

via our  
PEOPLE

"Enrich the Mix"  
Gallery

**Trigger:**  
"What makes you unique?  
People would be surprised to  
know I ..."

**Filter by:**  
Location  
Company  
Role / Department  
Gender  
Search by Name

**View as:**  
Gallery  
List

"Mix" Profile

Add Mine

Name  
Factoid  
Photo  
Social ("like"/  
share)

Fill in your blank

Pick your overlap  
colors

Add your photo  
(optional)

Submit / Share  
(Twitter,  
Facebook, etc)

Interactive "Viacom MIX"  
experience - explore  
employees through their  
diversity of passions,  
opinions, ideas, history,  
and more. Viacom is  
empowered via the  
uniqueness of its people.

Showcase Stories

- Photo / Name / Bio  
- Activities / Initiatives  
- "People would be  
surprised to know.."  
- What Drives / Inspires me  
- Books I'm Reading Now /  
Favorite Viacom  
Programming

In-Depth profiles of key  
Employees who are making  
a difference at Viacom with  
relation to diversity and  
inclusion. Strong potential  
for Video Series.

Nominate a  
Coworker!

Weekly Surveys / Polls

Vote / Answer

Infographics of all  
past survey results  
aggregated together

Survey Results  
visualized

Paired with "did you  
know?"/stats/  
factoids

Monthly Diversity  
Challenge

(During Challenge)

Challenge Galleries

Add My Entry

Snap Pic or Video

(After Challenge)

Challenge Winner  
& prize highlight

Send to Flickr  
Group/Instagram/  
YouTube

Submit / Share  
(Twitter, Facebook)

Entry Detail  
Submitted by  
Photo  
Social ("like"/share)

via our  
GROUPS

What are EAG's?

The BEAT

African-American Affinity Group

AMP

Asian-American Affinity Group

Somos

Latino/Hispanic Affinity Group

Emerge

Lesbian, Gay, Bisexual and  
Transgender Affinity Group

Thursday Think

Career Development Affinity  
Group

The ParentHood

Working Parents Affinity  
Group

Selected Group Page

- Mission  
- Overview Video  
- Coordinators  
- Mentorship Program  
- Upcoming Events  
- Past Events  
- Newsletter, "like",  
Twitter, Join us on  
Facebook

Get involved!

"Enrich the Mix"  
profile snapshots of  
Viacom employees  
who participated in  
the group events

via our  
EVENTS

Upcoming

Past

**Filter by:**  
Location  
Group  
Internal only / Public  
Invited  
Topic  
Type (eg: networking  
vs educational)

**Sort by:**  
Date  
Popularity

Suggest your Event  
for inclusion!

Event Detail

PRE-EVENT

- Description / Date /Location  
(link to GoogleMaps)  
- Group (click to EAG page)  
- Social (like/share)  
- #hashtag to follow  
- Export to gCal/iCal

DURING EVENT

- Encourage participation:  
- Twitter #Hashtag for event  
- Private Flickr Group Email  
address to send pics / videos  
(require moderation)

POST-EVENT

- Gallery pics & videos  
- Twitter #Hashtag Stream  
- Recap / Link to Blog Post  
- Takeaways / Participation  
Factoids  
- If recurring, highlight next  
date

I'm "IN!"

Invite a Co-worker

RSVP GALLERY:

"Enrich the Mix" profile snapshots of  
employees who have said they are "in."  
Clickable to view their "mix" profiles.

TRIGGERS 3 EMAIL ALERTS:

1 - "We're glad you're In!" **Confirmation.**  
Prompt to share and invite friends.

2 - "It's the night of the event!" **Reminder.**  
Directions / Location / Time reminder.

