



# viacommunity

## 2014 REVIEW

IMPACT CREATING VALUE





# IMPACT CREATING VALUE

**ABOUT THIS REPORT** Our Viacommunity 2014 Review – “Impact Creating Value” – is a roundup of the many ways we work with and are inspired by our audiences, employees and partners to create a better society.

As one of the world’s leading media companies, we have a long heritage of social responsibility and a deep passion for the audiences we serve. That commitment translates into tangible efforts to strengthen our communities through philanthropic investments, volunteerism, social initiatives and strategic partnerships. We strive to make a positive impact wherever we operate and, in doing so, make sure our business remains fit for the future, sustainable and a great place to work.

Beyond talking about our commitment, we want to show it. This report aims to tell our story: that our goal, through the global stage of our media platforms, is to create measurable impact and lasting value.

Our Review covers the initiatives and achievements of Viacom’s social responsibility umbrella Viacommunity for the year ending December 31, 2013, with a forward-looking dimension where noted. You can also view our report and videos at [viacommunity.com](http://viacommunity.com).

**VIACOM**

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# VIACOM: A SNAPSHOT

Viacom (NASDAQ: VIA, VIAB) is home to a portfolio of global media brands that connect with diverse and distinct audiences worldwide through compelling content in over 160 countries and territories. Our mission is to be the world's leading branded entertainment company across television, motion pictures, online and digital media platforms.

Our media networks, including MTV, VH1, CMT, Logo, BET, Centric, Nickelodeon, Nick Jr., TeenNick, Nicktoons, Nick at Nite, Comedy Central, TV Land, Spike, Tr3s, Paramount Channel and VIVA, reach approximately 700 million global subscribers. Paramount Pictures, America's oldest film studio, is a global producer and distributor of filmed entertainment and creator of many of the most beloved motion pictures.

Viacom is dedicated to innovation, constantly reinvigorating and reinventing our content to deliver what our audiences want, how and where they want it.

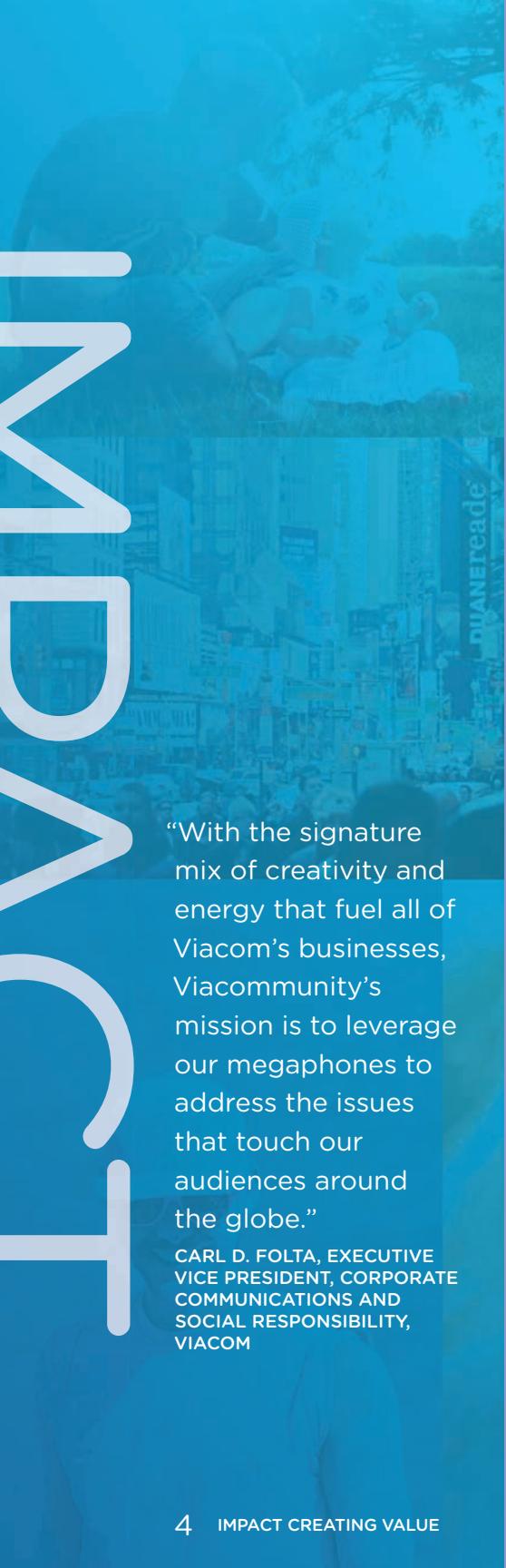
## INTRODUCING VIACOMMUNITY

At Viacom, we are storytellers. We strive not only to create social and cultural moments, but also to build movements that resonate with our audiences and have a far-reaching impact.

We see our role as pioneers of social change: tackling difficult issues, challenging inequality and giving a voice to those who need it most. That mission runs throughout the culture of our business, across each of our brands and in every office throughout the company.

Our unique reach and influence challenge us to deliver even greater value to society and the communities around us. We connect people of all nationalities, age, race, gender and sexual orientation, reflecting the lives and concerns of millions worldwide. Channeling the voices of our brands and cultivating strong bonds with our diverse audiences, we provide viewers with information and tools that empower them to take action on the issues that matter to them most.

Across the company, this work is fueled by tremendous community spirit that connects our employees with partners inside the company and out, and drives us to embed social action into every facet of our business. We call this engagement Viacommunity.



# THE VIACOMMUNITY APPROACH TO SOCIAL RESPONSIBILITY

Viacommunity's mission is simple: to create value for our audiences by bettering the communities we serve and making a positive social impact on the people and places where we work and live.

Whether campaigning for social inclusion, acceptance and tolerance; helping young people safeguard their sexual health; enabling kids to protect the environment; or encouraging high schoolers to reach their full potential, we leverage our brands as megaphones to amplify critical causes, spreading their impact and enabling others to make an even bigger difference.

Each of our brands has its own unique voice and personality, but all operate under shared goals that guide the company's focus on: Building Inclusive Societies, Pioneering Social Change, Promoting Healthy Living and Inspiring Future Generations.

## IT STARTS WITH OUR VALUES

We believe our future success relies on inspiring all of our stakeholders to be positive forces in their communities. It also depends on behaving with integrity wherever and however we operate. For us, it's about doing good and doing well, marrying our business strategy with social action to benefit all of our stakeholders.

The foundation for our giving rests on four pillars: volunteerism, in-kind resources and expertise, philanthropy, and social initiatives and partnerships. We do this by drawing on the unrivaled expertise and resources that make us who we are and by empowering people to create positive change together.

"With the signature mix of creativity and energy that fuel all of Viacom's businesses, Viacommunity's mission is to leverage our megaphones to address the issues that touch our audiences around the globe."

CARL D. FOLTA, EXECUTIVE VICE PRESIDENT, CORPORATE COMMUNICATIONS AND SOCIAL RESPONSIBILITY, VIACOM

## UNDERSTANDING OUR AUDIENCES

Research is where we begin to connect with our audiences in the most compelling ways — to understand what strikes a chord with our diverse viewers and stays on the pulse of the issues they care about.

For example, in 2013, Viacom International Media Networks conducted unprecedented research into the lives and thinking of the Millennial generation. Called “The Next Normal,” the research tapped into the ideas and concerns of over 15,000 Millennials in 24 different countries. Importantly, 84 percent of those surveyed felt their generation had the potential to change the world for the better.

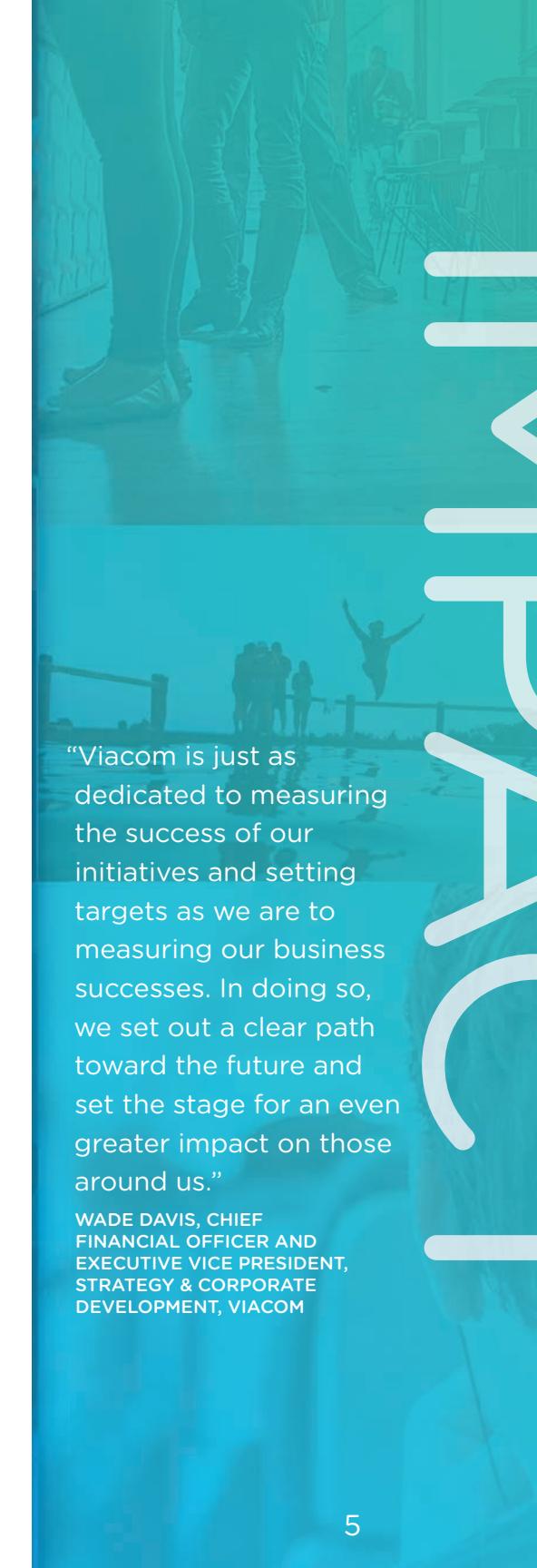
This insight is one of many based on Viacom’s research, which has informed social efforts across the company as we seek to harness our audiences’ passion for making a difference.

## DISRUPTION AND PARTNERSHIPS DRIVE RESULTS

To make the biggest impact, Viacommunity takes a disruptive approach to social issues, breaking the mold by looking at the challenges of our time in a whole new light. By collaborating with like-minded organizations that share our vision, we make sure we’re closely tied to the people and resources that can make change happen on the ground.

Our partnerships with local and national organizations, schools, celebrities and other corporations benefit from our partners’ expertise and resources and our own ability to make connections. That, in turn, creates powerful social programs that are bigger than the sum of our parts. As a result, our efforts inspire effective action and measurable results that have the greatest potential for longer term sustainability.

We prioritize programs that lead to tangible outcomes, and strive to set measurable objectives that can inform our strategy and build our efforts further. Viacommunity assesses initiatives on the benchmarks of Reach, Engagement and Impact, ensuring our campaigns deliver on each one of these areas in addition to a return on our investment.



“Viacom is just as dedicated to measuring the success of our initiatives and setting targets as we are to measuring our business successes. In doing so, we set out a clear path toward the future and set the stage for an even greater impact on those around us.”

WADE DAVIS, CHIEF FINANCIAL OFFICER AND EXECUTIVE VICE PRESIDENT, STRATEGY & CORPORATE DEVELOPMENT, VIACOM

# AWARDS AND RECOGNITIONS



Listed on Bloomberg's Civic 50 List of the Most Community-Minded Corporations



100% score in the Human Rights Campaign Corporate Equality Index, Best Places to Work, LGBT Equality



Council of Urban Professionals, Corporate Diversity and Inclusion Leadership Award

*Working Mother* 100 Best Companies to Work For List



Dave Thomas Foundation for Adoption,  
Top 100 Best Adoption-Friendly  
Workplaces List



City Bar Justice Center Award for Corporate Responsibility and Pro Bono support for the Neighborhood Entrepreneur Law Project (NELP)



Transgender Legal Defense & Education Fund

Transgender Legal Defense and Education Fund Award for Corporate Social Responsibility and Pro Bono assistance to the “Name Change” Project



National Association for the Advancement of Colored People’s (NAACP) 45th Image Awards: 28 nominations<sup>1</sup> for BET, TV Land, Nickelodeon, VH1 and Comedy Central, including seven wins for BET (2014)



Newsweek Green Rankings 2014, #2 in Media



Honored by the Joyful Heart Foundation for supporting the NO MORE Campaign



ENVIRONMENTAL MEDIA ASSOCIATION



THE HUMANE SOCIETY  
OF THE UNITED STATES

*Nick News with Linda Ellerbee* honored with an Environmental Media Award for “What’s the Deal With Fracking?” and a Genesis Award from the Humane Society for raising awareness about animal issues in “Animals? Show Me the Money!”

# AN INTERVIEW WITH VIACOM PRESIDENT AND CEO PHILIPPE DAUMAN

MTV NEWS SENIOR MANAGING EDITOR JOSH HOROWITZ TALKS TO PRESIDENT & CEO PHILIPPE DAUMAN ABOUT SOCIAL RESPONSIBILITY, A WAY OF LIFE AT VIACOM

## JOSH HOROWITZ

I've been a Viacom employee for eight years, so I know that social responsibility is a core belief. Why and how has this become such an important part of the company?

## PHILIPPE DAUMAN

Well, you've been at Viacom eight years; I've been involved for twenty-eight years. And it really goes all the way back even before Sumner Redstone bought the company. Sumner always believed that we should serve the community as a company and as individuals. I remember when we introduced Viacommunity Day, which, in a sense, was a symbol, but also a real manifestation of employees taking time off to serve their communities in different ways. And we've done that for over twenty years. Of course, that was the launching pad for the concept of Viacommunity, which

means that we should live those values 365 days a year.

## JOSH HOROWITZ

This is an ethos that we live every day, clearly. Talk to me about the challenge and importance of keeping that commitment.

## PHILIPPE DAUMAN

I think people are attracted to Viacom, to come work here, because it's an important part of our culture. Citizenship is one of our core values, animated by our employees. I think it's because the younger generation is even more committed to social good than the generations that preceded it. And that's gratifying to me. It tells me that this will not only continue to be part of Viacom's ethos, it will be a growing part of it.

## JOSH HOROWITZ

Research has indicated that Millennials want businesses to be active in social responsibility. Viacom both appeals to Millennials and is fueled by them. How important is it that Millennials drive this forward?

## PHILIPPE DAUMAN

It's terrific. You learn a lot from our people. In fact, a lot of the initiatives that Viacom leads were suggested by employees at all levels — for example, the Viacommunity Awards, which [Viacom COO] Tom Dooley and I will be presenting at our Town Hall. The two winners will get \$10,000 checks for the organizations they're working with. As an entertainment company, we can bring attention to those great causes.

## JOSH HOROWITZ

Philosophically, do you think it's incumbent on businesses to be active in social issues?

## PHILIPPE DAUMAN

It's very important. I think it's morally important, personally. From a business perspective, it's becoming even more important. You touched on the fact that the Millennial generation is engaged. Millennials expect everybody they do business with to be engaged. I think businesses are realizing they have to be responsible, from an

environmental and other standpoints, in order to sell products.

**JOSH HOROWITZ**

Do you think it's especially incumbent on a global entertainment entity like Viacom to be socially responsible?

**PHILIPPE DAUMAN**

Yes. Entertainment in general, and Viacom specifically. We reach a lot of people and Viacom, among all media companies, probably skews the youngest. We have an obligation to bring issues to audiences' attention, whether encouraging young people to vote, or get tested, or raising important issues like preventing domestic abuse. We have a megaphone, and we can reach

people through their brains and their hearts. That gives us a special obligation.

**JOSH HOROWITZ**

Looking back on the last year, what effort are you most proud of?

**PHILIPPE DAUMAN**

At any one time, we have over fifty initiatives that are supported by our different brands. I continue to be very proud of what the Get Schooled Foundation has done, in a very measurable way, helping kids graduate high school and apply to college. This year, we really hit the zeitgeist with the Joyful Heart Foundation founded by Mariska Hargitay [which is dedicated to

fighting domestic violence and sexual assault]. We have so many creative people here that I'm so proud of, who produced these tremendous Viacom "NO MORE" PSAs that we ran on our own networks featuring celebrities from our brands and beyond.

**JOSH HOROWITZ**

What are the priorities this next year?

**PHILIPPE DAUMAN**

I think it's continuing the high level of engagement. I hope we set yet another record this Viacommunity Day — and have the Viacommunity Day spirit extend year-round. I personally have become more involved in causes I would never have discovered, but for the efforts that we make as a company and the individuals in this company.

**JOSH HOROWITZ**

Congratulations on the efforts. I know that the people of this company are its lifeblood. And it sounds like there's more and more enthusiasm and passion, which is great for these worthy causes. So, thanks for your time today, Philippe.

**PHILIPPE DAUMAN**

Thank you and thank you to all our Viacom employees for what they do.

WATCH THE VIDEO OF THE INTERVIEW AT  
[VIACOMMUNITY.COM/ABOUT/PAGES/INTERVIEW.ASPX](http://VIACOMMUNITY.COM/ABOUT/PAGES/INTERVIEW.ASPX)





## 700 MILLION

People in over 160 countries  
and territories reached with  
over 50 social initiatives

## \$116 MILLION

Value of in-kind goods and services  
committed to campaigns and  
nonprofit partners



## 40,000+

Volunteer hours donated  
by Viacom employees

# IMPACT

## 154%

Increase in students, educators and  
parents visiting the Get Schooled  
website during the 2013-14 school  
year; more than 1.8 million hits



## 86%

Of Millennials that want to, “do something  
meaningful with my life” according to  
Viacom International Media Networks’  
2013 landmark survey of 15,000 young  
people in 24 countries

## \$1.7 MILLION

Worth of musical instruments provided by VH1 Save The Music Foundation, a total of \$51 million worth for 1,900 schools since 1997



## 50,000

Children and families involved in 2,000 outdoor events across the U.S. and in 14 other countries during Nickelodeon's 10th annual Worldwide Day of Play

## 5,500

Employees volunteered with 140 partner organizations in 20 U.S. cities and 30 countries on Viacomunity Day



# QUANTIFIED

## 2013 IN NUMBERS



## 300,000

Free informational guides have been distributed as part of BET's Emmy Award-winning sexual health and family-planning initiative Rap It Up

## 450,000

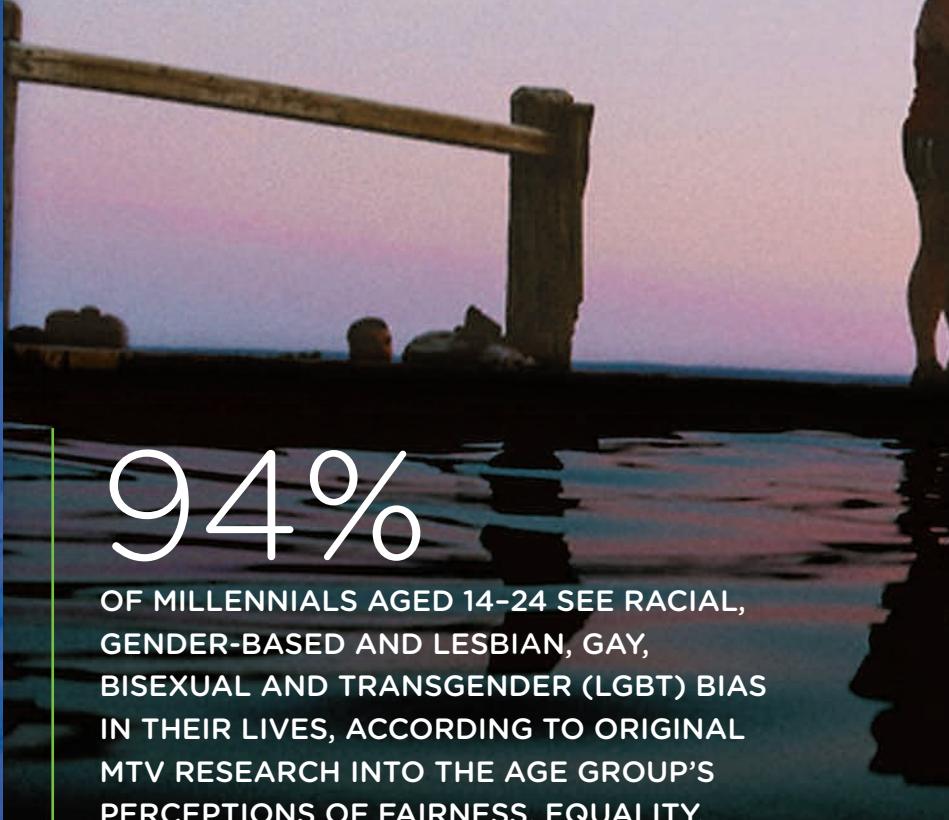
Actions taken by young people within five months of MTV's launch of Look Different

## 20

Of the most veteran-friendly companies and nonprofits in America listed by Spike TV's "Honor Roll" under its Hire A Veteran campaign

# BUILDING INCLUSIVE SOCIETIES

Social inclusion is one of our most deeply held values, influencing everything we do — on-air, online, within our company and beyond. The rich diversity of our brands and audiences means we naturally embrace a broad array of voices both on and off screen. Our social efforts tackle exclusion, discrimination and disadvantage; and we ardently support our veterans as they find their feet back in civilian life. This isn't just a moral imperative. We do it because we know there is real strength in support and inclusion — for our audiences, our communities and our business.



94%

OF MILLENNIALS AGED 14-24 SEE RACIAL, GENDER-BASED AND LESBIAN, GAY, BISEXUAL AND TRANSGENDER (LGBT) BIAS IN THEIR LIVES, ACCORDING TO ORIGINAL MTV RESEARCH INTO THE AGE GROUP'S PERCEPTIONS OF FAIRNESS, EQUALITY, PRIVILEGE AND DISCRIMINATION ([RESEARCH.LOOKDIFFERENT.ORG](http://RESEARCH.LOOKDIFFERENT.ORG))

145,454

MEALS PROVIDED BY CMT ONE COUNTRY TO 36,000 SCHOOL-AGED CHILDREN OVER THE PAST SIX YEARS



59%

OF HIGH SCHOOLERS THINK IT'S COOL TO BE KIND, ACCORDING TO A STUDY CO-COMMISSIONED BY VIACOMMUNITY AND THE BORN THIS WAY FOUNDATION – "THE PHYSICS OF KINDNESS AND BRAVERY"

500 million +

POTENTIAL TV AUDIENCE REACH THROUGH OUR NETWORKS' SUPPORT FOR GLAAD'S #SPIRITDAY

450,000

ACTIONS TAKEN BY YOUNG PEOPLE WITHIN FIVE MONTHS OF MTV'S LAUNCH OF LOOK DIFFERENT

50

COLLEGE STUDENTS SPENT SPRING BREAK 2013 WITH MTV AND UNITED WAY TO HELP RESTORE THE SHORE



LAVERNE COX

# CHAMPIONING THE NEXT FRONTIER

PAVING THE WAY FOR  
TRANSGENDER RIGHTS

28%

MTV programming hours giving LGBT characters the spotlight (as measured by the GLAAD 2013 Network Responsibility Index), a five percent increase since 2012 thanks to more characters scripted in programs like *Underemployed* and *Awkward*<sup>1</sup>



"GLAAD has seen time and again how images of multi-dimensional gay and transgender people have the power to change public perceptions."

