



52ND NAACP IMAGE AWARDS®

LIVE FEBRUARY 20TH 8/7C | **BET**★

THE 52ND NAACP IMAGE AWARDS TO AIR ON BET SATURDAY, FEBRUARY 20TH AT 8PM ET

NOMINEES TO BE ANNOUNCED JANUARY 22, 2021

LOS ANGELES (December 16, 2020) – Today the NAACP announced that the 52nd NAACP Image Awards will broadcast live on BET Saturday, **February 20, 2021, at 8:00 PM ET.**

Additionally, the NAACP Image Awards Dinner, which traditionally takes place the night before the telecast, will live stream over six nights February 15-19, 2021. The virtual ceremonies will recognize winners in more than 60 non-televised award categories in the fields of television and streaming, music, literature, film, and activism.

Recognized as the nation's preeminent multicultural awards show from an African-American perspective, the NAACP Image Awards celebrates the outstanding achievements and performances of people of color in the arts and those who promote social justice through their creative work.

"In this season of reflection and reckoning, the 52nd NAACP Image Awards will continue a tradition of uplifting values that inspire equality, justice, and progressive change, and highlighting artists committed to that purpose. We are excited to continue our broadcast partnership with BET and look forward to celebrating Black excellence in a safe and meaningful way," said Karen Boykin-Towns, Vice Chair of the NAACP National Board of Directors and Chairman of the Image Award Committee.

"This has been an unprecedented year and we are all in need of the inspiration, empowerment, and awareness the NAACP Image Awards brings year-after-year. BET is thrilled to continue our partnership with the NAACP to broadcast the 52nd NAACP Image Awards, creating a one-of-a-kind experience that will celebrate and honor the creatives, musicians, storytellers, and trailblazers who have uplifted and guided our culture during this time," said Connie Orlando, EVP of Specials, Music Programming & Music Strategy, BET.

The 51st NAACP Image Awards telecast, drew 1.8 million total viewers P2+ (Simulcast)—a +448% increase versus the previous year. Filled with non-stop exhilarating moments, the special secured the #1 Most Social TV Program on Saturday, February 22, 2020.

One of the most iconic annual celebrations of Black excellence, the NAACP Image Awards draws a crowd of the biggest and brightest stars in Hollywood. Previous years' attendees include Rihanna, Lizzo, Beyonce, Jay-Z, Michael B. Jordan, Oprah Winfrey, Jamie Foxx, Will Smith, Taraji P. Henson, Marsai Martin, Viola Davis, Gabrielle Union, Kerry Washington, Anthony Anderson, Sterling K. Brown, Loni Love, Sheryl Underwood, Mandy Moore, Halle Berry, Common, Dwayne

Johnson, Audra Day, John Legend, Lena Waithe, Tracee Ellis Ross, David Oyelowo, Laverne Cox, Octavia Spencer, Issa Rae, Trevor Noah, Yara Shahidi, Danai Gurira, Jacob Latimore, Jill Scott, H.E.R., Jay Pharoah, Jemele Hill, Josh Gad, Loretta Devine, Sylvester Stallone, Meta Golding, Michael Smith, Tyler James Williams, Ava DuVernay, Chadwick Boseman, and many more.

Nominations for the 52nd NAACP Image Award will be announced on **January 22, 2021**. Due to an overwhelming number of entries, nominees in the eight literary categories, will be announced on **February 3, 2021**. Additional key dates include:

Friday, December 18 – Online submissions closes

Monday, December 28 – Nominating committee voting begins

Friday, January 15 – Nominating committee voting closes

Friday, January 22 – Public online voting opens

Friday, February 5 – Public online voting closes

As previously announced, the 52nd NAACP Image Awards will include 21 new submission categories:

- **Television + Streaming:** Outstanding Animated Series; Outstanding Character Voice-Over Performance (Television); Outstanding Short-Form Series – Comedy or Drama; Outstanding Performance in a Short-Form Series; Outstanding Short-Form Series – Variety; Outstanding Short-Form Series – Reality/Nonfiction; and Outstanding Breakthrough Creative (Television)
- **Recording:** Outstanding International Song; Outstanding Jazz Album – Instrumental Outstanding Jazz Album–Vocal; Outstanding Soul/R&B Song; Outstanding Hip-Hop/Rap Song; Outstanding Duo, Group or Collaboration (Traditional); Outstanding Duo, Group or Collaboration (Contemporary); and Outstanding Producer of the Year
- **Motion Picture:** Outstanding International Motion Picture; Outstanding Animated Motion Picture; Outstanding Character Voice-Over Performance (Motion Picture); Outstanding Short-Form (Live Action); Outstanding Short-Form (Animated); and Outstanding Breakthrough Creative (Motion Picture)

For all information and latest news, please visit the official NAACP Image Awards website at <http://www.naacpimageawards.net>.

Instagram: @naacpimageawards | **Twitter:** @naacpimageaward | **Facebook:** /naacpimageaward

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NAACP

Founded in 1909 in response to the ongoing violence against Black people around the country, the NAACP (National Association for the Advancement of Colored People) is the largest and most pre-eminent civil rights organization in the nation. We have over 2,200 units and branches across the nation, along with well over 2M activists. Our mission is to secure the political,

educational, social, and economic equality of rights in order to eliminate race-based discrimination and ensure the health and well-being of all persons.

In media attributions, please refer to us as the NAACP.

NOTE: The Legal Defense Fund – also referred to as the NAACP-LDF was founded in 1940 as a part of the NAACP, but separated in 1957 to become a completely separate entity. It is recognized as the nation’s first civil and human rights law organization, and shares our commitment to equal rights.

About BET Networks:

BET, a subsidiary of ViacomCBS Inc. (NASDAQ: VIACA, VIAC), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel is in 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom, sub-Saharan Africa and France. BET is the dominant African-American consumer brand with a diverse group of business extensions including BET.com, a leading Internet destination for Black entertainment, music, culture, and news; BET HER, a 24-hour entertainment network targeting the African-American Woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET’s growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET around the globe.

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