

DOING WELL BY DOING GOOD

2006 ANNUAL REPORT
Philadelphia, PA • Los Angeles, CA • Washington, DC

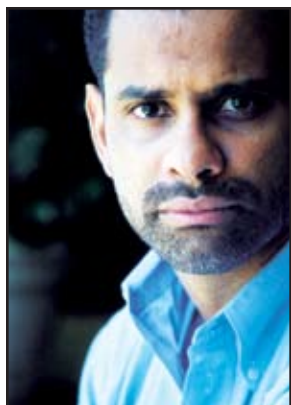


MEE
MOTIVATIONAL, EDUCATIONAL, ENTERTAINMENT

MEE Productions Inc. 2006 Annual Report

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Letter From The President

Through the vision of our Board of Directors and the abilities of our management team and staff to execute that vision, in 2006, MEE proved once again you can do well by doing good. We have been able to strategically respond to the marketplace, while making important investments to improve how we do business—hiring new personnel, making upgrades to our technology, strengthening our marketing/sales focus and implementing cost-containment strategies.

I am confident that the MEE Team will help us continue to improve both our performance and our reputation, allowing MEE to remain on the cutting edge as a leader in socially responsible marketing and communications for hard-to-reach audiences. We will continue to build on what we have done, setting our sights on our next goal: improved profitability and increased revenues.

There are a number of operational enhancements that will help us do that.

We will continue to make strategic public health issues such as mental wellness, childhood obesity, teen sexuality and early childhood development a focal point of MEE's business, building on our expertise and reputation. This will allow us to take on even larger projects with a shorter sales cycle and create new synergies between projects. To be more aggressive in our marketing, MEE will increase the number of business proposals (solicited or unsolicited) we submit, supported by a series of topic-centered capabilities summaries and *Urban Trends* newsletters.

In order to increase our profitability, MEE will use a more aggressive pricing strategy, along with management incentive plans that will lead to increased sales. Chief among the latter

will be having MEE senior managers conduct more workshops (MEE-developed, CANFit co-hosted and client-sponsored) and public speaking engagements. These will provide additional exposure to potential clients and enhance MEE's position as an expert in culturally-relevant urban communications, audience research and marketing campaigns.

Over the next year, MEE will make major enhancements to our Website, with an eye on increasing unit sales opportunities. At the same time, we will also be continuing to expand the contact database and MEE Community Network, capturing and entering contacts (pre-qualified leads) made at conferences, workshops and speaking engagements into MEE's marketing database.

MEE will actively seek out private sector opportunities with pharmaceuticals, entertainment and select consumer goods entities, helping these companies tap into the more than \$645 billion ethnic/urban market with their products and services. Another focus for the management team will be forming new strategic alliances with organizations such as the Gates Foundation and Thurgood Marshall Scholarship Fund. Finally, MEE will promote our technical assistance offerings as a key business.

As you can see, we have set out an ambitious agenda for the upcoming year. This time next year, I plan to report that we have made substantial progress toward these goals.

Ivan J. Juzang
Founder/President

Looking Back at 2006

Blueprint for a Safer Philadelphia



MEE devoted significant resources to its work in 2006 with The Blueprint for a Safer Philadelphia youth violence prevention initiative. MEE's role was to develop a social marketing campaign to complement the initiative's unique and innovative public health approach to reducing urban violence. The campaign elements are designed to reduce violence and youth homicide in the City by increasing awareness among Philadelphia residents, in order to influence attitudes and change community norms surrounding youth violence.

The resulting campaign included positive and engaging messages for both youth and adults. They were disseminated through a variety of traditional and non-traditional communications

channels. These include radio advertising on six top local stations, transit advertising on SEPTA buses and subways, peer-to-peer outreach using MEE's CATs model, workshops for local service providers and more than 400 active partnerships with community-based organizations that were recruited through MEE's Community Network. MEE also designed and developed the campaign Website, www.philly-blueprint.com. A highlight of the year was the community forum in June, bringing together a cross-section of nearly 100 parents, teachers, criminal justice professionals, civic leaders, local teens and youth, representatives of grassroots community-based organizations and leading academics to discuss male involvement as a way to reduce youth violence.



AACO HIV Testing Campaign



This grassroots Philadelphia campaign targeted African American teens and youth, promoting HIV testing to 14 to 24 year old African Americans in West and North Philadelphia (zip codes with the highest incidence of HIV/AIDS). The Philadelphia Department of Public Health/AIDS Activities Coordinating Office (AACO) sponsored the nine-month initiative. MEE's social marketing campaign addressed: low awareness among African American teens and young adults of their need for HIV testing and counseling; a lack of motivation to access HIV testing services, and negative perceptions of services among peers, social groups, and the community; low awareness of available citywide AACO services, particularly HIV testing and counseling, but also others related to sexual behavior; and a lack of knowledge about the links between HIV, STDs and substance abuse.