3 - "What did you think?" **Follow Up.**  
Includes link to gallery for the event, event recap, participation  
factoids

via our  
PROGRAMMING

Programming Mix Video

**Filter by:**  
Company (eg:  
Nickelodeon. BET)  
Award Nominations /  
Winners  
Air dates / times

via our  
THINKING

Blog aggregation of feeds across  
multiple Viacom sites that share  
common "tags" (eg: LGBT) - clip  
from the Daily Show with Jon  
Stewart discussing Prop 8, blog  
article from "It Gets Better"  
campaign by Dan Savage, Fran  
Drescher officiating the "Love is  
Love" contest, and custom  
content (highlights from past  
LGBT events, etc).

All

African-American

Asian-American

Latino/Hispanic

LGBT

Career Development

Parenthood

Blog Detail  
Page

Comment  
Share

via our  
BELIEFS

Global Inclusion Mission

Overview Video

Business Case  
for Inclusion

Initiatives

Partnerships

Awards

Leadership

- Photo / Name  
- Bio  
- "People  
would be  
surprised to  
know.."

Strategy & Advisory  
Committee

- Photo / Name  
- Bio  
- "People  
would be  
surprised to  
know.."



Sitemap key:

Colored boxes:  
main navigation

Clear boxes:  
sub pages

Dotted boxes:  
nested content  
on a page

Grey Boxes:  
user actions  
and prompts

***via our PEOPLE***

## "Enrich the Mix" Gallery

**Trigger:**  
"What makes you unique?  
People would be surprised to  
know I ..."

### "Mix" Profile

## Add Mine

Name  
Factoid  
Photo  
Social  
("like"/share)

Fill in your  
blank

Pick your  
overlap colors

Add your photo  
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## Showcase Stories

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- "People would be surprised to know.."
- What Drives / Inspires me
- Books I'm Reading Now
- Favorite Viacom Programming

## Nominate a Coworker!

In-Depth profiles of key Employees who are making a difference at Viacom with relation to diversity and inclusion. Strong potential for Video Series.

## Weekly Surveys & Polls

Infographics of all past survey results aggregated together

Paired with "did you know?"/stats/factoids

Vote / Answer

Survey Results  
visualized

## Monthly Diversity Challenge

## Challenge Galleries

### Entry Detail

Submitted by  
Photo  
Social ("like"/  
share)

**(After Challenge)**

### Challenge Winner & prize highlight

**(During Challenge)**

### Add My Entry

Snap Pic or Video

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experience - explore employees  
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opinions, ideas, history, and more.  
Viacom is empowered via the  
uniqueness of its people.



Sitemap key:

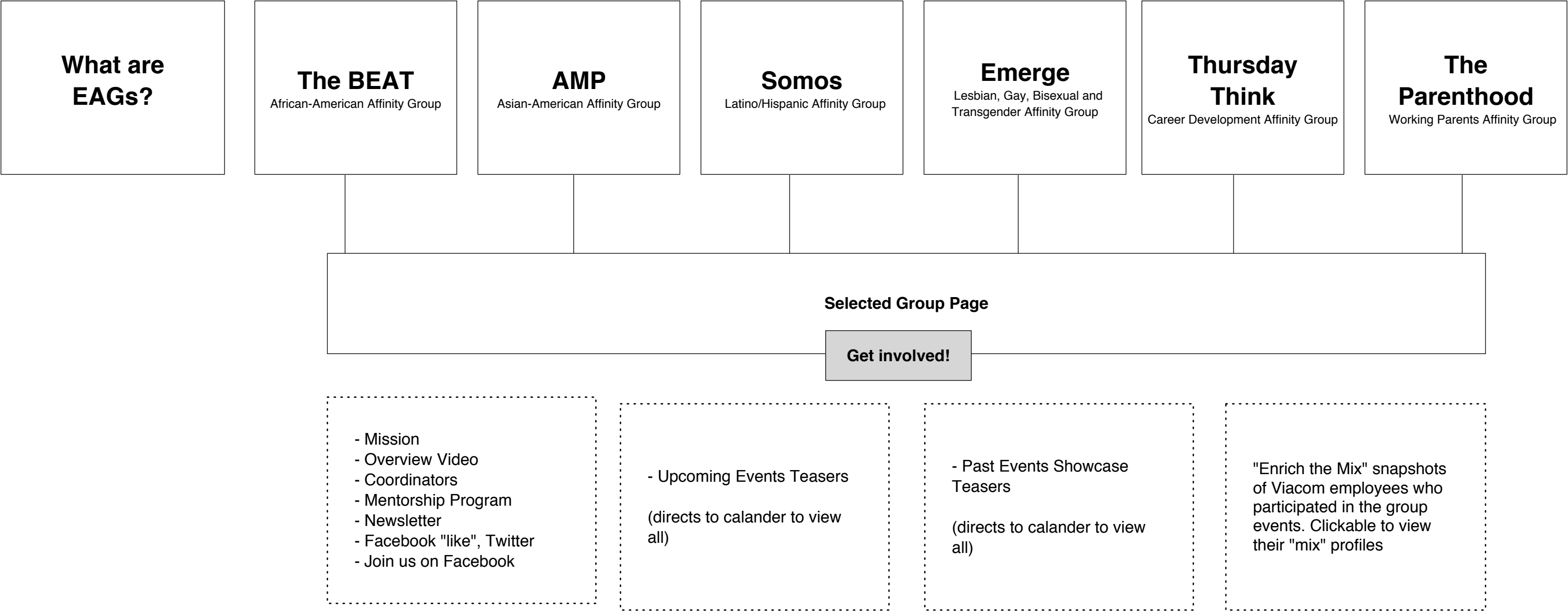
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via our GROUPS





