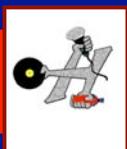


# READ 2 SUCCEED THROUGH HIP-HOP



A Hip-Hop Summit Youth Council Project



"Using the Hip-Hop Nation to Promote the Power of Education"



# READ 2 SUCCEED

★ Through Hip-Hop Project ★



"Using Hip-Hop to Promote Reading & Academic Success"

TO ORDER YOUR FAVORITE BOOK OR JOIN THE  
**HIP-HOP BOOK CLUB:**

E-Mail: [hiphopbooks@yahoo.com](mailto:hiphopbooks@yahoo.com)

Visit: [www.HHSYC.org](http://www.HHSYC.org) or Call (212) 316 - 7639



Mason Crest Publishers



Hip-Hop Summit Youth Council



P.O.G. Publishers



# INTRODUCTION

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After years of research and development we are ready to launch the *“Read 2 Succeed through Hip-Hop”* project to improve the literacy skills, increase the graduation statistics, reduce the dropout rates, and address the overall academic failure of at-risk students and disconnected youth. This comprehensive and innovative initiative, touted as the *“Model Program of the Future,”* uses *Celebrities, Tutors, Mentors, Prizes and a Book Club* to help students achieve their educational goals. Through our partnership with Mason Crest Publishers, we offer a unique catalogue of *“50 Hot Hip-Hop Books”* representing the *“Top Hip-Hop Artists in the World.”* The books were created to motivate students to **READ** by stimulating, educating and entertaining their minds with *“Juicy Information”* about the *“History & Secrets of Success”* of Hip-Hop Stars whose music they buy and *“lifestyle”* they can relate to. Hip-Hop is the greatest international cultural phenomenon ever created transcending cultural, racial, religious and ethnic backgrounds and is a way of life for many youth worldwide. In spite of its negative image, Hip-Hop is now taught in schools and universities worldwide and will now be used to improve the educational skills of our children.

Through this project we will use Hip-Hop Artists and their books to promote the importance of Literacy and Academic Success. They will visit Schools, Bookstores, Libraries, Community Centers, Public Housing Developments and After-School Programs, to stress the importance of graduating from school on time, attending college and obtaining meaningful employment. Tutors and Mentors will work with the schools, parents and students to help improve reading and test scores. Teachers, Parents, Celebrities, Elected Officials, Executives, Clergy, PTA groups and Community Leaders will help reinforce the message and goals of the program.

We work with Publishers, Celebrities, PTA groups, Authors, Community Agencies and the Private Sector to provide “Free Books” to selected schools, community-based organizations, correctional facilities, youth centers, after-school programs and Libraries here in the US and abroad. Hip-Hop Books, literacy empowerment summits, contests, educational materials, tapes, DVDs, webinars, webcasts, workshops, internet chat rooms, websites, blogs, and video conference calls will be used to help students acquire a better understanding of the importance of Literacy and how they can achieve their academic goals.

Poverty and the lack of a Quality Education are the “Root Causes” of a host of social problems that affect our youth and young adults. These problems range from unemployment, academic failure, crime, substance abuse, teen pregnancy, AIDS, homelessness, poor health, and gun and gang violence. It is unfortunate when schools fail to provide students with the basic skills for success. Seventeen of the nation's 50 largest cities had high school graduation rates lower than 50%. Half of the public school students in the nation's largest cities received a diploma. About 1.2 million students drop out nationally each year and 80% of those in prison happen to be H.S. dropouts. Students failing to graduate from H.S. are 8 times more likely to end up in prison costing taxpayers a staggering **\$216,000 annually** to house a Juvenile in NYC. It costs about **\$158, 265** to graduate a student from grades 1-12 in NYC, which means the cost of prison for only 1 year is more than the cost for 12 years of education. As taxpayers, the numbers tell us that “Prevention through the use of a quality education is more cost efficient than Detention.” America is the #1 nation in the world, but incarcerates more citizens than any other country because our public educational system has failed our children creating a pipeline for the *“prison industrial complex”*. Public Safety and a Quality Education are the most important responsibilities a government has to its people. After assessing the facts, it is clear there is a definite *“Correlation between Education & Incarceration”*.

