

# Viacom Launches "WITNESS the Power of Story" Campaign in Partnership with WITNESS to Inspire the Power of Video for Change

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (VIA, VIA.B) today launched the "WITNESS the Power of Story" campaign in partnership with WITNESS, a global human rights organization co-founded by musician Peter Gabriel, to inspire change through the power of video.

The PSA campaign features customized spots across Viacom brands that speak to their unique audiences and specific initiatives, including: MTV and its multi-year, anti-bias "Look Different" campaign, CMT's Empowering Education, VH1 Save The Music Foundation, BET Celebrating Young African American Men and Spike's Veterans Operation Wellness (VOW).

The spots, which begin running today, call upon the public to stop and witness the power of visual storytelling. Videos highlighting each brand's social efforts were projected onto iconic buildings in New York over a 2-day period, with the organic reactions of passersby caught on camera. Watch the full spots [here](#).

Each spot drives viewers to a newly created co-branded website, [www.witness.viacom.com](http://www.witness.viacom.com), for WITNESS resources on using the devices right in their hands - camera enabled mobile phones - to make an impact, and for information on getting involved in Viacom's efforts. Viewers are also invited to share their stories on Instagram using #Story4Change.

"As a global media and entertainment company, Viacom has a unique opportunity to tell stories that spark movements. Our brands have long served as megaphones to raise our audiences' voices on important issues," said Philippe Dauman, Viacom President & CEO. "We are excited to join forces with WITNESS to give others the tools to use video to make a positive impact."

"Our goal at WITNESS is not only to support people using video to promote social change, but also educate them on how to maximize the effectiveness of video," said WITNESS co-founder Peter Gabriel. "Our partnership with Viacom will help many more people understand the importance of filming as a tool for meaningful change."

## About Viacom

Viacom (NASDAQ: VIA, VIAB) is home to a portfolio of global media brands that connect with diverse and distinct audiences worldwide through compelling content in over 160 countries and territories. Our mission is to be the world's leading branded entertainment company across television, motion pictures, online and digital media platforms.

Our media networks, including MTV, VH1, CMT, Logo, BET, CENTRIC, Nickelodeon, Nick Jr., TeenNick, Nicktoons, Nick at Nite, COMEDY CENTRAL, TV Land, SPIKE, Tr3s, Paramount Channel and VIVA, reach approximately 700 million global subscribers. Paramount Pictures, America's oldest film studio, is a global producer and distributor of filmed entertainment and creator of many of the most beloved motion pictures.

## About WITNESS

WITNESS is an international human rights organization that creates tools, provides training and resources, and advocates for systemic changes for a new generation of human rights defenders around the world to make the most of video and related technologies. Our mission is to support human rights activists to be safe and effective when they document abuses and expose them to the world.

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Source: Viacom Inc.

News Provided by Acquire Media