GLAAD NETWORK RESPONSIBILITY INDEX 2013





## SHINING A LIGHT ON TRANSGENDER EMPOWERMENT

Viacom has long been at the forefront in speaking out for LGBT equality. Now we're charging on to the next frontier: transgender rights. We passionately believe in an inclusive and accepting world where no one is left behind.

Today, the transgender community often suffers harassment, violence, discrimination and ridicule. Unfortunately, transgender people are far more likely to be impoverished, unemployed and at risk of suicide than other Americans. Viacom is working to stand up for the community's civil rights by shining a light on the transgender movement.

MTV and Logo have started working closely with Laverne Cox — a leading advocate for the transgender movement. The networks have teamed up with the Emmy-nominated actress and producer to create *Laverne Cox Presents: The T Word*, a documentary that uncovers the challenges facing young trans people from diverse backgrounds that aired on both networks simultaneously in fall 2014. Immediately following the documentary's premiere, Laverne Cox hosted a live forum on Logo TV and [mtv.com](http://mtv.com) where she and the subjects of the documentary discussed transgender issues.

VH1 is also amplifying the cause. In 2015 it will premiere a new docuseries on empowered transgender women, executive-produced by model and actress Tyra Banks. The eight-part series will feature model and campaigner Carmen Carrera and chronicle the lives of five Chicago transgender women as they navigate friendship, family, careers and dating.

“Being a woman means everything to me. Before my transition I felt trapped, and now I've been set free. I can't wait to tell my story.”

CARMEN CARRERA, MODEL AND TRANS ADVOCATE

## PRO BONO ADVICE

Viacom is also striving to support the transgender community in practical and life-changing ways. Altering gender descriptors on official documents and securing a legal name change can be daunting, yet they are important steps toward conforming a person's legal identity to their true identity. Viacom volunteer attorneys and paralegals joined the Transgender Legal Defense & Education Fund (TLDEF) "Name Change Project" in early 2014, taking on several name change cases thus far. Not only will this long-term project help transgender individuals navigate an often-intimidating legal process, it will make it much easier for them to apply for jobs, school and public benefits, which can help combat discrimination, and move the needle, even just a bit, on achieving equality and ending intolerance.

Viacom was honored by TLDEF at its ninth Anniversary Benefit in 2014 for our work on this project.

"The issue of transgender legal rights is a social justice issue. It is an issue of equal rights — the right of every person to the same treatment regardless of gender identity or expression."

MICHAEL FRICKLAS,  
EXECUTIVE VICE PRESIDENT,  
GENERAL COUNSEL AND  
SECRETARY, VIACOM



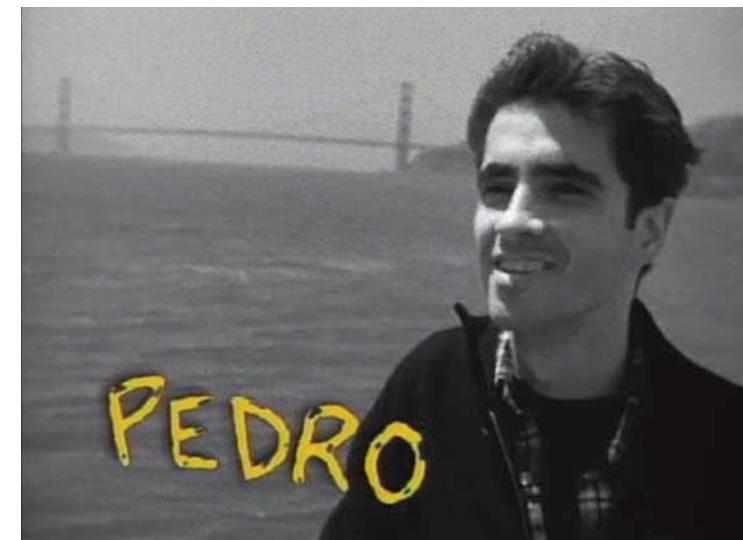
# CELEBRATING DIFFERENCE

The demise of the Defense of Marriage Act (DOMA) on June 26, 2013 was met with cheers and high fives across the company. Along with 277 other employers and employer associations, Viacom signed an amicus brief calling on the Supreme Court to overrule the Act.

At Viacom, we've long been proud to support and celebrate the community, from launching the first ad-supported, dedicated LGBT network Logo in 2005, to being among the first to feature LGBT characters such as *The Real World's* Pedro Zamora, one of the first openly gay HIV/AIDS activists on television.

Our commitment continues today as creative teams across the company work hard to script and produce programming that brings LGBT characters to life in a balanced way. Speaking to its Gen X audience, TV Land's *The Soul Man*, for example, ran a storyline about same-sex marriage in the African-American community in 2013. The episode received a GLAAD award nomination while stars Cedric the Entertainer and Niecy Nash were later nominated as outstanding actor and actress in the NAACP's 45th Image Awards.

Many of our general social programs and partnerships also support LGBT youth across the world, including MTV's Look Different campaign (page 21) and Staying Alive (page 57).



## GLAAD TIDINGS

MTV scored a “Good” rating in GLAAD’s Network Responsibility Index 2013, an evaluation of the quantity and quality of LGBT images on major U.S. networks.

## BREAKING DOWN LGBT BARRIERS

Viacom networks were listed in GLAAD's 2013 report "Where We Are On TV" for the inclusion of leading or supporting LGBT characters. MTV's *Awkward* and *Teen Wolf* made the list, along with TeenNick's *Degrassi* and VH1's *Single Ladies*.<sup>2</sup>

## RING IT ON | LOGO

Logo supported the United For Marriage Coalition's Stand For Marriage campaign ahead of the Supreme Court hearings on the Defense of Marriage Act. In an effort to personalize the battle for marriage equality, the network ramped up awareness by broadcasting the names of volunteer LGBT couples alongside their years of commitment to each other, airing live tweets tagged with the campaign's official hashtag #UnitedForMarriage.



To mark the ruling, Logo asked viewers to "Ring It On" by submitting personal photos and videos of proposals, engagements and weddings, showcasing a selection on-air and online.

The network then aired a full weekend of wedding stories with live reporting from around the country and specially curated programming with same-sex marriage themes — including episodes of *The L Word* and *The Baby Wait* — in celebration of partnership, equality and love.

## TRAILBLAZERS: A YEAR OF LGBT FIRSTS | LOGO

Logo's inaugural Trailblazers awards brought together leaders across music and film, politics, sports and activism to salute the progress of the LGBT community and celebrate pioneers who are breaking new ground in the quest for LGBT civil rights.



Supported by Logo's partner The Trevor Project, the first Trailblazers special premiered nationally during Pride Month 2014 and honored DOMA challenger Edie Windsor and her attorney Roberta Kaplan. Honorees also included Laverne Cox, transgender actress and activist, and NBA center Brooklyn Nets' Jason Collins, the first openly gay NBA athlete. Ugandan gay rights activist John Abdallah Wambere received an International Trailblazer for his work as an HIV/AIDS health advocate, and Trevor Project Hero and actor Daniel Radcliffe presented four Young Trailblazers with special awards for action in the community.

## EQUALITY HIT WINS MTV VIDEO MUSIC AWARD

Macklemore & Ryan Lewis won a coveted Moonman for Best Video with a Social Message for their equality anthem “Same Love” at the 2013 *MTV Video Music Awards*. To rapturous applause at the Barclays Center in Brooklyn, Macklemore proclaimed: “Gay rights are human rights. There is no separation.”



# CHALLENGING PRECONCEPTIONS

LOOK DIFFERENT | MTV

"Who's an immigrant? Who's the hip-hop dancer? Who's the mayor?"

Those are some of the first questions asked on the website for MTV's Look Different campaign ([lookdifferent.org](http://lookdifferent.org)), the hub of a multi-year campaign launched in April 2014 to help teens and young adults challenge bias in their daily lives. Look Different addresses the thorny subject of discrimination based on race, gender and sexual orientation to help the network's audience create a world without prejudice.

The campaign's goal is to give young people the language to talk about bias, a topic they're deeply interested in but uncomfortable talking about. According to MTV research, 54 percent of respondents feel that "it's hard to have respectful conversations about bias." Yet 78 percent believe that everyone has a responsibility to help tackle bias, and 65 percent wish they knew more about how to address it when they see it.

The network has built a coalition of world-class partners to help tackle the issues on-air and online, using thought-provoking public service announcements (PSAs), celebrity messages, programming, social media and digital tools. Starting with racial bias, MTV is airing a suite of PSAs that invite young people to challenge "microaggressions" which, though often subtle or subconscious, can have damaging effects.

Rooted in powerful storytelling, the on-air programming includes:

- › *Untitled Whiteness Project* — a documentary launching in 2015 that will explore how Millennials are navigating the new frontier of diversity in which America is expected to become a "minority-majority" country by 2043.





“Millennials are the most diverse generation in history and it’s inspiring to see how equality and fairness serve as their bedrock values. However, that very faith in equality can also cloud their perception of historical and institutional inequities.”

MTV PRESIDENT STEPHEN FRIEDMAN, COMMENTING ON RESEARCH THAT UNDERPINS THE NEW “LOOK DIFFERENT” PROGRAM

“[The] campaign is critical in understanding the emergence of this new America, where issues of race and class, immigration and identity, sexuality and gender naturally intersect.”

JOSE ANTONIO VARGAS, JOURNALIST, FILMMAKER AND FOUNDER OF DEFINE AMERICAN

- › *True Life: I’m a Gay Athlete* — airing the night before the 2014 NFL Draft, when Michael Sam became the first openly gay pro football player, this special episode of *True Life* followed two college athletes as they struggled to come out.

The campaign’s digital hub and social media platforms share resources to help young people challenge hidden bias. An “Implicit Bias Quiz,” created in collaboration with Project Implicit, is a simple test to unearth unconscious bias. A “Racial Bias Cleanse,” developed with the Kirwan Institute, helps visitors recognize and unlearn biases that have built up over the years.

#### LOOK DIFFERENT’S WORLD-CLASS CAMPAIGN PARTNERS

Anti-Defamation League; Asian American Justice Center; Council on American-Islamic Relations; Council on Contemporary Families; Define American; GLAAD; the Gay, Lesbian & Straight Education Network (GLSEN); Kirwan Institute; National Association for the Advancement of Colored People (NAACP); the National Council of La Raza; National Partnership for Women and Families; Project Implicit; Southern Poverty Law Center; and The Trevor Project.

Look Different is connecting deeply with the MTV audience: within five months of the campaign’s launch, 95 percent viewed the campaign favorably and 94 percent said it matters, according to MTV research. Many of these young people are taking to social media to engage with the campaign and help drive a meaningful conversation on bias, which has led #LookDifferent to trend both nationally and globally on Twitter. More importantly, Look Different has inspired its audience to take a stand, from undoing their own hidden biases to learning how to challenge bias when they see it. To date, 450,000 actions have been taken by young people nationwide.



“The Look Different campaign is an innovative and thought-provoking effort that will educate teens and young adults about the damage of bias and move us closer toward a world without prejudice.”

ELIZA BYARD, EXECUTIVE DIRECTOR, GLSEN

#### EXCERPTS FROM ACTIONS POSTED ON SOCIAL MEDIA

“@LookDifferent has opened my eyes.”  
@HEYLTSMONTSE

“Just finished @LookDifferent seven day bias cleanse and learned how many accidental biases I have. Now time to continue fighting them back.”

@ARAMAEL

“This is absolutely the way media should use their power of influence.  
@LookDifferent @MTV.”

@GRACIEBELLEXO

“Thank you to MTV’s @LookDifferent for shining a light on how biased we can be and encouraging positive change.”

@VBAKEZ

# STANDING UP TO BULLIES

NETWORKS UNITE BEHIND #SPIRITDAY | VIACOM

Every October, GLAAD urges Americans to stand up against the bullying of LGBT youth by going purple, the symbol for spirit on the rainbow flag.

BET, CMT, MTV, Logo, TeenNick, TV Land and VH1 all rallied their audiences behind the campaign on “Spirit Day” 2013, October 17, turning purple on-air and online. Stars and staff joined the movement, and together the networks reached a total potential audience of over 500 million households.

MTV Act, which celebrates young and celebrity social change-makers, also went purple and featured special coverage on the day. Stars from the shows *Snooki & JWOWW*, *Teen Wolf*, *Girl Code*, *Catfish* and *Awkward* formed a photo lineup, each holding an individual letter to spell out #SpiritDay. In addition, the first 500 people to share a purple-themed photo with MTV’s A Thin Line campaign on Facebook or Twitter using the hashtag #SpiritDay won an A Thin Line bracelet. MTV’s A Thin Line empowers young people to tackle digital bullying and abuse — read more on page 43.

Spirit Day was also celebrated across Viacom with the following support:

- › The cast of TV Land’s *Hot in Cleveland* filmed a special Spirit Day video
- › Hosts of VH1’s *Big Morning Buzz Live* and *The Gossip Table* sported purple
- › BET’s *106 & Park* highlighted the importance and goal of Spirit Day into the show
- › The cast of TeenNick’s *Degrassi* served as Spirit Day ambassadors and shot a video to encourage fans to participate
- › Logo posted an editorial piece on NewNowNext.com
- › ViacomCommunity and CMT supported the day through social media
- › Viacom’s Times Square screens went purple



## VIACOM AND LADY GAGA'S BORN THIS WAY FOUNDATION PARTNERSHIP

Lady Gaga's Born This Way Foundation (BTWF) urges kids to create a "kinder, braver world" by being courageous and accepting their individuality. As its lead media partner, Viacom shares the Foundation's ambition to unlock kindness and help young people take a stand against bullying. In 2013, we utilized the power of our platforms to advance the organization's mission to foster a more cherishing society.

### KIND IS THE NEW COOL

Viacommunity and the BTWF co-commissioned a study, "The Physics of Kindness and Bravery," to help young people identify the personal qualities they most prize above others and inform future messaging around the Foundation's initiatives. The study found that 59 percent of high school kids think it's cool to be kind. In fact, from a list of aspirations including the attributes of athleticism and humor, kids chose "kindness" as their second most desired trait after "smart." Yet, as this new currency of cool emerges, one-third of respondents reported being bullied in the last month. The study found that only one in five kids regularly stand up to bullies and only 21 percent consider themselves brave. Findings from the research sparked the creation of a PSA, "The Evolution of Cool," which premiered during VH1's *Do Something Awards* and will be used to develop additional content from the Foundation.

BORN THIS WAY FOUNDATION  
• EMPOWERING YOUTH • INSPIRING BRAVERY •

### BET AND BTWF JOIN FORCES

BET's *106 & Park* dedicated two segments to mark Anti-Bullying month in October 2013. The interviews featured Jeremy Jordan, a member of the Born This Way Foundation's Youth Advisory Board (YAB) and Dr. Michelle Callahan, a national media expert on psychological issues. Dr. Callahan talked about the prevalence of bullying and its psychological impact on young people and their families, flagging the many resources available to young victims, while Jordan talked about the Born This Way Foundation's programs and initiatives.

### BORN THIS WAY HITS THE ROAD

Viacom supported the Foundation's Born Brave Bus tour as it traveled around the country to connect young people with community services like mentoring and volunteering opportunities as well as bullying and suicide prevention resources.

"This incredible resource will continue to help guide the large youth populations of Philadelphia; Washington, D.C.; New York; and Chicago toward local support."

CYNTHIA GERMANOTTA,  
BORN THIS WAY  
FOUNDATION PRESIDENT  
AND LADY GAGA'S MOTHER,  
ABOUT THE BORN BRAVE  
BUS TOUR



“It’s imperative we empower kids to believe that love and support are louder than anyone who brings them down.”

KESHA

“Love is Louder than hate, depression, loneliness. You are never alone. Love is louder than all of it. @LoveisLouder @Brittanysnow @courtknows.”

@CHARLIEMARCOX

“We’re all amazing, beautiful and here for a reason! Love is who we are and where we can strive to be! @Brittanysnow #loveislouder.”

@SAWME32

## LOVE IS LOUDER | MTV

Started by The Jed Foundation, MTV and actress Brittany Snow in 2010, Love is Louder supports anyone who feels mistreated, misunderstood or alone.

The movement works online and through the media to strengthen victims’ emotional health by building resilience, connecting to outreach services, promoting acceptance and equipping youth advocates to support their peers.

It invites people everywhere to tell the world what they think love is louder than and, to date, nearly a half million people have engaged with the program across digital platforms.

In April 2013, MTV named pop star Kesha a celebrity ambassador for the campaign, in connection with the year’s series *Kesha: My Crazy Beautiful Life* in which the star revealed she was bullied growing up and throughout her career.

MTV and Kesha asked fans to express themselves in photos with the words “Love is Louder” written on their hands, sharing via Facebook, Twitter or Instagram. A selection aired during the finale of *My Crazy Beautiful Life*, and several winners received tickets to see Kesha perform in concert.



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# TACKLING POVERTY AND NEED

## HELPING TO FEED AMERICA | CMT

Every day, children throughout the United States wake up hungry, go to school hungry and turn out the lights at night hungry. According to a study by Feeding America, one in four children are living without enough nutritious food to lead a healthy life.<sup>3</sup>

Feeding America is one of the main partners of CMT's One Country initiative, whose goal is to inspire viewers to take action in their communities (read more on page 45). CMT One Country continued to address the plight of under-nourished school children in 2013. At the *CMT Music Awards*, instead of giving gift bags to performers and presenters, the network made a financial donation on their behalf to the local Feeding America partner, Second Harvest Food Bank of Middle Tennessee.

The contribution supports the BackPack Program, which feeds children who have been identified as at risk of malnourishment by their teachers and school nurses. These children receive a pack of food on Fridays to make sure they have enough for the weekend.

Over the past six school years, CMT One Country has provided more than 145,000 meals to 36,000 school-aged children. Each year, CMT has also provided \$1.5 million in media value to Second Harvest Food Bank of Middle Tennessee.





## TALENT IN THE COMMUNITY | NICKELODEON

In 2013, the Nick Talent team served a holiday feast to 2,000 low-income families at the Los Angeles Red Shield Youth and Community Center's fifth annual Thanksgiving Dinner with The Salvation Army.

Stars from the casts of *The Haunted Hathaways*, *Sam & Cat*, *The Thundermans* and *Instant Mom* rolled up their sleeves alongside host Jeff Sutphen and Nick Radio's DJ, J. Boogie.

With The Salvation Army and the Marine Corps' community action program Toys for Tots, Nick Talent also created a simulated toy store where more than 300 less-fortunate families were able to "shop" for holiday gifts. Supporting Glendale Corps' Toy and Joy Distribution, stars from *Sam & Cat* and *See Dad Run* joined actors Nathan Kress, Daniella Monet, Ryan Newman and Maree Cheatham to make the event fun-filled as well as philanthropic.

"Nickelodeon has proved itself a great friend to The Salvation Army in Southern California and we deeply appreciate their friendship toward people in need."

MAJOR KYLE SMITH, GENERAL SECRETARY, THE SALVATION ARMY, SOUTHERN CALIFORNIA DIVISION

## REBUILDING STRICKEN COMMUNITIES | MTV, mtvU

Trading parties for toolboxes during Spring Break 2013, 50 college students joined MTV stars Andrew Jenks, Vinny Guadagnino and Nicole "Snooki" Polizzi to help rebuild communities crushed by Hurricane Sandy. The volunteer team came together in locations in New York and New Jersey to clean up damaged shores, fix houses and remove rubble from demolished homes.



"Spring Fix," an alternative spring break, was an inspired partnership between United Way and mtvU to provide young people with a way to give back to communities in need. After the cleanup, volunteers were given free entry to the Spring Fix benefit concert at Six Flags Great Adventure, headlined by Ne-Yo. The concert, along with footage from "Spring Fix," aired on MTV and mtvU during a special Spring Break-themed week and a portion of the concert's proceeds went to United Way.

The event extended MTV's work to "Restore the Shore" as the northeastern coast still grapples with the super storm's long-term effects. In 2012, many stars, artists and organizations teamed up with MTV to stage an hour-long special to raise desperately needed aid.

"I can't express in words what a week it's been [for] me and all the people I've met that believe they can change the world."

"This is the most rewarding thing I've ever done."

SPRING FIX VOLUNTEERS



# FROM DEPLOYMENT TO EMPLOYMENT

## HIRE A VETERAN | SPIKE TV

Jake Wood, president of Team Rubicon, a former scout-sniper with the Marine Corps, describes his job with modesty — and just a hint of pride. “Team Rubicon is a nonprofit organization. We’re taking veterans coming back from Iraq and Afghanistan, repurposing the skills they learned for war and using them in the aftermath of natural disasters,” he says.

Spike knows that vets are some of America’s best-trained leaders and teammates. The network’s efforts are dedicated to letting employers know that hiring them is good for the country, and good for business.

In 2013, Team Rubicon joined the Honor Roll that’s published by Spike TV under its Hire A Veteran campaign, drawing attention to nearly 20 of the most veteran-friendly companies and nonprofits in America.

Hire A Veteran partners with Iraq and Afghanistan Veterans of America (IAVA) to help veterans search for jobs, encourage businesses to step up their hiring practices and salute companies that actively recruit former members of the armed forces.





The dedicated website ([hireavet.spike.com](http://hireavet.spike.com)) is a rich source of information for veterans and employers. It connects vets to hiring agencies, skills training, jobs boards and service organizations, and directs companies to groups that can help them recruit veterans.

The campaign also runs public service announcements. Some feature celebrities urging companies to hire veterans. Others tell the stories of vets like Team Rubicon's Jake Wood and his director of field operations, Andrew Stevens, a former Marine Corps sergeant.

In 2014, Hire A Veteran partnered with the U.S. Chamber of Commerce Foundation's Hiring Our Heroes campaign to run a national competition designed to identify the most veteran-friendly of all America's 27 million small businesses. The Foundation's executive director, Lieutenant Colonel Kevin Schmiegel (retired), said, "We hope this will inspire others to start considering this incredible talent pool."

Troop ID took the accolade. Founded by entrepreneurs Blake Hall, who spent 15 months running a scout platoon in Iraq, and Matt Thompson, an Army Ranger who led multiple deployments in Iraq and Afghanistan, the firm enables vets to prove their IDs when applying for benefits online. Hall and Thompson were featured in a 30-second spot produced by Spike and honored at the Spike TV Guys' Choice Awards.

#### NASDAQ RECOGNITION

Spike and Hire A Veteran were recognized by NASDAQ among companies that actively support veterans with hiring and educational programs. Members of the Spike team rang the NASDAQ opening bell on Veterans Day 2013.

#### CHATS FOR THOSE WHO SERVE | CMT

CMT helps men and women in the military as part of its CMT One Country campaign (read more on page 45). At the 2013 *Artists of the Year* special, the program teamed up with the Ram Trucks brand for the second time to encourage viewers to donate to Cell Phones for Soldiers, an organization providing free calls home for service members on active duty. This partnership has resulted in more than 1.6 million minutes being donated and has provided Cell Phones for Soldiers with more than \$500,000 in promotion.



"These guys  
feel they have  
something to give."

TEAM RUBICON'S  
ANDREW STEVENS,  
FORMER MARINE,  
SPEAKING ON A SPIKE  
PSA, JANUARY 2013

# PIONEERING SOCIAL CHANGE

From teenage pregnancy and domestic abuse to modern-day slavery and gun violence, Viacom has a long legacy of promoting social, political and environmental activism, especially among young people. By raising awareness around today's most pressing issues and providing resources and information, we can inspire others to make a difference, igniting grassroots activism. We utilize the power of our brands' voices to give voice to others, empowering them to drive positive change on their own.



