



BRII FULL COMPANY REPORT

Viacom Inc.
1515 Broadway
New York
U.S.A.
10036

Ticker: VIA.B
F-Ticker:
Exchange: NYSE
S&P500: Yes

Company Notes

2006: Viacom received a perfect 100 percent rating on the Human Rights Campaign's fifth annual Corporate Equality Index (released on September 19, 2006). "The 2006 HRC Corporate Equality Index rated companies on a scale of 0 percent to 100 percent on several factors, including whether they have a written non-discrimination policy covering sexual orientation; support transgender employees with written non-discrimination policies and benefits; offer inclusive health insurance, bereavement and family leave policies to employees with same-sex partners; offer diversity training; have GLBT employee groups; engage in appropriate and respectful advertising to the GLBT community; contribute to GLBT community organizations; and decline to engage in any activities that would undermine the goal of equal rights for gay, lesbian, bisexual and transgender people."

2005: Viacom was included on The Advocate's October 2005 list of 10 great places for lesbian, gay, bisexual, and transgender people to work. The article says that in November 2004, Viacom granted gay and lesbian couples the same pension benefits as married couples. Also, the company recently launched Logo, a 24-hour basic cable channel devoted to LGBT content. Viacom received a perfect 100 percent rating on the Human Rights Campaign's fourth annual Corporate Equality Index (released on September 20, 2005). The 2005 HRC Corporate Equality Index rates "companies on a scale from zero to 100 percent on seven key indicators of fair treatment for GLBT employees. Indicators include policies prohibiting discrimination based on sexual orientation and gender identity as well as equal health care benefits." In Fall, 2005 the Sundance Channel aired an eight part series called "TransGeneration." According to the series' publicity information, "This eight-part original documentary series goes inside the daily lives of four transgender college students at campuses across the United States. 'TransGeneration' follows its subjects over the course of a school year, capturing their triumphs and struggles as they juggle the challenges of academia with their commitment to transitioning from their birth sex." Sundance is a venture between Robert Redford, Viacom's Showtime Networks Inc., and Universal Studios. Universal Studios is owned by NBC Universal, which is owned by GE (80%) and Vivendi (20%). In February, 2005 The Parents Television Council released a new study entitled "MTV Smut Peddlers: Targeting Kids with Sex, Drugs and Alcohol." The study was based on analyzing 171 hours of programming around the clock during the week of March 20, 2004, to March 27, 2004, during MTV's "Spring Break" coverage. During the 171 programming hours PTC found 1,548 sexual scenes containing 3,056 depictions of sex or various forms of nudity and 2,881 verbal sexual references. They also found 1,518 uses of unedited foul language and an additional 3,127 bleeped profanities. In terms of violence PTC found 6 instances of violence per hour of programming.

2004: In December, 2004, Viacom was included in the Forbes magazine list of Best Corporate Citizens. In September, 2004, the FCC fined Viacom \$550,000 for the Super Bowl 2004 incident in which half-time performer Janet Jackson exposed her breast on national television. On May 25, 2004, Viacom's MTV Network announced that it will launch LOGO, a new cable television network targeted at lesbian, gay, bisexual and transgender (LGBT) viewers. The new channel was to be launched on February 17, 2005, however it was delayed until June, 2005. According to a company news release, Logo "will be advertiser-supported, targeting primarily gays and lesbians, 25-49, and will provide a mix of original and acquired programming that is authentic, smart, inclusive and open-minded." LOGO is the first regular cable channel that is dependent upon advertising (versus paid subscription). In January, 2004, Viacom's Showtime network offered a new lesbian-themed pilot series called "The L Word."

2002: On June 19, 2002, Viacom's Nickelodeon channel (geared to children) featured a segment on "Nick News" entitled "My Family Is Different." The special, produced by Linda Ellerbee, included leading questions and discussions on the homosexual issue.

2001: During 2001, lesbian-theme films ("Chutney Popcorn," "Aimee & Jaguar," and "Desert Hearts") were shown on the Sundance Channel and/or are sold via the Sundance Channel Website. As of August, 2001, Viacom subsidiary Showtime produces and aired "Queer As Folk," a television series based on the lives of a group of gays and lesbians. In addition, Showtime is a sponsor of "Queer As Folk" events throughout the country. Showtime and GSociety (gaywired.com) are presenting the Beyond Babylon tour: "The Beyond Babylon Tour will feature great stuff from GayWired.com, LesbiaNation.com, and cool prizes and gifts from Queer As Folk. (Although no cast members are confirmed to appear at this time, you never know who may show up.)"

