

2020 IN FOCUS

ViacomCBS SOCIAL
IMPACT REVIEW



VIACOMCBS



CEO LETTER

2020 was a year of rising to the occasion: one in which ViacomCBS had to demonstrate who we are as a company and how we show up for our employees, audiences, communities and partners around the world. We faced one of the worst health crises in a generation and a racial reckoning that continues to reverberate across our society. In true ViacomCBS fashion, we responded quickly and strengthened our commitment to social impact by building on our legacy of driving change and using our power as a global content creator for good.

Across our organization, we took action that led to real results. We helped launch #AloneTogether, a massive social and talent-led campaign that included over 174,000 TV spots and social media posts to educate our audiences about the importance of social distancing and drive unity through entertainment despite the pandemic. In response to the watershed moments of racial injustice, we stood up for what's right by deepening and expanding our commitments to advance equality and combat social biases. We went dark across our channels on June 1 to honor George Floyd and pay tribute to the victims and communities affected by racial violence. We used our platforms to help drive historic early voting turnout, with more than 3 million votes cast on Vote Early Day in the U.S. We engaged more than 75 partners so that ViacomCBS employees and their families could contribute over 7,500 volunteer hours through our global Virtual Community Day celebration.

This is just a snapshot of the impact ViacomCBS had last year. Our social impact strategy was rooted in making the most of our core strengths by unleashing the power of our content, creating inspiring cultural moments, reaching diverse audiences across the globe, empowering our employees and continuing to build our legacy. **And while this work has been woven into the fabric of our company for decades, we're proud to release this report and share how we harnessed this energy to make a real difference in 2020. We focused on the following areas:**

- Our Response to COVID-19
- Social & Racial Justice
- Mental Health
- Civic Engagement
- Giving Back

At our core, ViacomCBS is made up of a team of doers and creatives looking to change the world. As a one of the world's largest content creators, our commitment to social impact is a top priority.

This commitment starts with me, my senior leadership team and our Board of Directors, and extends across our entire organization. We also have some of the most powerful brands across every genre, format and demographic. And that brings a unique responsibility and opportunity to use our content, platforms and reach for action.

This is what we do best at ViacomCBS. As we continue this work, we are committed to doing our part to cultivate meaningful and lasting change in our communities and helping eradicate hate worldwide.

We know our work isn't done, and that there is much more to do. We'll continue to lean into our history to accelerate our journey, and we'll update you regularly to share our progress.

Best,

Bob Bakish
President and CEO,
ViacomCBS

COVER IMAGE (TOP RIGHT):
Mural image by Mitchell Wojcik,
New York City

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About This Report

IMPACT IN NUMBERS

\$100M

Committed in March 2020 to help support those impacted by COVID-19, including non-staff employees on ViacomCBS productions, as well as through third-party community partners.

During the first week of the #AloneTogether campaign, ViacomCBS brands collectively created:

500

Social posts.

3M+

Social Engagements.

43M

Video views.

127M

Impressions.

NEARLY

\$19M

Committed through the BET COVID Relief Fund in collaboration with United Way.

8 MIN & 46 SEC

On June 1, 2020, we went dark in honor of **George Floyd** and to pay tribute to other victims of racial violence.

BET AND PARTNERS DEDICATED

\$25M

TO THE CONTENT FOR CHANGE INITIATIVE.

\$250M+

Commitment by MTV Entertainment Group over the next 3 years to fuel the growth of content led and produced by BIPOC & women-owned & operated production companies.

\$26.5M

total cash grants given out by ViacomCBS in 2020, including a \$5M commitment to **NAACP Legal Defense Fund, Equal Justice Initiative, National Bail Out, The Bail Project, Community Coalition** and others.

90K+

kids voted in Nickelodeon's "Kids Pick the President" poll.

2,700

Partners engaged to drive historic early voting turnout for the U.S. Presidential election.

3M+

VOTES CAST ON VOTE EARLY DAY.

700K

New poll workers to support the 2020 U.S. presidential election.

INAUGURAL "VIRTUAL" COMMUNITY DAY

75+

Community partners engaged.

7,500+

Virtual hours logged.

50,000

Meals donated globally.

20+

Offices & regions activated.

OUR COMPANY & OUR BRANDS

We are a leading global media and entertainment company that creates premium content and experiences for audiences worldwide.

Driven by iconic consumer brands, our portfolio includes CBS, Showtime Networks, Paramount Pictures, Nickelodeon, MTV, Comedy Central, BET, Paramount+, Pluto TV and Simon & Schuster, among others. We have the largest share of the U.S. television audience and boast one of the industry's most important and extensive libraries of TV and film titles. In addition to offering innovative streaming services, ViacomCBS provides powerful capabilities in production, distribution and advertising solutions for partners on five continents.

We know the media and entertainment industry is one of the most powerful forces shaping culture, social attitudes and societal outcomes today. As a global content powerhouse that reaches billions of homes, we are serious about the opportunity and responsibility that comes with our reach.



We have the **BIGGEST** broadcast footprint globally*
*Based on publicly available data



60M FULL-EPIISODE MONTHLY VIEWERS
Our premium streaming services have one of the largest inventories of premium digital video ads in the industry: more than 60 million full-episode viewers monthly



31.9 BILLION HOURS of content consumed globally as of December 2020



4.1 BILLION cumulative homes get our broadcast and cable networks

MAKING CONNECTIONS AROUND THE WORLD

ViacomCBS is home to some of the world's most distinctive content brands and franchises.



OUR APPROACH TO SOCIAL IMPACT

We're passionate about entertaining and informing the world, and we are committed to our legacy of creating lasting impact. Through our work, we build programs that empower, engage and inspire our employees and audiences to make a real difference.

We focus on impact initiatives that make the most of our core strengths and assets:

- Unleashing the power of our content
- Creating inspiring cultural moments
- Reaching diverse audiences across the globe
- Empowering our employees
- Building a legacy of social impact

Not only is it a priority for us to lay out a strategy for our social impact work, we believe that it's just as important that our initiatives lead to real results. From our #AloneTogether campaign to our support in powering the polls and the creation of the first-of-its-kind Mental Health Media Guide, in 2020 we worked with partners across our ecosystem to help create the world we want to see.

In 2020, we also conducted our first [materiality assessment](#) as a combined organization to identify the environmental, social and governance (ESG) risks, opportunities and topics that are most important for our company and our stakeholders.

We couldn't bring our social impact strategy to life without our partners. We are committed to taking a collaborative approach to the issues that matter most, and that includes seeking out opportunities for employees across the company to get involved. We also work with advertisers, distributors and talent to deepen and extend relationships with each of our audiences.



COLLABORATING WITH OUR PARTNERS

Partners like non-profits, community organizations, academic institutions and our peers make most of the social impact work we do possible, which is why developing and maintaining close relationships with them is fundamental to how we operate. They are the true superheroes in our impact story.

In 2020, our resolve to work together, despite often being physically apart, was stronger than ever. We sought to collaborate in new and creative ways—from our response to COVID-19 to our work to increase civic engagement, commitment to fight racial injustices, investments in mental health and our focus on giving back. This year, we leaned into our resourcefulness to get things done and lend a hand. Where a partnership didn't already exist, we took the lead in creating one. We left no room for tired excuses. We reacted quickly to the events around us by strengthening commitments and programs that have been a part of our moral fiber from the get-go and building new ones.

While we've highlighted a number of our partners in this report, there are also countless other organizations and individuals without whose help we would not have been able to do this work. To them—and to you—we are grateful.



CONNECTING WITH OUR AUDIENCES

The unique connection we share with viewers is one of our greatest strengths. ViacomCBS brands have worked diligently over the years—some over decades—to earn and maintain trust with our audiences. We have the ability to speak to almost anyone in the world. We know this is a privilege, and we don't take that responsibility lightly.

We have a history of showing up to champion causes that matter to our audiences, both on and off screen. In the past year, this was more critical than ever. Our #AloneTogether campaign, for instance, was adopted across ViacomCBS brands globally to encourage responsible behavior and provide mental health resources in light of the [COVID-19](#) pandemic.

IMAGES (TOP RIGHT):
BET's *Saving Our Selves* special

EMPOWERING OUR EMPLOYEES

Our bold and dedicated employees are what make our company strong. ViacomCBS directly employs more than 20,000 full-time and project-based staff in 35 countries. One of our biggest accomplishments in 2020 was the way our teams across the organization came together to execute our shared vision. Our employees provide input on almost every program we run.

We provide numerous opportunities throughout the year for our employees to give back in ways that leverage their talent, skills and passion for good in the communities where we live and work. We love finding ways to connect our people with the causes they're most passionate about and to leverage our unique skill set for the [greater good](#).