80,000

VISITORS TO MTV'S THE BACKSTORY, WHICH INSPIRES YOUNG PEOPLE TO TAKE ACTION AGAINST HUMAN TRAFFICKING



52

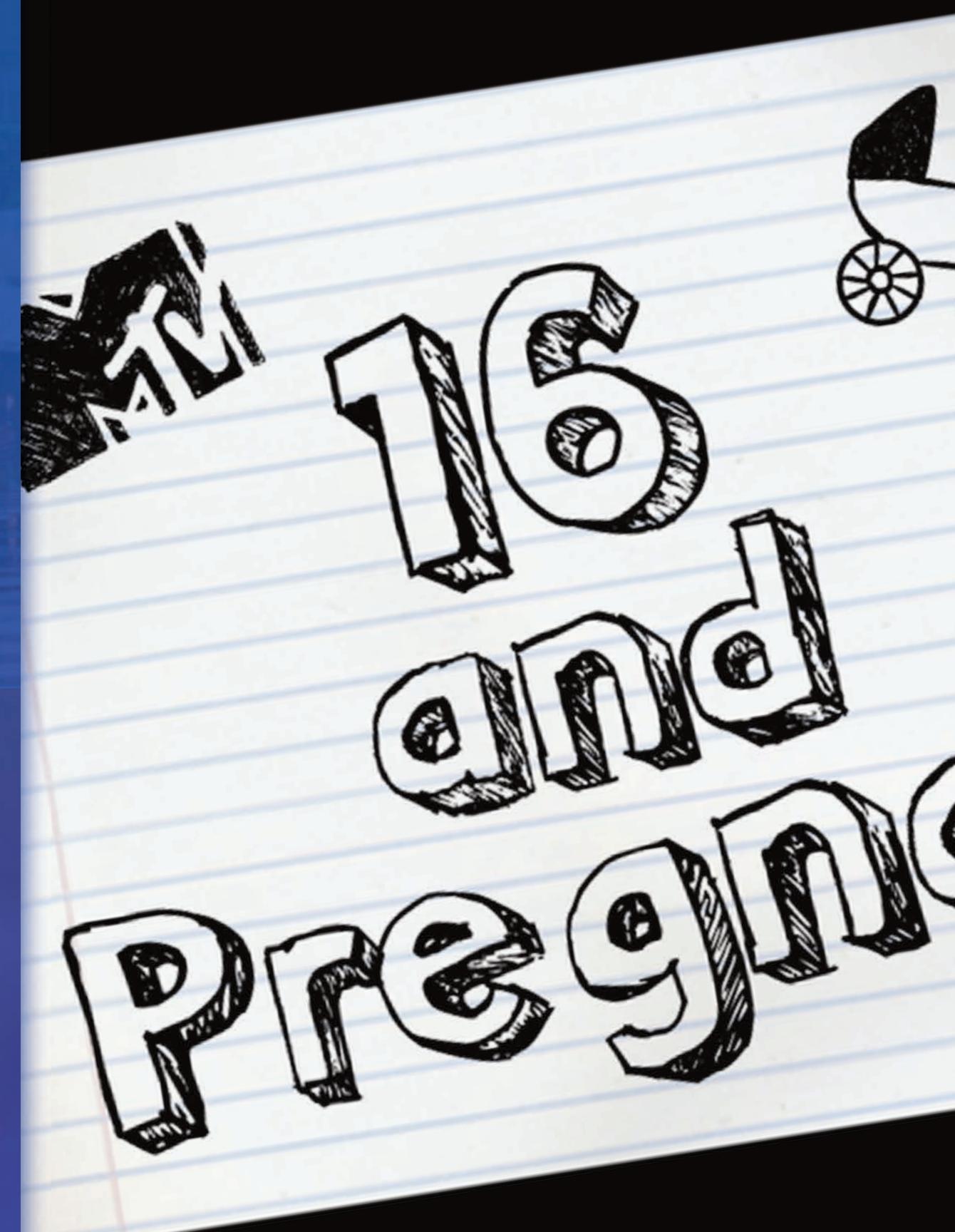
TEAMS OF YOUNG  
ENTREPRENEURS THAT  
WON \$1,000 SEED-FUNDING  
TO SET UP AND RUN SOCIAL  
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# DIVIDING

"What we found was really staggering. In the places where young adults were watching MTV, we see significantly larger declines in the teen childbearing rate in the period following the introduction of the show."

MELISSA S. KEARNEY, SENIOR FELLOW IN ECONOMIC STUDIES AT THE BROOKINGS INSTITUTION AND ASSOCIATE PROFESSOR OF ECONOMICS, UNIVERSITY OF MARYLAND





# MEDIA CAN TURN THE TIDE

TEENAGE PREGNANCY GETS THE MTV TREATMENT

30%

Of girls in the U.S. give birth before the age of 20, twice the rate of Canada and Britain<sup>1</sup>

5.7%

Reduction in U.S. teen births attributed to MTV's *16 and Pregnant* and *Teen Mom* sequels<sup>2</sup>

## TACKLING TEENAGE PREGNANCY | MTV

MTV developed *16 and Pregnant* and *Teen Mom* as "cautionary tales" to expose viewers to the harsh realities of teen pregnancy, partnering with The National Campaign to Prevent Teen and Unplanned Pregnancy and its expert birth control resources.

According to a study published in early 2014, the shows may have driven behavior change among teenage girls. Published by the National Bureau of Economic Research and co-authored by Brookings Institution senior fellow Melissa S. Kearney and Wellesley College economist Phillip B. Levine, the study suggests that though the economic crisis was the biggest factor in a sudden, faster decline in the U.S. teen birth rate between 2009 and 2011, MTV's popular programs also played a significant role.

"Seriously,  
watching *16 and  
Pregnant* is birth  
control itself."

FROM TWITTER POSTS  
ANALYZED DURING THE  
RESEARCH STUDY



Although the U.S. teen birth rate ranks highest among developed countries, it has declined over the past 20 years to its current all-time lowest level. Between 2008 and 2012 there was a particularly sharp decline. Kearney and Levine theorized that the timing of *16 and Pregnant* could be a significant factor in the decline and put their hypothesis to the test. The results are reported in the first study to offer an academic assessment of media influence on teen pregnancy rates.

According to the research, together the shows directly led to a 5.7 percent drop in teen pregnancies over the 18 months after they first aired.<sup>3</sup> That's one-third of a national 17.6 percent decline over the period, concluded the economists.

To gauge the shows' impact, the researchers looked at several measures, including ratings data and activity on Google and Twitter. They then examined the impact on teen pregnancy using national birthrate data.

The findings revealed that *16 and Pregnant* won ratings wars and encouraged teens to "search" and "tweet." More importantly, there were significant spikes in searches for "birth control" and "abortion" at exactly the time the show was on air, in locations where it was most popular.

Ms. Kearney said on Brookings' website: "MTV managed to create a show that really resonated with teens. If the characters were not believable...they would not have seen this effect."

## DRIVING GRASSROOTS ACTIVISM

### HONORING WORLD-CHANGERS: DO SOMETHING ON VH1

For the past four years, DoSomething.org has partnered with VH1 to produce the *Do Something* Awards in honor of young "world change makers." Through the partnership on the awards show, one young person wins a grand prize of \$100,000 to the charity of his or her choice — the most prestigious award worldwide for youth social activism.

At the heart of the *Do Something* Awards is youth empowerment. The organization's goal is to have five million teen members by 2015, harnessing their passion and energy to spark change. It is already America's largest organization for young volunteering opportunities, with 2.6 million members and counting.

In 2013, VH1 viewers were able to vote for their favorite project from a group of five nominees, each under the age of 25, who had gone above and beyond to make a difference. The finalists' projects spanned a girls' education program in South Sudan, a charity to prevent sex trafficking and a national food surplus recycling program.

Aired live from Hollywood on July 31, performers included Sara Bareilles, J. Cole and Fitz and The Tantrums along with celebrity presenters Queen Latifah, Ne-Yo and Joan Rivers. The show, hosted by actress Sophia Bush, also honored Patrick Dempsey, Jesse Tyler Ferguson, Jennifer Hudson, LL Cool J and Kelly Osbourne for their humanitarian work.



## AND THE WINNER IS

Daniel Maree, 25, for his Million Hoodies Movement for Justice. The campaign raised awareness for Trayvon Martin, who was fatally shot in Daniel's neighborhood. Daniel started the campaign to call for the amendment of the Stand Your Ground law in Florida, which states that shooters can stand their ground if they feel a threat of bodily harm; to educate young people about conflict resolution; and inform the public about profiling. Million Hoodies collected over two million petition signatures and engaged 50,000 people in rallies across the country. Today, there are Million Hoodies chapters in 12 U.S. cities.

## GO DO SOMETHING GOOD

To support DoSomething.org and raise \$25,000 for the final five nominees' charities, Viacom invited viewers to upload pictures of themselves doing acts of good with the hashtag #Unselfishselfie. Viacom donated \$1 for each photo posted.

# DIVIDING



## HALO AWARDS | NICKELODEON

Recognizing that celebrating and rewarding young people for social initiatives inspires them to do more, in 2008 Nickelodeon launched a program to honor those who stand up and commit to HALO: "Helping And Leading Others."

Conceived, hosted and executive-produced by TeenNick chairman Nick Cannon, the 2013 *HALO Awards* broadcast live from the Hollywood Palladium in Los Angeles. Focusing entirely on the young winners and audience, the show included a few fresh twists.

Nickelodeon recently announced the HALO Effect, a campaign to encourage more young people to take action. From January 2014, one deserving teen every month receives a spot on TeenNick plus \$5,000 for the charity of his or her choice.

"We started the HALO movement to honor young people who are doing extraordinary things," said Nick Cannon. "The HALO Effect will support more young people, more great projects and keep the momentum going."

Nickelodeon partnered with Amigos de los Rios of Los Angeles, Boys & Girls Clubs of America and Key Club International to bring young volunteers to the ceremony. For the first time, every member of the audience earned a ticket by participating in at least three hours of community service.

Enrique Iglesias, Fall Out Boy, Austin Mahone and Dax Shepard were among the celebrities to rock the crowd. But the real stars of the show were the four honorees, who each received a scholarship and \$5,000 for their charities.



# NO MORE

"Viacom has taken the courageous and powerful step to join us to say NO MORE to domestic violence and sexual assault. Being part of NO MORE from the beginning has been a great privilege. Society continues to misplace shame and blame on survivors — both women and men. That has to end... I am filled with confidence and renewed determination that, together, we can and will put an end to this violence."

MARISKA HARGITAY, FOUNDER, JOYFUL HEART FOUNDATION

## VIACOM AND THE JOYFUL HEART FOUNDATION SAY "NO MORE" TO DOMESTIC VIOLENCE AND SEXUAL ASSAULT

Every two minutes someone in the U.S. is sexually assaulted, and one in three women say that at some point in their lives they have been physically or sexually abused by a husband or boyfriend. Viacom has stepped up to raise awareness and action to end domestic violence and sexual assault through a partnership with the Joyful Heart Foundation and the NO MORE campaign, led by actress and advocate Mariska Hargitay.

NO MORE aims to dispel the myths and excuses that perpetuate sexual assault and domestic violence and get people talking openly about the issues. NO MORE's three-year public service announcement (PSA) campaign, launched in 2013, recruits celebrities and public figures to ask bystanders to get involved. Viacom worked with NO MORE to help young people find their voice and join the conversation by launching a new PSA campaign with talent from across Viacom's networks in 2014.

The Viacom-produced PSAs, co-directed by Mariska Hargitay and produced by ViacomCommunity, feature talent including MTV News Correspondent Sway Calloway, Spike *Ink* host Dave Navarro, VH1 *Big Morning Buzz Live* host Nick Lachey, MTV *Catfish* stars Nev Schulman and Max Joseph, and BET *106 & Park* hosts Shad Moss and Keshia Chanté. The spots ran throughout the summer of 2014 across Viacom's networks.

In addition, Viacom's legal team has provided pro bono assistance to the Joyful Heart Foundation for its rape kit backlog work. Every year, more than 20,000 individuals report rape to the police and most complete a rape kit test. Yet it's estimated that there are hundreds of thousands of untested rape kits in police storage and crime lab facilities simply waiting to be tested. The Foundation is vigorously campaigning to end the backlog.

The Joyful Heart Foundation honored Viacom CEO Philippe Dauman at its annual gala in May 2014 for the company's commitment to youth engagement on these critical issues. He said: "We need look no further than the experiences of our talent who signed on for the NO MORE PSA shoots. They were deeply and undeniably affected, and grateful to play a role."

## MOTHERS UNITE AGAINST GUN VIOLENCE | BET

BET has challenged America's mothers to take a lead role in the fight against gun violence. The network launched a new anti-violence campaign, Disarm, which kicked off with a special initiative in 2013 – M.O.M: Against Urban Gun Violence. A partnership with the National Action Network, M.O.M. hopes to reclaim the true meaning of Mother's Day by appealing to women to unite for peace across their communities.

BET aspires to be a megaphone on this crisis. Homicide is the leading cause of death among 15- to 24-year-old African Americans, according to the Children's Defense Fund, and youths aged 15-19 are eight times more likely to be victims of gun violence than their counterparts.

To raise awareness, BET held a press conference with mothers who had lost children to gun violence. Cleopatra Pendleton, mother of 15-year-old Chicago student Hadiya Pendleton who was tragically shot and killed in January 2013, delivered a call to action.

M.O.M. urges mothers everywhere to become activists: from raising funds for anti-violence charities and organizing awareness events, to persuading local community centers to extend opening hours for neighborhood youth. At the same time, BET asked mothers to tweet words of peace and wisdom using the hashtag #disarm.



BET also partnered with The League of Young Voters Education Fund and Snoop Lion's campaign, No Guns Allowed, on a panel discussion addressing gun violence at the 2013 BET Experience weekend in June.

The movement, which has encouraged 12,000 young people to take action so far, was inspired by Snoop Lion's song "No Guns Allowed," written to help stop the senseless acts of violence that claim the lives of dozens of Americans every day.

Snoop Lion said, "I'm proud that the song has sparked a movement and excited about collaborating with The League of Young Voters and BET to spread the message."

## FIGHTING GUN VIOLENCE WITH STYLE | MTV

MTV joined forces with Jewelry for a Cause, helping to take illegal guns off the streets and raise funds for a New Jersey gun buyback program.

In collaboration with anti-gun violence campaigner Snoop Lion, MTV has created "MTV x Caliber," limited edition bracelets that carry serial numbers from returned firearms via the Newark Police Department's amnesty program. The program offers cash, no questions asked, for surrendered guns. The Caliber Collection was created by Jewelry for a Cause from steel that's reclaimed from illegal guns collected by the Newark PD. The jewelry company then donates 20 percent of sales to fund future gun buyback events.

The unisex bracelets were included in gift bags at the 2013 *MTV Movie Awards*, giving celebrities and musicians a way to show their support. In addition, the network made a donation to the Caliber Foundation, which supports victims of gun violence and their families, and made the bracelets available for \$40 online at [caliber.mtv.com](http://caliber.mtv.com).

At the time of the campaign, Newark PD's buyback program had been put on hold for lack of funds. Just four months after Jewelry for a Cause unveiled the Caliber Collection in 2013, sales had raised \$40,000 — enough to help the department fund its first buyback since 2009.

"The MTV x Caliber bracelet is a great addition to the Caliber Collection and will continue the fight to reduce gun violence."

CORY A. BOOKER, CURRENT U.S. SENATOR FROM NEW JERSEY AND FORMER MAYOR OF NEWARK, NEW JERSEY

## A THIN LINE | MTV

For all the possibilities that today's 24/7 connected world has to offer, digital dangers lurk and only a thin line separates the tolerable from the hurtful on social media platforms.

MTV's pioneering multi-year campaign, A Thin Line, raises awareness about the costs of cyberbullying, sexting, spying, dating abuse and constant messaging. Its goal is to improve young people's understanding of the consequences and provide resources to help them deal with this modern pressure. Since its launch in 2009, the campaign has prompted more than 1.8 million young people to take action.

On-air specials, including the channel's original movie *DiSconnected*, have reached more than 35 million viewers and the campaign's PSAs have aired over 1,000 times.

In 2013, the campaign joined forces with MTV's *Catfish: The TV Show*. The collaboration created the *Catfish Guide to Avoiding Digital Drama*, a series of animated videos in which hosts Nev and Max share anecdotes and advice on topics like sexting and dating abuse.

The campaign's website ([athinline.org](http://athinline.org)) provides facts about digital abuse, offers advice on how to deal with it, encourages people to support others and links users to support organizations. The site poses questions about digital ethics and asks young people to take an active role in the Digital Rights Project. This crowdsourced manifesto — created by young users, for young users — sets out how people feel they deserve to be treated online. More than 75,000 young people have posted actions to Draw Your Line, a digital visualization of all the actions young people have taken to stand up against digital abuse.



“Disconnect whenever I want.”

ONE OF THE TOP FIVE  
DIGITAL RIGHTS AS VOTED  
ON BY YOUNG PEOPLE ON  
A THIN LINE

Another interactive feature is Over The Line?, a web and iPhone app enabling young people to share, read and rate stories about digital drama and relationships. More than 11,000 stories have been posted so far.

In 2013, the Massachusetts Institute of Technology’s Media Lab fine-tuned a smart algorithm that recognizes and categorizes clusters of words on the site. The software comes to life by matching young people’s posts to similar ones, letting them know they’re not alone. It also provides links to the most relevant help and resources available.

A Thin Line has won multiple awards and honors, including a Webby for Best Youth Website, a Golden Beacon and recognition by President Obama. It has also been a top referrer of chats to the National Dating Abuse Helpline.

## KEEPING YOUNG PEOPLE SAFE ONLINE

Pleas for help from young people who feel harassed or bullied online are regularly posted on our social media assets. Knowing that they are not alone often helps young people. That’s the idea behind an app that matches messages with similar posts from other worried teenagers — embedded in MTV’s Over the Line?

MTV follows a rigorous process to keep audiences safe and all posts are subject to community guidelines. If a post could cause serious harm, moderators send the story to Viacom security and continue to track posts coming from the same IP address, reporting abuse to the relevant authorities. Generally, MTV relies on the community to provide positive feedback. MTV also employs a “Street Team” of 12 young people to provide advice on the site.





## RESEARCH SPOTLIGHT: ONLINE DISCRIMINATION

MTV and The Associated Press-NORC Center for Public Affairs Research released a new survey on digital discrimination among teens and young adults. The results suggest that 50 percent of young people regularly see discriminatory language on social media. Overweight, LGBT, African-American youth and women were among the groups most affected by abuse. However, nearly 60 percent say it is “never okay” to use such language, “even when kidding.”

Read more about how MTV is working to address discrimination through its Look Different campaign (page 21).

## CMT ONE COUNTRY

One click, one zip code; that's all it takes to start giving back with CMT One Country. The campaign is the network's national call to volunteerism, inspiring CMT viewers to get out and take action in their communities.

CMT One Country works with some of America's most effective nonprofits, showcasing engagement opportunities with partners including Boys & Girls Clubs of America, Children's Miracle Network Hospitals, Feeding America, Habitat for Humanity, HandsOn Network and the USO.

The program features an online portal ([cmtonecountry.com](http://cmtonecountry.com)), which connects users to volunteering opportunities in their hometown. It also offers tips and ideas and recognizes the most dedicated participants on a volunteer wall of fame.

Every month, viewers who have volunteered for at least four hours and have tracked their hours on the site are automatically entered into a Volunteer of the Month sweepstake. CMT One Country donates \$1,000 to each winner's charity of choice. At the end of the year, all 12 monthly winners are entered into a grand prize drawing for a VIP trip to the *CMT Music Awards*. “You'll never know how good volunteering feels until you give it a try,” says Chris, a monthly winner from Norristown, Pennsylvania. Shalynn from Ottumwa, Iowa, echoes his enthusiasm. “It's the small differences that make a big difference,” she says.

The campaign also uses the *CMT Music Awards* to highlight the generosity of its artists, promoting their chosen charities during the annual show's promotion.



## AGENTS OF CHANGE | MTV LATIN AMERICA

The Millennial Generation truly values being able to make a difference: 86 percent of young people surveyed in Viacom International Media Networks' global study, "The Next Normal," are looking to do "something meaningful with my life" (page 5).

Their aspirations are brought to life by Agents of Change ([agentesdecambio.org](http://agentesdecambio.org)). A partnership with the Inter-American Development Bank (IDB), the program was launched by MTV Latin America and its U.S. Hispanic sister brand Tr3s in 2006. In 2014, the program extended to Nickelodeon Latin America.

The campaign gives young people a platform to highlight the actions they've taken on the issues that matter to them. It also amplifies youth-led projects run by organizations like UNICEF, the United Nations Population Fund and The World Bank, and provides advertisers whose social campaigns support young change-makers with MTV's social media expertise.

Every year, a select few youth leaders throughout Latin America who've submitted great ideas are profiled on the channels and get to travel VIP-style to the region's annual flagship events. In 2014, Nickelodeon's *Kids' Choice Awards* in Mexico and Colombia will honor the best youth-led Agents of Change projects on stage, publicly, for the first time.

In 2014, Agents of Change reached 75 million households in 22 countries, running 15 campaigns and 74 hours of content, valued at over \$30 million for partner organizations.

## DJ AGENTS OF CHANGE | MTV LATIN AMERICA

Nearly 6,000 professional DJs are putting their sets, lights and charisma behind youth change projects in Latin America. Inviting DJs to use their rock star powers for good, MTV Latin America, the Inter-American Development Bank (IDB) and the NGO Fundación DJ launched DJ Agents of Change in 2013.

The program aims to spur activism among young people by utilizing each DJ's performances and social media footprint to amplify change initiatives. DJs get a monthly newsletter and a digital toolkit to help them promote Agents of Change campaigns from their DJ booths. The inaugural campaign supported the IDB's vital road safety initiative, as road accidents are the leading cause of death among 15- to 29-year-olds in Latin America.

Judged by their impressions on social media, DJs can win a short capsule on the Agents of Change website. The first winner was Bernardo Tirado from Matatlán, Mexico — aka DJ Tigo — for his success in spreading IDB's road safety messages. DJ Hooligan, Eric Hernandez of San José, Costa Rica, won a capsule for raising awareness for the United Nations campaign to end violence against women — El Valiente No Es Violento (see next page).

#### FUNDING FOR YOUTH PROJECTS | MTV LATIN AMERICA

Agents of Change also serves as a youth enterprise incubator, turning ideas into real ventures. Through a partnership with Washington, D.C.-based Ashoka — the global association of leading social entrepreneurs — it provides \$1,000 seed-funding and three years' technical support to budding social enterprises. In 2013, the initiative focused on solutions to tackle Latin America's HIV/AIDS epidemic: 150 projects entered and 52 were accepted. Since 2006, over 500 youth-led enterprises have launched thanks to the program.

#### CHIUKU AWARD | MTV LATIN AMERICA

MTV Latin America created the Chiuku Award to recognize people in the public eye who use their celebrity to empower young Agents of Change. In 2013, DJ Wally Lopez and Panamanian pianist and philanthropist Danilo Pérez received a Chiuku. Past recipients include Kelly Rowland, Nelly Furtado, the Backstreet Boys, 50 Cent and Calle 13.



“Break the silence. When you witness violence against women and girls, do not sit back. Act.”

