



CAMPAIGN OVERVIEW

These days when the average person in America hears the term "hip-hop," he/she thinks of conspicuous consumption, drug use, and women as sex objects. True fans within the hip-hop community reject these stereotypes. The founders of the National Hip-Hop Museum (NHHM) understand hip-hop as the pre-eminent global cultural explosion of the last thirty years; a multi-faceted movement that has brought new sound, sense, color, and hope to a worldwide generation of people young and old.

Accordingly, NHHM is comprised of two entities conceived with dual purposes. The first, for NHHM, is to preserve and showcase hip-hop culture in all of its stunning variety. The second, for the NHHM Foundation, is to spearhead positivity within the hip-hop community.

The Museum facility has not yet been constructed. However, the lack of four walls and a ceiling should not and does not prevent the institution from fulfilling its civic obligations. Thus, the Foundation's work in the community will begin now. Ultimately, the Museum will do its work worldwide. However, the first campaign is more modest and targets the greater New York City area. Our first campaign is called "RU Hip-Hop."

The premise behind "RU Hip-Hop" is a challenge to the hip-hop community to show that they are "truly" Hip-Hop—Hip-Hop in its truest form which is composed of the following: 1) an expression of the struggles of street life through various art forms (ie: the 4 elements), 2) A voice for the voiceless, and 3) using the elements to inspire positivity within the inner city.

The overall campaign is designed to build awareness of the major problems that are destroying communities nationwide. NHHM Foundation will do this in partnership with a variety of local partners. Phase 1 of the campaign visiting various middle schools around New York City over a period of five months; offering creative incentives to keep troubled students involved and focused on education and positive self-improvement through hip-hop.



RU HIP-HOP CAMPAIGN

Middle School Essay Challenge!

- A. **PROGRAM BREAKDOWN**—The middle schools campaign is comprised of a 10-month inter-borough tour and involves 5 to 7 middle schools. The selected boroughs include: The Bronx, Brooklyn, Queens and Manhattan. The program can take place inside the school gym, cafeteria, or other designated room within the facility. Each visit will be approximately 1 hour long and detailed as follows:
1. 20-minute lecture-NHHM will designate a hip-hop celebrity to lecture students on the positive attributes of hip-hop culture and the importance of education
 2. 20-minute student Q & A session-students will have the opportunity to ask the celebrity questions
 3. 20-minute award ceremony-the program will be concluded with award presentations for the 1st, 2nd, and 3rd place winners of the essay challenge
- B. **STUDENT PARTICIPATION CRITERIA**—A noteworthy mandate of the National Hip-Hop Museum Foundation’s programs for schools involves not only illustrating the importance of education, but also the significance of responsibility and good citizenship. In the interest of the above, selected students must meet specific criteria in order to become contestants in the “essay challenge” as follows:
1. Students must have good behavioral standing
 2. Students must complete the application fully
 3. Students must get teacher recommendation (ALL entries must be submitted to English teacher first; each school must recommend top 10 entries to NHHM)
- C. **ESSAY TOPIC**—Students must chose to write about one of the following two topics: 1) “How has hip-hop influenced your life in a positive way?” or 2) “How have (or will) you use hip-hop to influence a positive improvement within your community?” Essays will be judged based on the following:
1. Grammar
 2. Relevance to the topic
 3. Positive significance (level of positive influence)
 4. Credibility/believability
 5. Readability

- D. LECTURERS (subject to change)—NHHM has gathered an impressive list of celebrity hip-hop artists to participate in the Essay Challenge program. A partial list is as follows:
1. Common
 2. LL Cool J
 3. Mos Def
 4. DMC
 5. Kanye West
 6. Lupe Fiasco
 7. Marc Ecko
 8. KRS One
 9. Queen Latifah
- E. PRIZES (subject to change)—A good method for motivating adolescents to do their best is positive reinforcement. Accordingly, the NHHM Foundation will be awarding three contestants from each school with various gifts/prizes to account for their participation in this school activity, superior writing skills and positive contribution to their community. Prizes are as follows:
1. 3rd place gift pack:
 - Two tickets to a taping of the Tyra Banks show
 - 1 autographed CD (artist TBD)
 - Framed & autographed graffiti art piece by legendary graff team Tats Cru
 2. 2nd place gift pack:
 - Two front row tickets to upcoming rap concert (artist TBD)
 - Four tickets to a taping of Bet's 106th & Park show
 - Two autographed CDs (artists TBD)
 - One hour of court time at Madison Square Garden with the NY Knicks
 3. 1st place gift pack:
 - Four VIP tickets to an upcoming concert + a meet & greet with performer (artist TBD)
 - Two VIP tickets to the VH1 Hip-Hop Honors ceremony
 - One autographed microphone and poster of hip-hop artist (TBD)
 - Two front row tickets to NY Giants football game at Giants Stadium (date TBD)
 - Special night out in Times Square including admission for 3 at Madame Tassaud's and dinner for 3 at BB Kings

All ten contestants from each school receive an NHHM gift bag which includes a T-shirt, baseball cap, pens, pads, and other NHHM paraphernalia.