National Institutes of Health/University of Pennsylvania Project



MEE is developing radio and television public service announcements for a three-year National Institutes of Health-funded study to test the effectiveness of media campaigns (with a focus on MEE's developmental approach) on adolescent sexual behavior. The media messages will be tested with African American adolescents in four cities, using a control and treatment group research design. Academic partners in the project include the University of Pennsylvania, Brown University, the University of Syracuse and the University of South Carolina. In 2006, MEE conducted focus group research with teens in two cities as a foundation for message development. The findings were used to refine radio and TV spots that include culture-centered counter-narratives to youth beliefs about sexual behavior. All messages were audience tested before being included in the study, which was formally launched in October 2006.

Consortium to Lower Obesity in Chicago Children



MEE has been working with The Consortium to Lower Obesity in Chicago Children (CLOCC) to help design better tools to communicate with the community about the impact of obesity on local children. MEE has conducted a series of small-group "Chat & Chew" sessions as part of CLOCC's Community-Driven Website Redesign for Optimal Messaging project (CD-WROM). We sought to learn, from the grassroots perspective, how the local environment supports or presents barriers to increasing physical activity and improving nutrition among Chicago children.

To find the answers, MEE held Chat & Chews with a cross-section of service providers and CBOs that work on issues related to community development, youth development, obesity prevention and/or physical activity and nutrition. MEE gathered community input about the

MEE's Chat & Chew process helped the CLOCC Website win the 2006 Silver Award as one of the best healthcare sites in the nation by Medical Marketing and Media.

best ways to get residents to access the useful information available from CLOCC and to support childhood obesity prevention efforts in their communities. Information packets distributed at the Chat & Chews kept the motivation and momentum of participants moving forward beyond the meetings.

MEE also conducted "Chat & Chew" sessions with 30 local peer leaders to help CLOCC get a better understanding of what youth members of peer-to-peer outreach teams would need in order to effectively promote the "5, 4, 3, 2, 1...Go" message to other youth in Chicago. We sought to learn the argument and counter-arguments youth have about adopting such healthy lifestyles messages into their lives, as well as what types of promotional materials would be the most effective for grassroots outreach.

Looking Back at 2006

Children's Futures



MEE wrapped up this two-year social marketing project to develop and implement a social marketing campaign to promote Children's Futures, a Trenton, NJ-based collaborative working together to improve the lives of infants, toddlers and parents. The campaign targeted low-income caregivers (ages 18-35) of children under age six and dealt with real-life issues such as effective parenting; job training and referrals; instructions on breast feeding, immunizations and early literacy; help in finding child care and health coverage; and much more. Activities in 2006 centered on grassroots outreach and raising awareness through transit advertising and a series of Chat & Chews with local CBOs. A MEE focus was promoting the four Parent/Child Centers in the city, along with a Father Center that helps fathers better connect or reconnect with their children.

Durham Family Initiative



MEE developed and implemented a social marketing campaign for Duke University's Center for Child and Family Policy, which was seeking to significantly reduce child maltreatment among young, low-income African American parents in Durham, NC. MEE conducted audience research in a local housing project to identify strategies that could motivate young mothers (ages 18-25) to seek out the support they need for healthy parenting. Based on the parenting challenges they reported, with stress being a major element, MEE executed a unique intervention, "a Day of Pampering," designed to increase parenting knowledge and provide a "stress break" for young mothers, while also providing a safe space to share childrearing concerns and offering a venue to foster and strengthen connections with available community resources.

Henry J. Austin Health Center



MEE developed a strategic marketing plan to help the Henry J. Austin Health Center, Inc. (HJA), a multi-site, neighborhood medical center in Trenton, NJ, establish a "new" relationship with local residents. The foundation of MEE's strategic plan was MEE's audience research with staff and patients of the Center, along with other lower-income Trenton residents. MEE collected important information about HJA's perception in the community and made recommendations about how it could improve its customer service and community relations and outreach. The strategic plan included recommendations on a campaign to promote HJA's health services, especially its high-quality early prenatal care and pediatric services. MEE also developed draft print concepts to help HJA aggressively promote the Center and its health services to its surrounding communities.

U.S. Department of Education/Federal Student Aid Pilot Project



Because MEE believes it's important for higher education to be within the reach of all students regardless of their environment or background, it strategically embarked on a communications project with the U.S. Department of Education promoting Federal Student Aid. The project also complements MEE's work with the **Blueprint for a Safer Philadelphia**, because youth who have a good education, along with meaningful career and life goals, are less likely to engage in self-destructive and dangerous behaviors. In 2006, MEE conducted focus groups with African American and Latino students, parents/caregivers and service providers, leading to the development of culturally relevant radio, print and transit ads. MEE also made presentations at several U.S. Department of Education national conferences, focusing on culturally-relevant messaging and outreach to underserved students and families.