4 QUALITY EDUCATION

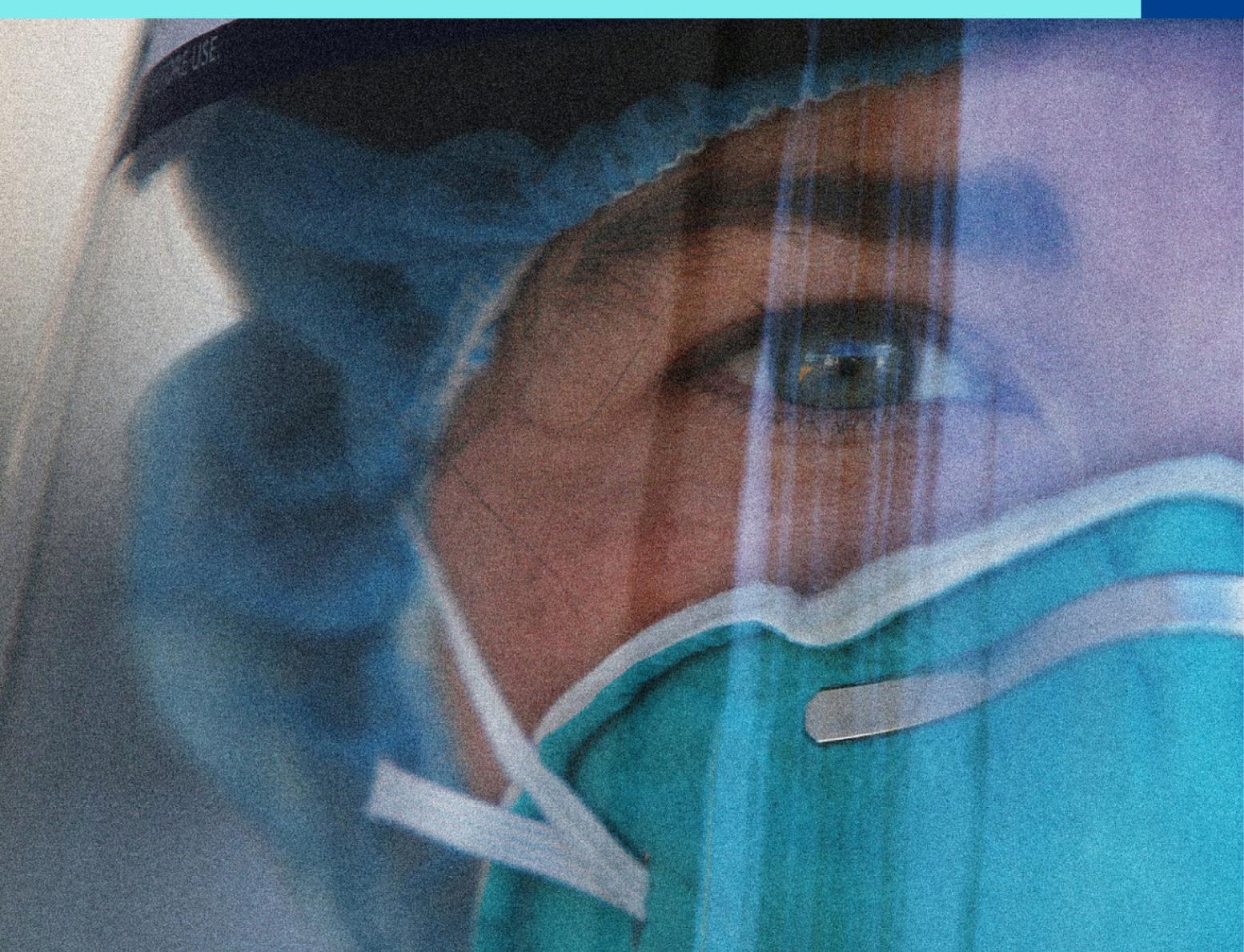


10 REDUCED INEQUALITIES



CONTRIBUTING TO THE SDGs

As a global company, we're proud to align our social impact efforts with the United Nations Sustainable Development Goals (SDGs) where we feel we can make the biggest difference. While our programs and efforts touch on a number of the goals, we are specifically focused on Goals 4 and 10 to inspire future generations and build more inclusive societies. Examples of where these comes to life are our [numerous mentoring programs](#) and our [efforts to advance diverse narratives and talent](#).



OUR RESPONSE TO COVID-19

RESPONDING IN REAL TIME

The COVID-19 pandemic continues to have devastating effects on the world and has directly impacted our employees, partners and audiences. At ViacomCBS, we shut down our offices and productions early in the crisis to keep people safe.

We pivoted quickly to create #AloneTogether and streamline support across our organization for specific partners. We put together virtual volunteer opportunities for our employees to help and donated our IP to create masks. Throughout the pandemic, we've sought ways to partner with our communities, support our audiences and empower our employees to lend a hand.

PROTECTING OUR COMMUNITIES

Using our resources, know-how and ingenuity to help others is the heart of our culture, and this year has brought out the best in all of us as we worked to come together in support of our communities.

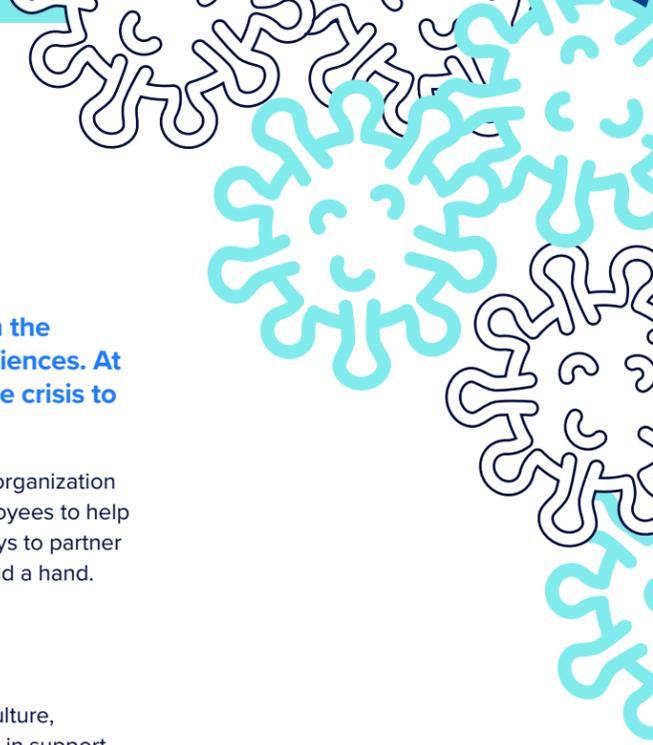
In March 2020, ViacomCBS committed \$100 million to help support those impacted by COVID-19,

including eligible non-staff employees on ViacomCBS productions, as well as through third parties like the Motion Picture & Television Fund's Emergency Relief Fund and The Actors Fund's Entertainment Assistance Program.

DONATING INTENTIONALLY

In the first months of the pandemic, ViacomCBS employees acted quickly, always thinking: How can we help? We created a cross-network collective working hand in hand to help our shows identify, facilitate and streamline integrations with rapid-response nonprofits across the globe. A few ways we mobilized:

- We scoured our production sets for personal protective equipment (PPE) that could be donated to Children's Hospital Los Angeles. The Paramount Pictures studio services team collected and aggregated PPE from productions like *NCIS* that healthcare and frontline workers could use in the fight against COVID-19. In March 2020, *Magnum PI* and *Hawaii Five-0* donated all their PPE to Queens Hospital in Hawaii, and the Paramount Television Studios production of *Station 11* donated PPE, equipment and other supplies to the Chicago Department of Public Health in April 2020.
- At the height of the pandemic, First 5 LA, a nonprofit child-advocacy organization, had 50,000 extra diapers in their warehouse, but had no way to get them into the hands of needy families. Paramount Pictures called on our studio transportation team to deliver the diapers to local organizations serving families in need.
- We made face masks with imagery from across our brand portfolio, including the Star Trek franchise and programs across MTV and CBS, available for purchase, with proceeds going to charities that aligned with each brand. For example, Nickelodeon donated its intellectual property (IP) for kids' masks, which, combined with all of the ViacomCBS mask proceeds, resulted in \$3.6M for Save the Children.
- Rather than have billboards from halted productions go unused, Paramount Pictures donated the prominent advertising space to nonprofit partners. The Community Coalition of South Los Angeles used this new space to promote South LA Power Fest, a virtual festival featuring key details on how to vote early, vote by mail and be informed on important ballot initiatives in Los Angeles.



IMAGES (BOTTOM):
Nickelodeon masks

CELEBRATING MILESTONES IN A NEW WAY

We used our creative strengths to find new, safe ways to celebrate important milestones. On November 10, 2020, Pluto TV hosted the virtual NYC USMC Birthday Gala, a tribute to the 245th anniversary of The Marine Corps. The event provided an opportunity for Marines across the U.S.—many of whom would not have been able to join an in-person event—to participate in the festivities from the safety of their own homes.

LEARNING TO LIVE #ALONETOGETHER

In addition to adapting our approach to producing content, pivoting our workforce to be predominantly remote and putting new employee assistance programs in place, we also used our content and brands to support viewers as they process the challenges of living through a pandemic.

In March, we partnered with the Ad Council to launch the #AloneTogether campaign. The initiative drove awareness about the importance of social distancing while reinforcing social solidarity. Viewers in the U.S. were encouraged to follow Centers for Disease Control and Prevention (CDC) recommendations for beating the virus while fostering a sense of unity.

We also brought #AloneTogether in-house as a campaign for our employees to connect with each other during the pandemic. People across the globe shared videos of themselves responding to questions like why diversity and inclusion are so important, where they're working from home and what tips they have to transitioning to work from home effectively.

#ALONETOGETHER INCLUDED OVER 174,000 TV SPOTS PLUS PAID SOCIAL MEDIA POSTS FEATURING STARS FROM ACROSS OUR BRAND AND STREAMING PORTFOLIO

Stay home, stay safe, wash your hands, FaceTime your friends, and hopefully we'll see the other side of this...We're still part of a community even when we're by ourselves. Stay home and stay positive. We're #AloneTogether."



—Trevor Noah, The Daily Show

The social amplification of #AloneTogether is part of an ongoing conversation with our viewers. Our brands adapted the campaign with their talent and for their audiences:

- Comedy Central launched *My Beautiful Bunker*, a series featuring comedian Hanna Dickinson, and developed original programming. This notably includes a spin-off of *The Daily Show with Trevor Noah*, *The Daily Social Distancing Show*, which launched on digital before moving to linear.
- CBS launched #InThisTogether, a campaign featuring personal videos from CBS Entertainment, All Access, News and Sports stars comforting fans with messages that focus on social distancing, community and the power of entertainment.
- Nickelodeon created #KidsTogether as a spinoff of the #AloneTogether campaign. Delivered in 14 languages for kids and families around the world featuring Nick stars and talent—like Spongebob Squarepants, Bubble Guppies and The Casagrandes—it provided tips on staying healthy and suggested activities to do at home.
- AwesomenessTV developed the "ATV Guide to Being Stuck at Home," which helped GenZers keep calm and quarantine on.
- At the onset of the COVID-19 pandemic, ViacomCBS International Studios partnered with Fremantle on a short-form series using user-generated content to provide an intimate window inside how people around the world were coping with the crisis. People from over 80 countries submitted videos for the series, as *Balcony Stories* celebrated the humanity, strength, connectivity and positivity of people in lockdown.

During the first week of the #AloneTogether campaign, we created more than 500 social posts. This led to over:

3M+ Engagements **127M** Impressions **43M** Video views

#AloneTogether public service announcements (PSAs) aired in English and Spanish across the U.S., with 14 local language versions airing in 50 countries.

BET★ SAVING OUR SELVES

BET stepped in to support Black communities disproportionately affected by the COVID-19 pandemic, providing financial, educational and community support directly to the communities most impacted. Among the initiatives launched in response to the pandemic was *Unmasked: A COVID-19 Virtual Town Hall Series*, a four-part virtual town hall series in partnership with NAACP featuring leaders in public health, congressional members, activists and more. The series focused on the health, emotional, economic toll, and how communities and activists are working to ensure legislation is equitable.

Additionally, BET engaged United Way Worldwide to establish a relief fund for those most impacted by the health and financial implications of COVID-19. With the help of several foundations and corporations, and support from a network of Black business leaders, BET raised nearly \$19 million, allowing more than 50 partner organizations to provide immediate and timely relief to more than 2.5 million people across the country.

The *Saving Our Selves: BET COVID-19 Relief Effort* aired April 22 and featured an array of talent from the best of Black Hollywood and music, including Alicia Keys, who performed a thrilling tribute to her hometown of New York City, and special appearances by Whoopi Goldberg, Diddy, Fat Joe, Remy Ma and other New Yorkers.



SHOWTIME QUEER TO STAY

The team at SHOWTIME approached the Human Rights Campaign (HRC) with an idea to establish and administer a pool of funds to support LGBTQ+ businesses that had been negatively impacted by COVID-19.

The concept was tailored to specifically serve multiply-marginalized LGBTQ+ communities—transgender, LGBTQ+ women and LGBTQ+ people of color—with special consideration given to businesses also owned by members of these communities. Over 100 applications were received for the 10 awards we distributed.



When a fellow queer business owner sent me the Queer to Stay application, I felt a spark of optimism because this was from 'our people.' Over 100 applications were received for the 10 grants distributed across the U.S."