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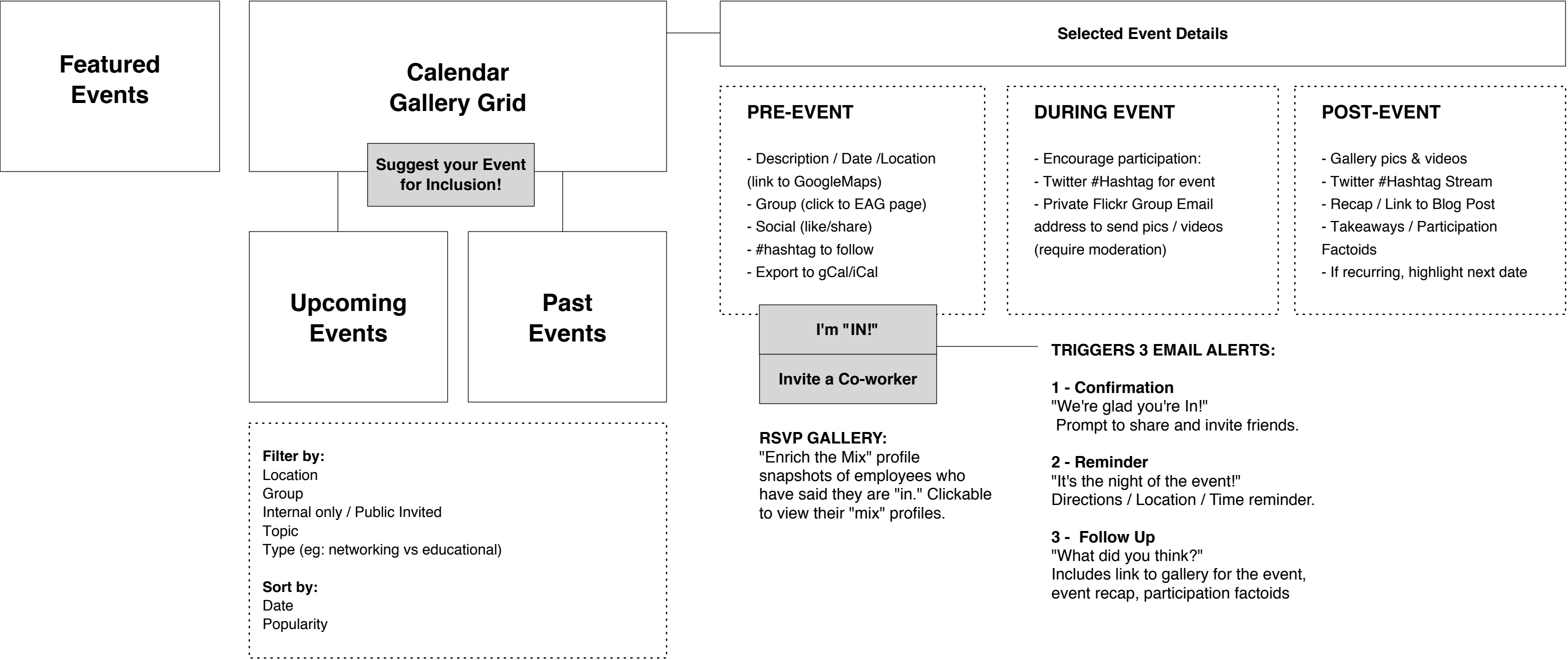
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via our EVENTS





