



*"Developing socially responsible, researched-based communication strategies targeting urban youth"*

## MEE - THE COMPANY

MEE's mission is to understand, reach and positively affect urban youth. MEE is in the business of developing socially responsible, research-based communication strategies targeting urban youth. MEE is accomplishing its mission by:

- Conducting primary research "to provide a window into the world of urban youth."
- Applying the research to effectively reach and positively affect inner-city youth.

## MEE'S CAPABILITIES

MEE is a leading authority on the dynamics of today's urban-youth culture. MEE's objective is to become the first choice for information, solutions and successful communication strategies for urban youth. What sets MEE apart is its ability to provide:

- Social, market and communications **research** on urban youth
- **Consulting** services in the areas of program development, communications, media and marketing
- **Communication Workshops** on the cultural and communication dynamics of urban youth for youth-serving organizations
- Research-based **video/media production**

## WHO'S USING THE MEE REPORT and VIDEO DOCUMENTARY

Our research has had a major impact on many institutions across the country that serve youth. The MEE Report: "Reaching the Hip-Hop Generation" is referenced and used by major media, health care and research organizations around the country, including:

- New York State's Office of Alcoholism and Substance Abuse Services (OASAS)
- National Association for Drug and Alcohol Prevention, Inc. (NADAP) in New York
- Media (KCET-TV in LA), research (Tri-Data Research in Washington, D.C.), community (The Atlanta Project), public health (Department of Public Health, City of Philadelphia), hospitals and Black churches.

Additionally, The MEE Report has been and is being used as a foundation or reference point for many conferences and publications dealing with urban youth issues, including:

- The 1992 Congressional Black Caucus' "Youth Braintrust Panel,"
- 1992 & 1993 conferences on urban youth in Baltimore, Philadelphia and Atlanta,
- A Special Article on "HIV Prevention Education" for *FOCUS: A Guide to AIDS Research and Counseling*, a well-regarded, scholarly newsletter,
- MEE's 1993 National Communications Symposium - sponsored by The Robert Wood Johnson Foundation, the U.S. Department of Health & Human Services, the U.S. Center for Substance Abuse Prevention (CSAP), and the Office of Minority Health.

## Research Products



1. **The MEE Report: "Reaching the Hip-Hop Generation."** May 1992.. \$25 Includes Shipping & Handling  
 For two years, MEE conducted extensive research into the lives and lifestyles of urban youth by examining their hip-hop culture, the rap music phenomena, the dynamics of message assimilation, and relevant socio-economic issues. The MEE Report found that the African-American urban teenager may well be the most difficult audience to reach with anti-abuse or pro-social messages. The most effective message strategies that lead to successful communications deal effectively with the cultural and communication dynamics of urban teens.
  
2. **Video Documentary: "Reaching the Hip-Hop Generation."** February 1993. \$60 Includes Shipping & Handling  
 How can we reach the Hip-Hop generation? The problem is not only WHAT to say, but HOW to say it! The messages are being broadcast but no one is listening...This video documentary shatters the myths that surround inner-city youth and their problems; it confronts our negative perceptions and asks us to consider the facts as presented by urban youth themselves. It proposes a new model for looking at urban America's most difficult social problems, and brings together hip-hop culture, rap music, and live interviews with teens – all cut to a rhythm and tempo which will educate and entertain viewers. **1994 New York Festival Finalist!**
  
3. **Final Symposium Report: "Reaching the Hip-Hop Generation."** March 1-2, 1993; New York, NY. \$35 Includes Shipping & Handling  
 The Final Symposium Report captures the work and flavor of the symposium, which was a culmination of a year-long effort that started with the publishing of The MEE Report. The Symposium was convened to provide a much-needed forum and structure for the continuing public debate about what needs to be done to reach today's urban teens. Leading figures from the media, government, private industry, education, youth agencies, and urban teens themselves were gathered in one location to talk about how to create and deliver positive messages to urban youth. The report includes recommendations that were formulated by symposium participants, and serves as a resource tool for those who seek more effective strategies to communicate with urban teens.
  
4. **MEE Report Update.** October 1993. \$25 Includes Shipping & Handling  
 This update of The MEE Report summarizes the latest opinions from youth about the issues they deal with every day and about the current trends in urban youth culture. The issues addressed were: *violence, substance use and abuse, and sexuality*. The report also explains how these trends and issues play out in their actions.
  
5. **Video: "A Matter of Degrees."** October 1993. \$95 Includes Shipping & Handling  
 MEE has released an educational video targeted at inner city youth "at risk" of dropping out of school. The program uses rap artists, taped interviews and "rap" sessions featuring teens who have rebounded from personal and family problems or poor choices to return to school and regain control of their lives. This video is pro-educational and uses high profile rap artists including KRS One, Public Enemy and Black Sheep to encourage youngsters to stay in school and graduate. A powerful and effective tool to reach inner city youth ambivalent about their education, the video captures a language and style that appeals to teenagers while relating to them. This twenty-three minute program was co-produced by Noble Films and MEE Productions.