To add some excitement to the program, participants can take part in a host of “Essay Contests”, Literacy Games, join our Hip-Hop Book Club or Start a Book Club in their School to receive the following:

## BOOK CLUB MEMBERSHIP AND CONTEST WINNER BENEFITS

- Free Books
- Free Membership
- Start Your Own Book Club
- Discount on Books
- Invitations to Celebrity Book Signings
- Mentoring
- Tutoring
- Grants
- Scholarships
- Internships
- Jobs
- Entrepreneurial opportunities
- Meet, Greet & Eat opportunities with Celebrities
- Backstage passes to Celebrity events
- Appearances in Films, TV shows & Music videos
- Recording Contracts
- Celebrity Memorabilia
- Tickets to Major Award Shows (Grammies, MTV, BET, etc.)
- Backstage Passes to Major Award Shows
- Concert & Award Show after parties with the Stars
- New and Pre-Owned cars
- Gift cards
- Apparel & footwear
- Jewelry
- Vacations
- CDs & DVDs
- Casting in Reality Shows
- School & Home Visits by your Favorite Star
- All-Star & Playoff Game tickets
- Passes to special HIP-HOP events
- Discounts on merchandise & services with MasterCard Vendors
- Videogames
- Cell Phones
- Computers
- iPods
- Televisions
- CD & DVD players
- Entertainment Centers
- Selected to be a Peace Ambassador through U.N. programs



For every Hip-Hop Book we sell, we will give away a book to students in schools in the United States and abroad through our ongoing "Book Drive". We are working with the United Nations to "***Achieve Universal Primary Education***", which happens to be 1 of their ***8 Millennium Development Goals***. When all students have access to "***Quality Education***", we can ***End Global Poverty and other social ills*** and truly make this a better world for our children.

# "Correlation between Education & Incarceration"

*NEWS ARTICLES TO SUPPORT WHY WE NEED THIS PROJECT*

## Report: Many big city graduation rates below 50%

### Story Highlights

- **Urban students less likely to graduate than rural counterparts, report says**
- **Report says half of public school students in nation's largest cities receive diplomas**
- **Former Secretary of State Colin Powell calls for action to cut dropout rates**

**WASHINGTON (AP)** -- Seventeen of the nation's 50 largest cities had high school graduation rates lower than 50 percent, with the lowest graduation rates reported in Detroit, Michigan; Indianapolis, Indiana and Cleveland, Ohio, according to a report released Tuesday.

The report, issued by America's Promise Alliance, found that about half of the students served by public school systems in the nation's largest cities receive diplomas. Students in suburban and rural public high schools were more likely to graduate than their counterparts in urban public high schools, the researchers said.

Nationally, about 70 percent of U.S. students graduate on time with a regular diploma and about 1.2 million students drop out annually. "When more than 1 million students a year drop out of high school, it's more than a problem, it's a catastrophe," said former Secretary of State **Colin Powell**, founding chair of the alliance.

His wife, Alma Powell, the chair of the alliance, said students need to graduate with skills that will help them in higher education and beyond. "We must invest in the whole child, and that means finding solutions that involve the family, the school and the community." The Powell's organization was beginning a national campaign to cut high school dropout rates.

The group, joining Education Secretary Margaret Spellings at a Tuesday news conference, was announcing plans to hold summits in every state during the next two years on ways to better prepare students for college and the work force.

The report found troubling data on the prospects of urban public high school students getting to college. In Detroit's public schools, 24.9 percent of the students graduated from high school, while 30.5 percent graduated in Indianapolis Public Schools and 34.1 percent received diplomas in the Cleveland Municipal City School District.

Researchers analyzed school district data from 2003-2004 collected by the U.S. Department of Education. To calculate graduation rates, the report estimated the likelihood that a 9th-grader would complete **high school** on time with a regular diploma. Researchers used school enrollment and diploma data, but did not use data on dropouts as part of its calculation.

