

HIP-HOP SUMMIT YOUTH COUNCIL AND P.O.G FILMS PARTNER WITH GVP DIGITAL AND BONKO TV TO LAUNCH THE GROUNDBREAKING *HIP-HOP 'HOOD REPORT* TV SHOW FOR STUDENTS, MILLENNIALS AND YOUNG ADULTS

The Show Has Launched The A-TEAM (*Artists, Athletes, Actors and Authors 4 Activism*) To Support A “Call To Action” By “We The People”

March 13, 2017—New York, NY—In our continued efforts to serve as an advocacy group for young citizens through a host of strategic partnerships here in the U.S. and abroad, the *Hip-Hop Summit Youth Council (HHSYC)* and *P.O.G Films* have joined forces once again to produce a one hour TV News Magazine entitled the *Hip-Hop 'Hood Report (HHR)*. This hot new groundbreaking innovative project is more than a TV show and was created during this “Age of Activism” as a “Call to Action” to Educate, Entertain & Recruit Students, Executives & Celebrities to support a movement fighting for Social, Political & Economic Justice for young citizens in poor & disadvantaged communities. The show will also help young viewers in a fast technology driven world stay abreast of current events and issues that will keep them safe and competitive in a new global economy so they can achieve their goals. The views of our young Brand Conscious and Tech Savvy Generation are important because for the first time in history, the youth are the authority behind the new “Digital Revolution.”

With support from the **A-TEAM** the show will work with the most famous stars in the world including: *LeBron James, Carmelo Anthony, Chris Paul, Dwayne Wade, Meryl Streep, Fat Joe, Remy Ma, DJ Khaled, Wiz Khalifa, “The Shark” Daymond John, Kevin Liles from 300 Entertainment, Def Jam Records, Power 105.1 on-air personalities from the Breakfast Club, Angie Martinez, DJ Clue, DJ Prostyle, DJ Self, DJ Suss One, EmEZ* and many more.

The show will “*Edu-tain*” viewers with Trending Topics on: Politics, Healthcare, Entertainment, Sports, Heroin & Substance Abuse, Gun & Gang Violence, Police/Community Relations, Black on Black Crime, Education, Employment, Racism, Healthcare, Housing, Spiritual Enlightenment, Criminal Justice Reform and more. There will be Backstage & On-The-Set Interviews with Celebrities, reviews of Apps, Books, Films, Restaurants, Clubs, Food & Beverages, Footwear, Apparel, Cars, Hotels, Airlines, Music, Concerts, Smartphones, Videogames, Tablets, and Computers. Perks & Prizes including “Meet & Greet” opportunities to work with the Stars to make a difference in the ‘Hood will be offered.

To create a BUZZ around the show the Pilot episode aired during the 2016 Christmas holiday and was well received as it rolled out on several platforms including *Bonko TV* (a visionary leader in the next generation of streaming television). The show is hosted by *Charles Fisher, Randy Fisher, The “Fitness Sheriff” and DJ Bam Bam*, representing 3 generations: *Baby-boomers; Generation X and the Millennials*. There are no similar shows that cater to Students and the coveted *18-35 year old demographic* using Hip-Hop as a platform to educate, entertain and have fun.

We are living in volatile times with a divided country and a President committed to shaking up the way business is done in Washington and people are nervous. According to a new *Gallup Poll* citizens do not trust Congress, ranking them at the bottom of the list. There’s a lot of talk about “Fake News” and young people are skeptical about where to get their information. They want a medium they can trust and call their own so the HHR will fill the void.

Said *Charles Fisher*, Host & Creator of the show, as well as *Founder and Chairman of the Hip-Hop Summit Youth Council Worldwide, Inc.*, "We initially launched the show via Public Access TV in 2009 and received a lot of positive feedback from a few episodes. We then set out to find the resources and partners to take the project to the next level. We revamped the concept for a younger audience and after meeting with several sponsors, investors and networks we secured a deal with *Harry Oates* of *GVP Digital Media* to produce 13 Episodes for the new *BONKO TV Network*."

Said *Harry Oates*, *President/CEO of GVP Digital Media*, "We are excited about working with the *Hip-Hop Summit Youth Council*, and we welcome the addition of the *Hip-Hop 'Hood Report* to our TV family. Over the years I have worked with many clients but this show grabbed my attention 5 minutes into the initial presentation because of the creative way it uses Hip-Hop to reach the youth. We often hear about the negative aspects surrounding Hip-Hop but this show is different and so are the talent and producers, *Charles and Randy Fisher*, along with *The "Fitness Sheriff" and DJ Bam Bam*. The show works with celebrities and socially responsible companies and uses their influence and star power to get young citizens more involved with worthwhile causes that affect their lives, school and community. The future of the show looks very promising and I can't wait to use our resources and experience to help take it to the next level, so stay tuned and catch it on *BONKO TV*."

Fisher continued, "This Celebrity driven initiative that unites Music, Sports, TV and Hollywood Stars has never been done before and will snare the attention of young viewers and sponsors. The show is not just reporting on a revolution for social justice and economic empowerment, but it is part of the "Raptivism Movement" as well. The late *Gil Scott-Heron* said on one of his songs "*The Revolution will not be televised*." Sorry *Gil*, but we are now experiencing a Social, Political & Economic Revolution being seen on Television, the Internet and Smartphones. We are preparing young viewers for the expansion of the Revolution by showing them how to make a difference in their community."

