**BET Launches $25M "Content for Change" Push**

ViacomCBS' BET network launched a "Content for Change" campaign that kicks off with a "Dear Black People" spot that's set to music from John Legend and addresses the black community. The $25 million social justice push features original programming to spur conversation around five topics, including racial justice, education and economic empowerment.

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[***https://www.nexttv.com/news/bet-dedicating-dollar25m-to-content-for-change-initiative***](https://www.nexttv.com/news/bet-dedicating-dollar25m-to-content-for-change-initiative)