—Frances Reed, President & Founder, Freed Bodyworks

MTV SHUGA ALONE TOGETHER, A SELF-SHOT SERIES

The MTV Staying Alive Foundation, in partnership with UNITAID and the UN's 'Every Woman, Every Child', created a 70-part daily web-series of *MTV Shuga* to raise awareness in the fight to flatten the COVID-19 curve. Produced remotely over four months at the start of the global lockdown, *MTV Shuga Alone Together* was self-shot by the actors in their homes and written and directed remotely, led by the renowned Nigerian writer, Tunde Aladese. It is available for streaming on *MTV Shuga's* YouTube channel.

Set in Kenya, Nigeria, South Africa, Cote D'Ivoire, Botswana and the U.S. during the height of the COVID-19 outbreak, the show depicts every aspect of life during the pandemic over several months. *MTV Shuga Alone Together* educates viewers across the world about how practicing hygienic habits, social distancing and self-isolation are critical to fighting the spread of the coronavirus; it also tackles the less visible impacts of COVID-19, including domestic violence, mental health and reproductive health needs.

According to research by The London School of Hygiene & Tropical Medicine, 92% of viewers said that they learned about COVID-19 transmission, 95% learned new protective measures and 85% adopted new behaviors.



***MTV Shuga Alone Together* was our biggest achievement in 2020. Not just the scale of the program (9 million views and 92 million impressions) but the fact that it was imagined, written, created and distributed over a 4-month period in six different countries, in the middle of lockdown."**

—Georgia Arnold, Executive Director, MTV Staying Alive Foundation

IMAGES (TOP):
BET's *Saving Our Selves* special



SOCIAL & RACIAL JUSTICE

EMPOWERING OUR AUDIENCES

We are committed to serving the needs of our audiences. That responsibility only intensified in 2020 as a cultural reckoning led us to confront systemic racism and bias in our country and to reexamine our role in making diversity, inclusion and equity a reality for everyone.

In our fight against hate, we have activated new partnerships, invested deeply in existing relationships and—together with our employees, who have made proof of their ceaseless passion, resiliency and ingenuity—are taking a 360-degree approach to how we conduct business and serve our communities.

As a content powerhouse with global reach and influence, we know we have more work to do. We fully recognize our responsibility to use our platforms to connect the world, create and influence culture, mark the moments that matter to all of us and inspire meaningful and lasting change.

THE GRAVITY OF 8:46

On May 25, 2020, George Floyd was murdered by a Minneapolis police officer who knelt on Floyd's neck for 8 minutes and 46 seconds. The tumultuous weeks following Floyd's death surfaced long-standing racism and inequities in the United States and beyond. We cannot and do not pretend that we alone hold the solution, but we know we must—and we are—using our platforms to help effect change.

Our brands met the moment with a number of on-air activations, town halls and talent-supported specials to acknowledge the collective pain and provide a call to action.

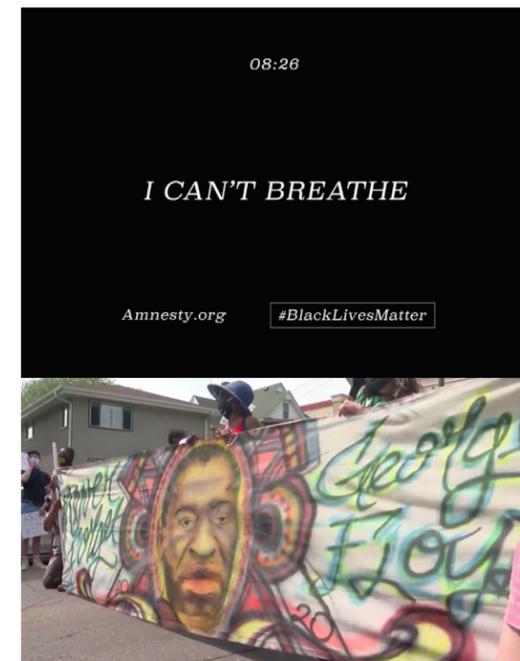
On June 1, 2020, our brands went dark for 8 minutes and 46 seconds to honor George Floyd and pay tribute to other victims of racial violence. The video was an emotive reminder of Floyd's last moments, with the sound of natural breath punctuated by the words "I can't breathe." The video included a call to action with ViacomCBS partner Color of Change, encouraging audiences to demand public officials take action in real time.



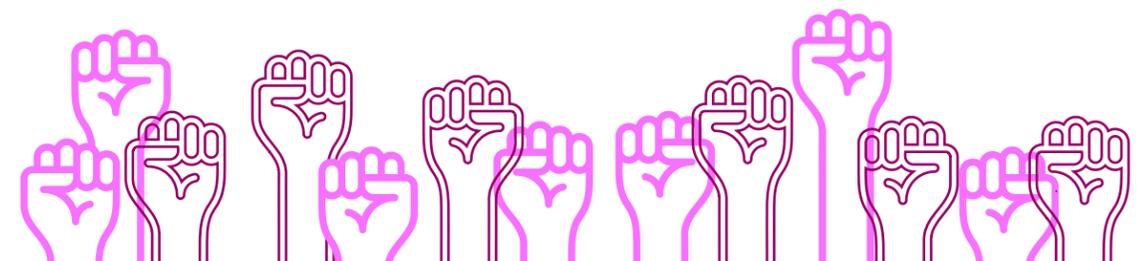
Breath is one of the many things that unites us and during this time, when Black lives are under attack in so many ways, we want to leverage all of our platforms to show our allyship."

—Chris McCarthy, President of MTV Entertainment Group

CBS Sports launched "8:46," a campaign that featured personal stories and messages spread out across 8 minutes and 46 seconds from some of CBS Sports' prominent Black voices. The special campaign was created to help advance the conversation and create substantive change in the fight against racial injustice. Additionally, on September 6th, the campaign presented "Portraits in Black," an unprecedented five-hour bloc of programming devoted to historical and contemporary stories of Black athletes and social justice.



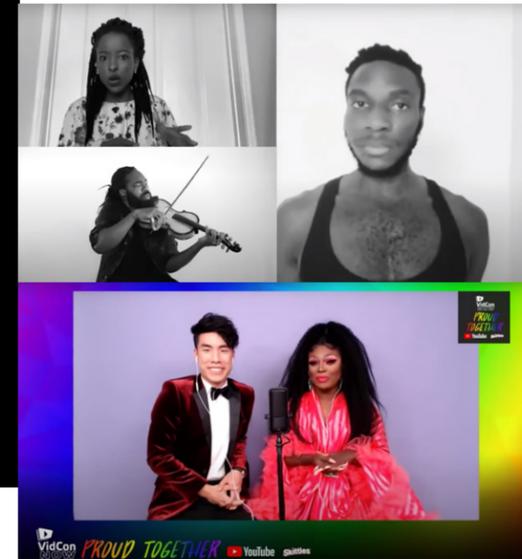
IMAGES (TOP): 8 minutes and 46 second tribute to George Floyd, CBS Sports' 8:46 Campaign



HOLDING SPACE FOR COMMUNITY

We take pride in producing diverse and inclusive content that authentically represents the many voices and stories of our audiences. In 2020, that meant providing a platform to amplify the voices of Black, indigenous, and people of color (BIPOC) and creating opportunities for learning and growing, including for ourselves. During a period of isolation and shared pain, we tapped into the core of ViacomCBS to bring people together and find comfort and inspiration in community.

IMAGES (LEFT TO RIGHT):
BET's *Justice Now News Special*, Alicia Keys and future leaders and activists providing a safe space to discuss race



STANDING UP FOR OUR VALUES: JUSTICE NOW SPECIALS

Empowering the Black community is core to BET's mission. That's why in the days following the death of George Floyd, BET used their platform to encourage conversations around racial injustice in collaboration with leading Black voices. In June, BET launched *Justice Now*, a series of programming addressing systemic racism. Hosted by scholar Marc Lamont Hill and joined by the likes of U.S. Senator Cory Booker, John Legend, NAACP President Derrick Johnson and others, the series gave voice to the collective grief and hope while amplifying the experts advocating for sustainable change.

There are no easy solutions for these systemic issues of racism, injustice and trauma. BET is leveraging every platform and resource at our disposal to support and inform our community and help identify strategies and viable solutions in this time of crisis."



—Scott Mills, President of BET



SHOWING UP FOR KIDS: KIDS, RACE AND UNITY SPECIAL WITH ALICIA KEYS

Nick News marked its return to primetime with *Kids, Race and Unity: A Nick News Special*, hosted by Alicia Keys. The special amplified the voices of Black kids, highlighted youth activists fighting racial injustice and featured a Q&A with the leaders of the Black Lives Matter movement.

As part of an expansive effort to help kids and caregivers stay informed, Nickelodeon partnered with The Conscious Kid, an organization dedicated to disrupting racism in young children. The materials developed tackle complex topics like the history of racism, white privilege and how to learn from members of the BIPOC community.

What's happening in the world is not just a problem for the Black community, it's all of our problem, and we ALL have to care about it in order to change it! This is such an important, vulnerable, honest and beautiful conversation, and I know many families may be searching for the right way to enter it. Let's really deep dive together."



—Alicia Keys



FUNDRAISING WITH FLAIR: CHI WITH LOVE

SHOWTIME teamed up with Chicago-based artists for a virtual benefit concert in support of the Equal Justice Initiative on behalf of its drama series *The Chi*. The *Chi with Love* special featured appearances by series creator Lena Waithe and her fellow executive producer Common, who gave a headlining performance during the event. On behalf of the series, SHOWTIME and ViacomCBS kicked off the fundraising effort with a \$500,000 donation to the organization.



The *Chi* has always been a show about celebrating Black life and Black love even in the midst of tragedy. Now is a time for us to uplift Black artists. This virtual concert not only celebrates Black music, but it celebrates the beautiful Black people of Chicago. This is from us, with love."

—Lena Waithe



HONORING PRIDE AND THE BLACK LIVES MATTER MOVEMENT: VIDCON NOW PROUD TOGETHER

Proud Together looked to further VidCon Now's mission to bring together, celebrate and amplify the beautiful, diverse voices of creators and fans in the global online video community. The live-streamed event honored Pride and the Black Lives Matter movement through a night of music, education, entertainment and fundraising. *Proud Together* included an original short, *Fury and Faith*, a powerful piece that brought to life the spectrum of emotions attached to the Black Lives Matter Movement. The piece featured a dance by Fabricio Seraphin paired with poetry written and spoken by Amanda Gorman, future presidential inauguration poet laureate. Over 53,000 people tuned in live. Viewers also had the opportunity to donate to the LGBTQ Freedom Fund, which posts bail to secure the safety and liberty of individuals in U.S. jails and immigration facilities and raises awareness around the criminalization of LGBTQ individuals.



CONTINUING TO ELEVATE DIVERSE VOICES: WE NEED TO TALK

We Need to Talk, CBS Sports' all-female sports talk show completed its seventh year. The program's hosts—a revolving group of women journalists, sideline reporters, executives and athletes working in a traditionally male-dominated field—discuss and dissect all things sports, from performances and records to social justice and the pandemic. In June, the program focused almost entirely on social justice and the role of sports in advocating for inclusion. Swin Cash and Laila Ali led honest and raw discussions about their personal experiences with racism and how they strive to protect their children.

