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BET Networks Announces Its "Unconventional" Coverage at the 2016 Republican and Democratic National Conventions

BET News' Marc Lamont Hill & Melissa Harris Perry to Anchor Convention-Dedicated One-Hour Specials on Sunday, July 24 at 11 AM ET/PT and Sunday, July 31 at 11 AM ET/PT

BET Networks Launches New Voting Campaign "Vote Your Voice"

#BETxRNC and #BETxDNC

NEW YORK--(BUSINESS WIRE)-- BET Networks continues its nationwide efforts to urge viewers to "Vote Your Voice" and inform on the issues that matter most to the African-American community with its upcoming voting campaign and election coverage specials of the 2016 Republican and Democratic National Conventions.

ON BET & CENTRIC

Specials:

Hosted by BET News' correspondents **Melissa Harris Perry** and **Marc Lamont Hill**, from the Newseum in Washington D.C. these one-hour specials will offer viewers a comprehensive and entertaining recap of the Republican and Democratic National Conventions. **UnConventional: BET @ the RNC** and **UnConventional: BET @ the DNC** will air respectively on **Sunday, July 24** and **Sunday, July 31 at 11 AM ET/PT on BET**. **Centric** will also air the specials respectively on **Monday, July 25 at 10 ET** and **Sunday July 31 at 11 AM ET/PT**. These specials will revisit the conventions most talked about highlights; provide necessary context and insight, and present exclusive interviews with newsmakers and celebrities. The specials will also feature guest commentators including Republican strategist Paris Dennard, the Trump campaign's head of African-American outreach Omarosa Manigault, Democratic strategist Angela Rye and others.

In the days leading up to each of the broadcast specials, Marc Lamont Hill and Melissa Harris Perry will attend the RNC and DNC convention, walking the floor, conducting interviews with noted politicians, celebrities and other protestors. Highlights from their reports, will be exclusively shared on BET.com, various social media platforms and will be featured during the wrap-up broadcast special, along with other top moments.

News briefs:

BET News will produce daily convention-specific news briefs for both BET and Centric to keep viewers informed and up-to-date with the latest RNC & DNC news.

New Voter Engagement Campaign "VOTE YOUR VOICE"

Nearly two dozen African American influencers, celebrities and tastemakers across the entertainment, fashion, art and tech industries are urging BET viewers to make their voices heard this election through a new, fully silent PSA. Instead of adding to the noise and rancor this election season, BET is using silence to highlight the consequences of choosing not to vote. The PSA's absence of sound, however, is offset by its vibrant stars that visually represent the diverse and creative culture of the African-American community including co-founder of The Snobette Samia Grand-Pierre, art curator for Freesthetic Amy Collado, fashion buyer for Manready Mercantile Berlin Nicholas, fashion editor for Complex Magazine Matthew Henson, lead singer of Revel In Dimes Kia Warren, actress and performance artist Trae Harris, actor and singer Rotimi, rapper Vic Mensa, actress Jessica White and BET News correspondent Marc Lamont Hill. These influencers came together to volunteer their time and creativity to express the urgency that silence is not an option and every African American should cast their ballot - the most powerful tool to enact change.

The PSA is part of the 2016 BET Vote campaign, "Vote Your Voice" and urges viewers to share their voices via social media throughout this election year using the #VoteYourVoiceBET hashtag. The campaign is also supported by a coalition of partner organizations focused on voter engagement efforts including Democracy Works (TurboVote), Higher Heights, National Coalition on Black Civic Participation, Black Youth Vote and Election Protection. Through BET's partnership with

TurboVote, BET is making it easier than ever for its audience to register to vote this election cycle directly on the dedicated website -- BET.com/vote. The "Vote Your Voice" PSA, directed by Vanessa Black, was produced in partnership with BET Networks, by Viacom Velocity, a full-service creative content team within Viacom's entertainment group. For more information about the BET Vote 2016 campaign "Vote Your Voice", visit www.bet.com/vote.

For more information on the conventions, please visit www.BET.com and www.CentricTV.com. Join the conversation by using the hashtags #BETxRNC and #BETxDNC and follow BET on Facebook to join Facebook Live sessions with Melissa Harris Perry, Wednesday (7/20) and Thursday (7/21).

Watch Tuesday's Facebook Live session at <https://www.facebook.com/BET/videos/10153621363990404/>

About BET Networks

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B), 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 African-American Woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET's growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET around the globe.

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