



MOTIVATIONAL EDUCATIONAL ENTERTAINMENT

2009 ANNUAL REPORT

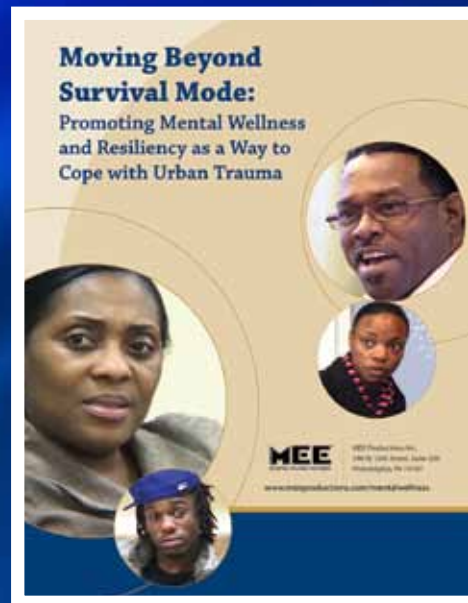
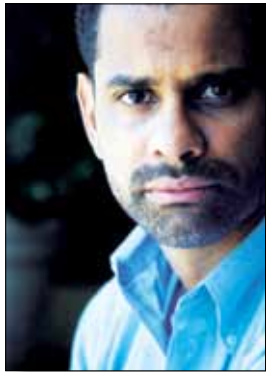


Table of Contents

Letter from the President	5		
MEE in Action	6		
2009 Projects: A Look Back at Our Accomplishments	7	2010 Projects: Looking Forward	19
Circle of Care Teen HIV Prevention Outreach	8	Mental Wellness Research & Dissemination	20
Blueprint for a Safer Philadelphia Violence Prevention Campaign	8	Print Materials for HIV Awareness Program for African American Women	20
Research on Promoting Mental Wellness in the African American Community	9	Partnership with UNC Researchers on an HIV Campaign	21
Supporting Healthier Lifestyles for Houston School Students	9	Audience Research for Children's Futures	21
Parent & Child Communications DVD Prototype	10	Expanding The CATs Outreach Model	22
The California Endowment Allied Health Careers Project	10	PUFFA - Obesity Prevention Technical Assistance/Consulting	22
Peer-Reviewed Journal Publications	11	E-Commerce Website Development	23
Khepri Studios	12	William Penn Foundation Media Audit	23
Urban Youth Lifestyle Survey: Inner City Truth	12	Technical Assistance for ONDCP's "Above the Influence" Campaign	24
MEE Publishing Enterprise - Look In My Mirror	13	Washington DC Youth Suicide Prevention Campaign	24
Philadelphia Maternal Smoking Prevention Campaign	13	Educational DVD Production for STD Intervention Trial (Rochester, NY)	25
Literature Review and Focus Group Research: Promoting Healthier Food Choices	14		
Electronic Resource Directories - Children's Futures & DC Coalition Against Domestic Violence	14	Company Directory	26
United Way Mentor Recruitment Materials Development	15		
Handbook on School Nutrition for American Dietetic Association Foundation	15		
H1N1 Flu Prevention Materials Development & Community Outreach for United Way and the City of Philadelphia	16		
Franklin Institute Community Night Initiative	16		
Workshops & Conferences	17		
Website Development	17		



From The President

2009 was a tough year for America and for MEE. We endured in one of the deepest recessions in our history, and many firms in our industry did not survive the downturn. Yet MEE is still standing and looking forward to celebrating the 20th anniversary of its founding in June 2010.

MEE is being challenged to adapt to a difficult economic environment *and* address the needs of our business. One of the most important things we could control over the last year was to stay the course with our purpose and mission. When so much was changing all around us, what was unchanging about MEE—our commitment to improving lives of people living in underserved communities—kept us strong and moving forward. Even in the good times, funding for programs, services and initiatives to help low-income populations often get short shrift. In the bad times, these programs are too often the ones deemed “expendable” or that suffer the deepest cuts.

MEE’s senior management and all our employees made financial sacrifices to keep the company afloat. We also put disciplined cost controls in place, which helped us to show higher profit margins even as our total revenues decreased. Continued investment in key internal initiatives

and aggressively pursuing new business opportunities will pay off in the short and long term.

We hope that the signs that the economy is changing for the better will get the pipeline of public health projects moving freely once again. Even as improvement occurs, we will maintain a lean infrastructure and a management style that can leverage opportunities and adapt quickly to changing circumstances. This will be a critical success factor in determining our future.

While the short-term economic outlook remains somewhat uncertain, I believe that the longer-term prospects for MEE remain very bright. We have weathered the economic shocks of 2009, and go into our 20th anniversary year with a sense of optimism for our future prospects.

