,000 students, it is one of the largest private residential universities in the United States. BU consists of 17 schools and colleges, along with the Faculty of Computing & Data Sciences and a number of multi-disciplinary centers and institutes integral to the University's research and teaching mission. In 2012, BU joined the Association of American Universities (AAU), a consortium of leading research universities in the United States and Canada.

###