

# Viacom Announces Social Responsibility Achievements and Goals in Its 2015 Social Impact Review: Raising Voices

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ:VIAB, VIA) today released its 2015 Social Impact Review: *Raising Voices*. The annual social responsibility report showcases the many ways the company leverages its platforms to raise audiences' voices toward driving change.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20151020006311/en/>

For the first time, the Social Impact Review outlines specific and distinct social responsibility goals, setting benchmarks for growth and campaign participation in each of our areas of impact, including: Building Inclusive Societies, Pioneering Social Change, Promoting Healthy Living, and Inspiring Future Generations.

Some highlights around Viacom's initiatives include:

- 25,000 volunteer hours donated by Viacom employees in 2014.
- 1 million+ young people inspired by MTV's Look Different campaign to take action against bias.
- 320,000 students who saw Paramount's *SELMA* for free.
- \$1.2 million raised for Big Brothers Big Sisters of New York City during Nickelodeon's 2014 Worldwide Day of Play event and Race for the Kids.
- \$135,227 raised during Spike's first Veterans Operation Wellness (VOW) campaign.
- 3,000+ hours volunteered by CMT employees at The Academies of Nashville small learning communities.
- \$133,000 music grants awarded to mostly high-need schools by the VH1 Save the Music Foundation in 2014.
- 600+ applicants for the 2015 BET Experience Youth Program.
- 315 million people who have seen "Viacom Says NO MORE" PSAs around domestic violence and sexual assault.
- 200,000 people tested for HIV through the MTV Staying Alive Foundation since 2005.

"As a leading global media entertainment company, Viacom has a unique responsibility to inspire and empower our audiences to take action," said Philippe Dauman, President and CEO of Viacom. "For over twenty years, we have pioneered in leading the conversation around difficult issues, shedding light on the causes that are most relevant to our fans through the power of stories."

The full 2015 Social Impact Review: *Raising Voices* is available [here](#).

## Viacom

Viacom is home to premier global media brands that create compelling television programs, motion pictures, short-form video, apps, games, consumer products, social media and other entertainment content for audiences in 180 countries. Viacom's media networks, including Nickelodeon, Comedy Central, MTV, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., Channel 5 (UK), Logo, Nicktoons, TeenNick and Paramount Channel, reach a cumulative 3.4 billion television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment.

For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com). Keep up with Viacom news by following Viacom's blog at [blog.viacom.com](http://blog.viacom.com) and Twitter feed at [www.twitter.com/viacom](http://www.twitter.com/viacom).

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