*via our  
PROGRAMMING*

Programming  
Mix Video

Explore our Diverse  
Programming

**Filter by:**

- Company/Brand (eg: Nickelodeon)
- Award Nominees & Winners
- Air Dates / Times

Remind me of a show  
airdate & time!



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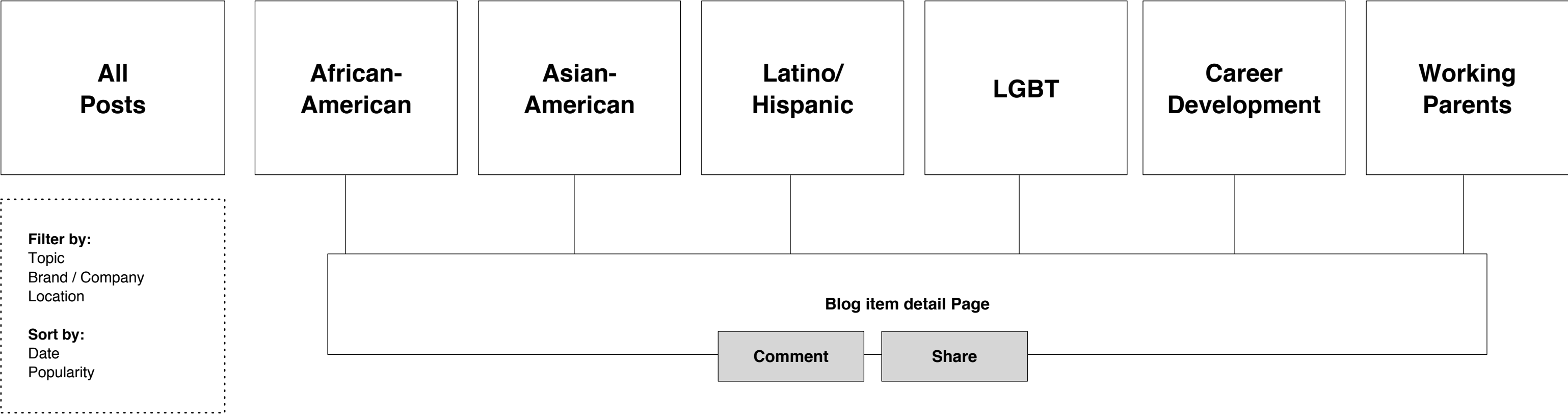
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via our THINKING



Blog aggregation of feeds across multiple Viacom sites that share common "tags"

For example when selecting the LGBT topic a user would see a clip from the Daily Show with Jon Stewart discussing Prop 8, blog article from "It Gets Better" campaign by Dan Savage, Fran Drescher officiating the "Love is Love" contest, and custom content (highlights from past LGBT events, etc).



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*via our BELIEFS*

**Our Mission**

Overview Video

Mlssion Statement

Business Case  
for Inclusion

**Initiatives**

**Partnerships**

**Awards**

**Leadership**

**Strategy &  
Advisory  
Committee**

**Bio Details**

- Name
- Photo
- Bio
- "People would be surprised to know.."