Community Health Councils, Inc.



In a ten-month project, MEE supported Community-Health Councils, Inc. in its grassroots efforts to increase the availability, affordability, and quality of healthy food and physical activity options in South Los Angeles through community development strategies. We developed a series of print materials and promotional toolkits for its Neighborhood Food Watch initiative and for its Organizational Wellness outreach campaign to small businesses and non-profit organizations in the surrounding community.

Franklin Institute Community Night Promotion Series



The Franklin Institute
Science Museum

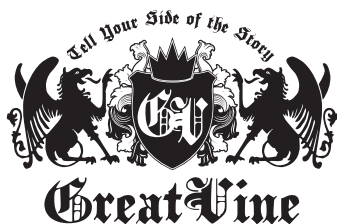
MEE was hired by the Franklin Institute Science Museum in Philadelphia to help increase the number of African American and Latino visitors. MEE assisted the institute with the development of monthly Community Nights, during which the museum extended its hours and allowed visitors to enjoy the permanent exhibits and special activities. MEE promoted the Community Nights through a series of grassroots initiatives including e-mail and fax blasts through the Community Network and street outreach in high-traffic areas. MEE also developed radio ads that ran on local stations catering to African American and Latino audiences. There was an average attendance of more than 1,500 visitors per Community Night over the course of the seven events.

Looking Ahead to 2007

Blueprint for a Safer Philadelphia



Work on this critically important project continues in 2007, with media and grassroots outreach spreading even further the message about violence prevention. An important subsection of the Blueprint for a Safer Philadelphia campaign will be launched this year, the GreatVine, telling “the other side of the story”—counteracting the many negative stereotypes of Philadelphia youth and young adults. MEE will be heavily promoting the GreatVine, because it provides a new outlet for the voices of youth and young adults in the city. Adults will also be encouraged to nominate youth who are doing the right thing and making a difference in their communities.



Also launched this year will be a series of TV public service announcements that provide a reality-

based message. Set in a nightclub “What You Gon’ Do” demonstrates the benefit of taking the time to stop, think and choose when facing a confrontation that could escalate into violence. Two other PSAs star Philadelphia native Bill Cosby. They urge adults to stop “writing off” local youth and instead to start contributing to their positive growth. “Get Involved” urges adults to take action when they see incidents in their communities that threaten neighborhood peace and safety. “Geniuses” emphasizes the enormous potential of every child in Philadelphia and urges adults to stop and think about the direct and indirect messages that we put into the minds of local youth. The PSAs will be running on local network affiliates and cable channels, along with radio ads and transit advertising promoting the GreatVine.

National Institutes of Health/University of Pennsylvania Project



MEE is supporting a consortium of academic institutions in a unique, NIH-funded test of a multilevel HIV/STI prevention strategy for high-risk youth. This year, MEE-developed, culture-centered radio ads will be tested against and beside other potential interventions (control/treatment groups) for effectiveness with African American adolescents, ages 12-16 in four cities: Providence, RI; Syracuse, NY; Columbia, SC; and Macon, GA. The HIV-prevention messages MEE created are culturally sensitive and age-appropriate; they promote both abstinence and risk reduction practices. Preliminary testing confirmed that the ads are popular and thought-provoking. They are expected to enhance adolescents’ adoption of HIV-preventive attitudes, beliefs and behaviors on a community-wide basis.

Teen Pregnancy Prevention in Washington, DC



The **Be On The Safe Side** campaign is back for a new year—a fifth. MEE is re-launching the most successful elements of the campaign, which ran successfully from August 2001 through September 2005, and was credited by City officials with helping to reduce out-of-wedlock births in the city. This year, the District wants the campaign to be geared toward youth in grades 6 through 12, and their families, with a focus in the communities of highest need.

As in previous years, MEE’s social marketing efforts are designed to increase awareness about the consequences of teen pregnancy; change how the community thinks about and behaves regarding teen pregnancy; promote abstinence as a credible and viable option for teens; and get more parents

and children to talk with each other about pregnancy prevention, reproductive health and youth sexuality.



The campaign includes radio ads that will air on local stations popular with youth and their families; printed materials (posters, brochures, postcards and campaign newsletter); and a youth-driven audio CD (Cause N Effect). All campaign activities and events will promote www.beonthesafesidecampaign.com, the comprehensive, enhanced Website where both youth and their parents can get information and referrals. MEE has hired a new Project Manager to oversee day-to-day operations of the campaign.

