

NAACP ANNOUNCES NEW ORIGINAL PODCAST “OUR CULTURE, OUR STORIES” FEAT. STERLING K. BROWN, RYAN MICHELLE BATHE, DR. IBRAM X. KENDI, HENRY LOUIS GATES, AND MORE, SPOTLIGHTING BLACK BRILLIANCE AND POWER

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LOS ANGELES (January 3, 2025) - The NAACP today announced the launch of “Our Culture, Our Stories,” an original podcast series that engages with celebrities, authors, actors, musicians, and activists to share intimate stories of resilience, triumph, and unity. The series offers a platform for candid, unfiltered conversations about navigating adversity, celebrating excellence, and fostering community strength. This 12-episode series will feature candid conversations with influential luminaries, including actors Sterling K. Brown, Ryan Michelle Bathé, Aja Naomi King, comedian Roy Wood Jr., documentarian Dawn Porter, noted academic/TV personality Henry Louis Gates, journalists Scott Evans and Trymaine Lee, authors Dr. Ibram X. Kendi, Brea Baker, LaDarrion Williams, Oscar winning costume designer Ruth Carter, actor/social activist Kendrick Sampson, and additional guests to be announced.

Premiering on Thursday, January 9, 2025, the inaugural episode *Imagemakers’ Profile* features NAACP Image Award winner Sterling K. Brown and his wife, actress Ryan Michelle Bathé. Together, they share insights into navigating the demands of Hollywood while upholding their values, principles, and artistic integrity. As parents of two, they discuss the cultural significance of the NAACP Image Awards, highlighting its impact on amplifying Black voices. Their conversation also explores themes of faith, aspirations, and the awards’ broader role in driving social change and fostering meaningful recognition.

“The NAACP Image Awards and ‘Our Culture, Our Stories’, are powerful platforms that do more than celebrate the accomplishments of Black icons and trailblazers—they demand change,” said Derrick Johnson, NAACP President and CEO. “They remind us that true progress requires breaking down barriers and creating real opportunities where talent, passion, and vision can thrive, allowing the next generation of activists, creators, and entertainers to rise up with power and purpose, and transform the future.”

Released bi-weekly on Tuesdays leading up to the 56th NAACP Image Awards airing live on BET and CBS on Feb. 22, “Our Culture, Our Stories” arrives at a crucial moment when amplifying Black voices is more important than ever. Throughout, audiences will gain a deeper understanding of the importance of investing in a culture rooted in diversity and belonging, while celebrating the vibrant and enduring legacy the Black community has built across the U.S. In a post-2024 election

America, “Our Culture, Our Stories” reaffirms a commitment to defending freedom and civil rights, highlighting calls for social justice in an era of heightened awareness and action.

“Black entertainers serve as proxies on behalf of a 42-million member community that consistently generates brilliant cultural assets ravenously consumed around the world. Their tenacity, resilience, and undeniable talent produce remarkable renderings of Black life that principally shape mainstream culture.” said Kyle Bower, NAACP Hollywood Bureau Senior Vice President. “The NAACP Image Awards and ‘Our Culture, Our Stories’ are franchises that spotlight the bold leaders and emerging trends that drive global commerce and narrative. The growing platform of NAACP media assets amplify the voices and properly credits the sources of humanity’s most influential cultural expressions.”

“Our Culture, Our Stories” can be found wherever podcasts are available, including Spotify and Apple Podcasts. For more information visit <https://naacp.org/podcasts/our-culture-our-stories>.

About the NAACP Image Awards Podcast Series

The Our Culture, Our Stories podcast series is produced by the NAACP in support of the NAACP Image Awards. The series provides an unfiltered, safe space for celebrities, authors, actors, musicians, activists, and other noteworthy personalities to share stories of triumph and unity. Within our shifting political and social surroundings, the telling of Black stories is more important than ever and Our Culture, Our Stories offers a vibrant platform for such candid and exclusive conversations. The series not only celebrates excellence, but also navigates creative challenges and fosters community strength. In the lead up to NAACP Image Awards Season, Our Culture, Our Stories will amplify the voices of those who are shaping the future of culture, activism, and representation - inspiring the next generations of storytellers and satisfying the global audiences who crave their craft.

About NAACP

The NAACP advocates, agitates, and litigates for civil rights due to Black America. Our legacy is built on the foundation of grassroots activism by the biggest civil rights pioneers of the 20th century and is sustained by 21st century activists. From classrooms and courtrooms to city halls and Congress, our network of members across the country works to secure the social and political power that will end race-based discrimination. That work is rooted in racial equity, civic engagement, and supportive policies and institutions for all marginalized people. We are committed to a world without racism where Black people enjoy equitable opportunities in thriving communities.

NOTE: The Legal Defense Fund – also referred to as the NAACP–LDF – was founded in 1940 as a part of the NAACP, but now operates as a completely separate entity.

Media Contact:

Sunshine Sachs Morgan & Lylis | NAACPImageAwards@ssmandl.com

NAACP | imagepublicist@naacpnet.org