

VIACOMCBS

NAACP and CBS Strike Multi-Year Partnership Agreement to Create Content for Broadcast, Cable and Streaming

July 15, 2020

CBS Television Studios and Premier Civil Rights Organization to Establish Dedicated Development Team for NAACP-Produced Content Accord Includes CBS Studio and CBS Network Commitments

NEW YORK--(BUSINESS WIRE)--Jul. 15, 2020-- CBS Television Studios and the NAACP (National Association for the Advancement of Colored People) have reached an agreement on a multi-year partnership to develop and produce scripted, unscripted and documentary content for linear television networks and streaming platforms. The announcement was made today by George Cheeks, President and CEO of the CBS Entertainment Group, and Derrick Johnson, President and CEO of the NAACP.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200715005528/en/>

As part of the agreement, CBS Television Studios' creative leaders will work with the civil rights organization to establish a dedicated team of executives and infrastructure to acquire, develop and produce programming. The partnership will focus on producing premium content that expands the number of diverse voices contributing to an ever-evolving society, and by telling inclusive stories that increase the visibility and impact of Black artists in a growing media landscape.

The CBS/NAACP partnership includes a commitment to develop content for the CBS Television Network as well as the ability to sell programming to third-party platforms across the media landscape.

"An important way to diversify and grow our storytelling is to expand our horizons beyond the traditional studio-producer system," said Cheeks. "There is no better partner than the NAACP – the preeminent civil rights organization in our country – to help us find, develop and tell these inclusive stories. "At the same time, this is a strategic opportunity for CBS to build upon as well as re-imagine our pipeline for existing and emerging creative talent."

"In this moment of national awakening, the time has never been better to further tell stories of the African American experience," said Johnson. "Programming and content have the power to shape perspectives and drive conversations around critical issues. This partnership with CBS allows us to bring compelling and important content to a broad audience."

About CBS Television Studios:

CBS Television Studios is one of the industry's leading suppliers of programming with more than 70 series currently in production across broadcast and cable networks, streaming services and other emerging platforms. The Studio's expansive portfolio spans a diverse slate of commercially successful and critically acclaimed scripted programming, genre-defining franchises including the ever-growing "Star Trek" universe, award-winning late night and daytime talk shows, and an extensive library of iconic intellectual property.

About the NAACP:

Founded in 1909 in response to the ongoing violence against Black people around the country, the NAACP (National Association for the Advancement of Colored People) is the largest and most preeminent civil rights organization in the nation. We have over 2,200 units and branches across the nation, along with well over 2M activists. Our mission is to secure the political, educational, social and economic equality of rights in order to eliminate race-based discrimination and ensure the health and well-being of all persons.

NOTE: The Legal Defense Fund – also referred to as the NAACP-LDF was founded in 1940 as a part of the NAACP, but separated in 1957 to become a completely separate entity. It is recognized as the nation's first civil and human rights law organization, and shares our commitment to equal rights.

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