Many metropolitan areas also showed a considerable gap in the graduation rates between their inner-city schools and the surrounding suburbs. Researchers found, for example, that 81.5 percent of the public school students in Baltimore's suburbs graduate, compared with 34.6 percent in the city schools.

In Ohio, nearly 83 percent of public high school students in suburban Columbus graduate while 78.1 percent in suburban Cleveland earn their diplomas, well above their local city schools. Ohio Department of Education spokesman Scott Blake said the state delays its estimates by a few months so it can include summer graduates in its calculations. Based on the state's methodology, he said Columbus graduated 60.6 percent of its students in 2003-2004, rather than the 40.9 percent the study calculated.

By Ohio's reckoning, Columbus has improved each year since the 2001-2002 school year, with 72.9 percent of students graduating in 2005-2006, Columbus Public Schools spokesman Jeff Warner said. Warner said the gains were partly because of after-school and weekend tutoring, coordinated literacy programs in the district's elementary schools and bolstered English-as-a-second-language programs.

Cleveland's current graduation rates are also higher than the statistics cited in the new report, school district spokesman Ben Holbert said. Spellings has called for requiring states to provide graduation data in a more uniform way under the renewal of the No Child Left Behind education law pending in Congress.

Under the 2002 law, schools that miss progress goals face increasing sanctions, including forced use of federal money for private tutoring, easing student transfers, and restructuring of school staff. States calculate their graduation rates using all sorts of methods, many of which critics say are based on unreliable information about school dropouts. Under No Child Left Behind, states may use their own methods of calculating graduation rates and set their own goals for improving them.

The research was conducted by Editorial Projects in Education, a Bethesda, Maryland, nonprofit organization, with support from America's Promise Alliance and the Bill & Melinda Gates Foundation. The alliance is based on a joint effort of nonprofit groups, corporations, community leaders, charities, faith-based organizations and individuals to improve children's lives.

## CITY SCHOOL GRADUATION RATES:

**Mesa, Ariz., Mesa Unified District--77.1**  
**San Jose, Calif., San Jose Unified--77.0**  
**Nashville, Tenn., Nashville-Davidson Co. School Dist.--77.0**  
**Colorado Springs, Colo., Colorado Springs School District--76.0**  
**San Francisco, San Francisco Unified--73.1**  
**Tucson, Ariz., Tucson Unified District--71.7**  
**Seattle, Seattle School District--67.6**  
**Virginia Beach, Va., Virginia Beach City Public Schools--67.4**  
**Sacramento, Calif., Sacramento City Unified--66.7**  
**Honolulu, Hawaii Department of Education--64.1**  
**Louisville, Ky., Jefferson County School District--63.7**  
**Long Beach, Calif., Long Beach Unified--63.5**  
**Arlington, Texas, Arlington ISD\*--62.7**  
**Memphis, Tenn., Memphis City School District--61.7**  
**San Diego, San Diego Unified--61.6**

Albuquerque, N.M., Albuquerque Public Schools--60.8  
El Paso, Texas, El Paso ISD\*--60.5  
Charlotte, N.C., Charlotte-Mecklenburg Schools--59.8  
Wichita, Kan., Wichita Public Schools--59.6  
Phoenix, Phoenix Union High School District--58.3  
Austin, Texas, Austin ISD\*--58.2  
Washington, District of Columbia Public Schools--58.2  
Fresno, Calif., Fresno Unified--57.4  
Boston, Boston Public Schools--57.0  
Fort Worth, Texas, Fort Worth ISD\*--55.5  
Omaha, Neb., Omaha Public Schools--55.1  
Houston, Houston ISD\*--54.6  
Portland, Ore., Portland School District--53.6  
Las Vegas, Clark County School District--53.1  
San Antonio, San Antonio ISD\*--51.9  
Chicago, City of Chicago School District--51.5  
Tulsa, Okla., Tulsa Public Schools--50.6  
Jacksonville, Fla., Duval County School District--50.2  
Philadelphia, Philadelphia City School District--49.6  
Miami, Miami-Dade County School District--49.0  
Oklahoma City, Oklahoma City Public Schools--47.5  
Denver, Denver County School District--46.3  
Milwaukee, Milwaukee Public Schools--46.1  
Atlanta, Atlanta City School District--46.0  
Kansas City, Mo., Kansas City School District--45.7  
Oakland, Calif., Oakland Unified--45.6  
Los Angeles, Los Angeles Unified--45.3  
New York, New York City Public Schools--45.2  
Dallas, Dallas ISD\*--44.4  
Minneapolis, Minn., Minneapolis Public Schools--43.7  
Columbus, Ohio, Columbus Public Schools--40.9  
Baltimore, Baltimore City Public School System--34.6  
Cleveland, Cleveland Municipal City School Dist.--34.1  
Indianapolis, Indianapolis Public Schools--30.5  
Detroit, Detroit City School District--24.9

