

CBS Corporation And The Association of National Advertisers Announce New Multi-Pronged Partnership Supporting #SeeHer Initiative
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NEW YORK, Oct. 26, 2017 /PRNewswire/ -- Today CBS Corporation and the Association of National Advertisers (ANA) announced a new multi-pronged partnership supporting the #SeeHer initiative and its mission to accurately portray girls and women in media. The goal of #SeeHer is for women and girls, by 2020, to see themselves reflected as they truly are.

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Working with #SeeHer, CBS will deliver on-air, online, and behind-the-scenes opportunities to promote the initiative's mission, joining in the fight against conscious and unconscious gender bias in advertising and media to change how the media represents women and young girls.

"This is a strong alliance that will use our many forms of media to generate awareness, education and hopefully change on a very important issue," said Jo Ann Ross, President and Chief Advertising Revenue Officer, CBS Corporation. "In line with #SeeHer's theme, 'if you can see her, you can be her,' we are passionate about showcasing respectful, authentic and powerful depictions of women and girls as we continue to promote diversity and inclusion through our programming."

"We are thrilled to be partnering with CBS to accelerate our #SeeHer movement and increase the accurate representation of women and girls in media through their multi-pronged programming opportunities," said Bob Liodice, ANA CEO. "The united voice of marketers with programming is undeniably the most-powerful way to influence change, and as the largest group of united marketers in the U.S., we must lead the way. It is a moral and business imperative."

Immediate elements of CBS's #SeeHer partnership include:

- **CBS Sports Network's WE NEED TO TALK**
 - To kick off the partnership, CBS Sports Network's WE NEED TO TALK, the first nationally televised sports talk show hosted by all women, will feature a #SeeHer-branded segment with guests discussing how sports provide a platform to empower women during a live episode on Dec. 19 — WE NEED TO TALK will air following the women's basketball game featuring the University of Oklahoma versus University of Connecticut, as Connecticut head coach Geno Auriemma pursues his 1000th win.
 - To further tie into #SeeHer's theme, WE NEED TO TALK will host #SeeHer representatives and girls they are mentoring at this and future tapings, giving the #SeeHer group the opportunity to see women working on all sides of production, from the control room and onstage to on camera.
- **CBS Daytime's THE TALK**
 - Additionally, the mission and message of #SeeHer will be discussed on-air by the hosts of CBS' Daytime Emmy Award-winning talk show THE TALK. Hosts Julie Chen, Sara Gilbert, Sharon Osbourne, and Sheryl Underwood, a diverse group of smart and powerful women, who regularly chat about the importance of better portrayals of women in popular culture, will extend their support for the goals of #SeeHer.
- **CBS Primetime**
 - #SeeHer executives have been invited to meet with several CBS primetime programming showrunners to discuss more accurate representation of women in television.
 - CBS Cares will produce #SeeHer-tagged PSAs about notable women in history who have challenged stereotypes and bias in their respective industries. The PSAs will run during primetime programming as part of Women's History Month in March 2018.

"Whether through ad or programming content, media wields enormous power in society. Eliminating bias against women also improves advertising effectiveness, which drives brand growth. It's the right thing to do for our culture, and a wise business decision for the network, the brands and ultimately the consumers," concluded Stephen Quinn, chair, #SeeHer, former CMO Walmart and PepsiCo. "#SeeHer is a movement whose time is now."

About CBS Corporation:

CBS Corporation (NYSE: CBS.A and CBS) is a mass media company that creates and distributes industry-leading content across a variety of platforms to audiences around the world. The Company has businesses with origins that date back to the dawn of the broadcasting age as well as new ventures that operate on the leading edge of media. CBS owns the most-watched television network in the U.S. and one of the world's largest libraries of entertainment content, making its brand — "the Eye" — one of the most recognized in business. The Company's operations span virtually every field of media and entertainment, including cable, publishing, radio, local TV, film, and interactive and socially responsible media. CBS' businesses include CBS Television Network, The CW (a joint venture between CBS Corporation and Warner Bros. Entertainment), CBS Television Studios, CBS Studios International, CBS Television Distribution, CBS Consumer Products, CBS Home Entertainment, CBS Interactive, CBS Films, Showtime Networks, CBS Sports Network, Pop (a joint venture between CBS Corporation and Lionsgate), Smithsonian Networks, Simon & Schuster, CBS Television Stations, CBS Radio and CBS EcoMedia. For more information, go to www.cbscorporation.com.

About the #SeeHer Movement

Despite the strides made to accurately portray women and girls in media, an unconscious bias persists against women and girls in advertising, media, and programming. The Association of National Advertisers (ANA) Alliance for Family Entertainment (AFE) launched the #SeeHer initiative in June 2016 in a partnership with The Female Quotient, after the Obama administration announced the elimination of gender bias in media as critical to the nation's future. The #SeeHer Initiative mission is to accurately portray all women and girls in media by 2020, the 100th anniversary of women winning the right to vote in the U.S. For more information, visit www.SeeHer.com, and follow us on Facebook, Instagram, and Twitter.

About the Association of National Advertisers (ANA)

The ANA (Association of National Advertisers) makes a difference for individuals, brands, and the industry by driving growth, advancing the interests of marketers, and promoting and protecting the well-being of the marketing community. Founded in 1910, the ANA provides leadership that advances marketing excellence and shapes the future of the industry. The ANA's membership includes more than 1,000 companies with 15,000 brands that collectively spend or support more than \$400 billion in marketing and advertising annually. The membership is comprised of more than 750 client-side marketers and 300 associate members, which include leading agencies, law firms, suppliers, consultants, and vendors. Further enriching the ecosystem is the work of the nonprofit ANA Educational Foundation (AEF), which has the mission of enhancing the understanding of advertising and marketing within the academic and marketing communities. For more information, visit www.ana.net, follow us on [Twitter](https://twitter.com/ANAdigital), or join us on [Facebook](https://www.facebook.com/ANAdigital).

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SOURCE CBS Corporation

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