**THE MEE PAK = \$105 (MEE Report & Update, Symposium Report and Video Documentary)**

### ORDER FORM

Name \_\_\_\_\_ Title \_\_\_\_\_

Company/Organization \_\_\_\_\_ Industry: \_\_\_\_\_

Address \_\_\_\_\_ State/Zip \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Enclosed is my check for \_\_\_\_\_ x copies at \_\_\_\_\_ = Total \_\_\_\_\_

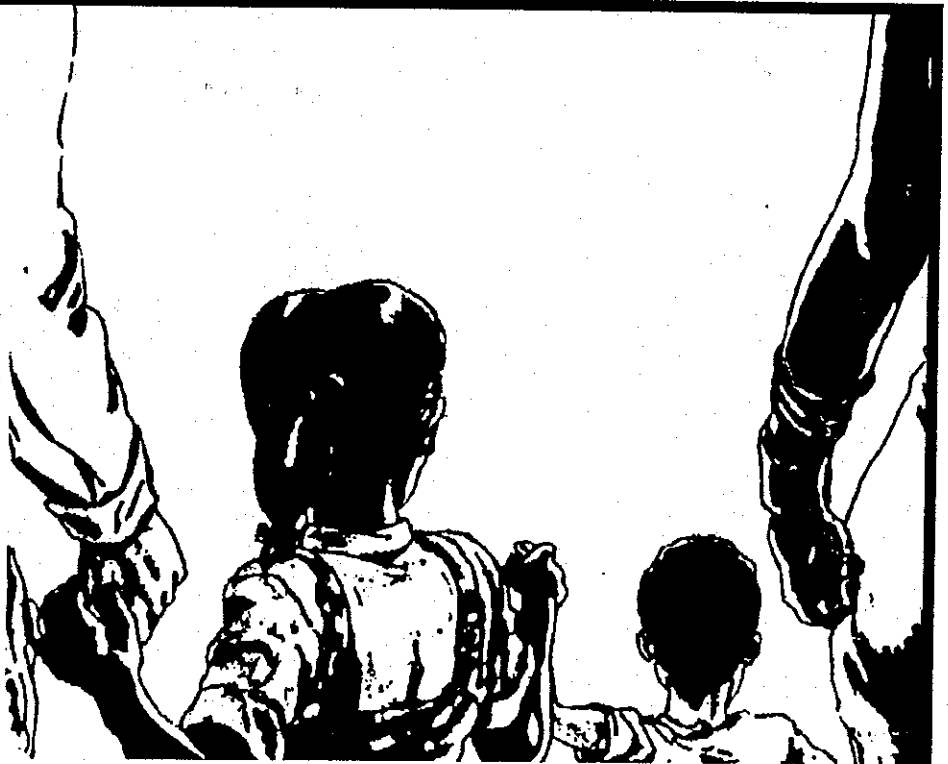
Or for - Credit Card Registration - American Express Only:  
 Card Number \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Please make checks payable to MEE Productions Inc. and mail to:  
 MEE Productions, Inc., Urban Education Foundation Building • 4601 Market Street - Philadelphia, PA 19139

For information, call 215.748.2595. MEE's fax number is 215.748.3223 products.frm

# A Matter of Degrees

Motivational Educational Entertainment has released an educational video targeted at inner city youth "at risk" of dropping out of school. The program entitled "A Matter of Degrees" uses rap artists, taped interviews and "rap" sessions featuring teens who have rebounded from personal and family problems or poor choices to return to school and regain control of their lives. This video is pro-educational and uses high profile rap artists including KRS One, Public Enemy and Black Sheep to encourage youngsters to stay in school or if they have dropped out, to return to school and graduate. A powerful and effective tool to reach inner city youth ambivalent about their education, the video captures a language and style that appeals to teenagers while relating to them. This twenty-three minute program was co-produced by Noble Films and MEE Productions. It's available for purchase or broadcast... 10/93 (\$95.00)



## FROM: MEE to YOUTH

MEE is a West Philadelphia (Pennsylvania) communications company taking socially responsible entrepreneurship in a new direction. Nationally recognized for its contemporary research and expertise on urban youth, MEE is taking a novel approach to solving inner-city youth problems: telling adults to shut up and listen while asking teens "What's Up?"

A research, consulting and video production company, with a mission to understand, reach and positively affect urban youth, MEE is achieving its objective through cutting edge, primary research and creative media applications. Research and videos include:

- The MEE Report: "Reaching the Hip-Hop Generation" . . . 5/92 (\$25.00)
- MEE's Video Documentary . . . 2/93 (\$60.00)
- The Final MEE Symposium Report . . . 5/93 (\$35.00)
- MEE Report Update on Violence, Substance Use & Abuse, and Sexuality . . . 10/93 (\$25.00)

### By The Way . . .

MEE conducts quarterly communications workshops. To schedule a workshop tailored especially for your organization or agency, or for more information about the location, dates, and topics of upcoming workshops, Give Us A Call.

**MEE**  
MOTIVATIONAL EDUCATIONAL ENTERTAINMENT

**PHONE**  
**(215) 748 ■ 2595**

**FAX**  
**(215) 748 ■ 3223**