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## **Event Will Highlight Rising High School Dropout Rate**

By ELIZABETH GREEN, Staff Reporter of the Sun | February 19, 2008

The number of students who drop out of city high schools each year is rising steadily, to more than 21,000 students a year according to the latest figures, a nonprofit group will argue today at a press conference outside City Hall, though another method of calculating the dropout rate shows that it is declining.

The group, Directions For Our Youth, is holding a summit on the dropout problem this Friday, the second such summit to be held in New York City and one of the first in a series taking place this year in several American cities and all 50 states. A national group founded by Secretary of State Powell, the America's Promise Alliance, is sponsoring the summits.

The executive director of Directions For Our Youth, Cary Goodman, said that despite several entreaties by his group, the city Department of Education is refusing to sponsor the event or to have its logo grace a postcard advertising it. The city is providing a keynote speaker, the deputy mayor who oversees the education department, Dennis Walcott, and six city education officials are set to attend.

In other cities and states, education officials are sponsoring and organizing the summits. The lead organizer for a New York State dropout summit scheduled to happen this fall is Governor Spitzer's director of education policy, Duffy Palmer, Mr. Palmer said yesterday. The group, which is supported by local and national sponsors ranging from the Hispanic Federation to CVS and State Farm Insurance, also asked the Department of Education and City Hall to help coordinate and offer space for today's press conference, but the requests were denied, Mr. Goodman said.

He said the snub follows a year of frustration. After a first summit last year attracted the interest of Mr. Walcott as well as attention from state and city elected officials, the city allocated more than \$4 million to dropout prevention initiatives. But, as Directions For Our Youth began to implement its programs, the department backed away, saying they were "offensive" because they painted New York City schools in a bad light, Mr. Goodman said. The money stream has also been recommended for elimination next year in the mayor's proposed budget.

One program Directions For Our Youth pitched was a calendar for parents called "Graduation is the Destination," highlighting important dates such as when to sign up for free tutoring, how many credits it takes to graduate, and when to take Regents exams required for graduation. It also included facts running along the bottom of each calendar page, including the number of dropouts from city schools every year and the high number of schools designated failing. Another was a series of radio advertisements that would have urged parents to attend parent-teacher conferences and take advantage of tutoring.

The latest New York City figures show the number of dropouts each year rose to 21,929 in the 2005–2006 school year from 19,982 two years before. The number of students in high school overall has also been rising, but at a slower pace, and so the dropout rate in this calculation is also rising, to 6.9% in 2006 from 6.3% two years earlier. Calculated a different way, as a proportion of those who entered a class as ninth graders, the dropout rate is falling, to 14.6% of the class of 2006 from 16.3% of the class of 2004.

The second figures have been cited by Mayor Bloomberg as a success that matches a rising graduation rate, which is now at 60%. A new program introduced in 2005, called the Office of Multiple Pathways to Graduation, has been credited with making those changes.

Mr. Walcott, who is the keynote speaker at the summit this year, cited the office as an example of why Mr. Goodman's concern about the city's commitment is misplaced. On the question of sponsorship, Mr. Walcott pointed to his own attendance two years in a row and said, "There are summits that take place in the city every day. We can't be cosponsors of every summit that is held."

A spokeswoman for the department, Melody Meyer, said two officials declined invitations to attend the summit, while six are coming. She said the radio advertisements and the calendars were denied funding because they were not direct services to students and schools, as the City Council had required. "Radio ads are not what we were paying for," the education committee chair, Robert Jackson, confirmed.

