From the inception of popular media forms such as television and motion pictures, the images of minorities have been distorted, manipulated, and taken for granted. Those controlling the various avenues of commercial entertainment have exploited minorities for financial gain, both knowingly and unknowingly, for numerous years. Arguably, no other racial group has suffered more from stereotypes than African Americans. In particular, the Black image in movies has been portrayed in a negative light since depictions of the mammy, coon and pickininny from the late 1800s to mid-1950s. Today, there are less blatant images, but negative stereotypes of blacks still exist via the media. The purpose of this research is to ascertain the current status of blacks in the mainstream film industry. For many years in Hollywood, roles for blacks have often been limited to —black white male buddy films‖ and ethnic stereotypes used for comic relief. Films with black actors usually focused on white characters and their interpretations of situations. Often black characters were sidekicks or placed in limited supporting roles in action films. During the 1970s, —blaxploitation‖ films emerged to capture black audiences and often showed blacks in the ghetto with actors portraying pimps and drug dealers and over sexualized women. After analyzing five films from varying time periods, conducting focus groups with ordinary movie goers, one-on-one interviews with film experts and interpreting selected articles from Variety, the popular Hollywood business magazine, this research concluded that the film industry has never been more ripe for creating —new‖ African American images. When compared to other forms of media, the film industry has not only recognized black actors and actresses for their talents, but has also granted blacks —all the prestige, financial compensation, and opportunities available to white actors‖ (Leonard, 2009). According to this research, the industry has recently opened its doors not only to black actors but to black writers, directors, and producers more than any time period in history. The untold story, according to research, is that moviegoers, who are mostly white, attend more blockbusters that feature black actors, including those in leading roles, than ever before. Today's filmmakers are raking in millions of dollars by using a more diverse cast to reflect the world that Americans live in, and therefore, feature more blacks in films.