

April 18, 2017

This Week on BET Networks... Tributes - Premieres - Activism

BET Remembers Prince with Multiplatform Slate of Programming; CENTRIC Premieres New Reality Series "WE ARE THE JONESES"; BET Music and Tip "T.I." Harris Present Police Brutality/Gun Violence Short Film and Special All-Star Town Hall

NEW YORK--(BUSINESS WIRE)-- Over the next week, BET is bringing viewers with varied interests some new content to consume. From a day of programming to honor The Purple One (Prince), to a new reality series about a black power couple running an extremely lucrative plastic surgery business and ending with a politically-charged short film and town hall discussion from BET Music and Tip "T.I." Harris. It's a week you won't want to miss. Here are the details below.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170418006111/en/>



Prince accepting BET Lifetime Achievement Award
(Photo: Business Wire)

BET HONORS PRINCE:

Last year, the world lost the singer-songwriter, actor, record producer, multi-instrumentalist and dancer Prince Rogers Nelson. To remember and celebrate the artistic genius of this Rock & Roll Hall of Famer, as the 1-year anniversary of his passing approaches, the network will air a multiplatform slate of programming **Friday, April 21**.

BET - 2016 BET AWARDS (RE-AIR)

HIGHLIGHT: an all-star tribute featuring Stevie Wonder, Erykah Badu, Janelle Monáe, Jennifer Hudson, The Roots, Prince's long time friend Sheila E. and others influenced by his music.

BET SOUL

Beginning at 6:00AM, 24 hours of Prince and Prince protégé videos and live performances

BET JAMS

Prince-themed music videos will be airing at these hours: 9AM, 12PM, 5PM, 8PM, 1AM and 4AM ET

CENTRIC

Prince-themed programming ALL morning from 4:00 - 10:00AM

In addition to linear programming, the network will also roll out some social media activations:

- | The BET and CENTRIC TV Logo will be purple on all BET social media platforms
- | There will be live tweets broadcast on air all day (get involved in the conversation on Twitter with the hashtag #BETRemembersPrince on **4/19**)
- | A funny Top 10 countdown of Prince's shadiest moments called *The Shades of Prince*
- | Talent confessionals revealing where they were when they learned of Prince's passing, his influence on their careers, and what his life meant to them.

Coverage lasts all day **Friday, April 21**. Don't miss it!!!

WE ARE THE JONESES:

Forget trying to keep up with the Joneses, as Centric premieres ["WE ARE THE JONESES."](#) a new docu-series following the inspirational work and private lives of plastic surgery power couple, **Dr. Michael Jones and Cathleen Trigg-Jones**. The Joneses are an affluent African-American family, who run a multimillion-dollar cosmetic surgery practice, Lexington Plastic Surgeons, with thriving offices in New York, Los Angeles, Washington D.C., Atlanta and Miami. Each 30-minute episode features the emotional journeys of two patients looking to transform not only their bodies, but also their lives. ["WE ARE THE JONESES"](#) premieres with two back-to-back episodes on Saturday, April 22, 2017 starting at 10 P.M. ET/PT on Centric. The 13-episode series will air over seven consecutive weeks, with back-to-back episodes premiering each week except the finale, which will air solo.

In the series premiere, Dr. Jones showcases his signature skills by transforming a woman who describes her shape as "the SpongeBob" - can Dr. Jones make her look good in round pants? And the wife of a hip-hop legend comes for a breast augmentation, but stays for corrective surgery. Then the Joneses embark on an epic search for America's favorite type of butt! **From the apple bottom to the bubble butt to the heart derriere, they will crown America's first "Ideal Butt Model."**

WHAT IS AMERICA'S FAVORITE BUTT? CHECK OUT THIS CLIP OF THE JONESES KICKING OFF THE "IDEAL BUTT MODEL" COMPETITION!

LINK: https://www.dropbox.com/s/0pvx6caaq4us6yq/WATJ_102_NTSC_ForPR.mov?dl=0

From the Joneses themselves to the everyday women and men seeking healing, ["WE ARE THE JONESES"](#) reveals the awesome power of cosmetic surgery to transform lives. While everyone is trying to keep up with the Joneses — including the Joneses — the most important thing to this New York City power couple is family.

For more information about the series, network programming and to download high-resolution assets, please visit [BETPressroom.com](#).

BET MUSIC AND TIP "T.I." HARRIS PRESENT: "US OR ELSE" SHORT FILM & TOWN HALL

Following a series of deaths of unarmed black citizens at the hands of police like Sandra Bland and Philando Castile, and our current political climate, multi-platinum and Grammy award-winning artist/activist and Grand Hustle Records founder, Tip "T.I." Harris was inspired to create a short film portraying the relationship between police and the black community. Tip stars in the movie, along with cameos by a few Grand Hustle artists.

The campaign started with the release of Tip's politically-charged EP "Us or Else" in September 2016; which he followed up with the release with his full-length album "Us or Else: Letter to the System" (Dec. 2016) and a series of open letters to then-President Barack Obama, President-elect Donald Trump and U.S. citizens to express his thoughts on the transition of power and to offer a call-to-action to everyday people. Viewers can see the broadcast premiere of this mini movie **Monday, April 24 at 11pm ET on BET**.

The "Us or Else" Town hall will cover in-depth topics on police brutality, the role of the black church in inner city communities, the image of black people in the media, the responsibility of the artist and how to take back and own our communities.

Moderated by CNN Correspondent and political pundit, Angela Rye, this panel includes commentary and discussion with Tip, rapper Talib Kweli and social justice champion Tamika Mallory, and airs exclusively on BET Jams and BET Soul at **Tuesday, April 25 at 9PM ET**.

ABOUT BET NETWORKS:

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: [BET.com](#), a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the 25- to 54-year-old African-American audience; BET Digital Networks - BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale

event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

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