## **NY shouldn't aid schools spending \$64,000/pupil: study**

**Wed Oct 17, 2007 By Joan Gralla**

NEW YORK (Reuters) - It's a new twist on the \$64,000 question. That's what the richest schools in New York State spend per pupil. And now the nonprofit Citizens Budget Commission says the state should phase out funds for the wealthiest public schools, or the top 10 percent, some of which spend \$64,000 per student -- six times what the bottom 10 percent spend -- in a report released on Tuesday.

Though Democratic Gov. Eliot Spitzer, in his first budget, tried to make school funding more fair, his compromise with the legislature raised how much the richest schools got, according to the report by the Citizens Budget Commission.

All schools got at least a 3 percent increase in their base grants, increasing the total cost to \$329 million from \$149 million. The 68 richest school districts raked in \$229 million, the nonpartisan group's report said. "The disparities in local wealth lead to significant per pupil spending inequities," it said, explaining that the richest school districts could do without state dollars because their tax base was 30 times more than the \$129,694-per-pupil valuation in the poorest 10 percent of the state's school districts.

New York's \$121 billion budget is the nation's third biggest, only topped by the federal government and California. Spitzer noted New York relies on Wall Street for 20 percent of its tax revenues. And banks and brokerages are slashing profit forecasts and thousands of jobs due to the mortgage morass.

## **Building a Community-Focused Agenda**

*Mishi Faruqee is the director of the youth justice program at the Children's Defense Fund*

Most importantly, reducing detention capacity will prevent the juvenile justice system from finding new ways to keep locking up young people of color. As the number of court admissions to detention decreased last year, there was a marked increase in the number of police admissions – children who the police brought directly to detention because the court was closed and the police could not contact a parent or guardian.

This year, just as the city has taken steps to reduce police admissions, the number of readmissions to detention has started to increase. Notably, the one constant trend has been that virtually all of those detained are African American and Latino children from under-resourced and over-policed schools and neighborhoods.

The state has a role here as well. It should enact legislation called Re-Direct New York, which would provide state reimbursement for alternatives to incarceration. It would be modeled after the successful state reimbursement plan for community programs that work to keep young people out of the foster care system. State reimbursements could also support alternatives to juvenile court, such as neighborhood youth courts and mediation programs as well as aftercare services for young people returning home from jail or prison.

The city should also develop a comprehensive plan to dismantle the “cradle to prison pipeline” for New York City’s African American and Latino children living in poverty. The vast majority of children of color in the juvenile justice system have been failed by other public systems – particularly the education, child welfare and mental health systems.

A collaborative effort between public officials and community groups can help to dismantle this pipeline by redistributing detention dollars to create quality schools, community-based mental health services, family support programs and other neighborhood-based efforts that offer long-term help for vulnerable children and their families.

## **'Rightsizing' the City's System**

A December 2007 report from the city's Independent Budget Office revealed the staggering costs of pretrial youth detention in New York City: an estimated \$84 million a year -- a 42 percent increase in just five years. It costs an average of \$594 to provide secure detention for one juvenile for one day. On an annualized basis, the city spends over \$216,000 to incarcerate a child in a secure detention facility. The report found that the average secure detention stay of 50 days costs the city about \$30,000 per child. In contrast, the city spends around \$1,300 on average to supervise one child in an alternative-to-detention program for up to two months.

As the city diverts more young people from jails, policymakers should seek to downsize the city's inefficient and wasteful detention system. The city will not save money by diverting youth from detention unless it cuts detention capacity – either by reducing beds or shutting down entire facilities. Otherwise, every year, the city will spend more - not less - on detention.

The cost to operate detention centers is fixed. That means that, even though there may be fewer residents of each facility, it costs no less to run it. Instead the expense of running these extraordinarily expensive facilities is spread over a smaller population. As a result, the number of children in detention has decreased while the per diem cost to incarcerate youth has increased. The most sensible way for the city to reduce capacity is to honor its long-standing commitment to close the Spofford detention center.