BAN KI-MOON, SECRETARY-GENERAL, UNITED NATIONS



## “EL VALIENTE NO ES VIOLENTO” – THE BRAVE ARE NOT VIOLENT ENDING VIOLENCE AGAINST WOMEN | MTV LATIN AMERICA

MTV Latin America and the UN Secretary-General’s UNiTE Campaign are striving to end violence against women with the launch of “El Valiente No Es Violento” — The Brave Are Not Violent.

Supported by UN Women, UNICEF, the Pan American Health Organization and the World Health Organization, the initiative invited youth across Latin America and the Caribbean to take a stand by carrying out simple actions at home, school and in the community to challenge unacceptable behavior.

The campaign kicked off in 2013 with a party for young people organized by the Municipality of Quito, Ecuador, where MTV launched a competition asking viewers to submit creative proposals to end aggression against women and girls. The winning project was highlighted on MTV’s Agents of Change website.

## CAUSE CHANGE | TV LAND

TV Land supports philanthropy, volunteerism and good citizenship through its Cause Change campaign. The program, which has run for eight years, provides airtime for the social messages of the network’s corporate partners and sponsors, including Clorox, L’Oréal, Nationwide Insurance and General Mills. In 2013, the network aired campaign spots about recycling, feeding the hungry and encouraging kids to drink water, which reached almost 160 million people.

# FIGHTING HUMAN TRAFFICKING

## AGAINST OUR WILL: STUDENTS INSPIRE ANTI-SLAVERY CAMPAIGN | mtvU

The United Nations International Labour Organization says there are at least 21 million people worldwide forced into sex or slave labor, and many are right here in our own backyard. Sex and labor trafficking has been reported in all 50 American states, with children as young as 12 among the victims.

mtvU's Against Our Will Campaign raises awareness and inspires college students to use their influence to end the scourge. Launched at the Clinton Global Initiative in 2011, the campaign, ([againstourwill.org](http://againstourwill.org)), outlines how students can take action: by raising awareness, avoiding goods and services offered or made by victims, starting or joining a student group, asking colleges to set curricula on the subject and reporting suspected cases.

The website introduced a powerful interactive element to shed light on the issue for National Slavery and Human Trafficking Prevention Month in January 2013. The Backstory ([thebackstory.mtv.com](http://thebackstory.mtv.com)) begins as users select from a series of online ads and then learn the painful stories behind them. The experience intensifies when users connect to their Facebook account and see a personalized storyline unfold. Along the way, they're informed about how to take action — from rallying for laws to support the rights of trafficking survivors to discovering how their own actions could inadvertently be supporting modern-day slavery.





“Film and media have a powerful ability to spark dialogue on an issue and to open your eyes to something you never knew existed.”

CHINNY LAW, HUMAN TRAFFICKING STUDENT ACTIVIST,  
WRITING IN THE HUFFINGTON POST

“It makes you completely re-evaluate your life. It was heart-wrenching to read these stories and see how many people are subjected to this every day.”

JASMINE JONES, 20, CO-CREATOR OF THE BACKSTORY,  
JAMES MADISON UNIVERSITY



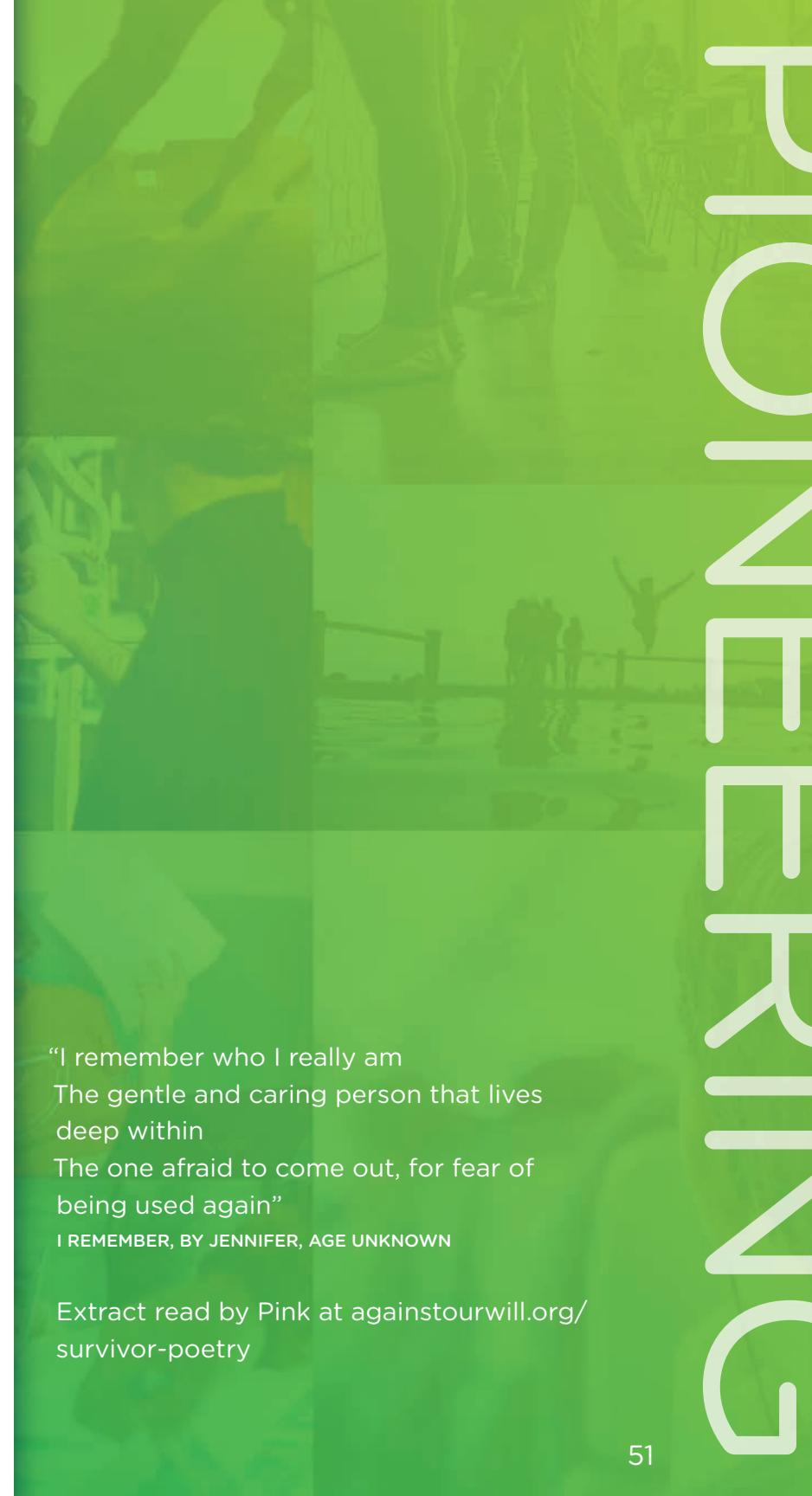
“THE BACKSTORY”

The Backstory was inspired by four James Madison University students, winners of an mtvU challenge for students nationwide to submit ideas for an innovative digital tool that raised awareness of and encouraged action on modern-day slavery in the U.S. The winning team was recognized with a \$10,000 prize, plus news that mtvU would develop the concept. More than 80,000 users have visited the site to date.

A series of powerful videos feature dancers from Alvin Ailey II, showing how people can be forced into sex and labor trafficking. They are narrated by rapper Talib Kweli, who said, "Students are always at the vanguard of a movement, so when they move on something as important as human trafficking, I stand with them. This is a creative way to bring a travesty to the forefront."

The *Washington Post* has called The Backstory "truly engaging," and the campaign was nominated for a Daytime Emmy in 2014.

Against Our Will was developed in partnership with Free the Slaves, Girls Educational & Mentoring Services (GEMS) and the Polaris Project. Alicia Keys and Pink have supported the campaign by narrating moving poetry written by sex trafficking survivors, as part of a series of on-air spots.



"I remember who I really am  
The gentle and caring person that lives  
deep within  
The one afraid to come out, for fear of  
being used again"

I REMEMBER, BY JENNIFER, AGE UNKNOWN

Extract read by Pink at [againstourwill.org/survivor-poetry](http://againstourwill.org/survivor-poetry)



## TRUE STORIES

*Human Traffic: China* charts the lives of Xiao Xiang, a young Chinese boy abducted for illegal domestic adoption; Kyi Kyi, a woman from Myanmar trafficked for forced marriage; and Thien, a young Vietnamese girl coerced into sex work. It premiered worldwide in 2013 in partnership with China's superstar Han Geng, who said: "I call on my fans to watch this documentary and spread the word so we can help protect our friends, families and communities."

## MTV EXIT | VIACOM INTERNATIONAL MEDIA NETWORKS

The sale of humans as mere commodities is the world's second largest criminal industry after the drug trade, generating \$150 billion of illicit profit for the perpetrators each year.

MTV EXIT worked since 2004 to help put a stop to the problem. Its worldwide initiative used documentaries and dramas, online content, live events and partnerships with anti-trafficking organizations on the ground.

MTV EXIT's goal was to educate young people and encourage audiences to take action. Its youth engagement team worked across the Asia Pacific region to empower young people to become activists. In 2013, 24 young people from Cambodia, Indonesia, Myanmar, the Philippines, Thailand and Vietnam attended the program's second ASEAN Youth Forum in Bangkok; a Youth Jam in Karawang, Indonesia, reached 350 young people; and over 13,500 people joined the campaign's Myanmar Roadshow.

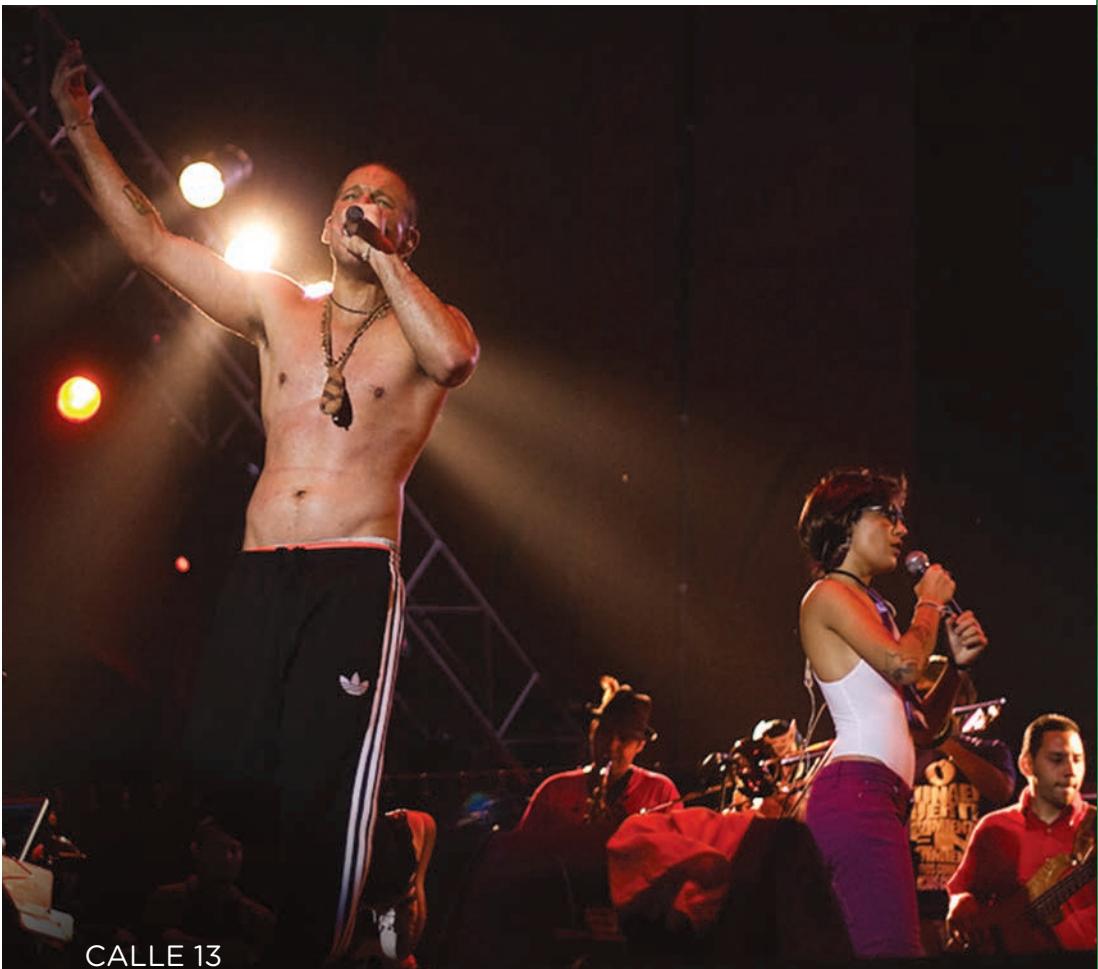
The campaign's website ([mtvexit.org](http://mtvexit.org)) provided information on trafficking and exploitation along with safe-migration advice and direct links to support lines. It also hosted MTV's collection of powerful, country-specific documentaries that tell the stories of real survivors.

By the end of 2013, the campaign had staged 40 concerts in 20 countries, reached 800,000 people at live events, 87 million via television and more than 200 communities through outreach projects.

## MTV EXIT IN LATIN AMERICA

MTV EXIT's impact on the ground grew during 2013 in Latin America, where the campaign has rolled out mainly through local events and activities with young adults.

MTV partnered with the Pan American Development Foundation and the Inter-America Development Bank to stage a live event and a youth forum for at-risk youth in Guatemala. More than 1,000 young people attended a screening of *Invisible Slaves* — an MTV EXIT special hosted by urban band Calle 13; and workshops equipped 10 NGOs and 25 youth leaders from three countries with the skills to take the campaign back to their communities.



CALLE 13



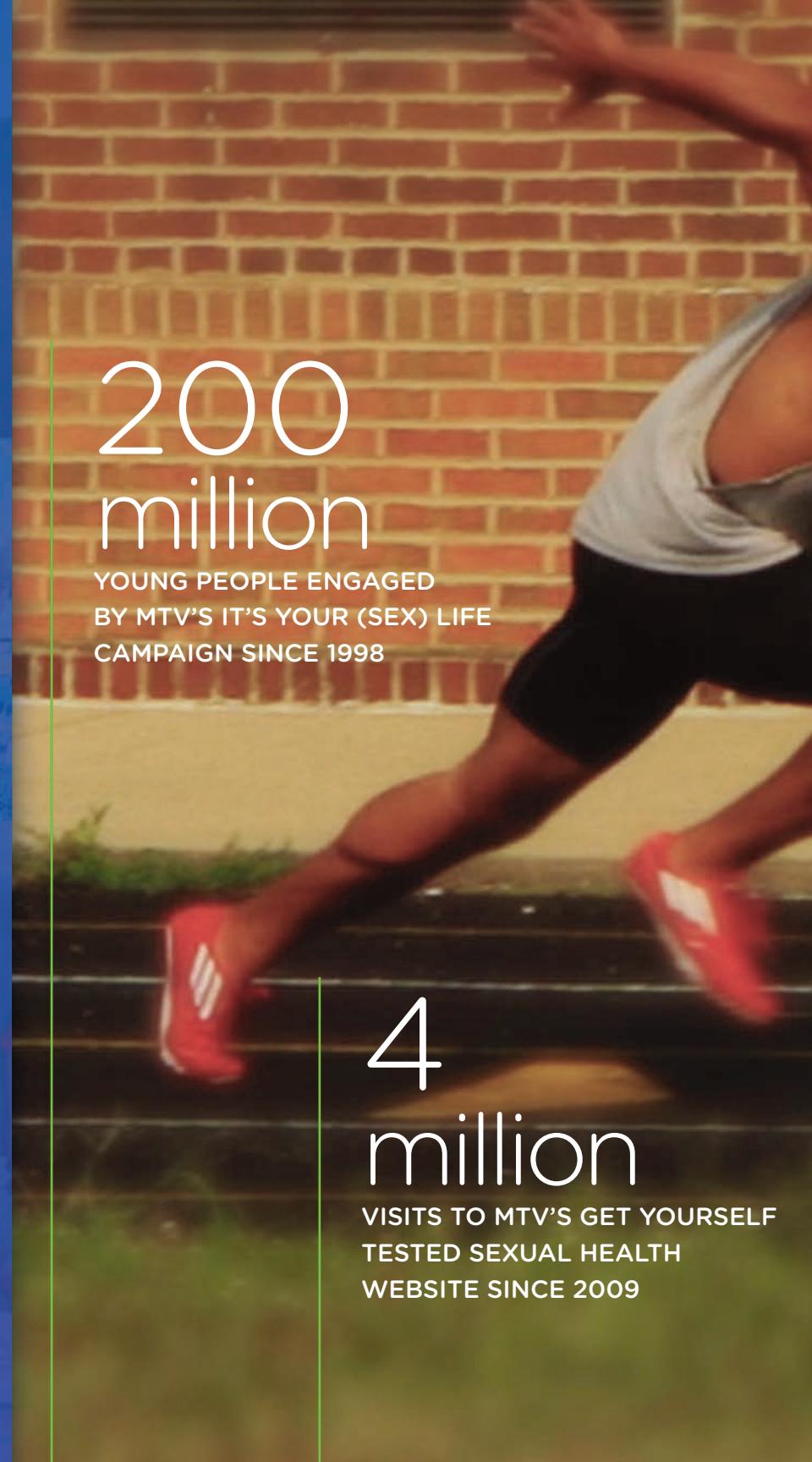
"I had to clear everything, wash the dishes and clean up because later she'd make me go sell."

"Until one day he dared to ask me:  
'Would you work as a prostitute for me?'  
And I said 'No!'"

VOICES FROM YOUNG PEOPLE FEATURED IN  
*INVISIBLE SLAVES*

# PROMOTING HEALTHY LIVING

Whether fighting HIV/AIDS, encouraging kids to keep fit or supporting young people struggling with mental illness, we help our audiences to protect their sexual, physical and mental well-being. Through public service announcements, programming and digital resources, we use our platforms to promote healthy living. Healthy communities are prosperous communities. They're good for our employees, our audiences and all of our stakeholders.

A photograph showing a person's legs and feet in motion, wearing red and white athletic shoes, running on a dark track. In the background, there is a red brick wall and some green grass.

200  
million

YOUNG PEOPLE ENGAGED  
BY MTV'S IT'S YOUR (SEX) LIFE  
CAMPAIGN SINCE 1998

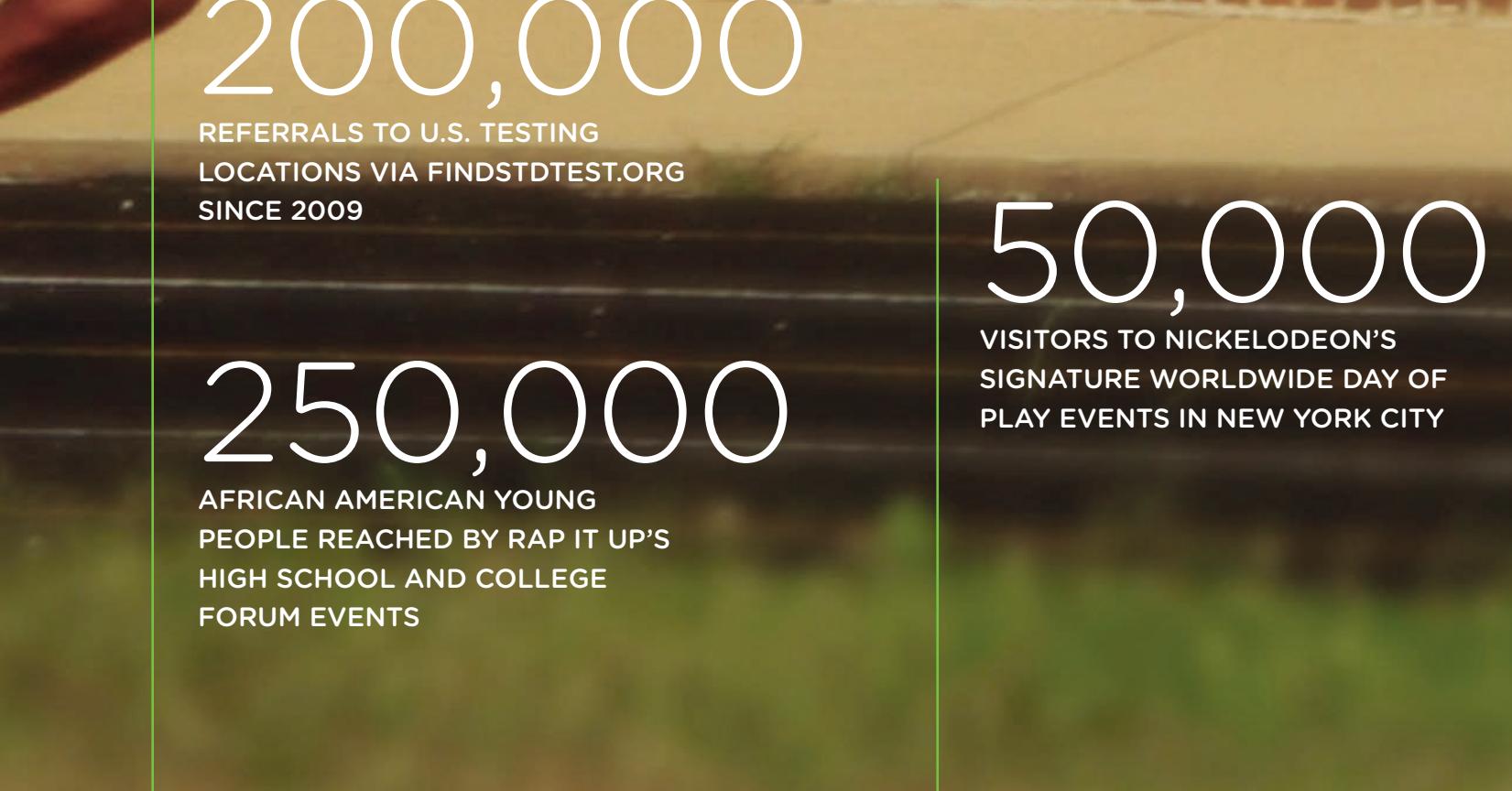
4  
million

VISITS TO MTV'S GET YOURSELF  
TESTED SEXUAL HEALTH  
WEBSITE SINCE 2009



200,000

REFERRALS TO U.S. TESTING  
LOCATIONS VIA [FINDSTDTEST.ORG](http://FINDSTDTEST.ORG)  
SINCE 2009



250,000

AFRICAN AMERICAN YOUNG  
PEOPLE REACHED BY RAP IT UP'S  
HIGH SCHOOL AND COLLEGE  
FORUM EVENTS



50,000

VISITORS TO NICKELODEON'S  
SIGNATURE WORLDWIDE DAY OF  
PLAY EVENTS IN NEW YORK CITY

# Down Town





# USING MEDIA TO HELP SAVE LIVES

## MTV STAYING ALIVE FOUNDATION

The MTV Staying Alive Foundation is dedicated to ending the spread of HIV/AIDS among young people the world over.

**448**

Grants made to HIV-prevention projects run by young leaders in 66 countries since 2005, a total of \$4.5 million

**47**

HIV prevention project leaders from 25 organizations trained in Nepal, Kenya and London during 2013

## WORKING FOR AN HIV-FREE WORLD

The Staying Alive Foundation's vision is an empowered, smart and educated MTV generation equipped with the tools and knowledge to protect themselves from HIV.

An international charity since 2004, the Staying Alive Foundation is now the world's largest youth-focused HIV initiative, helping millions of young people get smarter about their sexual health and welfare.

