



Paramount

Subsidiaries: CBS, CMT, Paramount Pictures

Locations: California (HQ)

Industries: Media and Entertainment

RISK LEVEL:



High Risk

DESCRIPTION:

Paramount scored a 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, Paramount increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Paramount forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. The company provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. Paramount frequently uses its reputation to speak on political matters, promoted LGBTQ content to kids, and partnered with the NAACP to promote activists. Paramount Global funded Amnesty International and has donated \$5 million to social justice organizations. The company is a corporate partner of the National LGBT Chamber of Commerce (NGLCC). Paramount Global donated to the Equality PAC and has lobbied for ideological purposes. Paramount opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. For these reasons, Paramount receives a High Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. **Medium Risk**

Paramount received a score of 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. **High Risk**

Paramount(1)(2).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. **High Risk**

Paramount indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Paramount's CEO signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (3)(4). Paramount does not provide viewpoint protections for its employees (5).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk

As ViacomCBS, Paramount Global denounced state election integrity efforts to reform their own election processes after the pandemic (1). CBS announced a new reality tv show called "The Activist," where activists will "compete in missions, media stunts, digital campaigns and community events" (2)(3). Another affiliate, Nickelodeon, has added pro-LGBTQ messaging to many of its kids' shows (4)(5). ViacomCBS noted that they would "monitor" a 2019 fetal heartbeat law in Georgia and considered moving production from the state (6)(7). Paramount indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (8)(9). By doing so, the company risks dividing employees, alienating customers and harming shareholders.

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Paramount provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4). Paramount indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (5)(6). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. In 2020, ViacomCBS donated \$5 million to several different social justice organizations, including Amnesty International and National Bail Out (7). Paramount and ViacomCBS are corporate partners of the National LGBT Chamber of Commerce (NGLCC) (8).

Uses corporate political contributions for ideological, non-business purposes. High Risk

Paramount indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Paramount donated to the Equality PAC and lobbied for the "George Floyd Justice in Policing Act of 2020" (3)(4)(5).

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