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June 29, 2017

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African Americans and the Advertising Industry Series Leads the National Museum of African American History and Culture July Programming

The Smithsonian's National Museum of African American History and Culture kicks off its July programming with a two-day public program series on African Americans and the advertising industry titled "**Represent,**" with events starting **July 1**.

The series begins with the TED Talk-style symposium, **Represent: African Americans and the Advertising Industry Saturday, July 1, at 3 p.m.** in the museum's **Oprah Winfrey Theater**. Renetta McCann, chief talent officer of Publicist Communications NA at Leo Burnett USA, will moderate the program featuring Carol Williams, USA 2017 Advertising Hall of Fame inductee; Kristina Jenkins, chief strategy officer at Zambezi; and Stephanie Capparell, *Wall Street Journal* writer and author of the *Real Pepsi Challenge*. They will share their perspectives on working in the advertising industry and explore the relationship between African American culture and advertising. Registration for this program is [required](#).

The public program series continues at **6:30 p.m.** with **Cinema + Conversation: Boomerang 25th Anniversary**. The program will feature *Boomerang* director Reginald Hudlin with George Alexander, producer, former editor-at-large at *Black Enterprise* magazine and author of *Why We Make Movies: Black Filmmakers*. Since its release **July 1, 1992**, the romantic comedy *Boomerang*, set in a fictional black advertising agency, has inspired an entire generation of marketing and advertising professionals. Registration for this program is [required](#).

On **Sunday, July 2**, the public program series concludes at **2 p.m. with Cinema + Conversation: Putney Swope in the Oprah Winfrey Theater**. The program will feature director and writer Robert Downey Sr. in conversation with comedian and writer Jordan Carlos (*The Nightly Show With Larry Wilmore, Guy Code, The Colbert Report*).

The 1969 cult classic *Puntey Swope* is satirical view of blacks in advertising and race in Hollywood, after a group of activists take over an advertising agency. Registration for this program is [required](#).

On **Sunday, July 16**, at **3 p.m.** the quarterly programs series **Culinary Cousins** will present culinary historian Jessica Harris to discuss the decade-long career of Leah Chase, co-founder of the renowned Dookie Chase Restaurant in New Orleans. Registration for this program is [recommended](#).

The Clement A. Price Lecture Series: The Summer of Black Power: The Uprising in Newark Reconsidered concludes July programming **Saturday, July 29**, from **4 p.m.** to **9:30 p.m.** This is the first of two symposia named in honor of the late Clement A. Price, Ph.D., founding director of the Institute on Ethnicity, Culture and the Modern Experience at Rutgers-Newark University and member of the National Museum of African American History and Culture’s Scholarly Advisory Committee. In the tradition of the Marion Thompson Wright lecture series, which Price established in 1981, the museum will organize an evening-long discussion, examining the economic, and social conditions that lead to days of rioting in July 1967.

About the National Museum of African American History and Culture

The National Museum of African American History and Culture opened Sept. 24, 2016, on the National Mall in Washington, D.C. Occupying a prominent location next to the Washington Monument, the nearly 400,000-square-foot museum is the nation’s largest and most comprehensive cultural destination devoted exclusively to exploring, documenting and showcasing the African American story and its impact on American and world history. For more information about the museum, visit nmaahc.si.edu, follow @NMAAHC on Twitter, Facebook, Instagram and Snapchat—or call Smithsonian information at (202) 633-1000.

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