IMAGES (LEFT TO RIGHT): *Chi with Love* on SHOWTIME, Hosts Eugene Lee Yang and Mayhem Miller joined by Amanda Gorman and many other special performances during *Proud Together*, Swin Cash and Leila Ali addressing systemic racism on *We Need to Talk*

PUSHING OURSELVES AND THE INDUSTRY FORWARD

We have a long track record of advancing diverse narratives and talent in our content, both in front of and behind the camera. Because of our long-standing commitment to inclusion, we know that there is always room to grow.

In an effort to continue holding the mirror on ourselves, we have invested in strengthening our internal resources and platforms. As we seek to create more inclusive content and raise industry standards when it comes to social and racial justice, it's crucial that our own employees have access to a space for discussion, learning and growth.

Through research-based strategies and the support of our partners who brought in valuable expertise and perspectives, we launched numerous initiatives in 2020 to continue to push ourselves and the media industry as a whole.

CONTENT FOR CHANGE

BET announced Content for Change, a groundbreaking social justice initiative anchored in the belief that media plays a pivotal role in shaping and driving individual and community values, perceptions and actions. In partnership with Stanford University, and with support from corporate, civil rights and social justice organizations, this effort will focus on creating and distributing content that helps drive the critical changes needed to eliminate systemic racism and inequality in America.

In other words, this initiative poses the question: How can we leverage content to reinforce anti-racist actions and beliefs? Content for Change will serve as a model for how we harness the power of our brands, content, audiences and employee connections to effect change across the entire media ecosystem.

Inspired and informed by BET's groundbreaking campaign, ViacomCBS is building on this work by making several new commitments across our content creation lifecycle to diversify perspectives and ultimately help transform how people see themselves and each other.

TO SUPPORT THIS UNPRECEDENTED UNDERTAKING, BET AND ITS PARTNERS WILL DEDICATE

\$25M

TO THE CONTENT FOR CHANGE INITIATIVE.

CULTURE CODE

The MTV Entertainment Group—which includes MTV, Comedy Central, Paramount Network, Smithsonian Channel, Pop TV, VH1, CMT, TV Land and Logo—launched its “Culture Code” to give our entire creative community a roadmap as storytellers to address pressing issues of race and social justice centered around core values. The Culture Code Academy will provide best-in-class trainings that educate, inform and inspire the next era of impact storytelling; it was developed in partnership with organizations like The Museum of Tolerance, Color of Change, GLAAD, Anti-Defamation League, The Jed Foundation, MPAC, RAINN, RespectAbility and Storyline Partners.

CONSIDERING HOW RACE AND CULTURE IMPACT JOURNALISM AND STORYTELLING

In July, CBS News announced the formation of a race and culture unit. The unit will spearhead initiatives on race and culture, support staff pitching relevant stories and ensure that the news division's reporting reflects diverse perspectives.

We're also aware of the intersectionality of these issues. That same month, CBS News political analyst and New York Times opinion columnist Jamelle Bouie joined CBSN to discuss the recent rise in anti-Semitic incidents, including why these problems persist despite a long history of allyship between the Jewish and Black communities.

Separately, CBS and the NAACP also launched an innovative multi-year partnership to develop and produce scripted, unscripted and documentary programming.

I am proud to join the CBS family and to represent an organization as rich in history as the NAACP. And I am thrilled to be working with executives of the caliber of George Cheeks, David Stapf and Derrick Johnson to bring exciting and diverse content to the screen.”

—Sheila Duckworth, President of CBS/NAACP production partnership



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

—Derrick Johnson, NAACP President and CEO



INCREASING REPRESENTATION BEHIND THE SCREEN

Our company-wide diversity and inclusion talent initiatives have been trailblazing. This increased focus is well overdue, and this year we have accelerated our commitment to fostering diverse talent, including behind the scenes.

MTV Entertainment Group announced the First Time Directors Program in September 2020, which will provide opportunities for first-time BIPOC and women filmmakers to elevate multicultural narratives and voices that resonate with audiences globally. The program anticipates delivering 50 films across Paramount Network, MTV, Comedy Central and the MTV Entertainment Group portfolio in coming years.

CBS is stepping up efforts to be more inclusive to diverse television creators and writers—committing at least 25% of its script development budget to creators, writers and producers who are BIPOC starting with the 2021-22 development season. CBS is also mandating that writers' rooms be staffed with a minimum of 40% BIPOC representation for the 2021-22 broadcast season.

We also brought on industry experts to help ensure our shows convey experiences that are more authentic to the communities they depict. CBS Television Studios inked an agreement with 21CP Solutions, the country's preeminent law enforcement and public safety advisory group, to consult with the writing teams on their police, crime and legal drama series, mainstays of CBS's lineup.

We will continue to show up and stand up for underrepresented communities purposefully and proactively. For a full list of initiatives, please visit our [Diversity & Inclusion](#) site.

IMAGES (TOP RIGHT):
“Black, Brown and Queer” 2019 event sponsored by the ViacomCBS Office of Global Inclusion and Employee Resource Groups



It will take partnerships like this to transform the media landscape and create a more humane, less hostile world for Black people, in which they are empowered to create their art and thrive.”

—Color of Change, one of the many social justice organizations to join the initiative

ANTI-HATE EFFORTS AROUND THE GLOBE

As the world continues to grapple with several socioeconomic and human rights challenges, we believe that our platforms have the opportunity to champion and amplify voices of transformation in society.

SOUTH AFRICA | NIGERIA

TACKLING GENDER-BASED VIOLENCE

We drove industry-led initiatives that mobilized record labels, broadcasters, radio stations and media houses with a campaign across our platforms in the region to address gender-based and xenophobic violence. The “STOP THE VIOLENCE” campaign in South Africa encouraged action to address xenophobic attacks, gender-based femicide and violence against children. In Nigeria, ViacomCBS Networks Africa extended the campaign to denounce the atrocious violations that escalated in the country over the past year.

NORTH AMERICA

PRESERVING HISTORY

2020 marked the 75th anniversary of the end of World War II and liberation of concentration camps across Europe. In April, *60 Minutes* featured an interview between correspondent Lesley Stahl and Holocaust survivor Aaron Elster that was unlike any Stahl had done before: She was interviewing an artificially intelligent holographic recording of Elster created as part of a project to preserve our ability to converse with Holocaust survivors even after they die.

UNITED KINGDOM

IN SUPPORT OF TRANSGENDER RIGHTS

ViacomCBS Networks UK, along with some of the biggest names in the media industry, sent an [open letter](#) to the UK government supporting trans people’s right to live and work uninhibited. The government delayed reforms that would have threatened the safety of the trans community after many other large organizations expressed solidarity. We will continue to remind the UK government that the vast majority of the population supports the trans community and reforms that make it easier for everyone to live authentically.

GERMANY

BREAKING DOWN COMPLEX TOPICS

What You Know About That?! (WYKAT) is a crisp digital video format that features socio-political, socio-critical and pop-cultural topics. The aim is to explain complex topics like racism, queer phobia, classism, ableism, cultural appropriation and much more in a tangible and easy way. WYKAT is developed by MTV Germany and host and influencer Wana Limar who is working with a diverse team of video creators, journalists and experts to ensure representation.

INDIA

CELEBRATING LOVE IN ALL FORMS

MTV Beats, MTV India’s 24-hour Hindi music channel, released the country’s first-ever gender atypical album, *Love Duet*, which is inclusive of love between people other than a male and female.

AUSTRALIA | NEW ZEALAND

LEVERAGING OUR PLATFORM TO WORK TOWARDS RECONCILIATION

ViacomCBS Australia and New Zealand announced its inaugural Reconciliation Action Plan (RAP), cementing our commitment towards reconciliation with Australia’s First Peoples, as well as embedding positive cultural change. The program is centered on building meaningful relationships with Aboriginal and Torres Strait Islander peoples, organizations, networks and educational bodies.

BRAZIL

WRITING COMPELLING STORIES

ViacomCBS International Studios began working on a new initiative in Brazil called “Narrativas Negras” (Black Narratives), a writers’ room with goals to create compelling, diverse and inclusive stories as part of ViacomCBS’s “No Diversity, No Commission” campaign.

PASSING THE MIC TO YOUNG CHANGEMAKERS

Today's youth have the power and drive to create a better world. That's why we use our platforms to amplify culture, support activism and empower the next generation.



HELPING YOUNG BIPOC CONTENT CREATORS BREAK THROUGH

Gen Z is pushing for change, but sometimes it's hard to know where to even start. AwesomenessTV provides content featuring their favorite stars going through the same experiences as Gen Zers in order to help normalize activism and also inform them on ways that they can take action. Last year, we established a new 'Spotlight' series profiling young BIPOC creators—including entrepreneurs, artists, athletes and activists—on social media to show young BIPOC content creators that they have a home on AwesomenessTV's platforms. In June, audiences followed Honey Robinson, a bi-racial teenager, on her deeply personal experience at a Black Lives Matter protest.

22



GENERATION CHANGE

MTV International was determined to celebrate the work of young activists despite the obstacles presented by the global pandemic. In its third year, "Generation Change," a global social impact initiative that empowers young people that are driving change, went virtual to celebrate 20 youth activists from around the world. As part of our commitment to maintaining strong relationships with changemakers, we provide ongoing support and amplify their impactful messages through our platforms. In November, The MTV Europe Music Awards (EMA) awarded five remarkable women for their powerful work on the frontlines of racial and social justice. From Malaysia to Brazil, this inspiring group of young change agents is taking the world by storm.

2020 SOCIAL IMPACT REVIEW

INSPIRING A GENERATION OF INNOVATORS WITH "KID OF THE YEAR"

For the first time ever, Nickelodeon and *TIME* partnered up for the "Kid of the Year" honor, an initiative that recognizes extraordinary young leaders who are making a positive impact in their communities. Following a nationwide search and over 5,000 inspirational young leaders were selected to receive a cash prize and the chance to serve as a Kid Reporter for *TIME for Kids*. The selected finalists have, among other things, grown food for those in crisis, designed better toys for kids with disabilities and started new conversations about racial justice.

Fifteen-year-old scientist and inventor Gitanjali Rao stood out for her exceptional leadership. Rao researches scientific tools such as artificial intelligence and carbon nanotube sensor technology and applies them to problems she sees in everyday life, like cyberbullying and water contamination. As "Kid of the Year," Rao hopes to show other kids how to tap into their curiosity to shift culture.



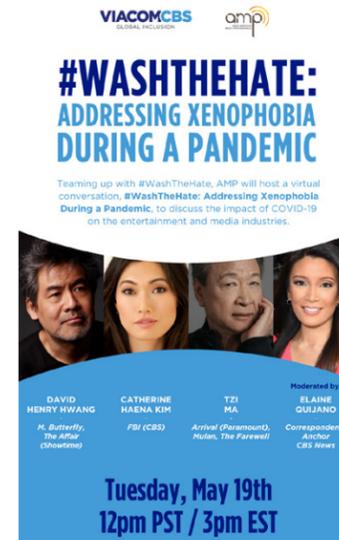
IMAGES (LEFT TO RIGHT): Honey Robinson sharing her experience at a Black Lives Matter protest, 2020 MTV EMA Generation Change Award recipients, Gitanjali Rao on the cover of *TIME*



CELEBRATING OUR DIFFERENCES AND ADDRESSING HATE HEAD-ON

Inclusion means everything, especially in a year like 2020. When we couldn't gather in person, we sought new ways to bring our employees together virtually to celebrate our diversity and stand up for what we believe in.