The Foundation works in two ways: distributing hard-hitting and thought-provoking original programming and providing four-year grants to young activists who run HIV prevention projects in their local communities, armed with effective tools and training.

In 2013, Staying Alive granted \$670,450 to 69 active projects and 12 new ones, entering three new countries: Armenia, Romania and Tajikistan.





The campaign's youth leaders trained nearly 3,000 peer educators across the world during the year, reaching around 440,000 young people. They distributed over 375,000 condoms and over 6,000 young people were tested for HIV.

With partners like the President's Emergency Plan for AIDS Relief (PEPFAR), the Gates Foundation and the United Nations Population Fund, MTV Staying Alive has produced a swathe of media content: from public service announcements and online campaigns to documentaries and the award-winning drama series *Shuga*.

## SHUGA: GRIPPING STORIES, SEXUAL HEALTH MESSAGES

From condom use to multiple partners, *Shuga* tackles the issues around HIV/AIDS and sexual reproductive health in a powerful, yet authentic, way. The characters deal with the difficulties of getting tested, being honest about their sexual health status and living with the virus. The storylines also delve deep into social issues such as domestic violence, gender equality and women's rights. Distributed rights-free to broadcasters worldwide, seasons one and two are set in Nairobi, Kenya, and starred Oscar winner Lupita Nyong'o. In 2013, the drama moved to Lagos with an all-Nigerian cast, directed by Biyi Bandele of *Half of a Yellow Sun* fame.

The third series of *Shuga* premiered on World AIDS Day 2013 to 52 territories in sub-Saharan Africa. Over 80 broadcasters worldwide have aired the series, reaching a potential audience of over 500 million homes and an estimated airtime value of between \$2.5 million and \$3.5 million.

By July 2014, *Shuga*'s online content had been viewed 3.4 million times and the campaign had reached 40 million people through social media posts.

Not only do *Shuga*'s social media platforms get young people talking, they link to community resources for HIV counseling and testing. Now, a radio adaptation is set to target young Nigerians in rural areas, and the campaign will use its 24-hour hotline, run by Nigeria's National Agency for the Control of AIDS, to send registered users health messages by text.

Meantime, a comic book based on *Shuga*'s domestic violence storyline has been developed with Nigerian publisher Kachifo to help victims report abuse. Designed for people with low literacy or no access to TV, the project was supported by Viacom volunteer attorneys in partnership with Shearman & Sterling and Lawyers Without Borders.





#### TOWARD BEHAVIOR CHANGE

Studies confirm that *Shuga* inspires debate and prompts behavior change, including research by the University of Western Cape. When students were posed with the statement, “I am at risk of HIV,” 20 percent agreed before watching the show, 55 percent after and 85 percent following a group discussion.

The Gates Foundation has commissioned the World Bank to evaluate the behavior change impact of *Shuga* series three.

#### ON THE GROUND HIGHLIGHTS:

##### JUVENTU PROMOTORES

Five Ways to Love Yourself campaign, Guadalajara, Mexico, 2013:

- › 5,000 young people reached
- › 9 interventions at schools and universities
- › 250 safe-sex kits distributed

##### REACH A HAND

Get Your Mix Out campaign, Kampala and Wakiso districts, Uganda, 2013:

- › 50 peer educators trained
- › 16,000 young people educated
- › 1,000 young people tested for HIV

“I have witnessed an important transformation in many of my students’ lives in a few short months because of these films.”

PROFESSOR JAMES LEES,  
UNIVERSITY OF WESTERN CAPE

“The ratings for *Shuga* this year were double the average viewership for any other program in 2013.”

BET INTERNATIONAL  
(PAN-AFRICA, UK, IRELAND  
AND THE MIDDLE EAST)



# ENCOURAGING RESPONSIBLE CHOICES

## MTV STAYING ALIVE: DUREX AND MTV JOIN FORCES

To create conditions for “an HIV-free world,” the MTV Staying Alive Foundation and Durex formed a far-reaching new partnership, Someone Like Me, in 2013. The collaboration aims to improve sex education and get young people talking openly about sex across the world.

Fusing Durex’s knowledge of sexual health with the Foundation’s expertise in behavior-change programming, the campaign featured:

- › A documentary, *My Sex Life and Everyone Else's*, broadcast on MTV channels around the world during November.
- › A website with videos of real people talking about sex, plus practical information on safe sex and relationships.
- › A series of parties in cities across the globe to celebrate World AIDS Day.

In just over six months, the program had clocked 207 million views and 19 million engagements on social media, smashing targets and reaching 950 million people globally.

Durex is also backing the Foundation’s community outreach program, providing 10 youth-led HIV prevention projects with financial grants and training.

## ENGAGING LAWMAKERS

Our Government Relations team and the MTV Staying Alive Foundation marked World AIDS Day by screening the documentary *My Sex Life and Everyone Else's* at the European Parliament. The screening helped the Staying Alive Foundation reach an important new audience of over 100 international activists and lawmakers.

## EMPOWERED TO BE GREATER THAN AIDS | VH1

VH1 joined forces with a powerful coalition of sexual health advocates to bring the impact of HIV/AIDS on women into the public eye in 2013 with a new series of public service ads, which started to air the week of National HIV Testing Day in June.

The spots were part of a campaign by national coalition Greater Than AIDS and the Grammy award-winning artist, humanitarian and philanthropist Alicia Keys. Called EMPOWERED, it was staged to encourage women to take a lead in fighting HIV/AIDS.

VH1 ran a summer-long series of spots to promote EMPOWERED across its digital and media platforms and sister channels VH1 Soul and high-definition network Palladia, amplifying key campaign messages about HIV prevention and treatment.

The campaign recognized that while 1.1 million people live with HIV in the U.S. today, one in four is a woman. Women of color are disproportionately affected and, if current trends continued, one in 32 black women will contract HIV in the future.

EMPOWERED, said Alicia Keys, was designed to educate and bring understanding that women were “taking charge in the fight to make the end of AIDS a reality.”

The campaign focused on conversations between Ms. Keys and women living with HIV as, every week, VH1 featured a new spot profiling women and their stories — such as Cristina, a graduate student from the San Francisco Bay area who was born with the virus; Jen, a wife and mother in Portland, Oregon, who has been living with HIV for 20 years; and Kym, a young professional living in Texas who learned she was positive after her new husband became sick and died as a result of HIV.

In sharing their stories, they each proved that HIV is both preventable and treatable. For those who are positive, highly effective treatments can improve health, extend life and prevent the spread of the disease.

First launched in March 2013, EMPOWERED highlights the role of women — as mothers, daughters, sisters, friends and partners — to change how people think, talk and act around HIV/AIDS, helping to allay the stigma that still prevents many people from taking actions that can stem the spread of the disease.

“Media plays a powerful role in confronting the stigma that still surrounds this disease.”

TINA HOFF, SENIOR VICE PRESIDENT AND DIRECTOR OF HEALTH COMMUNICATION AND MEDIA PARTNERSHIPS, KAISER FAMILY FOUNDATION

“We are happy to partner with the wonderful Greater Than AIDS team and the talented and dedicated Alicia Keys this summer to amplify their messages and stories about HIV prevention and current treatments.”

TOM CALDERONE, PRESIDENT, VH1



VH1’s on-air and online support — including digital placements and pre-roll video messages and banners on vh1.com — added media weight to the power of Greater Than AIDS, a leading national public information campaign focused on the U.S. domestic epidemic. Launched in 2009, it is underpinned by a coalition of public and private sector partners, including the Kaiser Family Foundation, the Black AIDS Institute, MAC AIDS and the Elton John AIDS Foundation.

## IT'S YOUR (SEX) LIFE/GET YOURSELF TESTED | MTV

One in two young adults in America will get a sexually transmitted disease (STD) by the age of 25 — and most won’t even be aware of it.

MTV has been fighting this issue through its Emmy- and Peabody-winning It's Your (Sex) Life campaign, founded in partnership with the Kaiser Family Foundation in 1997. In addition, since 2009, its sibling campaign — Get Yourself Tested (GYT) — has focused entirely on disease prevention.

GYT is supported today by a network of leading organizations, including the American College Health Association (ACHA), Kaiser Family Foundation, National Coalition of STD Directors (NCSD) and Planned Parenthood Federation of America. Technical consultation for GYT is provided by the U.S. Centers for Disease Control and Prevention (CDC).

Together, the campaigns offer targeted public service announcements (PSAs), special programming, news segments, community outreach, free information and extensive social media, web and mobile resources to help young people make responsible decisions.

It's Your (Sex) Life's website ([itsyoursexlife.com](http://itsyoursexlife.com)) offers easy-to-follow information on pregnancy prevention, STD testing, relationships and dating abuse. The campaign is estimated to have reached over 200 million young people since its inception.

As well as providing thousands of health centers, clinics and college campuses with community toolkits filled with promotional materials and information, the GYT website ([gytnow.org](http://gytnow.org)) has attracted more than 4 million visits, driving over 200,000 referrals to testing locations via [findstdtest.org](http://findstdtest.org) — a handy zip code testing center locator available online and via mobile.

#### GIRL CODE + GYT

On World AIDS Day 2013, GYT teamed up with MTV's hit show *Girl Code* to drive home the importance of regular STD and HIV testing. In a special episode that premiered on November 27, three vignettes and two new PSAs featured cast members advocating responsible choices.

#### BET AND AD COUNCIL PARTNER ON UNPLANNED PREGNANCY

Around 10 percent of unmarried young women in the U.S. have an unplanned pregnancy each year, according to the National Campaign to Prevent Teen and Unplanned Pregnancy. To help counter the trend, the Campaign teamed up with the Ad Council and BET to launch a series of PSAs in 2013. The spots directed young adults to the nonprofit's website for 18- to 29-year-olds ([bedsider.org](http://bedsider.org)). Bedsider includes easy ways to explore and compare birth control methods, videos of real women describing their experiences with different methods, and birth control reminders sent by text or email — everything women need to find the best method, stay on it, and use it successfully. The campaign won a Telly Award in the Non-Profit Commercial category.



"Thanks to the efforts of the Get Yourself Tested partners, during April 2013 Planned Parenthood affiliates tested more people for STDs and held more GYT events than ever before."

LESLIE KANTOR, VICE PRESIDENT, EDUCATION, PLANNED PARENTHOOD FEDERATION OF AMERICA

"Viacom's commitment to the Ad Council and our campaigns last year was exemplary. By donating valuable time and space for messages on bullying, dropping out of high school and unplanned pregnancy prevention, its support helped improve the health, safety and well-being of youth across the country."

PEGGY CONLON, PRESIDENT AND CEO, AD COUNCIL



## RAP IT UP | BET

### PUPPETS PROMOTE HIV AWARENESS | LOGO

Logo viewers were prompted by puppetry and humor to “spread the word, not the virus” in 2013.

Knowing that HIV rates are still on the rise despite increased awareness and education, the network partnered with the Tony Award-winning musical *Avenue Q* to create a series of “Puppet Service Ads.” Sponsored by Gilead Sciences, the campaign featured characters from the musical in six separate on-air and online spots, rolled out every eight weeks across the year. Creative and sassy, the PSAs sought to erase the stigma of HIV, encourage frank discussion between partners about sexual health and multiple partners, raise the necessity of regular testing and stress the importance of adhering to treatment when HIV positive.

### RAP IT UP | BET

BET’s Rap It Up is an Emmy Award-winning initiative to inform and educate African-American men and women, especially those under 25, about HIV/AIDS and unplanned pregnancy.

Since its launch, 32 original Rap It Up PSAs have aired over 16,000 times on the network. More than one million viewers have called the campaign’s dedicated hotline and some 300,000 free informational guides have been distributed.

A partnership with the Kaiser Family Foundation, the program inspires young adults to get educated on sexual health risks, get tested and take a stand against the spread of HIV/AIDS.

In 2013, Rap It Up took another series of its traditional teen forums to four cities: Greensboro, NC; Dothan, AL; Newark, NJ; and Philadelphia, PA, reaching more than 1,950 high school students.

Over the years, Rap It Up has reached more than 250,000 young people through community events and forums at high schools and colleges.

On World Aids Day 2013, BET featured a segment on its daily show, *106 & Park*, addressing the issue of HIV/AIDS among young people and featuring a youth peer educator from St. John's University explaining the importance of awareness and testing from a youth perspective.

## ÚLTIMO AÑO | MTV LATIN AMERICA

Viacom believes creative programming can spark social impact. A good example is *Último Año*, MTV Latin America's drama for Spanish-speaking youth. The 70-part series premiered across Latin America in 2012 and on Tr3s in the United States in 2013.

Developed in partnership with Population Media Center, *Último Año* dramatizes the day-to-day dilemmas that youth face with storylines raising issues of unprotected sex, domestic violence and gender equality.

Riveting and powerful, the show links millions of viewers to sexual health resources such as Planned Parenthood's Find A Clinic widget and websites run by MTV Latin America ([mtvla.com/sextumismo](http://mtvla.com/sextumismo)) and the National Campaign to End Teen and Unplanned Pregnancy ([stayteen.org](http://stayteen.org) and [bedsider.org](http://bedsider.org)).

Now, MTV Latin America is working to measure the series' effect on youth behavior. It has hired the De La Riva Group to study conversations on the web; analyze viewer calls to partner NGOs as well as traffic to their websites; and study a pre- and post-viewing sample of the audience. Results are expected in late 2014.

## sextumismo.com | MTV LATIN AMERICA

On World Contraception Day 2013, MTV Latin America's sexual health website ([sextumismo.com](http://sextumismo.com)) worked with long-term partner Bayer to run a fun survey to bring to life the dangers of unprotected sex to teens. The campaign posed 10 random questions to find out what young people are doing when it comes to sex. MTV Latin America produced a 30-second spot designed to engage young people in considering their behavior and make informed decisions.



“I’m happy to be here, and happy to communicate to our women, our women within our community, that they have somewhere to go if they need help.”

TASHA SMITH, ACTRESS AND PLANNED PARENTHOOD CELEBRITY AMBASSADOR

“Working with the BET family has been as enjoyable as it is rewarding. BET’s continued support — especially around our Breast Health Awareness and our Historically Black Colleges and Universities work — helped strengthen our audience reach and engage communities of color and youth. We are honored to stand in partnership with BET in shared commitment to provide equal access to reproductive health services for women, men and families.”

KRISTI HENDERSON, PLANNED PARENTHOOD FEDERATION OF AMERICA



# RAISING AWARENESS AND FUNDS

## LIFEBEAT SPECIAL | VIACOM

Every year, Viacom helps produce the *MTV Video Music Awards* pre-party to raise funds for Lifebeat, a national nonprofit dedicated to educating Americans aged 13 to 29 about HIV/AIDS prevention.

Lifebeat — Music Fights HIV/AIDS — brings together the talents and resources of the music industry to deliver HIV and STD awareness using broadcast, print, social and digital media. It also distributes literature and condoms at venues, music festivals, clubs and other events. A partnership with Time Warner Cable, the 2013 pre-VMA party raised \$100,000 for the cause.

## BET GOES PINK: BREAST PARTY EVER

Every October during Breast Cancer Awareness Month, BET runs BET Goes Pink. Since 2010, BET has been dedicated to promoting awareness of the growing epidemic of breast cancer, particularly in the African-American community, which is affected by a particularly virulent strain of the disease at an alarmingly disproportionate rate.

In 2013, the network also partnered with Planned Parenthood to host The Breast Party Ever in Atlanta. The Breast Party's goal was to increase awareness about the epidemic, promote the importance of mammograms and direct young women to local Planned Parenthood breast health services.

Celebrity ambassadors Tasha Smith and Keshia Knight Pulliam shared personal stories with the more than 250 guests about how breast cancer had impacted their family and friends. In solidarity, BET employees formed teams to complete the 2013 Susan G. Komen Breast Cancer Walk in D.C., NYC and Los Angeles.

# NURTURING HEALTHY MINDS

## HALF OF US | MTV, mtvU

In June 2013, mtvU's Half of Us campaign was spotlighted at the White House National Conference on Mental Health, convened by President Obama and Vice President Biden. A few months later, the network launched a documentary special as part of its series of pioneering initiatives to help young people take care of their emotional health.

### LIFE CONTINUED: DEFEATING DEPRESSION

On World Mental Health Day 2013, MTV aired a poignant 60-minute documentary special — *Life Continued: Defeating Depression*. Produced by Rainn Wilson's SoulPancake, it followed the lives of two young people who fought their way through severe mental illness to recovery.

Depression affects about 19 million people in the U.S. every year and young adults are especially at risk. Suicide is the third-leading cause of death among young people aged 15 to 24. Statistics like these illuminate the need for mtvU's Peabody Award-winning campaign Half of Us, a program dedicated to raising mental health awareness, reducing the stigma of psychological illness, helping young people deal with emotional struggles and encouraging sufferers to reach out for help.

In partnership with The Jed Foundation, the campaign's hub ([halfofus.com](http://halfofus.com)) offers visitors practical help with problems like body image issues, abuse, breakups, loss, digital drama and LGBT issues. The site provides a library of powerful PSAs and information on a range of mental health problems — from bipolar disorder and anorexia to suicidal thoughts.



"When you're in that kind of depression, it doesn't feel like there's any hope. As soon as you reach out — and that's where the statistics are really amazing — 80 percent of the people who get help, they overcome it."

RAINN WILSON,  
PRODUCER, *LIFE  
CONTINUED*



Over one million young people have accessed helpful resources on the Half of Us site.

To coincide with *Life Continued*, MTV and The Jed Foundation launched a new campaign through the Love is Louder movement where young people were able to share why their #lifecontinued by discussing what @LoveisLouder than for them. (Read more about Love is Louder on page 26.)

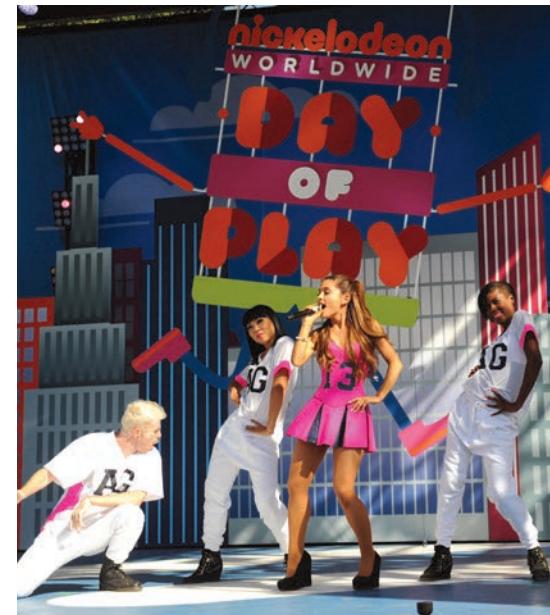
## INSPIRING ACTIVE LIFESTYLES

### WORLDWIDE DAY OF PLAY | NICKELODEON

One of the best ways kids can help themselves is by getting out and getting active. So, once a year, all Nickelodeon channels and websites go dark from noon to 3pm on the network's Worldwide Day of Play (WWDOP).

In 2013, WWDOP celebrated its 10th year — its most successful ever — attracting more than 50,000 kids and families across all 50 states and in countries like Japan, Portugal, the UK and Turkey.

Over 35,000 kids and families attended the signature event at Prospect Park, Brooklyn, prompting Mayor Michael Bloomberg to declare September 21 "Day of Play." Stars like SpongeBob SquarePants, Dora the Explorer and the Teenage Mutant Ninja Turtles appeared throughout a day of activities, music and games, including football, tennis, dancing and a live concert headlined by Big Time Rush and Ariana Grande.





Across New York City, Nickelodeon celebrated fun and fitness all week long, hosting over 80 wellness-themed events in all five boroughs, including visits to the Intrepid Museum and Union Square.

Nickelodeon also joined forces with more than 45 national and local organizations across America, such as the NFL, NBA, United States Tennis Association, Boys & Girls Clubs of America and the YMCA of Greater New York. Partners made sure kids were connected to a wide range of outdoor play activities at more than 4,000 local events.

Through Boys & Girls Clubs of America alone, over 900 clubs nationally and on military installations overseas attracted over 10,000 6- to 18-year-olds to outdoor events.

WWDOP was promoted on-air and online and through its many partners. The day embodies Nick's legacy of promoting positive health messages to kids, including Nickelodeon Fit on Wii, a partnership with the First Lady's Let's Move campaign and the I Play Because... PSAs that run on Nickelodeon all year-round.

Nickelodeon has worked with more and more organizations dedicated to fighting childhood obesity in the last 10 years, such as The Alliance for a Healthier Generation, Boys & Girls Clubs of America, professional sports leagues and many more. Further, it makes grants to school sports and community recreation efforts and has social marketing partnerships with companies like Birds Eye, encouraging kids to eat more vegetables.



“Thanks to participating schools, parks and recreation centers across the five boroughs, kids and families have had the chance to learn more about the importance of leading an active lifestyle.”

NEW YORK CITY'S MAYOR MICHAEL BLOOMBERG

“Through our partnership with Nickelodeon, we have increased our ability to promote health and fitness. Worldwide Day of Play provides a platform to continue to develop positive fitness behaviors, positive use of leisure time and active play.”

CRYSTAL E. BROWN, DIRECTOR, CHARACTER AND CITIZENSHIP, BOYS & GIRLS CLUBS OF AMERICA

# INSPIRING FUTURE GENERATIONS

Through our content, platforms and talent, we aim to inspire our audiences — from pre-school through college and beyond — to always be learning and aiming high. Education is the key for young people to open doors to a brighter future. For us, it's what will prepare our future leaders and creators and ensure the sustainability of our business. We strive to give audiences the tools they need to take charge of their education, and their futures.

2,300

VISITORS TO VH1'S SAVE THE MUSIC FOUNDATION'S FAMILY DAY

154%

MORE KIDS, PARENTS AND EDUCATORS VISITED THE GET SCHOoled WEBSITE (2013-2014) THAN IN THE PREVIOUS SCHOOL YEAR

A photograph showing the lower half of a person's body from behind. They are wearing dark green sweatpants and brown lace-up boots. They are walking on a boardwalk with yellow and orange striped railings. The background shows a blurred sunset or sunrise over water.

67%

OF MILLENNIALS SURVEYED  
GLOBALLY BY VIACOM  
INTERNATIONAL MEDIA  
NETWORKS (VIMN) SAY THAT  
HELPING TO MAKE THE WORLD  
A BETTER PLACE “IS VERY  
IMPORTANT TO ME”<sup>1</sup>

I am aware that VH1 Save The Music's purpose is to do exactly that — save the music. But I can't help thinking it was an all-out effort to save me."

CHICAGO PUBLIC SCHOOL STUDENT

"Band has helped me gain confidence. I believe in myself more. As long as I try, I know I can do it."

6TH GRADE STUDENT, MARIE CURIE MIDDLE SCHOOL,  
A VH1 SAVE THE MUSIC SCHOOL, QUEENS, NY





# INSTRUMENTS OF CHANGE

VH1 SAVE THE MUSIC FOUNDATION

48

School music grants made nationally by the VH1 Save The Music Foundation, a total of 1,900 since 1997: that's \$51 million worth of musical instruments to date

2.3 million

Students with access to instrumental music education, thanks to VH1 Save The Music

## TUNING IN TO OUR KIDS' FUTURES

Quite simply, kids do better at school when music is part of their education. Beating the drum, strumming the guitar and blowing the trumpet can improve their lives well beyond class — at home, in the community, at college and beyond.

But as schools across the U.S. face increasing budgetary pressures, music is often one of the first subjects to be cut.