## **Are youths in danger at detention facilities?**

Youths held within juvenile detention facilities and adult jails can face significant risks. In juvenile detention facilities, inmates are often in the presence of conflicting gang groups. Youth also face the risk of receiving harsh disciplinary action from staff untrained in calming volatile situations. Problems that have been reported as leading to higher tension and abuse in juvenile detention centers include high inmate to staff ratios (overcrowded, understaffed facilities) and poorly trained staff. Staff should know how to manage tense situations and angry inmates, calming them down and diffusing tension instead of resorting to acts of restraint and control.

Within adult penitentiaries youths suffer heightened safety risks. Research conducted by Jeffrey Fagan of Columbia Law School compared safety rates of youths in juvenile detention to those of youths placed in adult confinement. It was found that juveniles in adult confinement are five times more likely to be sexually assaulted, eight times more likely to commit suicide, and twice as likely to be assaulted by staff.

# Project Overview



## WHAT IS THE PURPOSE?

- To educate our participants about the importance of Literacy and Academic success
- To improve the Literacy Skills and Academic Grades of Students
- To offer Free books, Tutors and Mentors to Students
- To offer Prizes and Perks to Reward Students for Literacy and Academic improvements
- To create Literacy Awareness campaigns and Materials that promote Academic Success
- To create a Literacy Empowerment Tour that will use Celebrities to stress the importance of academics and to reinforce the message of our program
- Use revenue from Book Sales to provide scholarships and grants to school projects suffering from budgets cuts
- To provide at-risk and disconnected youth and young adults with the resources to improve their Literacy skills

## WHAT ARE THE GOALS?

- To increase the number of students that Graduate from School
- To increase the number of students that pursue Higher Education
- To Reduce the dropout Rates in Schools
- To draft and/or support Legislation that will improve the Literacy Skills of Students
- To solicit resources to reward students for Literacy Achievements and Academic success
- To reduce the number of young people who enter prison by using the power of Literacy and Academic Success
- To provide participants with the Literacy Skills that will help them obtain Employment

## WHAT WILL WE OFFER?

- The Hip-Hop Book Series and curriculum
- Free books
- Hip-Hop Book Club Membership
- Opportunity to start a Hip-Hop Book Club
- Tutors and Mentors to improve academic grades
- Literacy Empowerment Tours
- Literacy Awareness Campaigns
- Sponsor Literacy Contests and other activities that offer prizes to the winners
- Celebrity Support for the program and to reinforce our message
- Conferences, Workshops, Seminars, Forums and other activities on/off line that will stimulate excitement and increase awareness about Literacy and Academic Success

## WHAT WILL BE OFFERED AT OUR EVENTS?

At various events there will be Book Signings by Authors, Free Books, Meet & Greet Sessions with Celebrities, Guest Speakers, Educational Literature, Give-a-ways, Scholarships, Prizes, Presentations by Elected officials, Community and Business Leaders

## **WHERE WILL THESE ACTIVITIES TAKE PLACE?**

Schools, Bookstores, Libraries, Parks, community centers, churches and cities throughout the world

## **WHO WILL ATTEND?**

Students, Parents, Teachers, Celebrities, Elected officials, Business & Community Leaders

## **DOCUMENTARY & DVD OPPORTUNITIES**

- We will Film an Educational Documentary featuring Authors and Artists to support the importance of Reading, Literacy and Academic Success, as well as their contributions to the Community
- We will produce a series of DVD's that focus on the importance of Literacy and Academic success

## **HOW WILL WE MARKET THE PROJECT?**

- A) Hip-Hop Artists and Celebrity Endorsements
- B) Artists and Authors will record P.S.A.s to promote the importance of Reading and Academic Success
- C) We will use the Radio, TV, Internet and Print Media to promote the project and events
- D) Posters & Flyers to be placed in Bookstores, Libraries, Schools and Community centers
- E) We will promote our events with our partners at the Council of the Great City Schools representing 7.3 million students in 65 districts and cities nationwide
- F) Websites and Internet Promotions
- G) "Word of Mouth" and Grassroots promotions with Product give-a-ways
- H) Public Relations and an EPK (Electronic Press Kit)
- I) Product Placement in Music Videos, Films and Television Shows
- J) By developing Co-Branding and Cross-Promotional opportunities with companies associated with Education
- K) Producing Summits, Conferences, Seminars, and Workshops that promote Academic Success
- L) Producing a Documentary which promotes the importance of Literacy and Academic Success
- M) Artists will promote our project on their Tour and at events they attend
- N) We will publish a Newsletter and use our Website to keep students informed about issues & events
- O) Literacy Contests will be used to create excitement around the project
- P) We will work with the Ambassadors and Representatives of the 192 countries at the United Nations