- For PRIDE month, we brought our employees together to celebrate virtually through a conversation around intersectionality, voting rights and protecting freedoms within the LGBTQ+ community.
- In September, we held an event with the cast and executive producers of *One Day at a Time*, a comedy that follows three generations of a Cuban-American family, in honor of Hispanic Heritage month.
- Asian American Media Professionals teamed up with #WashThe Hate and our Office of Global Inclusion for a virtual discussion on addressing xenophobia during a pandemic with David Henry Hwang, Catherine Haena Kim, Tzi Ma and Elaine Quijano.
- We also held Inclusion Week, a global virtual celebration across our company featuring 240 speakers, with a theme of "Be You. Belong."



\$1.2M+

Raised for racial justice organizations by The Daily Show with Trevor Noah.

\$1M+

Donated to the following international organizations: Indigenous X, Centre for Human Rights, SERAP, CEERT, Runymede, Stephen Lawrence Charitable Trust, Reconciliation Australia, European Network Against Racism, Sin Fronteras.

\$5M

Commitment to NAACP Legal Defense Fund, Equal Justice Initiative, National Bail Out, The Bail Project, Community Coalition and others.



\$250M+

Commitment by MTV Entertainment Group over the next 3 years to fuel the growth of content led and produced by BIPOC and women-owned and operated production companies.

\$400K

In matched donations during June's racial reckoning, the largest single month total in the program's history.

IMAGES (TOP TO BOTTOM): Inclusion Week global virtual celebration, Image for ViacomCBS Pride Month conversation on intersectionality within the LGBTQ+ community, Image for ViacomCBS Asian American and Pacific Islander (AAPI) Heritage Month conversation on addressing xenophobia and the impact on the AAPI community

23



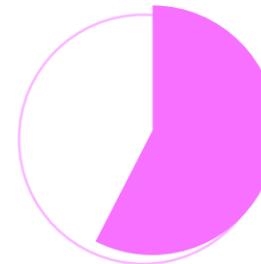
MENTAL HEALTH

PRIORITIZING MENTAL HEALTH

In the U.S., suicide rates are the highest they've been since World War II, yet mental health is still often misunderstood and stigmatized. Events in 2020 brought this concern to the forefront for our viewers.

ViacomCBS has a commitment to mental health stretching back a decade and a half. Building on our long legacy, MTV Entertainment Group has recently launched Mental Health is Health, an initiative seeking to harness the power of storytelling to destigmatize mental health and drive behavioral and cultural change that normalizes mental health conversations and inspires action.

In 2020, ViacomCBS and the Well Being Trust conducted a survey of Americans to better understand the attitudes of mental health care. We found that:



COVID-19 AND SOCIAL INJUSTICE HAVE ONLY EXACERBATED MENTAL HEALTH CHALLENGES, with more than half of respondents reporting that difficult feelings have been **getting in the way of their daily activities and relationships during the pandemic.**

78%

OF AMERICANS BELIEVE THAT THEIR MENTAL HEALTH IS AN IMPORTANT PRIORITY.



* MENTAL HEALTH MEDIA GUIDE



COLLABORATING TO CREATE A FIRST-OF-ITS-KIND MENTAL HEALTH MEDIA GUIDE

In recognition of the pivotal role storytelling can play in addressing the growing mental health crisis, MTV Entertainment Group led the development of the first-ever [Mental Health Media Guide](#), a groundbreaking, comprehensive resource for content creators designed to help expand positive mental health portrayals. The Media Guide was developed by a coalition of media and entertainment companies and mental health experts and organizations. We will use it to inform our own storytelling and programming across our channels.



OUR BRANDS' COMMITMENT TO BEING A PART OF THE SOLUTION

Our brands have championed a constructive conversation around mental health for many years. When the SHOWTIME show *Homeland* first aired in 2011, the main character, Carrie Mathison, was one of the only protagonists on television struggling with bipolar disorder.

In 2020, we participated in the mental health and well-being conversation in a number of ways:

- *The Daily Show with Trevor Noah* raised over \$40,000 during Mental Health Awareness Month and highlighted programs to help address the unique emotional challenges of the pandemic. The recipients of the donation, Vibrant's Disaster Distress Helpline and NYC Well, provide life-saving crisis support to anyone in distress.
- Lady Gaga's mother, Cynthia Germanotta, joined the *CBS This Morning* special *Stop the Stigma* broadcast to talk about the impact of mental illness on her family and friends.



SPARKING IMPORTANT CONVERSATIONS

In 2020, we announced that we will expand mental health resources, including our Employee Assistance Program, to all production teams and talent to ensure that every single person on a ViacomCBS production has access to free, professional counseling.

IMAGES (LEFT TO RIGHT): *SEAL Team* on CBS, *Blue Bloods* on CBS, The Whole Picture Programme, Mental health advocate Hauwa Ojeifo sharing tips for staying at home



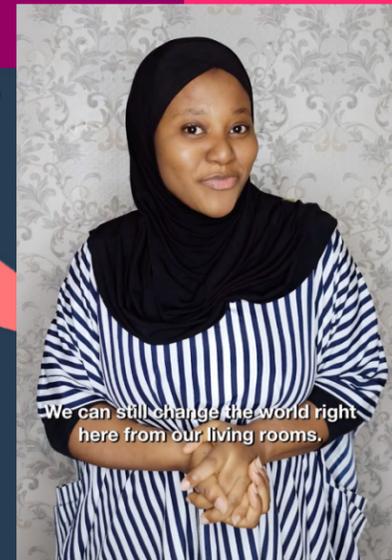
ViacomCBS Veterans Network is partnering with our content producers to talk about mental health and suicide proactively and responsibly. For example, *SEAL Team* is a drama that follows an elite unit of Navy SEALs as they train, plan and execute the most dangerous, high-stakes missions our country can ask of them. We introduced David Boreanaz, a leading actor on the show, to a couple who lost their son in combat in order to give Boreanaz perspective on what his role means to military families.



For shows that contain triggering content like *Blue Bloods*, a CBS drama about a multi-generational family of veterans and cops dedicated to New York City law enforcement, the ViacomCBS Veterans Network reviewed scripts to ensure appropriate warnings were included.



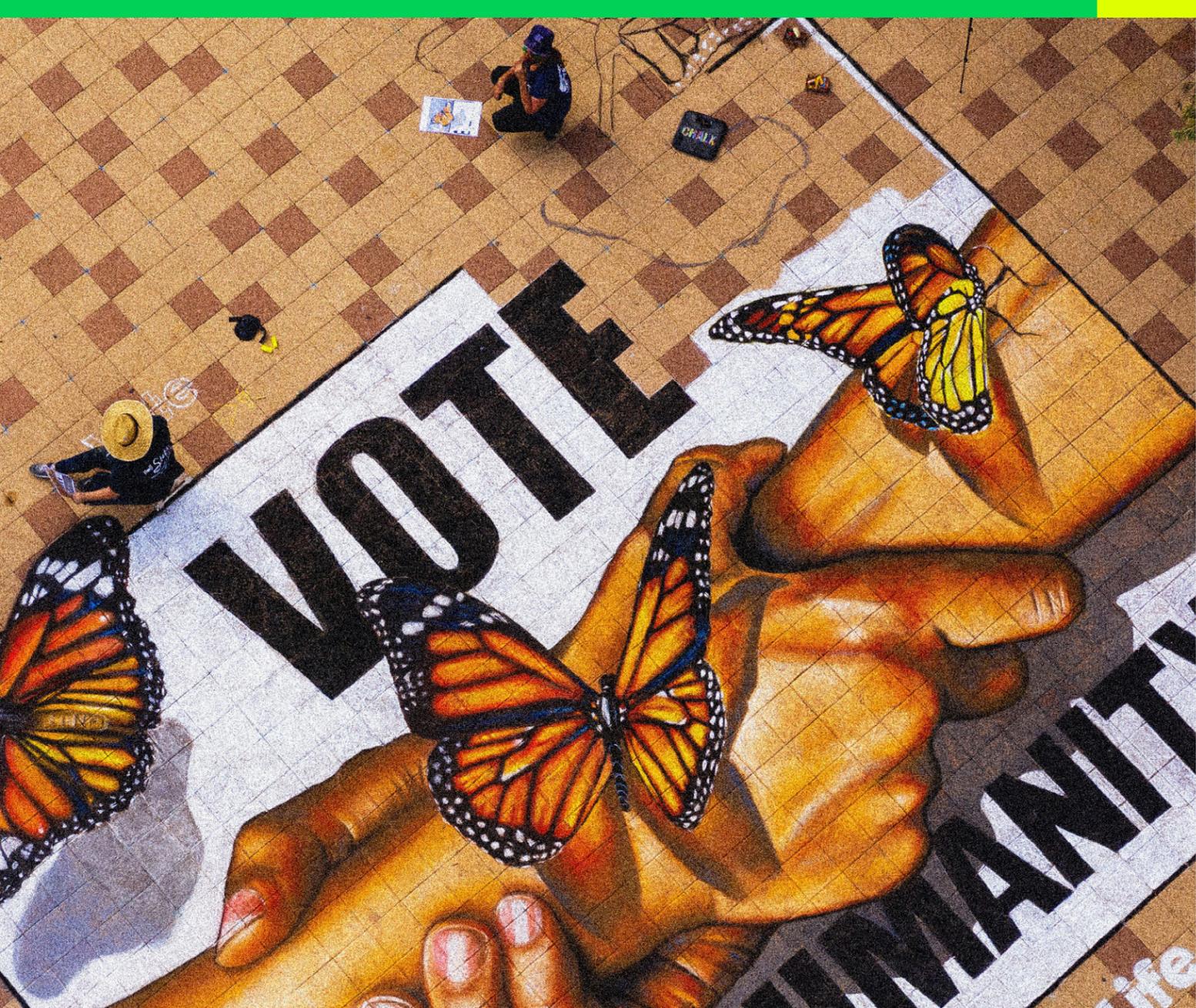
On the international side, we supported the UK's Film + TV Charity in the launch of its Whole Picture Programme, which is designed to improve mental health for employees behind the scenes in UK film and TV. We will continue to work with the charity's taskforce and mental health experts to help those working in our industry feel supported and valued.



"We can still change the world right here from our living rooms."

In Africa, MTV Generation Change's *Need to Know in Isolation* series passed the mic to Nigerian mental health activist Hauwa Ojeifo, who discussed the importance of self-care, explained how access to services like medication and therapy is vital for vulnerable populations and encouraged audiences to amplify the call for mental health awareness during the global pandemic.

IMAGES (LEFT TO RIGHT): Mental Health Media Guide visual, Claire Danes on *Homeland*, Cynthia Germanotta educating audiences on mental and emotional wellness



CIVIC ENGAGEMENT

ENCOURAGING CIVIC ACTION & ENGAGEMENT

We believe increasing voter turnout is a shared mission, and we know we have a responsibility to unleash the power of our content, talent, employees and reach to accelerate social impact through civic engagement.

