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## DJ Khaled and Get Schooled Announce New Scholarship under Major Keys Campaign

*"Key to Social Change" Unveiled at Viacom Award Ceremony Honoring DJ Khaled for his Leadership and Social Impact Work with Get Schooled*

NEW YORK--(BUSINESS WIRE)-- Get Schooled national spokesperson and hip-hop mogul DJ Khaled today joined Viacom to announce Key to Social Change, an initiative that will empower high school and college students to make a positive impact in their communities through social media. Organized under the Major Keys campaign, which assists students in securing a college education, Key to Social Change launches April 2, 2018, and will award more than \$20,000 in scholarships to select participants.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20180322006325/en/>



DJ Khaled Accepts the 2018 Viacom Social Impact Award from Viacom CEO Bob Bakish (Credit: Ester Segretto)

with Get Schooled. The event also featured a keynote discussion with Khaled and Viacom President and CEO Bob Bakish on the importance of good works and youth activism.

"DJ Khaled has been an inspiration to students and an incredible advocate for kids working to better their communities," said Alexandra Tuck, Vice President of Corporate Social Responsibility for Viacom. "We are grateful for his dedication to the mission of Get Schooled and his efforts to make a positive social impact each and every day."

The Major Keys campaign aims to expose young people to critical soft skills that are integral to success in college and

"Now more than ever, we must unite and use our voices to drive change," said DJ Khaled. "Get Schooled and Viacom have become family to me and we'll continue our work to help young people use their talent and leadership for good."

The newest of eight major "keys" for academic success developed by DJ Khaled and Get Schooled, the Key to Social Change will provide students with best practices for effective digital communications, including guidance on platform selection, content development and messaging. Students will be encouraged to apply these skills to social cause work through their own social media campaigns. Scholarships will be awarded to those who best illustrate the positive real-world impact of their digital content.

"Young people are anxious to improve their schools and communities," said Marie Groark, Executive Director of Get Schooled. "The Key to Social Change will share tips from DJ Khaled and other social media influencers to teach young people how to use their social media presence to have an impact on the issues that matter most to them."

The announcement occurred at today's presentation of Viacom's 2018 Social Impact Award to DJ Khaled in recognition of his commitment to giving back and his partnership

beyond. The campaign consists of eight keys - or digital badges - that cover personal finance, communication skills and goal setting, among other important topics. To date, students have earned more than 25,000 keys in total.

For more information and to access all the Major Keys go to [www.getschool.com](http://www.getschool.com)

## **ABOUT DJ KHALED**

A major force in the music industry, mogul, executive, mega producer and recording artist, DJ Khaled, known as the "Anthem King" and commonly referred to as the "Quincy Jones of Hip Hop & R&B", has made dozens of chart topping hit records featuring JAY Z, Kanye West, Drake, Chris Brown, Ludacris, T.I., French Montana, Future, Big Sean, Rick Ross, John Legend, Nicki Minaj and Lil Wayne, among others. In 2006, he launched innovative label deals and started We The Best Music Group. His 2010 hit song "All I Do is Win" went 3x platinum, sold over 3 million singles, and crossed over all music genres to become a mainstream hit, solidifying him as a force to be reckoned with. That same year he also released "I'm On One" feat. Drake, Rick Ross, and Lil Wayne. Khaled went on to release the hit single "No New Friends" featuring Drake, Lil Wayne and Rick Ross, which reached gold status and has sold over 500,000 singles worldwide. DJ Khaled has sold over 15 million singles in his career.

## **ABOUT GET SCHOOLED**

Get Schooled is an award-winning non-profit organization that directly engages and motivates students to graduate from high school and succeed in college. With nearly a million members, Get Schooled offers students a range of supports including [college advisor text](#) help and [digital content](#). Get Schooled has developed a track record of success because it engages with young Americans using the media, technology, and popular culture that is an integral part of their lives. Named a Fast Company "Most Innovative Company" for its use of gamification to inspire and engage young people, Get Schooled was founded in 2010 through a partnership between Viacom and the Bill & Melinda Gates Foundation. For more information visit [www.getschool.com](http://www.getschool.com).

## **ABOUT VIACOM**

Viacom is home to premier global media brands that create compelling entertainment content - including television programs, motion pictures, short-form content, games, consumer products, podcasts, live events and social media experiences - for audiences in 183 countries. Viacom's media networks, including Nickelodeon, Nick Jr., MTV, BET, Comedy Central, Paramount Network, VH1, TV Land, CMT, Logo, Channel 5 (UK), Telefe (Argentina), Colors (India) and Paramount Channel, reach approximately 4.3 billion cumulative television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment. Paramount Television develops, finances and produces original programming for television and digital platforms.

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