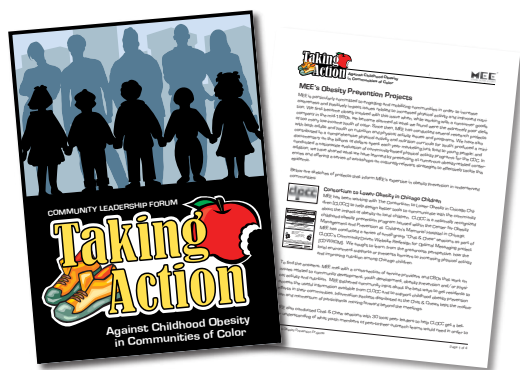
The California Endowment



MEE will support the Endowment in its HIV report writing and dissemination project. TCE has first drafts of two reports it hopes will contribute critically-important information to the dialogue regarding HIV/AIDS technical assistance/capacity building (including the needs and challenges faced by prevention providers and community based organizations across the state). MEE expects to develop transmittal/cover letters; executive summaries; a newsletter-style digest; and the comprehensive, full reports, helping the Endowment present the full context of the HIV Prevention Program development process to a cross-section of audiences.

Looking Ahead to 2007

Robert Wood Johnson Foundation Childhood Obesity Prevention Team



In 2007, MEE will apply what it learned in this project's expert interviews, focus groups and community leadership forums to start developing messages and strategic elements that could be used in a national education/mobilization campaign. In its final report and video documentary, MEE will make recommendations to RWJF about how to effectively reach, educate and motivate low-income African American parents of young children to become advocates for environmental and policy change in their communities. MEE will also make recommendations regarding dissemination of findings to move "preventing childhood obesity" further up the list of priorities in underserved communities across the country.

Starlight Starbright



Last year, MEE conducted research with youth from Los Angeles and Philadelphia for the Starlight Starbright Children's Foundation. What was learned was used to refine the "My Body, My Life" Website. The site is designed to be an entertaining online resource that empowers youth and teens to make healthier choices around physical activity and nutrition. In 2006, MEE recruited youth for a Teen Advisory Council and helped develop Starbright culturally relevant and user-friendly content for the Website that included interactive games and quizzes; healthy and simple recipes; and steps youth can take in their daily lives to live healthier. This year, MEE will do a video production that will follow a group of young people who attend a multi-component healthy lifestyle program. Video clips will show youth discussing their experiences with inactivity and unhealthy eating and how they improve their behaviors.

Consortium to Lower Obesity in Chicago Children



Using the information gained in the focus groups and *Chat & Chews*, MEE helped CLOCC adapt the MEE Community-planning model for its outreach efforts. We helped CLOCC recruit and train a Youth Outreach Coordinator to lead peer-to-peer outreach efforts in Chicago neighborhoods. Technical assistance sessions prepared the organization to effectively implement logistics for CLOCC's "5, 4, 3, 2, 1... Go Team." By reviewing data from CLOCC's past outreach efforts, developing criteria for selecting youth educators and formulating an evaluation process, MEE's TA prepared CLOCC for an on-the-ground approach to mobilizing community members of all ages to lower obesity in Chicago.

Increasing Access to College for Underserved Communities



MEE was subcontracted in 2006 to create a pilot sub-campaign to let low-income, minority and first-generation students in Philadelphia and Charlotte know about the variety of student aid available to them for education and training beyond high school.



MEE will be executing the culturally-specific sub-campaign for the U.S. Department of Education in the first half of 2007. The six-month pilot campaign was launched in late January. The goal is to increase the number of African American and Latino high school students who apply for funding for post-secondary education using the *Free Application for Federal Student Aid* (FAFSA). The target audiences for this phase are: high school seniors; their parents/caregivers and other in-

fluencers; “front-line” personnel at schools, after-school and career development programs (teachers, counselors, etc.); and the community-at-large.

The pilot campaign includes radio advertising (along with promotions on youth radio stations in Philadelphia and Charlotte), community mobilization and a series of print materials based on the focus group findings. MEE is supporting the Federal Student Aid Team’s efforts to “move the numbers” by adequately tailoring information to the needs of the audience; leveraging relationships to provide better “customer” service; and using the lessons learned in this pilot to inform a broader, even national campaign that can involve many partners and collaborations.

Tuskegee University Bioethics



MEE will continue to support the Tuskegee University National Center for Bioethics in Research and Health Care as it has done since August 2004. We will continue to develop Website content and consult on back-end technology that can help the Center enhance its Internet presence. MEE will help the Center create an online community of users who are like-minded in their interest in improving healthcare, health disparities among people of color, bioethics, public health issues and more.

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