GETTING OUT THE VOTE WITH VOTE EARLY DAY

Vote Early Day is a new civic holiday and day of action that set out to achieve record-breaking early voting turnout in 2020 and will continue to do so in future elections. Spearheaded by MTV, the coalition of over 2,700+ partners—including Twitter, Facebook, Snapchat, Univision, BET, YMCA and United Way—celebrated the inaugural Vote Early Day on Saturday, October 24, 2020.

IN 2020, WE HELPED DRIVE HISTORIC EARLY VOTING TURNOUT, WITH MORE THAN 3 MILLION VOTES CAST ON VOTE EARLY DAY.

That's the most votes ever cast on a Saturday 10 days before a presidential election and represents a threefold increase compared to 2016.

Thousands of national brands and local partners convened and sought to encourage the 230+ million Americans eligible to cast their ballot ahead of Election Day. When Americans vote early, lines are shorter and there are less last-minute problems that prevent others from casting their ballots. Given COVID-19, early voting also allowed more people to vote more safely.

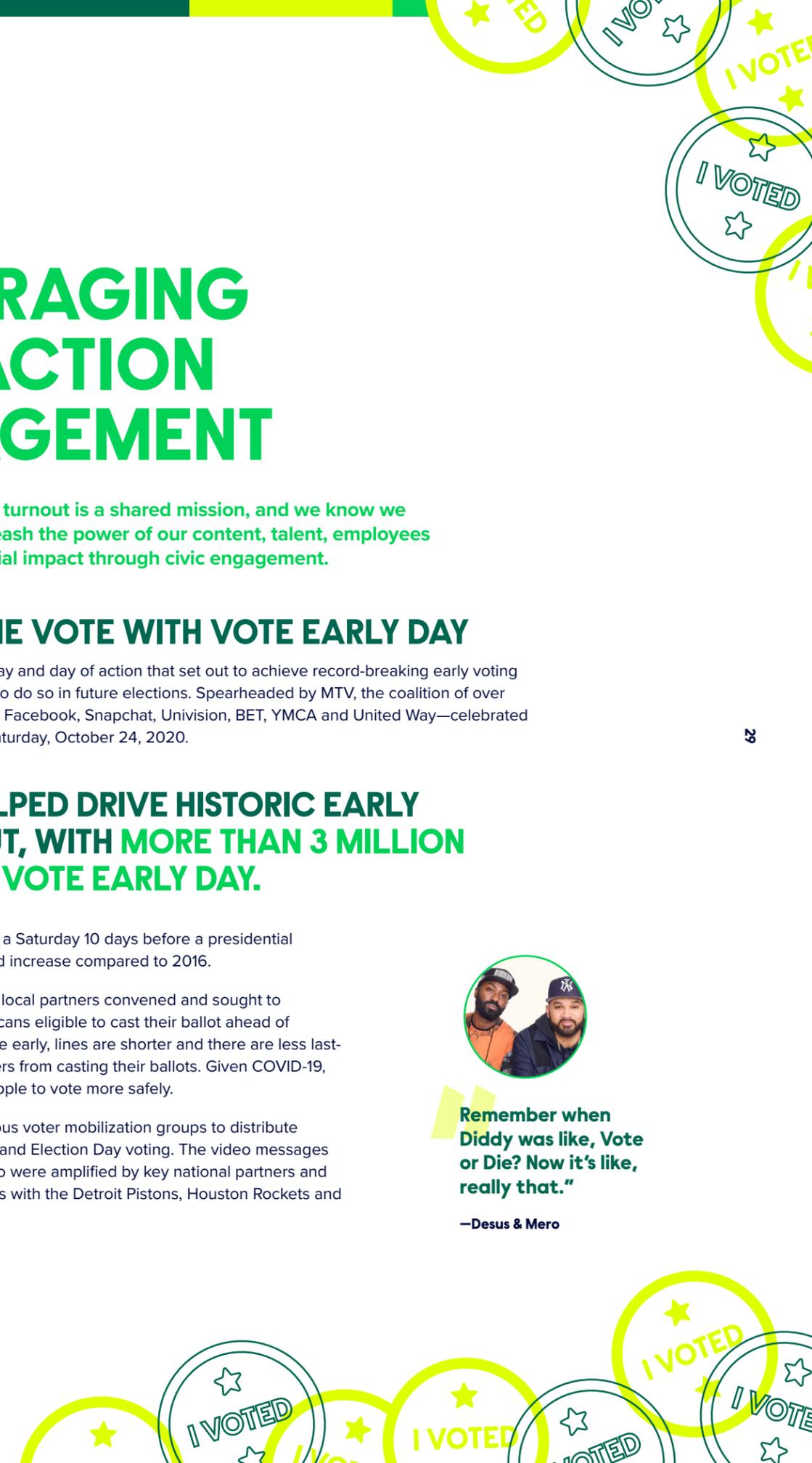
SHOWTIME also worked with various voter mobilization groups to distribute videos that promoted early voting and Election Day voting. The video messages from late-night hosts Desus & Mero were amplified by key national partners and gained visibility through screenings with the Detroit Pistons, Houston Rockets and the Houston Toyota Center.



Remember when Diddy was like, Vote or Die? Now it's like, really that."

—Desus & Mero

COVER IMAGE (LEFT):
Image by Josh Cataldo, Houston



POWERING THE POLLS

Power the Polls was an initiative to recruit a new generation of younger, more diverse poll workers to ensure a safe, fair election for all voters. In 2020, America was in the midst of a nationwide poll worker shortage; the consequences of this became apparent in the reduced polling locations and long lines of the earlier primaries. Most poll workers are over the age of 60, and in the era of uncertainty caused by COVID-19, fewer people were signing up for the job.

More than **700,000 people signed up to work the polls in the 2020 election cycle** through Power the Polls' first-ever campaign to recruit a new generation of election workers—**nearly three times our coalition's original 250,000 goal set when the campaign launched in late June.** Trevor Noah ended *The Daily Show* with a call-to-action for six weeks in a row.

RECLAIMING YOUR VOTE

BET, in partnership with the National Urban League (NUL) and more than 40 other civil rights organizations, held the first-ever National Black Voter Day on September 18, 2020. Our goal was to empower Black citizens against suppression tactics and ensure their votes were counted in the November national, state and local elections.

The announcement was part of BET's [#ReclaimYourVote campaign](#), which focused on demystifying the voting process for Black citizens in the age of COVID-19. The campaign broke down the process into clear steps, including securing and checking voter registration, making a voting plan and encouraging friends and family to vote.

In 2017, Black people were four times more likely than their white counterparts to report experiencing racial discrimination when trying to vote or participate in politics, according to the Center for American Progress. To address this injustice and to increase awareness of the collective voting power of Black Americans, BET launched a wave of content, programming and initiatives leading up to National Black Voter Day. BET's efforts included increasing awareness of voter rights, helping to mitigate voter disenfranchisement, both through a star-studded campaign, and by amplifying the efforts of our more than 50 community, advocacy, corporate and media partners. Despite a pandemic that raged on in the days leading up to a historic 2020 presidential race, Black Americans turned out to get out the vote in record numbers, reporting for their civic duty, by any means necessary.

REGISTERING NEW VOTERS

Vote For Your Life was a mass-marketing effort founded by ViacomCBS and the Ad Council to engage young people—particularly in BIPOC communities—in the 2020 election. Vote For Your Life provided easy, accessible information to voters and encouraged them to register to vote, request ballots, cast ballots early and research candidates.

MTV's 2020 Prom Challenge with Michelle Obama's When We All Vote awarded 20 schools from around the country for running the most innovative high school voter registration campaigns, leading to nearly 10,000 voter registrations. The goal of this program was to encourage young people, particularly in underserved areas, to engage in the civic process and think outside the box about how voting can be embedded into the milestones that define our lives—from 18th birthdays and proms to graduations. In this way, we met first-time voters where they were, making voting fun, simple and social along the way.

PROMOTING CENSUS PARTICIPATION

We know how important it is that we are all counted. That's why Nickelodeon worked to empower the nation to count all babies and kids in the 2020 Census. With the help of the U.S. Census Bureau, The Partnership for America's Children, Color of Change and numerous other partner organizations, we helped educate parents and other household caregivers about the importance of participating in the 2020 Census. We created and distributed resources in both English and Spanish, including activity guides featuring Nickelodeon favorites from *Blue's Clues*, *Paw Patrol*, *the Loud House*, *Casagrandes* and *SpongeBob*.

The undercount of kids and babies has grown more prominent over the most recent census counts. LatinX and Black families are disproportionately negatively affected by Census undercounting, which creates a devastating impact on the communities who need services like education, healthcare, public safety and transportation the most.

EMPOWERING OUR EMPLOYEES

Last year, we launched Show Up—a promotional campaign empowering domestic employees to take action toward civic engagement. With the Show Up 2020: Civic Engagement Hub, we provided a one-stop shop for employees to check their registration status, make a plan to vote and get involved this election season.

We ensured that our U.S. employees had the flexibility and support they needed to do their civic duty and get engaged in the democratic process by providing employees with a flexible work schedule to vote, encouraging a no-meetings policy on Election Day, providing paid time off for our employees to work as poll workers and creating a new civic hours program. The latter rewarded our full-time, U.S.-based employees for their volunteer time with a charitable credit for every hour served that they could give to a nonprofit organization of their choice.

Legal volunteers from across ViacomCBS also responded to calls to the national Election Protection Hotline 866-OUR-VOTE (866-687-8683) and assisted voters who had questions or thought they experienced voter intimidation or suppression. In-person volunteers also served as nonpartisan poll monitors to identify and report problematic practices, which helped ensure that every eligible voter could cast their vote and have it count. These efforts to protect the vote were under a partnership with The Lawyers' Committee for Civil Rights Under Law and the ViacomCBS Pro Bono Committee of the Legal Department.

Our community partners at Poster House in New York City led a hands-on virtual poster-making workshop that educated employees on the many artistic images and visuals used across social movements and civic engagement in the United States.



Seeing ViacomCBS folks come up with absolutely awesome designs on the spot was really inspiring. The design workshops helped everyone give voice to things that may have been on their minds for a while, including reckoning with the major issues of the day—Black Lives Matter, voter participation, environmentalism, economic reform and more."



—Julia Knight, Poster House Museum Director

IMAGES (LEFT TO RIGHT): Vote Early Day Artwork captured by Caitlin Dennis, Los Angeles, Poster House posters by ViacomCBS employees, VidCon Now fireside chat with U.S. Senator Cory Booker



ENGAGING THE NEXT GENERATION OF VOTERS

Our kids are the future, so we're committed to starting the conversation early. In 1990, Nickelodeon ratified its first-ever "Kids' Bill of Rights," which translates the United States' Bill of Rights for kids and advocates for a common level of respect and equality.

Nickelodeon's *"Kids Pick the President"* initiative started in 1988. In October, it returned for its ninth election cycle to let kids' voices be heard. Over 90,000 kids voted in the Kids' Vote poll, and the results were announced one week before the actual presidential election.

