

**TITLE:**

**YOUNG BLACK MALE 2** - The Power of Media

**CATEGORY:**

Investigative and Analytical

**SYNOPSIS:**

Young Black Male 2 will be a continuation of the first film which investigated and explored the lives of young black males in Rochester, NY and around the country. Young Black Male 2 will investigate and analyze how the impact of **MEDIA** have influenced the lives of young black males in America since the institution of chattel slavery. This film will also explore how **MEDIA** have influenced non-blacks to think negatively of blacks and perpetuate stereotypes. Young Black Male 2 will creatively reveal how images, music, radio, television, film, and social media is used to program a peculiar institution of psychosocial control of Africans in America.

**STRUCTURE:**

**Act I** (The Set-up)

The history of Blacks in United States newspapers: The Columbus Democrat would publish ads for the sale of slaves and because of laws like the **Fugitive Slave Act of 1793** an estimated **200,000** fugitive slave ads appear in U.S. newspapers. Today newspapers, billboards, television, radio, and websites run ads looking for fugitives who are primarily African Americans Males. For centuries the United States of America have demonized black males in the media as though crime in America is directly associated with dangerous young black males.

Other Topics

- The Inventors of Hollywood
- The Birth of a Nation aka The Clansman
- Hollywood's attack on the black male

**Act II** (The Confrontation)

American music gained international fame with creation of **Blues, Jazz, Rock-N-Roll,** and **Rhythm and Blues.** These artforms were created by young black males and females from poor cities across America. Around 1973 in the Bronx, New York a new musical artform was created with a **DJ, B-Boy,** and a **M.C.** in a project housing community center. This was the birth of HIP-HOP culture. The **DJ** and the **RAPPER** exploded from the East Coast to the West Coast taking the music industry by storm. In 1988 **N.W.A.** - Niggas wit Attitudes dropped "**Straight Outta Compton**" which revealed gang culture and criminal lifestyles of young black males living in Los Angeles, California. The media coined the term "**GANGSTER RAP**" and the music industry quickly financed rap artists promoting this gangsta music and culture. Suddenly, the media associated young black males as gangstas and struck fear in whites living in America.

### Other Topics

- Local rappers take the music to the streets DJ QUAN DA BOMB's "Street Wars" mixtapes.
- From SMACK DVD to Rochester's SLAP DVD and F.B.I.
- Music, Nightlife, and Violence.
- The Birth of Social Media
- Worldstar Culture

### Act III (The Resolution)

**Social Media** is the new power in the media industry. Streaming platforms like Netflix have taking over traditional Hollywood distribution outlets. **Cell phones** cameras have replaced consumer video cameras, and now individuals have the power to produce high quality digital content at low cost. Young Black Males have the power to control their lives using social media and mobile platforms. They have the power intellectually and creatively to rewrite history and tell their stories at low cost outside of these huge media conglomerates. The Power of the Media now belongs to the youth. The **Young Black Male** can use **MEDIA** as a weapon to fight generational stereotypes and systematic racism.

### Other Topics

- How Comcast and AT&T took over Hollywood
- The Netflix Effect
- The Tidal Wave
- Byron Allen lawsuit

### CHARACTERS / PEOPLE FEATURED:

Amen Ptah	Kofi Johnson	Howard Eagle	Avery Blackman
Garrison	Ke'Sean	Kenny	Corey
JK Productions	Willie Lightfoot	Lovely Warren	Carvin Eison
James Pappas	Dr. Leonard Jefferies	Anthony Browder	Kokahyi Sa-Ra
Dr. Joy Degruy	Pharad El Bey	Dr. Umar Johnson	Chuck D.