## **HOW DOES THE PROJECT OPERATE (Brief Description)?**

1. You can become a Book Club Member
2. You can start a Book Club at your school or community center
3. Activities related to the program will be posted ONLINE
4. The program cycle is from October through June with special events during the summer months
5. Each Club will establish their own time and dates for meetings
6. Tutors and Mentors will be available to selected members
7. We will sponsor Educational and Literacy Summits that will be Webcasted
8. We will produce and disseminate literature to support the program's objectives
9. We will coordinate workshops, seminars, Conferences, special events, online activities and other initiatives that will stimulate excitement, increase Student participation and promote Academic Success
10. Participants that successfully complete various facets of the Program will receive awards and perks

## WHO IS ELIGIBLE TO JOIN?

Individuals under age 21 and individuals under the UN Definition of a YOUTH (26 years old)

## HOW WILL THE WEBSITE BE USED?

To solicit membership, disseminate literature, information and updates, testing, recruitment, educational videos, audio files, chat rooms, webinars, Blogs, contests, Webcasting of Summits and special events

## WHAT IS THE MOTTO OF THE PROJECT?

“Using the Hip-Hop Nation to Promote the Power of Education”

## MEDIA PARTNERS

**YOUTUBE; MYSPACE; HIP-HOP TV GLOBAL; Think MTV; BET**

## HOW WILL THE SUCCESS OF THE PROJECT BE MEASURED?

1. The number of participants that join the program
2. Test Scores of Participants
3. The number of participants that Graduate from school
4. The number of participants that receive a certificate for successfully completing the Program
5. A reduction in the Dropout Rates
6. The number of Celebrities and elected officials supporting the project
7. The number of Companies that support the project
8. The number of participants that move on to Higher Education
9. The reduction in the percentage of youth who enter the prison system
10. The number of participants who move on to gainful employment

## SUMMARY

Through this project, we believe we can prepare students for the educational challenges that confront them daily by providing Books, innovative material and activities, and by teaching them techniques that will help increase the graduation rates and decrease the number of students that drop out of school. We must give special attention to students that are on the brink of academic failure and work overtime to keep them from slipping through the cracks. It is the moral and civic obligation of concerned citizens to work with the system and develop a “Safety Net” for “Disconnected and At-risk Youth,” which provides alternatives to help them achieve the “American Educational Dream”. They must be taught that without a High School Diploma it will be very hard to obtain meaningful employment, to take care of their family and be competitive in a new global economy. By working with them they can become a contributor to the system as opposed to a tax liability through welfare costs, unemployment, failing health and incarceration. Tax dollars that are channeled into students who we allow to fall through the cracks, would be more wisely spent servicing our children and senior citizens among other important needs. In order for a government to be successful, they must use their Tax dollars efficiently enough to improve programs and conditions that place a burden on the system. By providing a Quality Education for our Young Citizens and Eliminating Poverty, America can remain the Greatest Country on Earth.

## **SPONSORS:**

Mason Crest Publishers

Microsoft

Optimum Payment Solutions, Inc.

KJR Sales, Inc.

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UJAAMA Talent Agency

FUBU

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Hip-Hop Against Poverty

NYS Association of Black & Puerto Rican Legislators, Inc.

The Murray Grey Foundation

Operation SNUG

Council of the Great City Schools

**To Join the Hip-Hop Book Club: [hiphopbooks@yahoo.com](mailto:hiphopbooks@yahoo.com)**

**"Through the Power of Reading and the Hip-Hop Nation  
we can Better Educate the Next Generation"**