We aired a *Nick News: Kids Pick the President* special hosted by entertainment powerhouse Keke Palmer. The hour-long Nick News special provided a thorough overview of the basics of voting in partnership with the nonprofit iCivics.

AwesomenessTV created a cross-platform 2020 election campaign that normalized and demystified the voting and electoral process while also bringing awareness to Gen-Z issues in fun and informative ways. We integrated content into *Quince Bosses*, *Spark the Conversation*, *Dear Yessica*, *VS* and *Daily Report* and also partnered with influencers like TikTok stars Noah Beck and Blake Gray to encourage young people to vote.

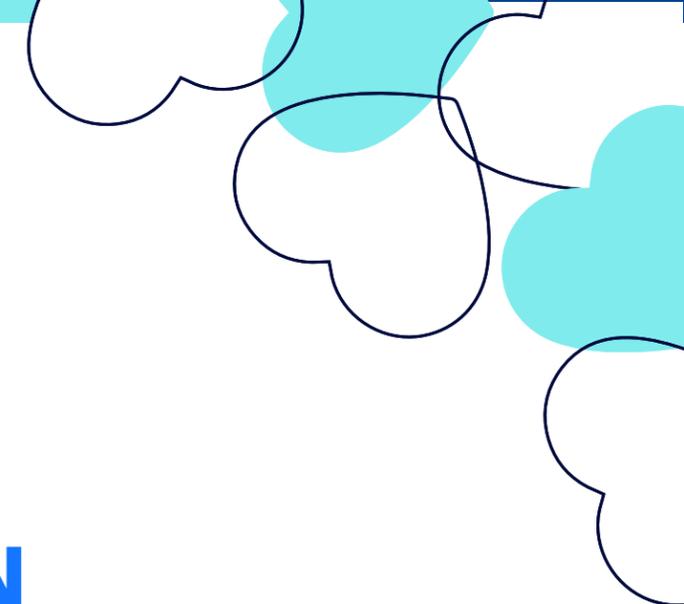
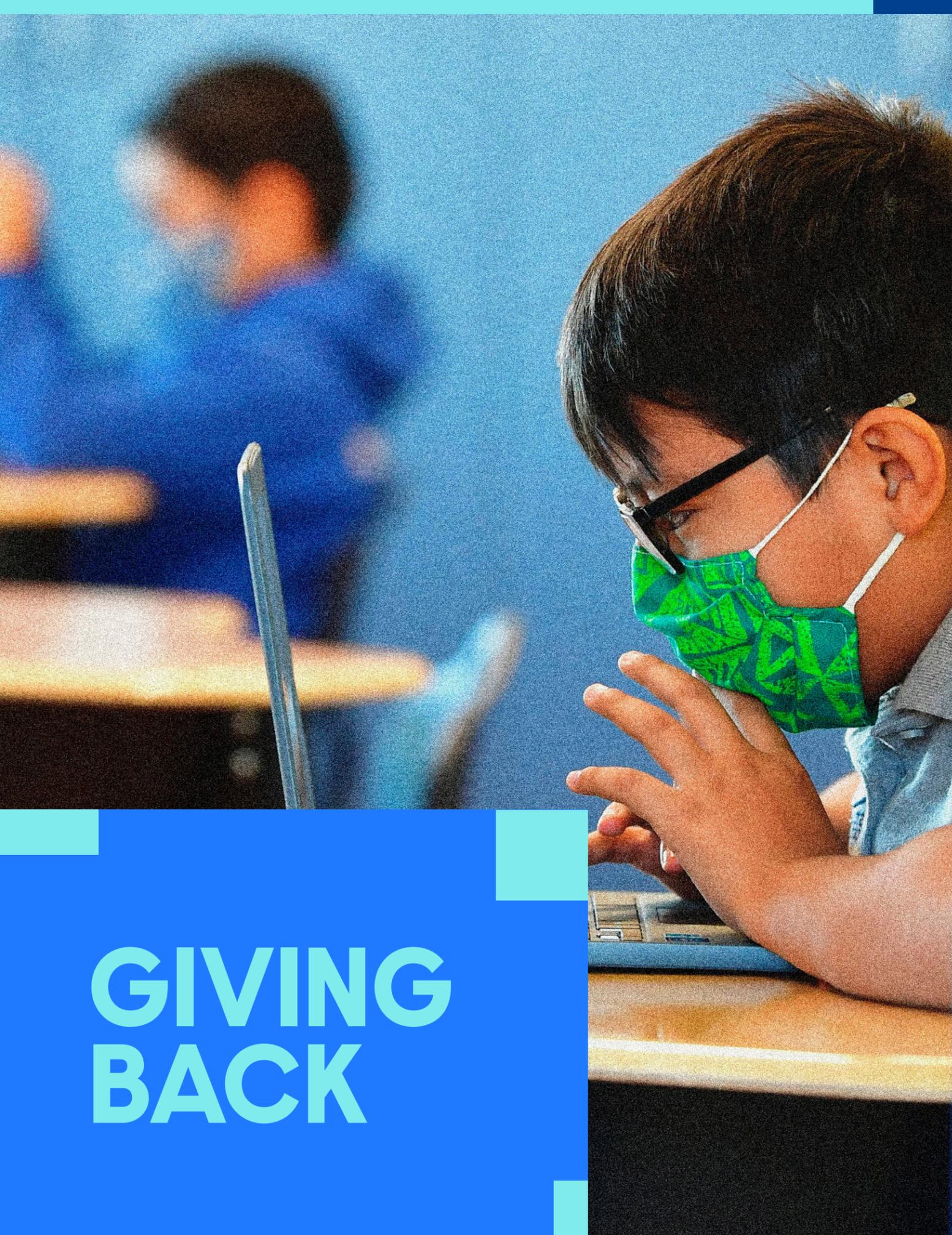
In a pivotal election year, we felt it was important to encourage our Gen Z audience to get educated, get registered and get to the polls. To do so, we produced two relevant VidCon Now sessions with U.S. Senator Cory Booker and Meredith Goldberg-Morse. VidCon also partnered with MTV's +1 the Vote to encourage our VidCon fans to register and vote in the 2020 election via a dedicated Turbovote registration page and consistent email and social media messaging and engagement.



700,000
New poll workers.

3M+
People vote early on Vote Early Day.

50+
Partners for Reclaim Your Vote.



STRENGTHENING AND INVESTING IN OUR COMMUNITIES

This year was truly a testament to the nature of the people who make up ViacomCBS. Service has been a part of our company from the very beginning, and 2020 was no exception. From making our annual Community Day into a virtual event, to connecting veterans to new opportunities and moving our programs online for students, we found new ways to give back and engage our employees throughout the year.

We are committed to deepening the connection between our employees, audiences and the community. We collaborate with nonprofit, public and private organizations and inspire community-centered solutions including volunteerism, strategic resources and philanthropy. Through our charitable investments, we celebrate collaboration and champion belonging, well-being and the power of content.

GIVING BACK

COMPANY CONTRIBUTIONS

\$26.5M

Total cash grants

\$98M+

Total In-Kind PSA time donated

OUR EMPLOYEE MATCHING WAS THE HIGHEST IT HAS EVER BEEN IN 2020 DURING RACIAL JUSTICE PROTESTS, WHICH IS ONE EXAMPLE OF HOW OUR EMPLOYEES TAKE DIRECT ACTION ON ISSUES.

\$1.17M +

ViacomCBS Employee Match

\$1.4M =

Employee Giving

\$2.57M

Combined Employee + Match

SHOWING UP FOR EACH OTHER

Giving back is a part of who we are. Even though we weren't physically together this year, we wanted to create opportunities for our employees—96% of whom feel that volunteering experiences are part of what makes them feel that ViacomCBS is a great place to work—to come together in service of the greater good.



VIRTUAL COMMUNITY DAY

This year, we needed each other more than ever. Without skipping a beat, we took our annual day of service—a ViacomCBS institution in its second year—online for the first time. The virtual setting broke down geographic barriers and allowed employees from around the globe to collaborate on projects. We worked with over 75 partners around the world on a range of projects like consulting with nonprofits, giving feedback to young writers, making friendly calls to seniors and painting and posting rainbows to thank frontline healthcare workers.

75+

Community partners engaged

7,500+

Virtual hours logged

50,000

Meals donated globally

20+

Offices & regions activated



COMMON IMPACT RAPID FIRE COMMUNITY BRAINSTORM

The global COVID-19 pandemic has widened the existing gap in nonprofit resources, budget and capacity faster at an unprecedented rate. Organizations pivoted to virtual programming in order to meet demand and continue serving their stakeholders. During this Virtual Community Day volunteer opportunity, more than 90 ViacomCBS employees joined together for a strategic nonprofit hackathon. Volunteers were placed into teams with 8 nonprofits to come up with creative solutions to real capacity challenges surrounding issues like social media, marketing and branding as well as event planning. These creative brainstorming resulted in a projected \$60K in savings for the nonprofits through pro bono services provided by our employees.

It was so helpful to get the creative juices flowing at a time when we're really focused on crisis response. It's been a hard year, and we're grateful that folks took the time to care about our work and help."

— Nonprofit partner participant

IMAGES (TOP):
Paramount Volunteer Crew supporting a Veterans event,
Common Impact Rapid Fire Community Brainstorm

PARTNERSHIP WITH THE TOPE PROJECT

The UK office partnered with "The Topè Project," a volunteer run and youth-led organization which aims to combat loneliness for young care leavers (children in foster care) throughout the year. The Topè Project is named after a 23-year-old care leaver who took his own life in 2010. In memory of Topè, the project reaches out to young people who have been through the care system, in which children and young people are taken into the care of local authorities because they cannot remain at home. On Virtual Community Day, Topè-led employees through a workshop with young people from the community, exploring how we can all be more supportive. It also raised questions around systemic racism and why so many young BIPOC people fall into the care system.

In partnership with the ViacomCBS Office of Global Inclusion and the ViacomCBS Supplier Diversity Program, ViacomCBS matched a portion of the total spend across all tracked meals purchased through UberEats on Virtual Community Day (June 18th) supporting local restaurants and businesses.



The donations from this program directly benefited our Supplier Diversity program partners and further strengthened our commitment in supporting diverse-owned business enterprises.

IMAGES (LEFT TO RIGHT):
Virtual Coffee with Vets, Military Appreciation Panel Discussion



invites you to join us for a

Military Appreciation Panel Discussion

APPRECIATION. IMPACT. RESILIENCE. ACTION.

