



July 8, 2016

## **BET Networks Launches Multiplatform User-Generated Campaign "#DeEscalateDontKill"**

**Campaign Provides Viewers with a Platform to Share Their Testimonials and Reactions on the Continued Tragic Deaths of African American People at the Hands of Law Enforcement & Gun Violence**

**Share Your Video Now on [BET.com/DontKill](http://BET.com/DontKill) to Have Your Voice Be Heard and Amplified**

**In Addition to Our Ongoing Efforts MTV News and BET News to Host Live Town Hall "What Now? An MTV News and BET News Town Hall" Tonight at 10 PM ET/PT across All Screens to Discuss America in Crisis**

**Keep the conversation going on social media by using the hash tag #DeEscalateDontKill**

NEW YORK--(BUSINESS WIRE)-- *"There has been no war that we have not fought and died on the front lines of. There is no job we haven't done, there is no tax they haven't levied against us and we've paid all of them. But freedom is somehow always conditional here. "You're free!" they keeping telling us. "But she would be alive if she hadn't acted so...free." Now, freedom is always coming in the hereafter, but, you know what, though? The hereafter is a hustle. We want it now."* Jesse Williams. BET Awards 2016.

As news and images of the senseless deaths of Philando Castile, Alton Sterling, Sandra Bland, Tamir Rice, Jordan Davis, Trayvon Martin, Eric Garner, Michael Brown, Freddie Grey and countless others killed by law enforcement continues to increase, BET Networks is determined to encourage meaningful dialogue that galvanizes change and provides viewers with a platform to have their voices be heard and amplified. While there is no easy answer on how to address or solve the systemic issues of race and justice across our nation, BET Networks is committed to bringing these conversations and testimonials of social change to light through activations like **#DeEscalateDontKill** on all of its linear, social media and digital platforms. **We SEE you. We FEEL you. We HEAR You. We GOT you.**

"Too many days this week we woke up to heart-breaking news about the tragic shooting of yet another black man at the hands of law enforcement in America. From Mike Brown and Freddie Gray to Alton Sterling and Philando Castile, no family should have to endure the tragedy of their loved ones becoming a hashtag. Yet far too often, black men in America are at risk of becoming a statistic at the hands of the very officers that have been hired to protect and serve them. Now, with the senseless killing of police officers in Dallas yesterday, things have reached a boiling point and it's time for everyone to channel their emotions towards a solution, not more violence." *said Debra L. Lee, Chairman and CEO, BET Networks* "In response to these senseless killings, we have launched the #DeEscalateDontKill campaign to engage in the national conversation about issues of race, justice and policing in America. We are also using this time to amplify the messaging around our newly launched voter engagement campaign, Voice Your VoteBET. While our hearts are broken, we must remain focused on holding our elected officials accountable by showing up at the polls on Election Day and voicing our outrage through our votes. In addition, we must all recognize the importance of getting involved in the political process at the local level, where community policing is working, and as a community, figure out how we can partner with law enforcement to save lives."

In addition to our ongoing efforts MTV News and BET News to host LIVE town hall "What Now? An MTV News and BET Town Hall" tonight at 10 PM ET/PT across all screens to discuss America in crisis. Marc Lamont Hill, BET News, Charlamagne Tha God, MTV2 host of "Uncommon Sense with Charlamagne", Jamil Smith, MTV News, and Franchesca Ramsey, of MTV's "Decoded" and Comedy Central's "The Nightly Show with Larry Wilmore" will go live from MTV's Times Square studio with an open forum of artists, activists and audience members discussing the issues underlying this latest round in a cycle of violence and tragedy in America. The Town 10:00pm ET / PT on MTV, BET, VH1, MTV2, Centric and VH1 Classic and at 10:00pm ET / 7:00pm PT on Logo, MTV Live and MTV Hits.

Watch some of the recent **#DeEscalateDontKill** uploads at [BET.com/DontKill](http://BET.com/DontKill). Log on to [BET.com](http://BET.com) to stay informed and learn more on what you can do in your community to affect change. Join the conversation on social media by logging on to BET's multiple social media platforms by using hashtag: **#DeEscalateDontKill**; and following us @BETNews & @BET.

Watch a snap shot of BET social media created content from the various marches and rallies below:

<https://www.facebook.com/BET/videos/10153592631760404/>

<https://www.facebook.com/BET/videos/10153593978290404/>

<https://www.facebook.com/BET/videos/10153594614055404/>

<https://www.facebook.com/BET/videos/10153594765745404/>

### **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](http://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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