

COMEDIAN, ACTOR, AND WRITER DEON COLE SET TO HOST "56TH NAACP IMAGE AWARDS"

February 20, 2025 at 12:00 PM

The "56th NAACP Image Awards" will take place during an extended 2.5 hour live TV special

Link: [Deon Cole High-Res Headshot](#)

LOS ANGELES (February 20, 2025) - Today, BET and NAACP announced that beloved comedian, actor, and writer Deon Cole will host the "56th NAACP Image Awards" airing live from the Pasadena Civic Auditorium on Saturday, February 22, at 8:00 PM ET/PT on BET and CBS. This year, the broadcast will be extended 30 minutes to 2.5 hours.

"BET is excited to partner once again with the incomparable Deon Cole, whose effortless charm and humor resonate deeply with our audiences," said Connie Orlando, EVP of Specials, Music Programming & Music Strategy at BET. "Whether through his standout performances in *Average Joe*, his films, or his acclaimed stand-up specials, Deon consistently delivers authentic and impactful entertainment. We can't wait to see him bring his unique perspective and comedic brilliance to the 56th NAACP Image Awards, capturing this powerful cultural moment as only he can."

"As a comedian, actor, and cultural icon, Deon Cole has consistently used his talent to entertain, uplift, and inspire. His humor, deep appreciation for the culture, and commitment to our community has cemented him as an entertainment legend," said Derrick Johnson, NAACP President and CEO. "It is truly an honor to have him as the host of this year's 56th NAACP Image Awards. His presence will guide us through an evening of unforgettable moments as we celebrate the visionaries and trailblazers who continue to define and revolutionize culture."

Deon Cole is a comedian, writer, and actor, who can be seen in the title role of the dark comedy *AVERAGE JOE*, from McG. The BET+ original series has garnered incredible reviews from *Hollywood Reporter* and *Entertainment Weekly*. Most recently, Deon appeared in *THE MADNESS* (Netflix), a political drama thriller by Clement Virgo and VJ Boyd, produced by Chernin. Additionally, Cole can be seen in Blitz Bazawule's critically acclaimed remake of *THE COLOR PURPLE*; the film scored 16 nominations at the 55th NAACP Image Awards, winning 11, including Outstanding Motion Picture.

Deon was previously seen as Charlie on ABC's *BLACK-ISH* and Freeform's *GROWNISH*. For his work on *BLACK-ISH*, Deon won three consecutive Outstanding Supporting Actor in a Comedy Series awards at the 2020, 2021, and 2022 NAACP Image Awards. In standup, Deon recently released his third one-hour special for Netflix, *OK, MISTER*, which earned an NAACP Image nomination for Outstanding Variety Show (Series or Special). His previous special, *CHARLEEN'S BOY* (Netflix), was released by Netflix in 2022. On March 6, Deon can be heard as a voice in the BET+ animated series, *LIL KEV*, opposite Kevin Hart and Wanda

Sykes.

BET and the NAACP remain committed to celebrating Black excellence and resilience through the “56th NAACP Image Awards.” Their support extends to the Altadena, Pacific Palisades, and Pasadena communities affected by the recent wildfires. As part of these efforts, BET Media Group, NAACP, JSSK, and WME have partnered with LA County and in collaboration with local community organizations such as Community Aid Dena, Altadena Heritage, and WalkGood LA, to launch the Altadena Community Preservation Fund, aimed at protecting homeowners from displacement and preserving the community’s cultural heritage.

Winners will be revealed during the “56th NAACP Image Awards” telecast on Saturday, February 22, live from the Pasadena Civic Auditorium at 8:00 PM ET/PT on BET and CBS. This year, the broadcast will be extended 30 minutes to 2.5 hours. NAACP will also recognize winners in non–televised Image Awards at the 56th NAACP Image Awards Creative Honors Friday, February 21. For information and updates, please follow NAACP Image Awards on Instagram @NAACPImageAwards.

Globally recognized as one of the most distinguished multicultural awards shows, the “56th NAACP Image Awards” will continue a tradition of excellence, uplifting values that inspire equality, justice, and progressive change, and highlighting artists committed to that purpose.

One of the most iconic annual celebrations of Black excellence, the NAACP Image Awards draws the biggest and brightest stars in Hollywood. Previous years' attendees and winners include Ava DuVernay, Gabrielle Union, Dwayne Wade, Courtney B. Vance, Sherri Shepherd, Colman Domingo, Mike Epps, Keke Palmer, Taraji P. Henson, Fantasia, Danielle Brooks, Usher, Tyler Perry, Angela Bassett, Damon Idris, Michelle Buteau, Victoria Monét, Viola Davis, Beyoncé, Nicco Annan, Ruth E. Carter, Glynn Turman, Quinta Brunson, Nia Long, Keith David, Jennifer Hudson, Stacey Abrams, Tabitha Brown, Erica Campbell, Chris Brown, Sheryl Lee Ralph, Zendaya, Yara Shahidi, Issa Rae, Janelle Monáe, Tracee Ellis Ross, Serena Williams, Kerry Washington, Method Man, Dominique Thorne, Austin Scott, Tyler James Williams, Kyla Pratt, Jabari Banks, and many more.

Instagram: @naacpimageawards | X: @naacpimageaward | Facebook: /naacpimageaward

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.

ABOUT BET Media Group

The BET Media Group, a unit of Paramount (NASDAQ: PARAA; PARA), is the world's largest media company dedicated to entertaining, engaging, and empowering the Black community and championing Black culture. Connecting Black audiences through a portfolio of brands including BET, BET+, BET Gospel, BET HER, BET International, BET Jams, BET Soul, BET Studios, and VH1, the BET Media Group is a thriving media ecosystem of leading interconnected platforms across cable TV, streaming, digital, studios, live events and international. For more information about BET, visit www.bet.com and follow @BET on social platforms. For more BET news announcements, visit betpressroom.com.

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