

BET Networks Covers the "JUSTICE FOR ALL" MARCH Taking Place on Saturday, December 13

Viewers Can Follow Every Angle of the March with On-Air News Briefs, Up-to-the-Minute Updates and Commentary on BET.com/News and Continue the Conversation on Twitter by using hashtag #BETATTHEMARCH

NEW YORK--(BUSINESS WIRE)-- BET Networks will be on the ground reporting on every angle of the "JUSTICE FOR ALL" MARCH with coverage airing **Saturday, December 13** on BET. **BET News'** coverage will include the pre-march anticipation amongst the crowd in Freedom Plaza and track every step of the march along Pennsylvania Avenue to Capitol Hill. **BET News** will capture personal accounts about what motivated the community to participate and their feelings about the crisis and various speeches that take place after the march. **BET News** correspondent Andre Showell will offer analysis and commentary of the March throughout the day.

BET News' web series for millennials "WHAT'S AT STAKE" will embed college student ambassadors to shoot Point-Of-View content titled "**Diaries of the March.**" The ambassador will take over BET's official Instagram account capturing images and uploading posts as they march along with the crowd. Photos will also be shared to Twitter, Facebook, Google+ from the march throughout the day. BET social media will post quotes from the speeches taking place throughout the day. Additional footage shot will be featured in future episodes of "What's At Stake" at www.BET.com/WhatsAtStake.

Viewers can join the conversation about the special on Twitter by using hashtags: **#BETATTHEMARCH** and **#WHATSATSTAKE**.

BET Networks has covered the recent events extensively with specials "BET NEWS PRESENTS: A CONVERSATION WITH PRESIDENT OBAMA" <http://bet.us/1ucwuDG>, "JUSTICE FOR US: A BET TOWN HALL" <http://bet.us/1ChHfc> and "JUSTICE FOR FERGUSON: A COMMUNITY REACTS" <http://bet.us/1zWu93Y>.

About BET Networks

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIAB), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the 25- to 54-year-old African-American audience; BET Digital Networks - BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

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BET Networks
Luis DeFrank, 212-205-3156
luis.defrank@bet.net

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