

# Hard work, networking espoused by ViacomCBS panelists

Conglomerate seeking interns to offer two more sessions set in March, April

By Jorden Hampton, Managing Editor

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## Viacom CBS Panel

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NEW ORLEANS (March 12, 2021) – Hard work and networking were emphasized by ViacomCBS executives at the first of three online panel sessions touting their new streaming services and summer internship opportunities.

Other sessions are scheduled for 11 a.m. Central on Friday, March 26, and 11 a.m. Central on Monday, April 26.

Students may register by sending an email to [Kavell.Brown@viacomcbs.com](mailto:Kavell.Brown@viacomcbs.com). A link will then be sent by email.

Scott Mills, president of BET Networks, said, “Always strive for the highest position in the industry. Don’t strive to be the manager; strive to be the CEO.”

Mills was among five panelists present at the first session of ViacomCBS “Lighted Pathway” series Feb 26. Other panelists included Jeanine Liburd, BET chief marketing and communications officer;

Dede Lea, executive vice president of ViacomCBS; Kim Godwin, executive vice president of CBS News; and Michael Armstrong, executive vice president of Paramount Pictures.

Viacom and CBS split in 2005 and merged again in 2019 in the face of an evolving competitive market, becoming ViacomCBS and creating a combined business with more than \$28 billion in revenue. It includes the companies owned by Viacom (Paramount Pictures and pay TV channels such as Comedy Central, MTV and BET) and those owned by CBS (the broadcast network, television stations, Showtime and a stake in The CW over-the-air network). CBS was one of the first media companies to launch its own streaming service, CBS All-Access.

Paramount Pictures released its streaming platform, Paramount Plus, on March 4. It includes CBS, BET, Comedy Central, Nickelodeon, MTV and the Smithsonian Channel.

Paramount's Armstrong noted streaming has become a major part of the entertainment industry, and college students can boost their potential for success by learning how streaming networks operate. CBS News' Godwin said, "The entertainment industry is growing, and more people are trying to get their foot in the door." But she added that getting your foot in the door is the easy part; leveling up and continuing to succeed are the challenges.

Mills said he wants to hire people "who stand out, work hard and go the extra mile to be the best at their jobs."

Internships for Viacom CBS are available for students interested in the media industry. College students can apply for a wide variety of internships at [viacomcbs.careers/internships/new-jobs](https://viacomcbs.careers/internships/new-jobs). For example, opportunities are available at Nickelodeon in animation, in CBS News digital marketing, live streaming, data engineering, video software with CBS Sports and project management, among others. Many of the positions available for summer allow working from home.

Godwin said young people have the upper hand when it comes to virtual learning and working in a virtual environment, noting that one of the few benefits of the tragic pandemic is the opportunity to get those kinds of skills.