1999: Viacom's MTV received the 4th Annual GLAAD (Gay & Lesbian Alliance Against Defamation) Fairness Award in NYC.

Anti-Family Activity : Entertainment Gay Focus**Source Type:** Company Website**Violation Date:** 08/11/2006**Expire Date:** 31/01/2008**Notes:** Viacom's MTV operates LOGO, an ad-supported cable TV channel that targets lesbian, gay, bisexual and transgender viewers.**Source Type:** Company Website**Violation Date:** 23/04/2007**Expire Date:** 18/04/2008**Notes:** Viacom's MTV operates LOGO, an ad-supported cable TV channel that targets lesbian, gay, bisexual and transgender viewers.**Anti-Family Activity : Entertainment Producer/Distributor****Source Type:** Research Organizations**Violation Date:** 28/11/2006**Expire Date:** 31/01/2008**Notes:** Viacom's Paramount Television produced the following 2005-2006 season TV shows that received a Red Light rating from the Parent Television Council: Criminal Minds, Love Inc., Sex, Love & Secrets, South Beach, and Threshold. Red Light ratings are only given to those shows that may include gratuitous sex, explicit dialogue, violent content, or obscene language, and are unsuitable for children.**Source Type:** Research Organizations**Violation Date:** 28/11/2006**Expire Date:** 31/01/2008**Notes:** Viacom's Paramount Television produced the following 2006-2007 season TV show that received a Red Light rating from the Parent Television Council: Criminal Minds. Red Light ratings are only given to those shows that may include gratuitous sex, explicit dialogue, violent content, or obscene language, and are unsuitable for children.**Source Type:** Research Organizations**Violation Date:** 28/11/2006**Expire Date:** 31/01/2008**Notes:** Viacom's MTV produced and/or distributed the following 2005-2006 season TV shows that received a Red Light rating from the Parent Television Council: Real World and Room Raiders. Red Light ratings are only given to those shows that may include gratuitous sex, explicit dialogue, violent content, or obscene language, and are unsuitable for children.**Source Type:** Research Organizations**Violation Date:** 28/11/2006**Expire Date:** 31/01/2008**Notes:** Viacom's MTV produced and/or distributed the following 2006-2007 season TV shows that received a Red Light rating from the Parent Television Council: Real World and Room Raiders. Red Light ratings are only given to those shows that may include gratuitous sex, explicit dialogue, violent content, or obscene language, and are unsuitable for children.**Anti-Family Activity : Nudity****Source Type:** Web Sites**Violation Date:** 19/12/2006**Expire Date:** 19/12/2007**Notes:** According to an MSN.com article, Paramount Classics, owned by Viacom, distributed the movie, "Ask the Dust," which includes nudity.**Non-Marriage Lifestyles : Active Advertiser****Source Type:** Paid Advertisement**Violation Date:** 26/10/2006

