

# Viacom Releases Annual Viacomcommunity Social Responsibility Report

Report Released In Conjunction with New Series of Viacom NO MORE PSAs Taking on Domestic Violence and Sexual Assault

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ:VIAB, VIA) today released its annual corporate social responsibility report, "[Viacomcommunity 2014 Review: Impact Creating Value](#)." The report showcases the company's investment in some of today's most pressing issues, and its work to inspire and activate audiences to bring about positive social change. In conjunction with the report's release, Viacom launched a powerful new series of NO MORE PSAs to raise awareness for the [NO MORE](#) movement to end domestic violence and sexual assault.

A few highlights from the Viacomcommunity report include:

- Viacom committed \$116 million in in-kind goods and services to campaigns and nonprofit partners in 2013, the same amount that would purchase 464 seats on Virgin Galactic's commercial trips to space - or 5 copies of the Magna Carta.
- 1.8 million kids, educators and parents visited the Get Schooled website during the 2013-14 school year, enough to fill every Major League Baseball stadium, and then Yankee Stadium another 11 times.
- 40,000 volunteer hours were donated by Viacom employees in 2013. In that time you could watch the entire film Titanic 11,428 times.

"Our partnership with the NO MORE movement is a prime example of Viacom's commitment to shining a spotlight on the most important issues of the day," said Philippe Dauman, Viacom President and CEO. "I am proud to showcase this work and all of the company's initiatives in the Viacomcommunity 2014 Review."

The full "Viacomcommunity 2014 Review: Impact Creating Value" is available [here](#).

The new "[Speechless](#)" NO MORE PSAs, produced by Viacom Velocity and the Joyful Heart Foundation, highlight the difficulty and critical need of starting conversations around domestic violence and sexual assault. The NO MORE PSA campaign initially launched in September 2013 and was designed to help dispel many of the most common and pervasive myths about sexual assault and domestic violence, and to engage the public in an open dialogue about these important issues. The three-year PSA campaign, developed in partnership with Y&R, director Mariska Hargitay and world-renowned photographer Timothy White, has been rolling out across the country in local and national markets via print, broadcast, online and outdoor advertising, in movie theaters nationwide, and in major airports and medical facilities.

## About 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 more than 165 countries and territories. Viacom's media networks, including MTV, VH1, CMT, Logo, BET, CENTRIC, Nickelodeon, Nick Jr., TeenNick, Nicktoons, Nick at Nite, Comedy Central, TV Land, SPIKE, Channel 5 (UK), Tr3s, Paramount Channel and VIVA, reach approximately 700 million households worldwide. Paramount Pictures, America's oldest film studio, 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).

Viacom Inc.  
Lenore Feder, 212-846-7120  
[lenore.feder@viacom.com](mailto:lenore.feder@viacom.com)

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