FEATURING SPECIAL GUESTS:

MODERATED BY:



Justin Constantine
Marine Corps Veteran
Purple Heart Recipient
Inspirational Speaker

Toni Trucks
SEAL Team
Cast Member
ViacomCBS Vet Net
Ambassador

Sheryl Underwood
Air Force Veteran
Host of "The Talk"
ViacomCBS Vet Net
Ambassador

Richard M. Jones
CVP General Tax Counsel
Chief Veteran Officer
ViacomCBS

Jim Axelrod
Chief Investigative
Correspondent
CBS News

VIACOMCBS VETERANS NETWORK

From helping the U.S. Marines take their annual celebration online to consulting with content creation teams to ensure that sensitive topics are discussed responsibly, our motto when it comes to working with veterans inside and outside the company is: "What can we do to help?" Our initiatives are designed to serve those who served by providing support and creating connections, but we also want to make sure we inspire the broader community to serve with us. Some highlights from the year include:

- The ViacomCBS Veterans Network spearheads a series of 'vetworking' events with other media companies, coffee sessions with veterans, themed panels, and career development workshops to provide business skills and connections that they may not have received while in active duty.
- The Paramount Volunteer Crew honors former and active armed services members annually through volunteering. This year, we invited colleagues at the ViacomCBS Veterans Network to join the 2nd annual Veterans in Entertainment Summit in support of the organization Veterans in Media and Entertainment, which helps people transition from service to civilian life and provides insight into potential careers in film and television.



We serve those who serve. Heroism and patriotism do not have a color, a gender, or a sexual orientation."

—Rich Jones, Executive Vice President, General Tax Counsel, Chief Veteran Officer

MENTORING THE NEXT GENERATION WITH UP MENTORING AND UP CREATIVE

Our employees have a long history of harnessing their creativity to fuel social impact. Many of our mentoring programs across our family of brands focus on democratizing access to careers in the arts.

Since 2014, Unlimited Potential (UP) Mentoring has connected Viacom employees in New York City with high school students for mentoring and other forms of career and college preparation.

When COVID-19 shut down in-person meetings, we partnered with the LinkedIn social impact team to conduct a session for students interested in leveraging LinkedIn for their budding careers. Instead of meeting weekly and in-person (as we did prior to COVID-19), we now produce events on topics guided by student interest. Above all else, we are proud that this mentoring program continued and thrived through a transition to virtual in the midst of the pandemic.

UP Creative is the eccentric younger sibling to UP Mentoring focused on providing support and guidance to aspiring creatives in the media industry. To meet that challenge, we partnered with Reel Works, a local non-profit organization that seeks to empower the next generation of creatives and filmmakers, and the Nickelodeon Creative Marketing team to create UP Creative in 2016.

In spite of the hurdles introduced by the pandemic this year, the team adapted the curriculum to a virtual environment. During the six-week program with Reel Works, students

learned how to create promotional short-form content using iconic Nickelodeon intellectual property, like beloved *SpongeBob SquarePants* characters, while receiving career advice from seasoned Nickelodeon writers and producers.

UP Creative helped fill a learning and opportunity gap that was exacerbated by COVID-19. Our students walked away with a better understanding of how content gets marketed to consumers and of the technical ins and outs of voice-overs and video editing.

The impact of the UP Creative program goes in both directions. The mentors hone their communication skills and take on leadership roles they may not have in their day-to-day positions. The program also provides our own creatives with the fulfilling opportunity to share their talents with potential rising stars.



The takeaway from this year's program is that impact is always worth it, even if it takes a little persevering and creativity to achieve.

—Kavell Brown, Social Responsibility, ViacomCBS



IM+ YOUNG PEOPLE
On their path to college & first jobs

GET SCHOOLED

Celebrating its tenth year, Get Schooled, a U.S. nonprofit dedicated to helping young people get into and succeed in college, stepped up to provide students with resources to navigate the stressors of COVID-19 in 2020. This included information about the stimulus package, access to benefits, and how to navigate the job market. They also launched #WeBelongInCollege, a national social-media storytelling campaign that shines a spotlight on students who have felt like they don't belong in college, allowing them to tell the story of how they've persisted in order to complete their degrees. Get Schooled received more than 600 powerful stories centered on the idea of belonging, many from BIPOC youth, and awarded more than \$50,000 in scholarships.

Get Schooled, one of ViacomCBS's longest-standing grantees, has helped more than **one million young people** on their path to college and first jobs. The nonprofit concentrates on engaging BIPOC youth and first-generation college students from low-income communities.

SAVE THE MUSIC FOUNDATION

Founded in 1997 by VH1, Save The Music Foundation helps students, schools and communities reach their full potential through the power of making music. Despite the pandemic, Save The Music delivered grants to 42 schools across 21 communities in 14 states to support K-12 music education in 2020.

Save The Music also continued to find ways throughout 2020 to support its network of thousands of schools, teachers and students nationwide by delivering online learning resources, teacher professional development, virtual artist drop-ins and music-specific PPE. Within days of the first school closures, Save The Music created an online Music Education Resources guide consisting of 100+ free tools, content and webinars for teachers and parents. The resource page has been accessed more than 35,000 times. In addition, they host ongoing virtual professional development sessions attended by 500 educators, arts administrators and students from 34 school districts nationwide.

14 States
42 Schools
21 Communities

100+ Free tools
500 Educators

IMAGES (TOP): Students sharing their personal #WeBelongInCollege stories



MAKING LEARNING MORE ACCESSIBLE

Nickelodeon's School Partnership Program builds on the objective to provide educators with complimentary access to resources that help make learning more accessible, fun and innovative.

Nickelodeon prioritized fostering long-term relationships with **31 under-resourced schools**, including Title 1 schools in New York City and across the country, **impacting over 14,000 kids**. The program also **includes three school districts in Miami, Chicago and South Carolina**; it reached **over 200 schools and 275,000 kids** in 2020.

One of the most innovative and popular initiatives to come out of 2020 was Slime in Space, which sought to answer the age-old question: What happens when you send Nickelodeon slime to the International Space Station? Born out of an innovative collaboration with ISS National Lab and NASA, Slime in Space brought teachers and students along for a unique, and understandably messy, STEM-based learning adventure.

IMAGES (RIGHT): NASA astronauts Christina Koch and European Space Agency astronaut Luca Parmitano slimed at the International Space Station

275K+ KIDS
200+ SCHOOLS



COMMUNITY-DRIVEN INVESTMENT TO ADVANCE MUSIC EDUCATION

Starting in 2017, Save The Music embarked on a five-year, community-driven investment to advance music education in Newark, New Jersey. We're proud to share that in just four short years, we will have impacted 36 schools. Even with the challenges of the pandemic, we are still on track to complete this project and deliver the final nine grants in fall 2021. We are also excited to be unveiling a [detailed case study of our work](#) that highlights the positive academic, social and emotional outcomes for students.

4 YEARS
36 SCHOOLS



IMAGES: Students and teachers reinvigorating music education in Newark, NJ

EXPOSING STUDENTS TO CAREERS IN PUBLISHING

RISE is Simon & Schuster's annual creative arts and publishing collaboration with our adopted high school, the High School for Media and Communications in the Washington Heights neighborhood of New York City. In its sixth year, this collaboration focuses on educating and exposing young adults to the vast world of publishing. We partner students with our employees to help them go through the process of publishing their own books, which they share at an open house.

Paramount Pictures

TAKING THE LEAD

Paramount Pictures was granted the Heroes of Hollywood Award from the Hollywood Chamber of Commerce Community Foundation for a deep commitment to volunteerism and civic engagement in the Hollywood community.

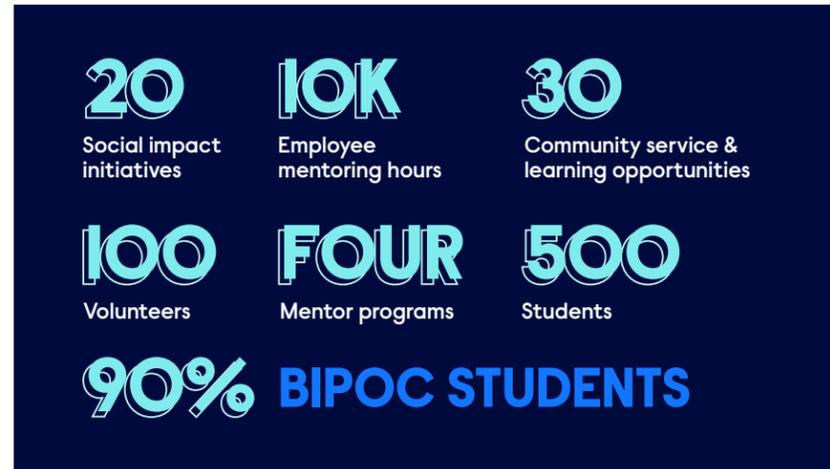
The Paramount Fights HIV/AIDS Initiative was among the first to support AIDS WALK LA since its inaugural event was held on the studio lot in 1985. While the events have grown larger than the studio can safely accommodate, we still contribute to the event stage and banner campaign. In 2020, we recruited a fundraising committee and a virtual walk team in support of AIDS Project Los Angeles and the many other service organizations in southern California.

Last year, Paramount Pictures also hosted projects within the studio lot, across Los Angeles and at our global offices to connect nearly 1,200 employees with 42 nonprofits and community schools in volunteering efforts. These collaborations advanced causes including homelessness, education, social justice, essential worker safety and food security.

Paramount Pictures led nearly 20 social impact initiatives related to COVID-19 alone, plus four mentor programs with 100 volunteers and an additional 30 community service and learning opportunities.

Since 2008, Paramount's Kindergarten to Cap & Gown program has served over 500 students through more than 10,000 employee mentoring hours. Each year, 100 Los Angeles- and UK-based Paramount employees volunteer in public schools to share with students what we do best in film and entertainment: sparking imagination, creativity and exploration through storytelling.

Nearly 90% of the students participating are from BIPOC families, helping expand academic opportunities for students who have historically been under-resourced.



IMAGES (BOTTOM):
Isai Marcial at Los Angeles City College



ISAI MARCIAL

Isai Marcial had high hopes of attending New York University in 2020. A bright and promising student, Isai spent his extracurricular time in the Los Angeles Police Department's Cadet program. When his father passed away suddenly from COVID-19, Paramount volunteers wanted to make sure Isai could continue in the direction of his dreams. He received a scholarship to continue his studies. Isai was one of six high school seniors in the Kindergarten to Cap & Gown Program who received scholarships to schools like Smith College, UC Davis and UCLA.

The fact that all these programs have not only continued, but thrived during the pandemic is proof that our employee volunteers are energized by empowering young people and encouraging them to use their ideas, experiences and voices to impact the world. Every child has a story to tell, and our volunteers are honored to play a small role in their inspiring success stories.

ABOUT THIS REPORT

While social impact work has been woven into our cultural fabric for decades, we are excited to release our first social impact report as a combined company. This document details our overall approach to these topics, our legacy and our progress thus far.

In accordance with standard social impact reporting, this report focuses on the calendar year 2020. We aim to report annually on our social impact progress and performance.

For more information on our ESG strategy and 2019 report, visit our [ESG & Sustainability website](#). You'll find additional context about our [DEI efforts on our Inclusion website](#), and for further information on our business strategy and financial performance, visit our [Investor Relations website](#).

We take the views of all our stakeholders seriously and actively seek their input. We will revisit and revise our priorities and evolve our strategy on an ongoing basis. For any feedback or questions, please contact us at socialresponsibility@viacbs.com.

In line with our commitment to supplier diversity, we partnered with [qb consulting](#) (small, women-owned and BIPOC-led) and [FRINGE22 Studio](#) (small, BIPOC-led and owned) for the report development and design.

2020 IN FOCUS

**ViacomCBS SOCIAL
IMPACT REVIEW**