The VH1 Save The Music Foundation was created in 1997, when VH1's then president, John Sykes, was volunteering at a New York City public school and was disturbed by the poor condition of the few instruments students had at their disposal. He offered to help, but was told that the music program was being cut anyway. Since then, the VH1 Save



## INTRODUCING KEYS+KIDS

VH1 Save The Music piloted a new national granting program, Keys+Kids, in 2013. The school piano is often at the heart of the school community, though many are dilapidated and out of tune. The answer is a Yamaha hybrid: electronic, with no need for costly tuning, yet able to replicate the feel and tone of a grand piano. VH1 Save The Music selected the first successful grant winners this year. It will deliver the brand-new hybrid pianos to 10 schools in the fall of 2014.

The Music initiative has re-established music education in 1,900 schools and 192 school districts in urban and rural communities throughout the United States.

A fully registered public charity, the Foundation's purpose is to create systemic change in American public schools by restoring music programs and raising awareness of the importance of music to every student's complete education.

Single grants are made in the form of \$30,000 worth of shiny new musical instruments. Thanks to generous support of donors and the participation of celebrity ambassadors such as Britney Spears, Venus Williams and LeAnn Rimes, the Foundation is now actively working to restore music in 15 communities district-wide — from Los Angeles to San Diego and New Orleans to New York.

In 2013 alone, the Foundation awarded \$1.7 million worth of instruments, including complete band, string and Mariachi programs, and keyboard or guitar laboratories — to 48 elementary and middle schools.

To qualify, schools must first show they do not currently have a program, and will commit to reintegrating music into the core curriculum. The Foundation identifies high-need schools with a sizable percentage of students eligible for free lunch and requires that districts hire certified teachers to lead the program as part of the regular school day.

"We want to partner with districts to completely restore music education in all of the schools that have a need," says Executive Director of the VH1 Save The Music Foundation Paul Cothran. "As long as they commit, we will be there to see it through to the end."

A spectacular example is in West Virginia, the first statewide initiative for the Foundation. As of 2013 there is a VH1 Save The Music program





in 40 counties throughout the state, moving it closer to achieving its goal of restoring a program in all 55 West Virginia counties. In Roanoke, Virginia, music programs will have been completely restored in all 17 schools with need in 2014.

Evidence that the program is making a difference can be seen in the thousands of student and teacher responses captured by the Foundation's annual progress reports, compliance monitoring and site visits.

Among them is a heartfelt comment from a school principal in Indianapolis: "I had a parent approach me whose child has autism, letting me know that this was the first time in her child's life that he felt like he was part of the class."

Annual Family Day in 2013 said it all. Free to children and parents, the event was held at the Anderson Public School on West 77th Street in Manhattan, providing all-day celebrity performances, an instrument Discovery Zone, drum circle and a host of music-themed games and experiences. Says Cothran: "We always have over 1,000 visitors, but not this year. We had nearly 2,300!"

## IT'S NOTEWORTHY

Ashford University partnered with VH1 to raise funds for youth music education at Save The Music's annual Noteworthy Concert in September. The event, at the stunning William Hill Estate Winery, a platinum Foundation sponsor, featured an intimate performance by Martie Maguire and Emily Robison — aka the folk duo Court Yard Hounds. The Ashford partnership kicked off with a custom public service announcement (PSA) on VH1, which aired in August and September. VH1 News created a short segment and blog post, recapping the event and raising awareness.





# BUILDING THE NEXT GENERATION

## GET SCHOoled

2013-2014 SCHOOL YEAR

**1.8 million**

Visits by kids, parents and educators to the Get Schooled website, up 154 percent year on year

**415,980**

Comments on Get Schooled discussion boards

**64%**

Of active schools saw an increase in attendance rates

**66%**

Rise in Free Application for Federal Student Aid (FAFSA) form completions in active schools

**1.7 million**

Celebrity Wake Up calls delivered by Get Schooled

**8.56%**

Increase in attendance at John Ericsson Middle School, Brooklyn, NY

**11%**

Increase in 8th grade attendance at Durfee Middle School, Detroit, MI

**25%**

Increase in FAFSA completion rates at Downtown Magnets High School, Los Angeles, CA



## GAME ON! COMPETITIONS DRIVE FUTURE GRADUATION RATES

When Janelle Vanasse, principal of Bethel Regional High School, heard that her school in the wilds of Alaska had been labeled a “drop-out factory” in a national report, it was game on!

For many of her 500 students, growing up in a town dependent on hunting and fishing, education was not seen as a measure of success. Vanasse decided it was no longer okay to drop out of high school; students should strive toward college.

So Bethel entered one of Get Schooled’s trademark “challenges” — friendly competitions where kids earn points and prizes for themselves and their schools by aiming higher at school. After the dust settled, Bethel was the national winner: every student at the school was thinking about college, and 83 percent of the senior class had applied.

The prize for the students of Bethel arrived in August 2013 when Houston Rockets’ James Harden and hip-hop artist Kendrick Lamar became “celebrity principals” for a day to celebrate their success, joined by Get Schooled celebrity ambassador and MTV News correspondent Sway Calloway. Kendrick Lamar told the rapt assembly, “You won’t know if you are college material unless you step on that campus and give it a try.”

Get Schooled speaks to kids through media and popular culture. Its website, [getschooled.com](http://getschooled.com), is filled with resources, quizzes and strategies to engage students. It’s gamified, informative and mobile, enabling students to build up points, badges, rewards and recognition. In regular challenges, 50 percent of the points students earn go toward their school’s attendance or college application rates — all recorded on a leaderboard to keep everyone’s eye on the prize.

“It’s a win-win each and every time I log on [to [getschooled.com](http://getschooled.com)]; I learn more about how to better my future and win prizes in the process.”

AHMED KING, VANCE HIGH SCHOOL,  
CHARLOTTE, NC

Originally an initiative founded by Viacom and the Bill & Melinda Gates Foundation, Get Schooled became a nonprofit in 2010. It now counts among its many partners the College Board, Capital One, Taco Bell Foundation for Teens, USA Funds and The Kresge Foundation. By the end of the 2013 school year, the program was active in 11,000 middle and high schools in all 50 states. Get Schooled hosts running challenges in about 2,000 high schools across the country.

The program runs an average of four major challenges a year. The 2013 national Fall Attendance Challenge, for example, attracted 150 schools and 25,000 kids. Trey Songz traveled to Baltimore to be the guest principal at the most-improved school. That, says executive director Marie Groark, is the “magic moment” when kids get to celebrate everything they’ve achieved.

The icing on the cake: for the last two years, Get Schooled has created the Times Square Yearbook to recognize kids who have overcome extraordinary obstacles. They are not necessarily traditional valedictorians, but students who are — in small and big ways — putting their education first. In 2013, 4,000 applicants vied for 400 places. The winners’ pictures went up in lights on Viacom’s Times Square billboard.

Since July 2014, the site has sported a full creative refresh, prepped to engage more students, more directly. It’s now driven by a recommendation engine that assesses a user’s profile — age, sex, likes, location and interests — to offer a super-personalized experience to every visitor.



“My favorite thing about Get Schooled is that it motivates me every day to do better and inspires me to go to college.”

TATIANA REED, RIPLEY HIGH SCHOOL, RIPLEY, OK



## WAKE UP CALLS

To encourage school attendance, many celebrities have recorded Wake Up calls to support Get Schooled. Any student could sign up, whether part of a Challenge or not, to get an early morning call from a different star each week. Get Schooled delivered 1.7 million calls in 2013 through celebrity voices including One Direction, Austin Mahone, Big Sean and Chris Paul.

## MY COLLEGE DOLLARS

Students can call on My College Dollars, a Facebook app that utilizes information from a student's profile — age, gender, state and so on — to connect them with financial aid and scholarships. A partnership between MTV and the College Board, the app was designed by young people, for young people. More than 120,000 students logged on in 2013.

## THE FIRST LADY STARS IN GET SCHOoled PSA

Get Schooled worked with First Lady Michelle Obama in 2014 to create a public service announcement encouraging kids to fill out the Free Application for Federal Student Aid (FAFSA) form for federal aid for college. About 1.5 million eligible high school graduates fail to apply each year. Creative minds from Viacom stepped up to script and film the vital message with the First Lady. The filming took place after she attended an event at T.C. Williams High School to talk to students and their parents about the importance of completing FAFSA applications.





# EDUCATION FUELS THE FUTURE

## CMT: EMPOWERING EDUCATION

CMT Empowering Education aims to encourage CMT viewers — whatever their age — to pursue higher education and acquire the skills needed for today's changing economy.

The U.S. Bureau of Labor Statistics reports that 4.7 million jobs remain unfilled, many due to a lack of skilled applicants, making postsecondary school certification even more important. The program is designed not only to address the skills gap, but also to inspire viewers, including young people and adults looking to change careers, to follow their dreams.

At the hub of the program is an engaging website ([cmtempoweringeducation.com](http://cmtempoweringeducation.com)), filled with tips and information. Easy to navigate, the site is divided into three sections: Get Inspired, Overcome the Roadblocks and Create a Plan. The site prompts visitors to create a personalized action plan to pursue higher education.

In October 2013, CMT launched a series of grassroots initiatives around postsecondary education in partnership with Berea College in Kentucky and hosted a special event to celebrate the launch. Headlined by country artist Courtney Cole, the event raised national attention to a rural area where exposure to postsecondary education can be limited.





“What differentiates this is it’s multigenerational. The initial approach can be through a parent, who then inspires her children to continue their education. It really has potential to be a catalyst for education across groups.”

JANE OATES, FORMER ASSISTANT SECRETARY FOR EMPLOYMENT AND TRAINING, U.S. DEPARTMENT OF LABOR, ON CMT EMPOWERING EDUCATION

## THE ACADEMIES OF NASHVILLE | CMT

In his State of the Union Address, President Obama mentioned high school redesign as a policy priority. Just days later, during a visit to McGavock High School, he endorsed The Academies of Nashville as a vision of that redesign. In fact, the President held up Nashville as an example of what the future of American education could look like.<sup>2</sup>

CMT and its employees play a pioneering role in The Academies of Nashville: innovative learning communities within metro-area high schools that are encouraging students to learn through the lens of a career or theme. CMT is the proud naming partner of McGavock High School’s CMT Academy of Digital Design & Communication.

The Academies take traditional subjects like math and English and integrate them with real-life scenarios in the classroom, drawing on strong partnerships with businesses and nonprofit organizations.

And that’s where CMT came in.

Matched in 2010 with the Academy of Digital Design — one of four smaller learning communities at McGavock — over the past four years more than 50 percent of CMT employees have volunteered nearly 3,000 hours of service — everything from the creative team teaching the relevance of geometry in design processes, to the engineering team rewiring the school auditorium.

While a large element of CMT’s involvement is employee volunteering, The Academies of Nashville model depends on big business support. In 2012, CMT became the official naming partner for the Academy, earning that honor by donating more than \$100,000 of in-kind contributions, a majority of which were volunteer hours.

Since CMT signed up, the school has increased graduation rates, ACT scores and attendance. McGavock students have also gained 20 percentage points in Algebra I scores, putting them in the 94th percentile statewide for growth.

Due to the success of the Academies model, President Obama chose to visit Nashville to highlight the Academies, its students, teachers, business partners and parents. “It’s working,” he said. The President chose to deliver his remarks at McGavock High School, which had experienced the greatest gains in the district, and shared the success story of 2013 graduate of CMT Academy of Digital Design & Communication, Sara Santiago, and her broadcasting teacher Barclay Randall.

## NEXT LEVEL | BET

BET works hard to give its audience the tools to compete on a global scale by encouraging them to take control of their future and earn a college degree. Through the BET Next Level campaign, the network encourages its core audience of 16- to 25-year-olds to stay in school, attain higher education and avoid dropping out.

The initiative helps viewers do three things: choose the right school, whether it's a university or community college; set out a personal career plan; and find ways to finance their education.

In November, the network also welcomed First Lady Michelle Obama to *106 & Park* to talk about the importance of education and staying in school. Taped in front of a live studio audience, the First Lady discussed the importance of higher education and the role it played in her own life.



“Don’t worry about failure, because failure is the key to success.”

FIRST LADY MICHELLE  
OBAMA, DURING *106 & PARK*,  
NOVEMBER 2013



"We value our collaboration with Nickelodeon for its continued commitment to supporting the Latino community through Beyond the Backpack and for its culturally competent programming that inspires, educates and entertains our children."

RON ESTRADA, VICE PRESIDENT, INTEGRATED MARKETING AND EVENTS, NATIONAL COUNCIL OF LA RAZA

"We have worked together to help get kids ready to learn in playful, informal settings, and we look forward to continuing our partnership with Nickelodeon."

LAURA HUERTA MIGUS, EXECUTIVE DIRECTOR, ASSOCIATION OF CHILDREN'S MUSEUMS

As a follow-up to the show, in April, First Lady Michelle Obama and *106 & Park* co-host Shad Moss joined 37 students from a Chicago public high school on a tour of Howard University called Escape to Mecca. Following the tour, she joined a roundtable discussion with the students.

## BEYOND THE BACKPACK | NICK JR.

Preschoolers do better when they are well prepared to enter kindergarten. Simply being able to sit in a circle attentively makes all the difference to early learning, but educational gaps often exist before kids start kindergarten; and the larger the gap, the harder it is to close.

Enter Beyond the Backpack. With the assistance of Nickelodeon's beloved preschool characters, the initiative helps parents and caregivers get children ready for kindergarten through activities and resources in five areas: Family Engagement, Health & Wellness, Literacy Skills, Social & Emotional Skills, and STEM Skills (Science, Technology, Engineering and Math).

Beyond the Backpack was developed with the help of educators and early development experts and is supported by an Advisory Council, which includes organizations like Too Small to Fail, the Association of Children's Museums, Jumpstart and the National Council of La Raza.

Parents can visit the website ([beyondthebackpack.com](http://beyondthebackpack.com)) to create a customized plan for their early learners. The site offers a range of tools, including a readiness checklist, skills-building activities, personalized learning plans and a quiz that identifies where a child needs more encouragement. Available in English and Spanish, the site received 30,000 hits in 2013.

During the year, Nickelodeon collaborated with kindergarten readiness experts Beth Frederick and Jeri Robinson from the Boston Children's Museum. As a result, online materials are gradually being refreshed and a major Nick Jr. on-air re-launch is planned for early 2015.

## MTV VOICES: POPPING UP IN AMSTERDAM

MTV Voices — the network's international pro-social online hub — offered media careers advice and training to a group of over 400 young people at the 2013 *MTV Europe Music Awards*, held in Amsterdam in November. For two days, the MTV "Pop-Up at Amsterdam" team provided an exclusive look behind the scenes, offering tips from industry insiders on various aspects of working at MTV — from the art of presenting and the skills of pitching to working behind the camera.

## BET AND MAKE-A-WISH FOUNDATION

"Thank you so much. Thank you so much. Thank you so much!" That was the reaction of 15-year-old Kayla Rushing from Brookhaven, PA, after a magical night at the 2013 *BET Awards*.

BET has long helped the Make-A-Wish Foundation of America bring excitement and celebrity into the lives of terminally ill or life-threatened young people.

Kayla suffers from pulmonary hypertension. Accompanied by her mom and sister, Kayla's adventure unfolded in sunny Los Angeles at the Nokia Theatre L.A. LIVE. A limousine met the family at the airport and brought them to the venue rock star-style. They then had an all-access pass to behind-the-scenes activities and, throughout the day, Kayla rubbed shoulders with stars like Tamar Braxton, Kendrick Lamar, Marvin Sapp and MC Lyte. To cap it all, she walked down the red carpet into the actual awards.

BET welcomed two more young people to the 2014 *BET Awards* and will continue to grant wishes in the future.



"BET's generosity makes it possible to bring strength, hope and joy to courageous children each year. We are fortunate to have this kind of support."

DAVID WILLIAMS, PRESIDENT  
AND CEO, MAKE-A-WISH  
FOUNDATION OF AMERICA

“Through our Get Dirty! campaign, we aim to provide kids with information on top-of-mind environmental issues and connect them with local green activities.”

MARVA SMALLS, EXECUTIVE VICE PRESIDENT, PUBLIC AFFAIRS AND CHIEF OF STAFF, NICKELODEON GROUP





## GET DIRTY! ON EARTH DAY | NICKELODEON

Nickelodeon challenged kids to get their hands dirty and go green in April 2014, launching Get Dirty! Earth Day. The campaign ran on-air and online, featuring eco-themed TV spots with stars and kids demonstrating fun ways to help safeguard the environment.

Nickelodeon and Nick Jr. aired eco-centric programming all day long, and hosted a website with tips on how kids and families can take action to protect the planet.

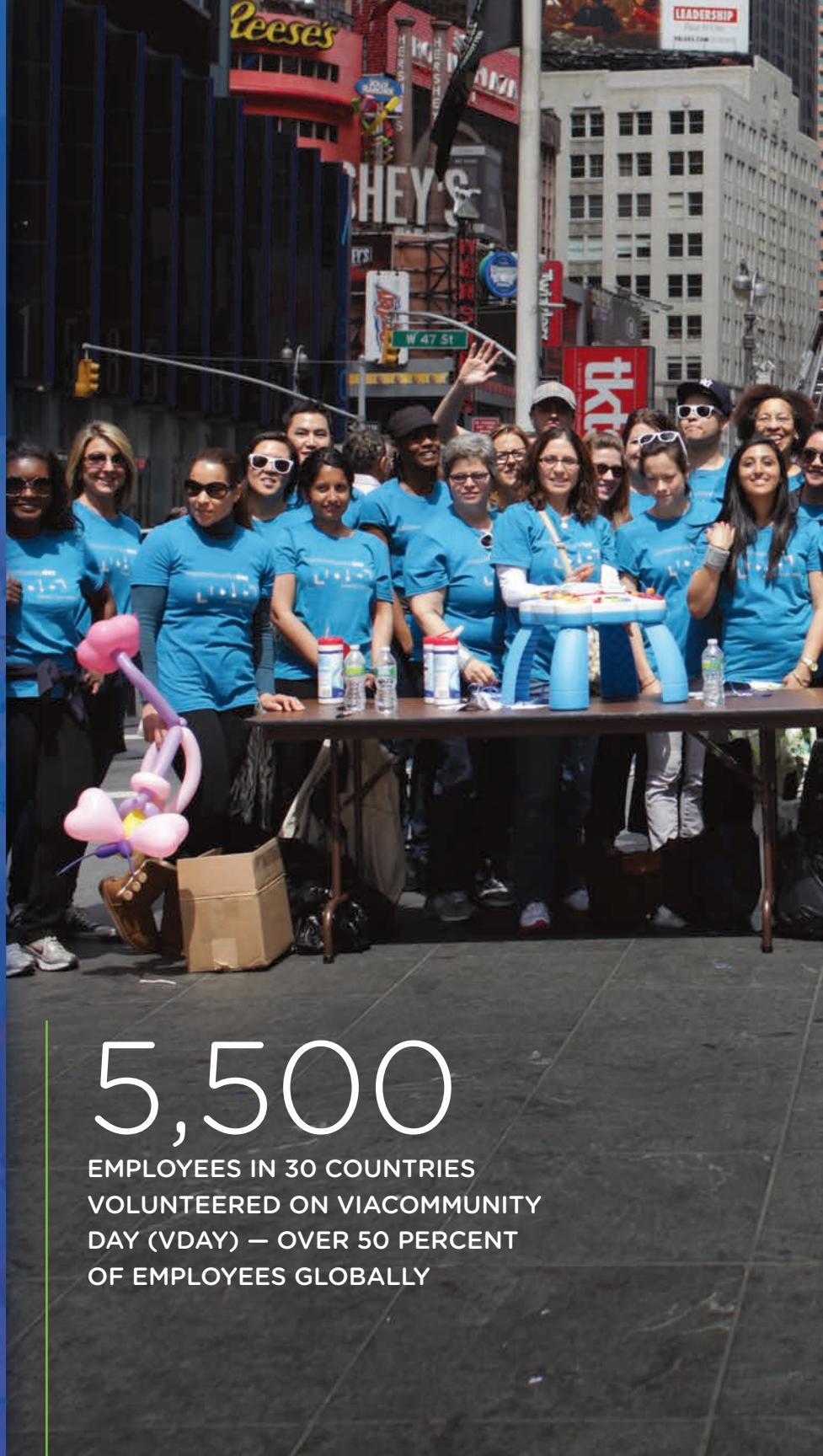
Nickelodeon spots showcased stars from series like *Instant Mom* and *See Dad Run* pitching in to help clean up local areas.



In October 2013,  
*Nick News with Linda Ellerbee* won an Environmental Media Award (Children's TV Category) for "What's the Deal With Fracking?" and a Genesis Award (Children's Programming Category) for raising public awareness about animal issues in "Animals? Show Me the Money!"

# EMPOWERING OUR PEOPLE

Viacom employees are the critical piece of the jigsaw that keeps the company strong and successful. They are our biggest asset — diverse, creative, dedicated and talented. Their company-wide Viacomunity spirit feeds into everything we do. Supporting a workplace where everyone feels included, valued and heard is a cornerstone of our responsible business strategy.



**5,500**

EMPLOYEES IN 30 COUNTRIES  
VOLUNTEERED ON VIACOMUNITY  
DAY (VDAY) — OVER 50 PERCENT  
OF EMPLOYEES GLOBALLY



140

ORGANIZATIONS BENEFITED FROM OUR VDAY VOLUNTEERING  
— FROM THE FOOD BANK FOR NEW YORK CITY AND ST.  
BARNABAS SENIOR SERVICES IN LOS ANGELES TO BEIJING  
SUN VILLAGE CHILDREN'S HOME IN CHINA AND THE TERRENCE  
HIGGINS TRUST IN THE UK

Listed on:

BLOOMBERG'S CIVIC 50 MOST  
COMMUNITY-MINDED CORPORATIONS

WORKING MOTHER: 100 BEST  
COMPANIES TO WORK FOR

DAVE THOMAS FOUNDATION: TOP 100  
ADOPTION-FRIENDLY WORKPLACES

For a full list of our 2013 awards,  
see page 6 and 7.



"I came from an industry that was not particularly accepting. When I got here, I quickly learned that you almost can't hide who you are. People want you to be who you are."

BRANDON GRABOWSKI, DIRECTOR, SHOPPER INSIGHT,  
NICKELODEON, AND CO-CHAIR OF EMERGE

"It's nice to have a voice, to know that you have this forum...to feel comfortable in that circle of trust."

COURTNEY OLIVER, HR DIRECTOR, NICKELODEON, AND  
CO-CHAIR OF THE BEAT





# A BUSINESS BASED ON INCLUSION

We strive to make sure Viacom is a fair and inclusive place to work, celebrating the natural diversity around us. Individuals with different and varied experiences together create a stronger Viacom family. A workforce of many cultures and backgrounds reflects the lives and times of our audiences, allowing Viacom to create its most compelling content.

## VIACOM'S DIVERSITY AND INCLUSION MISSION STATEMENT

"Viacom will foster an environment of inclusiveness, which holds leadership accountable for creating, developing, promoting and championing a diverse, multicultural workforce where all people can achieve and contribute to the company's success."

**8**

Employee Resource Groups (ERGs)

**25%**

Increase in membership of our LGBT resource group, Emerge, over the six months from December 2013

**650**

Members of Thursday Think, our longest-running ERG, which helps newcomers and people below senior management level to network, give back and progress their careers

# EDUCATION DIVERSITY AND INCLUSION: THE SPICE OF LIFE AT VIACOM

People who feel included and involved in the workplace tend to perform better, bring fresh ideas to the table, support one another and stay with the company longer.