"When you put this much "Star Power" in a room to address social issues that affect young citizens there is nothing you can't accomplish. The foundation for the "Raptivism Movement" has been laid as we celebrate our 15th anniversary of grinding in the 'Hood. As the #1 Not For Profit Hip-Hop Agency in the World we created a platform to mobilize young citizens and celebrities to work as a team to Stand Up and Stomp Out Gun & Gang Violence, Black on Black Crime, Poor Police/Community Relations and the Heroin Epidemic to start. To achieve our monumental task education, jobs and economic development will be needed," ended *Randy Fisher*, Co-host, HHR/Executive Dir., HHSYC.

HHR Co-host *The "Fitness Sheriff"* stated, "When I was first approached about being a co-host I was skeptical, but after filming the first episode I knew we had something my peers would want to watch. As a Fitness Model committed to staying in shape, I will use the show to promote my Signature Workout Program "*EDS (Exercise, Diet & Spirituality)*" and enlighten young viewers about the importance of working out, eating healthy and living a drug free positive life. There is nothing wrong with having a little fun, but your Health is your Wealth and that is the message I want to get across to young viewers."

Said HHR Co-host *DJ Bam Bam*, "I love music. There is something about a new song that gives me a rush when I put it on and watch the people dance. I love playing at clubs and teaching the art of being a DJ in schools as well. When I was asked to be the DJ/co-host of the show I was real excited because now I get a chance to show my skills, while also educating the viewers about social issues, artists, new music, clubs and Hip-Hop Culture. What I love about the HHR is the commitment to help young people become leaders and be part of the solution and not the problem."

For info on the show, sponsorship/membership: Randykfisher@gmail.com.

To View the show click: <https://secure.bonkotv.com/menus/GetMenu?menuid=20286#>

To View the Short Presentation Tape: https://youtu.be/V_-Li-41a2A

ABOUT THE HIP-HOP SUMMIT YOUTH COUNCIL (HHSYC)

The HHSYC was founded in July 2001 by *Charles Fisher* (also known as the former manager of *LL Cool J*, *the Lost Boyz* and co-discoverer of *R. Kelly*). The organization was created to help implement commitments made by record companies, artists, community leaders and elected officials at the historic 2001 Hip-Hop Summit at the Hilton in New York City. Participants are taught how to constructively use their time, talent and the Hip-Hop culture to improve social, political and economic conditions in their school, home and community. *Randy Fisher* is the organization's Executive Director. *Charles* also founded the *Hip-Hop Summit Youth Council Worldwide, Inc.* For additional information visit www.HHSYC.org.

ABOUT P.O.G FILMS

P.O.G Films is a division of P.O.G Entertainment & Publishers, Inc. and was founded by its Chairman and CEO *Charles Fisher* in 1999. The company is committed to creating Films, Television Shows, Music Videos, Commercials, infomercials, PSAs and Documentaries that educate and entertain young viewers on issues they are confronted with daily. During a period when the moral fabric of our country is decaying we must be more conscious of the message and images we produce that a young audience may watch. By creatively using our groundbreaking "*Edutainment*" platform we will enlighten our viewers in a way that is both fun and educational because as a socially responsible company we are poised to be an industry leader when it comes to developing projects that challenge, motivate and uplift young minds. At the end of the day we want to make quality, cost-efficient projects that teach young citizens the importance of respect and family values while we provide jobs; create economic and entrepreneurial opportunities; teach spiritual enlightenment; and promote social responsibility with a commitment to empower young lives.

ABOUT GVP DIGITAL MEDIA

GVP Digital Media is a boutique digital production company which specializes in all your Digital Content needs. For over 20 plus years, our team has created literally hundreds of hours of national TV/Film Programming, Direct Response Commercials, Corporate Marketing, Training Videos, and Digital Media projects for clients all over the U.S and around the world. Our goal as a production company is to constantly deliver engaging and compelling digital media productions regardless of the budget. We promise you as our valued client, you will always be carefully listened to so that we can create solutions that best embody your visions and needs.

ABOUT BONKO TV

Welcome to Bonko. It's TV, Different. Today, more and more people are using a variety of mediums to devour their TV content. Multiscreen viewing and "catch-up TV" has become a reality, with more connected devices being shipped than ever before and consumers actively embracing the changing landscape by demonstrating their new consumption habits. As communication and entertainment needs have gone mobile and social, consumers have increasingly embraced internet-delivered video. Gone are the days when video is only delivered to set-top boxes. Consumers want to access and control their TV services in more than just the family room. Bonko is a complete, direct-to-consumer OTT Broadcast Network. We know that content is still king; and our programming here at Bonko TV will represent primary value to our viewers through our multi-device delivery.

The primary value proposition for Bonko is the combination of content availability and convenience. Don't have time to watch Bonko TV on your Roku? Download our app and take Bonko with you on your smartphone or tablet. Bonko will offer a 24/7 linear television channel for 30 and 60 minute programming and a complete Video On Demand platform. Bonko features programming in a variety of different genres, including financial, religious, entertainment, lifestyle, news, shopping and sports. Bonko is not only informative, it is entertaining.



Host Charles Fisher



Host DJ Bam Bam, Randy Fisher, Charles Fisher, The "Fitness Sheriff"

Host Charles Fisher, Randy Fisher, The "Fitness Sheriff", DJ Bam Bam



Randy Fisher---Charles Fisher



The "Fitness Sheriff"--Charles Fisher



DJ Bam Bam----Charles Fisher