Expire Date: 01/09/2007**Notes:** Viacom's Logo advertised on page 103 of the September 2006 issue of OUT Magazine. Logo is a channel devoted to gay/lesbian programming.**Source Type:** Paid Advertisement**Violation Date:** 01/11/2006**Expire Date:** 29/08/2007**Notes:** Viacom's LOGO network advertised on pages 2 and 9 in the August 29, 2006 issue of The Advocate. LOGO offers gay and lesbian programming.**Source Type:** Paid Advertisement**Violation Date:** 11/01/2007**Expire Date:** 24/10/2007**Notes:** Viacom's LOGO network advertised on the inside back cover of the October 24, 2006 issue of The Advocate. LOGO is a network dedicated to gay and lesbian programming.**Source Type:** Paid Advertisement**Violation Date:** 26/01/2007**Expire Date:** 01/11/2007**Notes:** Viacom's LOGO network advertised on page 33 of the November 2006 issue of OUT magazine. LOGO is a network devoted to gay and lesbian programming.**Source Type:** Paid Advertisement**Violation Date:** 12/07/2007**Expire Date:** 01/05/2008**Notes:** Viacom's LOGO advertised on page 55 of the May 2007 issue of OUT magazine. The ad promotes LOGO's new show, The Big Gay Sketch Show.**Non-Marriage Lifestyles : Contributor****Source Type:****Violation Date:** 11/02/2004**Expire Date:** 30/06/2008**Notes:** Between July 1, 2002 and June 30, 2003, Viacom's MTV contributed in kind gifts to the Gay, Lesbian and Straight Education Network (New York, NY).**Source Type:** Web Sites**Violation Date:** 28/09/2005**Expire Date:** 30/06/2009**Notes:** During the period July 1, 2003 - June 30, 2004, Viacom's MTV Network donated between \$50,000-99,999 to Gay, Lesbian and Straight Education Network (GLSEN) (in New York, NY).**Source Type:** Web Sites**Violation Date:** 28/09/2005**Expire Date:** 30/06/2009**Notes:** During the period July 1, 2003 - June 30, 2004, Viacom's MTV Music Television donated In-Kind Gifts to Gay, Lesbian and Straight Education Network (GLSEN) (in New York, NY).**Source Type:** Web Sites**Violation Date:** 28/09/2006**Expire Date:** 30/06/2010**Notes:** During the period July 1, 2004 - June 30, 2005, MTV contributed \$10,000-\$24,999 to Gay, Lesbian and Straight Education Network (GLSEN).**Source Type:** Web Sites**Violation Date:** 28/09/2006**Expire Date:** 30/06/2010**Notes:** During the period July 1, 2004 - June 30, 2005, MTV Networks contributed In Kind Gifts to Gay, Lesbian and Straight Education Network (GLSEN).**Source Type:** Web Sites**Violation Date:** 28/09/2006**Expire Date:** 30/06/2010**Notes:** During the period July 1, 2004 - June 30, 2005, Paramount Pictures contributed In Kind Gifts to Gay, Lesbian and Straight Education Network (GLSEN).**Non-Marriage Lifestyles : Diversity Training**

Source Type: Personal Contact

Violation Date: 24/03/2006

Expire Date: 31/03/2010

Notes: According to the company's Investor Relations department, all of Viacom's employees receive a Statement of Business Conduct and Statement of Business Conduct training (both of which include sexual orientation, gender expression, and gender identity). This Statement has a section on discrimination and providing an harassment free environment.

Non-Marriage Lifestyles : Domestic Partner Benefit

Source Type: Personal Contact

Violation Date: 24/03/2006

Expire Date: 30/03/2016

Notes: Viacom offers domestic partner benefits to its employees.

Non-Marriage Lifestyles : Gender Identity

Source Type: Company Website

Violation Date: 01/03/2006

Expire Date: 01/03/2016

Notes: Viacom Inc. includes gender identity in their non-discrimination policy. The company's policy states, "Viacom recruits and hires without regard to race, color, sex, religion, national origin, ethnicity, age, marital status, sexual orientation, gender identity, gender expression, disability, veteran status or any other basis prohibited by law."

Source Type: Company Website

Violation Date: 13/07/2007

Expire Date: 13/07/2017

Notes: Viacom Inc. includes gender identity in their non discrimination policy. The company states, "Viacom recruits and hires without regard to race, color, sex, religion, national origin, ethnicity, age, marital status, sexual orientation, gender identity, gender expression, disability, veteran status or any other basis prohibited by law."

Non-Marriage Lifestyles : Most Active Promoters of Lifestyle

Source Type:

Violation Date: 12/03/2007

Expire Date: 15/09/2007

Notes:

Non-Marriage Lifestyles : Non-discrimination orientation

Source Type: Company Website

Violation Date: 03/02/2004

Expire Date: 03/02/2008

Notes: Viacom's non-discrimination policy is as follows: "Viacom is an equal opportunity employer. We recruit, employ, train, compensate and promote regardless of race, religion, creed, color, national origin, age, gender, sexual orientation, disability, or veteran status and we comply with all federal and state laws."