At Viacom, the importance of involving everyone in the business is brought to life through our Office of Global Inclusion (OGI). In tandem with Viacom's senior leadership and other key internal stakeholders, OGI has developed a robust best-in-class diversity and inclusion initiative that has bolstered Viacom's place as a first-choice employer.

A key cornerstone of OGI is our Employee Resource Groups (ERGs). ERGs help to raise the visibility of their respective constituency within the company, host leadership seminars and networking events, support business priorities and give back to their communities. They are active in all our domestic regions and some key international territories, including London, Stockholm, Amsterdam, Warsaw and Berlin — with more to come.

Viacom's ERGs are: The BEAT for African Americans; Somos for Latino employees; AMP for Asian Americans; Emerge for LGBTA employees; Thursday Think for assistants, coordinators and managers; HERE for women; The ParentHood for working parents; and Fusion, our newest international ERG for multicultural employees in the UK.

ERGs stage dozens of initiatives to support the business, celebrate cultural heritage and build ties in the community. They are also frequently called upon by brands and senior management for brainstorming sessions and to provide feedback on new ideas. For example, Emerge has worked closely with Logo on the channel's audience appeal and show development. And in 2013, Thursday Think ran focus groups with interns to support MTV's Millennial research (read more on page 5).



Each ERG is served by senior-level “champions” who represent and channel their valued ideas and initiatives throughout the company. Speaker series sessions with senior executives and external tastemakers inform employees about career development and help expand their “brain trust.” Among the many this year, The BEAT and Thursday Think hosted “A Conversation with Scott Mills,” Executive Vice President, HR and Administration, and Somos and HERE partnered on an event with actress Rosie Perez. In addition, the company runs a Food for Thought seminar series with sessions such as The ParentHood’s “Expecting a Baby” and “Buying Your First Home.” Our ERGs also provide their members with opportunities to network and exchange ideas with ERGs from other companies and industries. For example, AMP is a founding member of the NYC Asian Affinity Roundtable, which offers mentoring and networking resources.



“We were honored to have Catherine Shousha, Co-Chair of Viacom’s Thursday Think, speak at our 2014 Network and Affinity Leadership Congress, and are delighted to showcase Viacom as a first choice place for working mothers.”

CAROL EVANS, PRESIDENT, WORKING MOTHER MEDIA AND CEO, DIVERSITY BEST PRACTICES AND NATIONAL ASSOCIATION FOR FEMALE EXECUTIVES



Another important aspect of ERG work is celebrating and supporting cultural heritage, including Women's History Month, Asian-Pacific American Heritage Month and Hispanic Heritage Month. A few examples of activities during these months include:

### BLACK HISTORY MONTH: VOYAGE OF DISCOVERY | THE BEAT

From dance to food, coffee tasting to Viacom's content strategy in Africa, Black History Month in February celebrated all things of interest to The BEAT. The BEAT took Viacom employees on a journey from Ethiopia to Times Square, serving authentic African cuisine and partnering with BET to showcase rising hip-hop artist Kris Kasanova. In addition, invited marketers from a number of global brands debated the relevance of multicultural and cross-cultural advertising.

### PRIDE MONTH: OUT ACROSS THE GENERATIONS | EMERGE

Following the demise of DOMA, Emerge celebrated Pride Month 2013 by walking through a lifetime of LGBT history. A tour of the West Village explored the culture of New York before the Stonewall Riots; the group linked with Live Out Loud to engage with LGBT youth in local high schools; and volunteers staged a movie night and dinner for LGBT elders in collaboration with the charity SAGE.

### GIVE BACK AND GET DOWN | VIACOM



Once a year, our Employee Events department and our ERGs join forces to stage "Give Back and Get Down" to raise goods for charity. The 2013 event honored veteran heroes and lent support to the United War Veterans Council and American Veterans (AMVETS). Times Square staffers enjoyed the sounds of actor-turned-singer Mack Wilds and a presentation by the Reserve Officers Training Corp color guard, and donated winter clothes, over 6,000 DVDs and 20,000 pounds of canned goods to the charities. The event was also an opportunity to recognize employees who have served their country or have spouses in the armed forces.

## DIVERSITY THROUGH PARTNERSHIP

The Office of Global Inclusion has forged strong partnerships that help us connect with different audiences and a pool of future talent, such as the National Council of La Raza, Asia Society, the Ron Brown Scholar Program, the Association of Latino Professionals in Finance and Accounting, and the Equality@Work Awards to name just a few.

A robust partnership with the Ron Brown Scholar Program, for example, helps us identify and support academically talented African-American high school seniors who demonstrate a financial need, a commitment to society and great leadership potential.

The Equality@Work Awards honor companies and individuals who are working to create an inclusive work environment that respects, welcomes and supports LGBT professionals. Our very own Emerge was recognized by this organization as one of the top LGBT ERGs helping to create a more inclusive work culture in corporate America.

In 2013, OGI began working with the Digital Diversity Network, a national nonprofit offering one-stop access to diverse digital talent.



# TALENT DEVELOPMENT – INSIDE VIACOM AND OUT

At Viacom, there's a natural system that sees our people support one another. From senior leaders down, hundreds of people mentor colleagues to kindle ambition and progress careers. We take that principle and apply it to the next generation workforce as well, and in the process are building a future talent pipeline to fuel our own industry.

“It was fantastic. The program even helped me amaze my 18-year-old. I will never forget the day my daughter said to me, ‘You have your own Snapchat Account?!?!’ Priceless.”

LARRY W. JONES,  
PRESIDENT, TV LAND

“I was able to pick Larry’s brain on original programming and he was able to pick mine on the latest digital trends.”

NICK DYER, TV LAND,  
JUNIOR MENTOR

## REVERSE MENTORING | VIACOM ENTERTAINMENT GROUP

Through a Viacom program piloted in 2013, junior employees with expertise in content and digital strategies can now share their know-how with their senior leaders. Called Reverse Mentoring, it gets both junior and senior mentors to see life from the other’s perspective. The program’s main goal is to educate senior management in the way young audiences navigate today’s digital world.

It works. In 2013, TV Land’s president, Larry Jones, credited the program for his new proficiency in the language of social media.

## INTERN AND SUMMER ASSOCIATE PROGRAMS | VIACOM

We’re always looking to attract the next generation of top performers. Spearheaded by our College Relations department, our mission is to give students valuable work experience and help them clarify their career goals by providing a glimpse of life across business areas as diverse as public affairs, original programming, ad sales, marketing and finance. In 2013, we welcomed hundreds of interns to the company and began paying them a salary for the first time.

At the end of each semester, we stage a forum to help interns gauge what employers look for in new recruits and the steps they should take toward the real world of work. According to post-internship surveys, the overwhelming majority of respondents say it is “one of my best experiences.”

Our Summer Associate Program (SAP) employs only post-graduates. Today the program focuses on digital roles, a top growth area. Summer Associates receive payment and housing during the 10-week program, and most — on average 70 percent — stay with the company. At the end of the program, associates pitch new ideas to the leadership team, which has sparked some great projects, such as the multiplatform “The 90s Are All That.”

A significant number of interns come to Viacom from long-term partner organizations such as The Posse Foundation, IRTS Foundation, Point Foundation, T. Howard Foundation, The Opportunity Network, Prep for Prep and the Ron Brown Scholar Program.

## THE POSSE FOUNDATION

Posse selects public high school students with academic and leadership potential who may be overlooked by the traditional college selection process and places them in multicultural teams — or posses — of 10 students. These Posses create a campus environment that makes students feel welcomed and supported throughout their college years and beyond.

As the organization’s first media partner, Viacom has worked with the Posse Career Program since 2006, and has offered more than 150 paid internships for undergraduates. The company has donated over \$400,000 to the Foundation and was a founding sponsor of its veterans initiative, which recruits and trains veterans and finances them through higher education. In 2013, we invited veteran students from Posse partner institutions Vassar College and Wesleyan University for a panel event to showcase Viacom as an employer.

## T. HOWARD FOUNDATION

The T. Howard Foundation’s aim is to increase the representation of young minorities across the media and entertainment industry. Viacom has long partnered with the Foundation, creating a number of undergraduate paid internships since the late 1990s.



“[Posse’s] philosophy of integrated diversity fits perfectly with Viacom’s focus on inclusion. I am incredibly proud of the partnership that we have built with Posse over the years, and hope to see more and more Scholars as part of our networks in the future.”

MICHELE GANELESS,  
PRESIDENT, COMEDY  
CENTRAL, AND A MEMBER  
OF POSSE’S NATIONAL  
BOARD OF DIRECTORS



# EXTERNAL MENTORSHIP INITIATIVES

## KINDERGARTEN TO CAP & GOWN | PARAMOUNT

Paramount has a strong commitment to mentoring and education, spanning each level of the public school system. Its Kindergarten to Cap & Gown program supports three cluster schools in Los Angeles: Santa Monica Boulevard Community Charter School, Le Conte Middle School and Helen Bernstein High School.

The program aims to inspire over 100 kids each year as they progress from school to school, providing support across age groups to encourage students to eventually apply for college.

At Santa Monica Boulevard Community Charter School, the focus is on literacy — pairing employee volunteers one-to-one with early learners to practice reading, spelling and grammar. At middle school, employees and students meet for a monthly team mentoring session designed to boost students' confidence and help them deal with adolescent issues they may not feel able to raise at home. Finally, mentors help high schoolers during 90-minute sessions at the Paramount lot. They provide not only professional friendship and academic support, but give students a taste of Paramount's culture of volunteering.

"Three years as a participant, I've developed self-motivation and confidence...I can't wait for my future to begin."

FORMER MENTEE AND A PARAMOUNT SCHOLARSHIP WINNER



In 2013, the high school group took part in a scavenger hunt around the lot where, at different stations, they were encouraged to write a letter to a serving soldier, wrap up books for elementary school kids and pot drought-tolerant plants to green their own homes.

Paramount also offers \$1,000 scholarships to deserving graduates. In 2013, two were awarded — one to a young woman who suffers from autism yet is following her dream to work in the entertainment industry. She will study film at Arizona State University. She wrote in her scholarship application, “The most memorable experience I had was Job Shadow Day. It’s like a road to my future, working at Paramount. It was the greatest experience of my life. Another memorable experience was writing a poem about my life as an autistic young adult. Everyone understands and accepts me and I’m truly proud. I’ll never hide it again.”

“At Viacom, we have set corporate responsibility as a top priority. This commitment runs through every part of the company and comes to life through the hearts and efforts of our employees.”

PHILIPPE DAUMAN,  
PRESIDENT AND CEO,  
VIACOM

# VIACOMMMUNITY SPIRIT: EMPLOYEE VOLUNTEERISM

Every April, we step away from our desks for a day to give back in a meaningful way on ViacomCommunity Day (VDay). Beyond this annual call to company-wide public service is a year-round commitment to giving back to the communities around us.

## VIACOMMUNITY DAY

In a show of mass corporate citizenship, over 5,500 employees rolled up their sleeves on Viacom's 18th annual ViacomCommunity Day in 2013.

At parks and schools, shelters and charities across 20 U.S. cities and 30 countries, volunteers joined projects ranging from mentoring and educating young people and lending a hand to the elderly to distributing safe-sex packs and beautifying public spaces.

viacomcommunityday 2013



## COMMENTS FROM ORGANIZATIONS VIACOM WORKED WITH ON VDAY:

### THANK YOU!

"Sincere thanks for transforming our family visiting area in the Bronx into a kid-friendly space."

DIRECTOR OF STRATEGIC PARTNERSHIPS AND RESOURCE DEVELOPMENT, GRAHAM WINDHAM

"Thanks for providing a great team to sort, clean and tag 1,000 gently used plastic toys for deserving kids."

SHELLY LIPTON, SECOND CHANCE TOYS

"A great day training and performing with our young people. Thanks Viacom!"

ALL STARS PROJECT

"Thanks for spreading the mulch + the love."

@GREEN CHIMNEYS

Employees got involved in everything from packing goody bags for Boston First Responders and rebuilding sites still devastated by Hurricane Sandy to practicing interview techniques with the unemployed.

In 2013, participation in VDay increased by more than 12 percent over the previous year. At Paramount alone, 800 employees spent more than 4,000 hours serving at 15 projects across Los Angeles — from working with Alzheimer's patients to planting edible gardens for families affected by HIV/AIDS.

Viacom's star talent also pulled out the stops for Viacommunity Day. Will Arnett, star of Nickelodeon/Paramount's *Teenage Mutant Ninja Turtles*, joined in the fun as employees shaved the heads of 11 male volunteers at Paramount's wrap party for St. Baldrick's Foundation, raising over \$21,000 for pediatric cancer research. VH1's *Big Morning Buzz Live* former hosts Jim Shearer and Janell Snowden volunteered at The Humane Society of New York.

### RINGING IN THE CHANGE

In honor of Viacom's day of service, at which many employees volunteered in Sea Bright for Hurricane Sandy recovery, Viacom President and CEO Philippe Dauman, Sea Bright Mayor Dina Long and Chris Wood — Founder of Sea Bright Rising — rang the NASDAQ opening bell. Joining them was a group of Viacommunity Day volunteers sporting signature VDay T-shirts as they watched themselves screened live on NASDAQ's Times Square billboards.

## PRO BONO PROJECTS | VIACOM

Viacom attorneys provide volunteer legal services to nonprofits that create change where it really matters through a partnership with Lawyers Alliance for New York. By connecting lawyers, nonprofits and communities, Lawyers Alliance provides legal services for nonprofit organizations that are improving the quality of life in New York City





neighborhoods. Viacom has hosted a series of legal clinics with Lawyers Alliance, which aim to help these indispensable organizations strengthen their internal procedures, particularly their governance documents and practices. With respect to one such clinic, Elizabeth Guggenheimer, Deputy Executive Director of Lawyers Alliance, said:

“Consistent with the pro bono philosophy of the company’s legal department, Michael D. Fricklas, Viacom’s Executive Vice President, General Counsel and Secretary, believed it was important for Viacom’s Day to include projects that enabled lawyers to leverage their legal skills to have an impact...Viacom’s dedication to engaging audiences and communities through its social initiatives was reflected in the program, spirit and details of the Bylaws Clinic.”



Working with the City Bar Justice Center’s Neighborhood Entrepreneur Law Project and partner law firm Shearman & Sterling, Viacom attorneys have volunteered their legal services to budding micro-entrepreneurs for years. Viacom regularly participates in clinics where small business owners who lack the funds to hire an attorney receive tailored business formation, tax, intellectual property and commercial leasing advice. Through these clinics, low to mid-income micro-entrepreneurs are provided with the legal services necessary to get their businesses started off on as sound a footing as possible.

The City Bar Justice Center recognized Viacom’s commitment not only to this project, but to social responsibility and the provision of pro bono services generally, by honoring Viacom with the City Bar Justice Award in 2013.

Viacom attorneys also worked with Lawyers Without Borders, in partnership with Shearman & Sterling, to create a groundbreaking multimedia campaign to maximize public awareness of the rights and obligations of Kenyans under the Kenya Sexual Offences Act, and a similar project in Nigeria. The Nigeria project involved working closely



“Our goal was to increase legal education and awareness in a dynamic, truly engaging and original manner. We’re very proud that our efforts are helping to make a difference.”

ROGER JAMES, SENIOR VICE PRESIDENT AND GENERAL COUNSEL, VIACOM INTERNATIONAL MEDIA NETWORKS

with the creative team for *Shuga* — an educational TV drama produced by MTV Networks Africa in association with the Staying Alive Foundation — on their production of storylines related to, among other things, gender-based violence in this country. Our volunteers worked to ensure that the educational storylines were underpinned by the relevant factual and legal themes and issues, while also weighing in on the informational materials incorporated into the social media campaign run in parallel with the show (see *Staying Alive*, page 57).

## WORKING WITH NONPROFITS

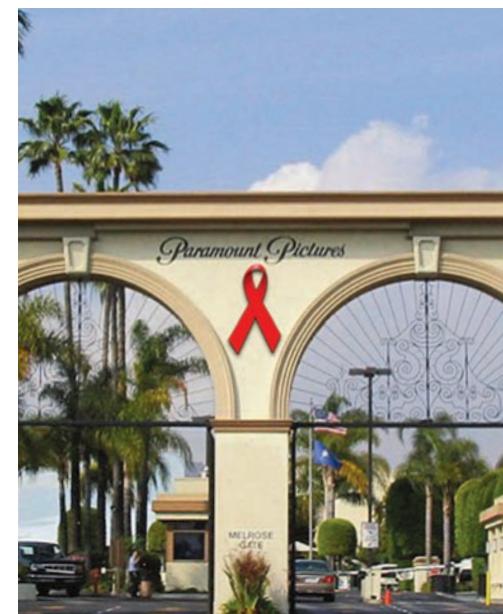
In 2013, our creative team, Viacom Catalyst, provided branding and promotional expertise for a variety of good causes, including the Center for Family Representation; Chabad's Children of Chernobyl; Legal Information for Families Today; The Smithsonian Institution's National Museum of African American History and Culture; and United Neighborhood Houses.

## A FOCUS ON AIDS | PARAMOUNT PICTURES AND VIACOM

A 15-foot red ribbon displayed on the iconic Paramount Melrose Gate signaled an important date in the Paramount lot's calendar — the Los Angeles AIDS Walk 2013. True to tradition, Paramount Pictures again served as Grand Sponsor for the event, providing a range of in-kind support and logistical expertise. A team of 100 employees joined the six-mile trek, raising a record \$37,000 for the cause. Paramount was named a Gold Team for the third year in a row and was the ninth highest corporate fundraiser.

Team Paramount is committed to fighting HIV/AIDS and has been building awareness in and outside the business. On National Gay Men's HIV/AIDS Awareness Day, it hosted a one-of-a-kind Drag Queen Tupperware party to raise funds. In almost every month of the year, the lot hosts HIV-related events like National Women and Girls HIV/AIDS Awareness Day and National HIV Testing Day. A portion of charity funds raised by employees in 2013 — in excess of \$100,000 — went to AIDS-related nonprofits like AIDS Project Los Angeles.

Viacom also takes part in AIDS Walk New York each year, supporting the Gay Men's Health Crisis and other local HIV/AIDS-related organizations. In 2013, 74 Viacom walkers raised \$20,642. In addition, CMT One Country serves as a Red Ribbon sponsor at the Nashville CARES AIDS Walk.



## PARAMOUNT VOLUNTEER CREW | PARAMOUNT PICTURES

A troop of over 250 volunteers at Paramount — the Volunteer Crew — runs at least two social projects a month and celebrates days of giving such as National HIV/AIDS Awareness Day.

In 2013, the Paramount Volunteer Crew worked with over 30 organizations, including Students Run LA, Heal The Bay and Project Angel Food, donating more than 1,400 hours of community service.



So varied is Paramount's community calendar, volunteers can be found at projects ranging from a night of bingo at the Gay and Lesbian Elder Housing project to a screening of an outdoor, after-dark film to help combat gang culture. In "Movember," plucky Paramount moustache growers raised more than \$45,000 for men's cancer research.

Two of the Crew even chose to celebrate their birthdays with friends, family and co-workers while volunteering (and partying) at the Los Angeles Regional Food Bank and the Downtown Women's Center respectively.

## REMEMBERING 9/11

Viacom has partnered with the 9/11 National Day of Service and Remembrance, a nonprofit that successfully campaigned to establish a national day to commemorate the anniversary of 9/11 through volunteer service. Viacom has a deep history of working with the organization, for which it created a public service announcement for the 10th anniversary of 9/11.

In 2013, employees paid tribute to the firefighters who protect New York City daily by painting, cleaning and landscaping the department's academy on Randall's Island. Other volunteers worked with Stop Hunger Now to package 15,000 nutritious meals for U.S. disaster relief sites, orphanages and schools around the world.

In Los Angeles, 20 Paramount volunteers prepared and served breakfast at the Union Rescue Mission. Starting at 5:30 a.m., they helped prep the day's food service by chopping vegetables for the organization, which serves thousands of meals to the homeless every day.



## VIACOMUNITY AWARD

Every year at Viacom's company-wide Town Hall, Viacom honors two employees who embody one of the company's strongest values: commitment to community. The Viacommunity Award recognizes employees who've made an outstanding impact with a \$10,000 donation to the organization of their choice. Employees are invited to nominate colleagues whose efforts to give back are extraordinary.

In 2013, the two standout winners were Malika Quemerais, former Director of Music Celebrity Talent at MTV, and Malik Simmonds, Director of Human Resources at Nickelodeon. Malika was honored for her inspiring work with the children of M-Lisada orphanage in Uganda, where she spent eight weeks in the summer of 2012 volunteering on the ground. Malik received his award for his incredible work with the Wall Street Alphas Charitable Foundation, a mentoring program he set up 10 years ago to guide African American and Latino high school boys in their development. Malik has helped send over 50 young men to college.

These were just two of hundreds of applications submitted by employees in praise of their colleagues. The Viacommunity Award has served both to celebrate community service and volunteerism outside the company, and build a spirit of community within.



MALIK SIMMONDS AND  
TOM DOOLEY

## THANKING OUR VETS

Viacom has traditionally made a donation to a veterans organization every year to support employees who have served our country. This year, we changed our approach by partnering with Network for Good, which allows “charity gift card” recipients to choose the nonprofit to which they’d most like to make a donation. On Veterans Day in November, each and every former veteran across the company was able to donate to an organization of personal choice through Viacom.

## CATCHAFIRE | MTV

MTV teamed up with Catchafire, which matches professionals to skills-based volunteering opportunities, to put its creative firepower behind a worthy cause — the Center for Employment Opportunities (CEO).

New York-based CEO offers counseling to men and women recently released from prison, specializing in helping parolees transition into the workforce and stay employed. While the nonprofit was doing great work, the organization was finding it hard to sell its story to donors.

After CEO’s team won a competitive pitch, a squad of 15 MTV staffers, including the heads of marketing and social media and even MTV President Stephen Friedman, worked with the nonprofit over three months. MTV employees put their skills to use to help CEO in a way only our employees could. The result: a new corporate video, fresh storytelling, a full suite of social media and a nonprofit more adept in the finer arts of social networking. Viacom is now partnering with Catchafire on skills-based volunteerism projects across the company.

# MANAGING OUR BUSINESS RESPONSIBLY

We believe that to accomplish good externally — in our business and social efforts — we must start from within. We take care to do the right thing with all key stakeholders, employees, audiences, advertisers and suppliers. We do all we can to manage our environmental impacts, retain a skilled and rewarded workforce and contract with suppliers that share our commitment to best practices and ethical business principles. For us, it's about operating with integrity, earning trust and influencing others to do the same.

25,370  
tons

OF CO<sub>2</sub> EQUIVALENT EMISSIONS,  
TOTAL FROM ALL VIACOM U.S.  
OPERATIONS (2013)

#2

MEDIA COMPANY IN  
NEWSWEEK'S GREEN RANKINGS;  
VIACOM RANKED #135 OUT OF  
435 OVERALL



109,037  
kWh

SAVED ELECTRICITY, THANKS  
TO "TAKE IT OFF," A SUMMER  
DRIVE TO REDUCE COOLING AND  
LIGHTING USAGE IN OUR NEW  
YORK HUDSON STREET OFFICE

6%

REDUCTION IN CO<sub>2</sub> EMISSIONS AT  
THE PARAMOUNT LOT, THANKS  
TO A MULTI-YEAR ALTERNATIVE  
ENERGY PLANT IMPLEMENTATION

334  
tons

OF CO<sub>2</sub> EQUIVALENT EMISSIONS  
SAVED BY REPLACING OFFICE  
PRINTERS WITH ECO-FRIENDLY  
MULTI-USE COPIER MACHINES

57%

INCREASE IN RECYCLED  
ELECTRONIC WASTE



“Viacom continuously strives to operate at the most efficient levels across every element of our work. We recognize that a sustainably-managed, natural environment is vitally important to our business, our employees, our clients and the global community at large.”