Source Type: Company Website

Violation Date: 01/03/2006

Expire Date: 01/03/2016

Notes: Viacom Inc. includes sexual orientation in their non-discrimination policy. The company's policy states, "Viacom recruits and hires without regard to race, color, sex, religion, national origin, ethnicity, age, marital status, sexual orientation, gender identity, gender expression, disability, veteran status or any other basis prohibited by law."

Source Type: Company Website**Violation Date:** 13/07/2007**Expire Date:** 13/07/2017

Notes: Viacom Inc. includes sexual orientation in their non discrimination policy. The company states, "Viacom recruits and hires without regard to race, color, sex, religion, national origin, ethnicity, age, marital status, sexual orientation, gender identity, gender expression, disability, veteran status or any other basis prohibited by law."

Non-Marriage Lifestyles : Sponsor

Source Type: Web Sites**Violation Date:** 26/09/2006**Expire Date:** 26/09/2007

Notes: Logo TV was a Topaz Sponsor of Parents, Families and Friends of Lesbians and Gays (Washington, DC).

Source Type: Web Sites**Violation Date:** 30/05/2007**Expire Date:** 10/06/2008

Notes: LOGO served as a media sponsor of LA Pride held on 6/8-6/10/2007 in Los Angeles, CA.

Source Type: Web Sites**Violation Date:** 01/06/2007**Expire Date:** 24/06/2008

Notes: LOGO served as a Gold sponsor for NYC Pride held 6/17-6/24/2007 in New York City, NY.

Source Type: Web Sites**Violation Date:** 04/06/2007**Expire Date:** 24/06/2008

Notes: Viacom's LOGO network served as a sponsor for the Twin Cities Pride Festival held 6/15-6/24/2007 in Minneapolis, MN.

Source Type: Web Sites**Violation Date:** 05/06/2007**Expire Date:** 24/06/2008

Notes: Viacom's LOGO served as a sponsor for the 37th Annual San Francisco LGBT Pride Celebration held 6/23-6/24/2007 in San Francisco, CA.

Source Type: Web Sites**Violation Date:** 11/06/2007**Expire Date:** 30/06/2008

Notes: Viacom's LOGO served as a sponsor of the True Colors Tour 2007 (in support of the Human Rights Campaign) held 6/30/2007 in Los Angeles, CA.

Source Type: Web Sites**Violation Date:** 12/06/2007**Expire Date:** 01/04/2008

Notes: LOGO served as a sponsor of Dinah Shore Weekend 2007 held 3/28-4/1/2007 in Palm Springs, CA.

Source Type: Web Sites**Violation Date:** 12/06/2007**Expire Date:** 10/05/2008

Notes: Viacom's MTV Networks served as an Underwriter for the 18th Annual GLAAD Media Awards held in New York (Mar 26), Los Angeles (April 14), San Francisco (April 28), and Miami (May 10). The company's Comedy Central also served as a sponsor for the events.

Source Type: Web Sites**Violation Date:** 27/06/2007**Expire Date:** 10/06/2008

Notes: Viacom's LOGO served as a Major sponsor for NewFest 2007: The 19th New York Lesbian, Gay, Bisexual, & Transgender Film Festival held 5/31-6/10/2007 in New York, NY.

Pornography : Advertiser

Source Type: Paid Advertisement**Violation Date:** 18/10/2006

Expire Date: 01/11/2007**Notes:** Viacom's Paramount Pictures advertised on page 9 of the November 2006 issue of Playboy magazine.**Source Type:** Paid Advertisement**Violation Date:** 06/02/2007**Expire Date:** 01/01/2008**Notes:** Viacom advertised on page 14 of the January 2007 issue of Playboy magazine.**Source Type:** Paid Advertisement**Violation Date:** 02/03/2007**Expire Date:** 01/03/2008**Notes:** Viacom advertised on page 6 of the March 2007 issue of Playboy magazine.**Positive Activity : Entertainment Advertiser****Source Type:** Research Organizations**Violation Date:** 05/10/2006**Expire Date:** 31/01/2008**Notes:** DreamWorks was included on the Parent Television Council's list of Top Ten Best Advertisers for 2006. The list is comprised of companies that are the most frequent sponsors of wholesome, family-oriented television shows. Parent Television Council tracks TV advertising as part of its effort to restore family-friendly television content.

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