THOMAS E. DOOLEY, CHIEF OPERATING OFFICER, VIACOM



# PROTECTING THE ENVIRONMENT

## START SMALL, THINK BIG | VIACOM

When it comes to safeguarding the environment, small steps add up to something much bigger. That's how we've approached our environmental initiatives for many years — and to good effect. By exploring the different ways we can reduce energy and water use and waste, we are seeing returns both financially and environmentally.

2013 was an important year for sustainable environmental initiatives. We've set out new goals and a fresh global environmental policy that will keep us on the road to continuous performance improvement until 2015 and beyond.

For the first time, in 2014 we calculated our impacts across the entire U.S. business and reported to the Carbon Disclosure Project. This sets the benchmark against which we'll measure ongoing initiatives, limit our resource usage and lower our carbon footprint.

We are looking at a range of initiatives, including employee incentives to reduce energy usage, further investment in video-conference facilities to limit corporate travel and the possible purchase of carbon offsets and renewable energy.

We'll also use our creative strengths to amplify the environmental conversation with our audiences, advertisers, affiliates, talent and licensees. To positively impact the industry overall, we are committed to engaging with a wide range of business leaders, policymakers and opinion formers.



# 2013'S ONGOING INITIATIVES AND ACHIEVEMENTS

AT OUR 1515 BROADWAY OFFICE IN NEW YORK CITY ALONE,  
WHERE 60% OF OUR EMPLOYEES ARE, OUR EFFORTS SINCE 2012  
HAVE LED TO:

**26,869**

Trees saved

**125,662**

Gallons of oil saved

**11,901,145**

Gallons of water saved

**7,285**

Yards of landfill space saved  
(4.8 yards/ton)

ACROSS THE ENTIRE COMPANY, VIACOM HAS FOCUSED ON:

- › Recycling of paper, plastic, cans, glass, batteries, cooking grease and office supplies
- › Using 100 percent compostable cups
- › Sustainable purchasing and procurement policies
- › Certified e-waste disposal, allowing employees to bring in electronic items from home to be recycled
- › Multifunctional copiers, NightWatchman PC power management and Energy Star appliances
- › LED energy-efficient lighting retrofits
- › Reuse of existing materials in new construction projects

#### NEW YORK, NY

- › Offices at 345 Hudson and 1540 Broadway were built in accordance with the U.S. Green Building Council's LEED guidelines — including light fixtures with motion/time sensors, eco-friendly insulation, non-VOC paints and recycled flooring
- › Food Services utilizes an herb garden and uses more organic produce; 60 percent of food purchases are from local suppliers
- › All new construction at 1515 Broadway is in accordance with LEED standards
- › Ongoing replacement of old lighting fixtures with energy-efficient LED fixtures at 1515 Broadway
- › Bathroom upgrades continue at 1515 Broadway
- › Automatic faucets and flushometers installed in lavatories to reduce water usage
- › High-intensity hand dryers installed to reduce waste

"Our Alternative Energy Plant reduced CO<sub>2</sub> emissions by an additional 6 percent in 2013. The Studio also achieved a 6 percent reduction in water use, primarily due to water savings from the plant's cooling system. Paramount has implemented the first two phases of this multi-phased infrastructure on the Hollywood lot."

DOUGLAS RHEINHEIMER,  
EXECUTIVE DIRECTOR,  
ENERGY MANAGEMENT  
AND ENGINEERING,  
PARAMOUNT



## MIAMI, FL

The first Viacom office to go completely green, earning the Gold Standard in the LEED certification process — with toxin-free paints and flooring, the use of more natural light and automatic light dimmers and detectors to sense when to shut off lights. Furniture is made from post-consumer and post-industrial products.

## SANTA MONICA, CA

- › LED lighting upgrade for two buildings, as well as a full upgrade for fluorescent fixtures and stairwell lighting
- › Landlord-installed electric vehicle charging stations
- › Carpet-cleaning vendor received a Green Seal for its green business practices
- › Cleaning vendor uses all green-certified products whenever possible
- › Close collaboration with the city on an active rideshare program that encourages alternative transportation
- › Participation in the Sustainable Works Business Greening Program provided by the City of Santa Monica
- › All paint has low VOC emissions; all wall coverings are earth-safe and recyclable
- › Flooring in two buildings uses recycled/renewable content in the fibers

# EV CHARGING



ELECTRIC VEHICLE CHARGING STATION

## BURBANK, CA

- › Recycled/biodegradable items purchased whenever possible — from lumber in set construction to utensils in the kitchen
- › Recycled paper for photocopying and newly purchased 100 percent recyclable carpet
- › Digital film shooting and delivery, when possible, eliminating the use of tapes
- › Electronics recycled through Greenecom Inc; light bulbs per State of California regulations; batteries, plastics and ink at designated drops at Staples and Home Depot; cans/bottles, paper, cardboard, metal, glass via accredited waste management
- › Water bottles no longer used; water coolers and reusable water bottles available

## PARAMOUNT, LOS ANGELES, CA

- › Phased implementation of Alternative Energy Plant uses 50 percent less energy than standard air-conditioning to cool various sound stages and buildings
- › State-of-the-art water treatment processes reduce water usage by 40 percent
- › Four natural gas turbine generators produce nearly a megawatt of continuous green electricity and 230 tons of cooled water as a by-product
- › Plant eliminates toxic chemicals, carbon-dependent chemical pumps and other electronic monitoring devices
- › Post-production facility, the Technicolor Building, is LEED certified for sustainable design, construction, operation and maintenance
- › Active Green Team promotes recycling and conservation in all departments

## NEW POLICY, NEW GOALS

With new targets around energy, water and waste reduction, corporate travel and office retrofitting, a single commitment underpins all others.

Starting in 2014, Viacom will rally employees globally around our environmental ambitions and accelerate our efforts to recruit Green Teams of eco-conscious employees to push our efforts forward.

Where we've already made good progress with specific programs in local offices, we'll roll them out to other locations, such as the Take It Off initiative in New York City (page 118) and Rideshare at Paramount Pictures (page 119).

With the help of committed employees, we aim to continuously scale up efforts to work smarter and best manage the environmental risks to our business.

### SNAPSHOT OF OUR 2015 GOALS

- › Roll out multiple resource reduction programs to multiple offices and regions
- › Replace 100 percent of incandescent light bulbs with energy-efficient alternatives
- › Install motion/daylight sensors in 100 percent of offices spaces where feasible
- › Divert a minimum 70 percent of waste from landfills
- › Recycle 100 percent of all batteries, cell phones and small electronics
- › Upgrade all bathrooms, installing low-flow lavatories and urinals
- › Set up a dedicated office to manage and develop energy reduction strategies
- › Verify 100 percent Energy Star compliance for all appliance purchases
- › Ensure 60 percent of cleaning products meet Green Seal or equivalent standards
- › Introduce a company-wide corporate travel policy
- › Transition to LEED-designed office spaces globally by 2020

## REDUCING THE GRID LOAD

This year, we started working with the New York State Energy Research and Development Authority, which offers financial incentives to replace energy intensive mechanical equipment and lighting with new energy-efficient equipment. In turn, our decreased energy consumption reduces the burden on the electrical grid. During “peak demand” summer periods at our locations with full generator power, we disconnect from utility providers and run our generators to lessen the strain on the power grid, which could cause brownouts and blackouts if capacity is exceeded.

## EARTH DAY EVENTS

Facts, recycling tips and a large plastic bottle recycling bin in the lobby of Viacom’s New York City headquarters helped employees understand their impact on climate change first-hand on Earth Day 2013. The event included emailed education materials and a trade show of eco-friendly products.

On Earth Day in Chicago, Nashville, Santa Monica and Burbank, employees were given tips on energy and water reduction, recycling and reuse for the home and office and free herbs to plant at home.

## TAKE IT OFF

Every summer, employees at our Hudson Street building in New York City get competitive about energy use, vying for ice cream socials and pizza parties. Take It Off challenges everyone to save energy by switching off and turning down lights and air-conditioning. We sub meter each floor to track electricity usage and measure which floors perform most efficiently. In 2013, the best year to date, employees saved 109,037 kWh of electricity and around \$23,500. The savings went to HeartShare, a nonprofit that helps people in need, including those reliant on home heat assistance.

## PARAMOUNT GREEN SHORTS

The Paramount Pictures Green Shorts contest was created as a fun way to show fellow Paramount employees how each of us is being green in our daily lives. The contest was open to all Paramount non-union, full-time employees, pages and interns worldwide who were tasked with creating a 30- to 90-second video with an environmental message. The contest ran from March to April, with the winners announced on Viacommunity Day.

## RIDEShare

The Paramount Rideshare Program allows employees to search and find rideshare matches and offers links to public transportation as well as incentives for employee participation. In 2013, 373 users were registered with an average daily commute of 36 miles. Their efforts led to:

- › 760,550 miles of reduced travel
- › 616,516 lbs. of reduced CO<sub>2</sub> emissions

The Paramount lot also offers four electric vehicle charging stations, with plans to double that number in 2014. This year, the lot's Green Action Team staged an electric vehicle fair, offering employees the chance to take a test drive and learn more about EV charging.

## NOAH'S ENVIRONMENTAL MISSION

Paramount Pictures' *Noah*, which premiered in March 2014, had an environmental message and mission. While filming the movie, Paramount employed an eco management firm to put sustainable practices in motion throughout. The film diverted 55 percent of total waste from landfills, avoided the use of 67,000 plastic water bottles, recovered 13,000 lbs. of leftover food for shelters and recycled 450,000 lbs. of scrap metal and steel.

The crew used mostly recycled wood to construct the ark, over 500 trees were planted on Long Island for woodland restoration and 300 lbs. of film scraps were collected and recycled. Shot mainly in New York and Iceland, Paramount staged a charitable pre-premiere screening, donating 100 percent of the proceeds to the Iceland Nature Conservation Association (INCA).

## SETTING AN EXAMPLE

Paramount follows sustainable practices every day, thanks to the efforts of a dedicated 15-strong Green Action Team — a squad of eco-minded employees representing major departments on the lot. Their mission is to recycle, conserve and use the latest energy-saving technologies.

Eco-awareness touches every production and set. From food to furniture, any reusable items and recyclable materials are donated to local nonprofits once filming wraps. Likewise, when wardrobe materials are no longer useful to Nickelodeon's studios in Burbank, they're donated to charities like the Boys & Girls Clubs of America. Unused fabric or embellishments are sent to the Fashion Institute of Design and Merchandise for reuse by scholarship students.



"The purpose of a great benefits package isn't just about making people happy at work. It's about giving them security and peace of mind and enabling people to thrive in life, now and in the future."

SCOTT MILLS, EXECUTIVE VICE PRESIDENT, HUMAN RESOURCES AND ADMINISTRATION, VIACOM

# OUR PEOPLE'S HEALTH, WEALTH AND SELF

Our employees are at the heart of our mission to entertain, inform and inspire our audiences. We provide them with benefits and programs at every level to help them — and our business — succeed.

## BENEFITS

We offer a wide range of benefits, including retirement plans and health and life insurance programs, which are highly competitive in the industry. We believe we stand apart in giving employees the tools they need to manage their health, wealth and "self." In 2013, we introduced a new service, Financial Finesse, which offers employees free advice from certified financial planners. Health Advocate is a new confidential helpline that helps employees deal with the complexities of health care and health insurance, including getting claims paid and finding the best available local health care options.

We want our employees to take full advantage of the benefits available to them. We provide information on a dedicated website, which features hundreds of employee discounts, along with health and wealth benefit information.

## EQUAL BENEFITS & OPPORTUNITY FOR ALL

The company treats every employee equally. We recruit, hire and promote people entirely on merit, irrespective of race, religion, color, sexual orientation, nationality, gender, ethnic origin, disability, age, sex, gender expression, gender identity, veteran status or any other personal characteristic protected by law.

This extends across every aspect of our human resources policies, including compensation, benefits and social and employee engagement programs. Our senior leaders are held accountable for promoting and championing our diverse, multicultural workforce and for leading by example.

One important way Viacom manifests its dedication to equal benefits is for same-sex partners. We offer medical coverage to same-sex domestic partners, as well as equal benefits when a same-sex partner dies while employed by Viacom.

## GETTING THE BALANCE RIGHT

We foster a flexible, supportive and, above all, inclusive culture and strive to respect our employees' personal lives and work balance needs. Supporting our employees in this way is one of the ways we make sure the business remains dynamic and strong.

In the United States, our time-off policy includes a highly popular flex offering, the Summer Fridays program. Between Memorial Day and Labor Day each year, many groups within the company compress work schedules to give everyone either half-day Fridays or alternate Fridays off.

We support working parents with backup childcare. Viacom and BET employees have access to up to 25 days per year of fully serviced care at centers throughout the U.S., along with home-based child and adult care for all employees and their families. Paramount offers an on-site childcare center providing full-time care for working parents who need it.

For nursing mothers who need to be in the office, we provide a Mother's Room at every Viacom office, with 24/7 access to lactation consultants. Further, we support parents who seek to adopt with paid leave. We are proud to be listed as one of Dave Thomas Foundation's 100 Best Adoption-Friendly Workplaces.

Taken up by many employees even when their children are very young, we offer a College Saving Program that allows parents to contribute through a convenient payroll deduction to set aside for college finance.

Every year, we support Take Our Daughters and Sons to Work Day but, more than that, stage our own Kids' Day. For over 20 years, Viacom has invited employees to bring their children to the office on the Wednesday before Thanksgiving, converting offices and conference rooms into activity and entertainment zones. The kids enjoy everything from magic shows and dance to photo ops with *SpongeBob SquarePants* characters and other Nickelodeon stars.



## FIT FOR WORK AND LIFE

We encourage well-being in many ways, including the provision of regular classes like Zumba, Pilates and Yoga. In early 2014, we opened a new Wellness Studio at our New York City headquarters building, where 60 percent of our employees are located. A dedicated space designed for all types of exercise and fitness programs, it offers classes Monday through Friday — from meditation to boot camp.

Annually, we offer on-site free biometric screenings and flu shots to all employees. In Los Angeles, the Paramount at Play program offers workshops, social events and classes to encourage a spirit of togetherness outside work, including a book club, dance lessons and bowling.

To help employees through challenging times, we offer specialist support. Our Employee Assistance Program provides 24/7 confidential access to mental health professionals and other services that help people best manage their personal lives.

## HEALTH AND SAFETY AT WORK

Every employee has the right to a safe, healthy and productive work environment. We support employees with policies, procedures, services and spaces that reduce risk and promote their safety. In addition, we have an emergency communications system that Viacom uses to notify employees at all of our worldwide locations whenever a time-sensitive situation arises or when normal business operations are disrupted. Notifications can be sent to cell phones, SMS, office phones, home phones and email.

# GOING FOR GOLD

When our people grow, Viacom grows too.

Through our learning and development program — All Access — we look to provide everyone with opportunities to build their skills and knowledge.

Every employee has access to G.O.L.D. — our Global Organization and Leadership Development program — which offers tools and resources to advance their careers.

Maximizing Brand You is G.O.L.D.'s peer counseling and development program that helps employees — from assistant to director — strengthen their own personal brand. And the Inspirational Leader Program targets our top 300 leaders to hone their leadership skills.

G.O.L.D. also offers InTuition, our tuition assistance program, as well as the Learning Center, an online tool with courses on every topic employees need to perform at their best. In 2013, the Learning Center offered nearly 600 courses on everything from leadership to design and graphics. It also offers 900 online courses licensed from Harvard Business School and access to resources on Lynda.com, a website offering 2,500 online courses — from Microsoft Office and Adobe to web development, animation and much more.

# BUSINESS ETHICS

Viacom prides itself on innovation, creativity and bringing the most compelling entertainment content to audiences around the world. Our business thrives due to the hard work and dedication of our employees, who are not only passionate and creative, but are also ethical and responsible.

Viacom's Global Business Practices Statement forms the backbone of our shared values and expectations for conduct in the workplace. It outlines our overall philosophy, explains our individual ethical and legal responsibilities, and underscores our commitment to conducting business in a responsible and respectful manner.

“Viacom’s Global Compliance program is committed to fostering and maintaining a work environment that upholds the highest standards of integrity.”

HENRY MONIZ,  
CHIEF COMPLIANCE  
OFFICER AND CHIEF  
AUDIT OFFICER, VIACOM



Additionally, our employees and the work they do are brought together and driven forward by a shared set of values. These values live side-by-side with our best business practices, and are inspired by the spirit, ingenuity and integrity that our people bring to work every single day, around the world. Our values are:

- › Creative First
- › Innovate
- › Do the Right Thing
- › Own It
- › Sweat the Details
- › Work Together
- › Love What You Do

These core values — along with our Global Business Practices Statement — set a tone of excellence for all of our employees worldwide. The entire Viacom community is expected to familiarize themselves, adhere to and uphold them in their day-to-day activities.

In turn, we ask our employees to be conscientious and report anything that doesn't seem right or goes against our business practices. So that we can respond promptly to any integrity incidents that may occur, Viacom hosts and promotes OPENLINE, a 24/7 international employee helpline, where employees are encouraged to report concerns they might not otherwise feel comfortable sharing with their supervisors or within their department.

## STANDARDS AND PRACTICES

Standards and Practices is a dedicated group that works to ensure our brands and content are culturally sensitive and respectful to our audiences. Viacom understands the importance of a disciplined function that, entirely separate from the networks, takes an independent view of what is potentially harmful or offensive. The team currently has five areas of focus:

- › Stereotyping
- › Substance abuse
- › Suicide and depression
- › Transgender issues
- › Marketing to children

It also keeps on top of world events, domestic social problems and ever-evolving language — particularly terms that describe minority or ethnic groups. Cultural norms can change almost in an instant. The department's role is to be always on the pulse, making sure our brands are appropriate without losing their unique personalities or audience appeal.

The team reads scripts, liaises with producers, works with Public Affairs to help match aired content to our social messaging — and occasionally suggests edits or cuts. Strong links with advocacy groups such as GLAAD, the Anti-Defamation League, the Hispanic Coalition, Sons of Italy and UNICO, as recent examples, help inform the approach.

From time to time, original drama and reality shows can be held to account for perceived stereotyping. In such cases, the department works with producers to edit cuts — without diluting authenticity and entertainment value — while being mindful of audience sensibilities.

## SUPPORTING CREATIVE JOBS BY PROTECTING COPYRIGHT

Viacom supports smart, effective and robust copyright law. We work closely with industry peers, activists and independent artists and creators on the issue. Through educational campaigns and more, we are taking a stand to protect the jobs and future livelihoods of Americans in the business of storytelling.

## GOVERNMENT MATTERS

Our Government Relations team engages with political opinion formers and policymakers, while also assisting many nonprofit partners. At the 2013 White House Correspondents' Dinner, it partnered with Howard University to stage a panel event for diverse students interested in careers in our industry.

## WORKING WITH SUPPLIERS

Viacom seeks to work with existing, new and diverse suppliers that can help us fulfill our business needs. We work only with suppliers who share our commitment to integrity and ask contractors across the world to be familiar with the standards set out for our own employees in the Viacom Global Business Practices Statement.

"We make sure that whatever we air, we can vigorously defend it."

JANET BORELLI, SENIOR VICE PRESIDENT, STANDARDS AND PRACTICES, VIACOM



It's our policy that suppliers adhere to our own high standards of ethical conduct and comply with all local and national laws and regulations. Our practices include strict compliance to standards in areas like anti-corruption, anti-bribery and fair and ethical employment practices.

As in our own business, we exercise zero-tolerance to any form of discrimination, child or forced labor, sexual harassment or improper behavior in the workplace. We also expect suppliers to follow health, safety and environmental regulations to the letter.

Our supplier compliance policy sets out these expectations clearly. When violations do happen, we'll take steps to prevent reoccurrence and may terminate the relationship, or even report wrongdoing to law enforcement or regulatory authorities.

## CORPORATE RESPONSIBILITY GOVERNANCE

Most of Viacom's many social efforts are run by members of Viacom's Corporate Responsibility Council (VCRC), composed of social responsibility leaders across the company. These leaders are best prepared to develop initiatives that will resonate with their respective audiences. Viacom's Board of Directors periodically reviews reports on corporate responsibility activities and performance, labor standards and environmental risk.

# ABOUT VIACOM

## LEADERSHIP

### **Sumner M. Redstone**

Executive Chairman of the Board and Founder

### **Philippe Dauman**

President and Chief Executive Officer

### **Thomas E. Dooley**

Chief Operating Officer

### **Robert Bakish**

President and Chief Executive Officer,  
Viacom International Media Networks

### **James Bombassei**

Senior Vice President, Investor Relations

### **Wade Davis**

Chief Financial Officer and Executive Vice President,  
Strategy & Corporate Development

### **Carl D. Folta**

Executive Vice President, Corporate Communications  
& Social Responsibility

### **Michael D. Fricklas**

Executive Vice President, General Counsel and Secretary

## CONNECT WITH US

For more information on Viacommunity, email [viacommunity@viacom.com](mailto:viacommunity@viacom.com).



@Viacommunity

### **Brad Grey**

Chairman and Chief Executive Officer,  
Paramount Pictures Corporation

### **Doug Herzog**

President, Entertainment Group

### **DeDe Lea**

Executive Vice President, Government Affairs

### **Debra Lee**

Chairman and Chief Executive Officer, BET Networks

### **Scott M. Mills**

Executive Vice President, Human Resources  
and Administration

### **Marva Smalls**

Executive Vice President, Global Inclusion Strategy

### **Van Toffler**

President, Music Group

### **Cyma Zarghami**

President, Nickelodeon Group

### **David Katz**

Vice President, Corporate Responsibility

## NOTES

### IMPACT CREATING VALUE

- 1 Outstanding Comedy Series (*Real Husbands of Hollywood*); Outstanding Actor (Kevin Hart, *Real Husbands of Hollywood*); Outstanding Actress (Wendy Raquel Robinson, *The Game*); Outstanding TV Movie (*Being Mary Jane*); Outstanding Actress in a TV Movie (Gabrielle Union); Outstanding Variety Series (*Black Girls Rock!*)

### BUILDING INCLUSIVE SOCIETIES

- 1 <http://www.glaad.org/nri2013>
- 2 <http://www.glaad.org/whereweareontv13>
- 3 [http://abcnews.go.com/US/hunger\\_at\\_home/hunger-home-american-children-malnourished/story?id=14367230](http://abcnews.go.com/US/hunger_at_home/hunger-home-american-children-malnourished/story?id=14367230)

### PIONEERING SOCIAL CHANGE

- 1 All statistics from: <http://www.brookings.edu/blogs/brookings-now/posts/2014/02/video-how-mtv-16-and-pregnant-reduced-teen-births>
- 2 National Bureau of Economic Research, January 2014
- 3 <http://www.brookings.edu/blogs/brookings-now/posts/2014/02/video-how-mtv-16-and-pregnant-reduced-teen-births>

### INSPIRING FUTURE GENERATIONS

- 1 <http://blog.viacom.com/2012/04/the-hunger-games-resonating-with-millennials-on-multiple-levels/>
- 2 <http://mnpschildrenfirst.com/2014/01/31/president-barack-obama-visits-mcgavock-high-school-praises-school-students-teachers-district/>



[www.NewWindEnergy.com](http://www.NewWindEnergy.com)