Peace,
Ivan J. Juzang
Founder/President

MEE in Action	2009	2010
Marketing/Social Marketing	<p>Blueprint for a Safer Philadelphia Violence Prevention Campaign</p> <p>411 Safe Text HIV Prevention Trial</p> <p>Circle of Care Teen HIV Prevention Outreach</p> <p>Franklin Institute Community Night</p> <p>Philadelphia Maternal Smoking Prevention Campaign</p> <p>Khepri Studios</p> <p>United Way H1N1 Flu Prevention Materials Development & Community Outreach</p> <p>Project iMPPACS</p>	<p>Support for the 2010 Census (United Way)</p> <p>Partnership with University of North Carolina Researchers on an HIV Campaign</p> <p>Mental Wellness Research Release & Dissemination</p>
Media/Materials Development	<p>Electronic Resource Directories - Children's Futures & DC Coalition Against Domestic Violence</p> <p>Parent & Child Communication DVD Prototype</p> <p>MEE Publishing Enterprise - Look In My Mirror</p> <p>Handbook on School Nutrition for American Dietetic Association Foundation</p>	<p>Educational DVD Production for STD Intervention Trial</p> <p>Print Materials for HIV Awareness Program for African American Women</p> <p>E-Commerce Website Development</p>
Audience Research	<p>Research on Promoting Mental Wellness in the African American Community</p> <p>Urban Youth Lifestyle Survey: Inner City Truth</p> <p>The California Endowment Allied Health Project</p> <p>Supporting Healthier Lifestyles for Houston School Students</p> <p>Literature Review and Focus Group Research: Promoting Healthier Food Choices Among At-Risk Families</p> <p>Peer-Reviewed Journal Publications</p>	<p>Qualitative Audience Research for Children's Futures</p> <p>Washington DC Youth Suicide Prevention Campaign Development</p> <p>William Penn Foundation Media Audit-Images of Black Males</p>
Workshops/Technical Assistance	<p>United Way Mentoring Programs Support</p> <p>APHA Exhibition/Marketing</p> <p>52nd Anniversary Little Rock Central High School Integration</p>	<p>Technical Assistance for the "Above the Influence" Campaign</p> <p>Technical Assistance/Consulting for Philadelphia Urban Food Fitness Alliance (PUFFA) - Obesity Prevention</p>

*2009 Projects:
A Look At Our Accomplishments*



Circle of Care Teen HIV Prevention Outreach



Tapping their social network MEE CATs, Street Teams of young males in Philadelphia “pitched” an HIV testing campaign message in a variety of public settings that allowed for brief contact with African American teens and young adults. With Circle of Care, MEE identified, trained and recruited CATs members to blitz hair

and nail salons, barber shops, public housing, music and video stores and other high-traffic retail outlets, including malls and shopping centers frequented by the target audience. Blitzing materials included a brochure, flyer, poster and other campaign giveaways.

Blueprint for a Safer Philadelphia Violence Prevention Campaign

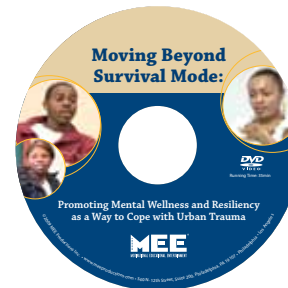


For the fourth and final year of the Blueprint campaign, MEE messages, activities and programs emphasized the concept of education as a violence prevention strategy. We promoted staying in school, increasing the graduation rate and improving literacy in the City of Philadelphia. Tutoring and after-school programs, along with other grantees that support improved education were aggressively and actively promoted by MEE. We continued to increase the understanding of the

consequences of youth violence and provided an expanded call-to-action to begin to change community norms and individual behaviors. We also continued to “brand” the Blueprint campaign, and to promote and publicize its grantees, through radio commercials, the Blueprint Website (including the GreatVine), transit advertising, bimonthly newsletter, customized print materials and other collaterals and outreach by the Community Action Team.

www.phillyblueprint.com

Research on Promoting Mental Wellness in the African American Community



MEE executed an exciting community-based participatory research project that reflects how we have continually been struck by how ongoing stress and trauma, particularly related to violence, impacts low-income African Americans and other people of color. Qualitative, focus group research was conducted in Chicago, the Oakland area, Philadelphia and Washington DC. Because of MEE's proprietary data collection and technology-driven coding and analysis methodology, we were able to uncover what low-income African Americans

feel about mental health. MEE "got under the surface" of any negative myths or misconceptions about mental illness, uncovered protective factors that could strengthen coping and survival strategies, and explored the social and environmental realities that impact how low-income communities make decisions about seeking mental health services.

In addition to moderating 14 focus groups, MEE explored several issues with an expert panel of some of the most respected names in

public and mental health, three men who reflect a breadth of experiences and backgrounds. The feedback from Carl Bell, M.D., Joseph White, Ph.D. and Dr. Howard Mabry was incorporated into the research design, which included a comprehensive, IRB-approved protocol. Data from focus groups in the four cities was analyzed and published in early 2010. The report and documentary video provide a picture of those "living in survival mode," along with strategies about how to promote services to support them.

Supporting Healthier Lifestyles for Houston School Students



MEE conducted student engagement activities during the Healthy Kids, Healthy Schools Summit sponsored by the Houston Independent School District. The Summit's focus was on leveraging the power of the community to create a school environment that supports children in living a healthier lifestyle.



www.mee productions.com/mentalwellness

Parent & Child Communications DVD Prototype



DVD User's Guide



Teen Workbook



Parent Workbook

MEE completed its SBIR (Small Business Innovation Research) grant from the National Institutes of Health and submitted its project report. The project set out to determine whether a culturally-specific, interactive DVD could be an effective tool to promote improved parent-adolescent communication within low-income African American families. We leveraged some of the latest media technology to create a family-based intervention to encourage parents and adolescents to talk more effectively about HIV/AIDS, substance use and adolescent development and sexuality, using en-

gaging content and a format that works in a variety of settings. The final DVD prototype (with accompanying workbooks for parents and adolescents) is based on a face-to-face workshop intervention, Project S.T.Y.L.E., which has been proven to work well with mainstream families. Prototype development (message content and DVD design and packaging) was supported by ten focus groups with potential target audiences for our product—low-income African-American adolescents (ages 12-17) and parents of low-income Black youth.

The California Endowment Allied Health Careers Project



MEE conducted focus groups and expert interviews in the Los Angeles area for our planning, research and analysis process for The California Endowment's (TCE) Allied Health Careers Initiative. TCE requested a comprehensive research report and action to inform its strategic planning and initiatives to support increased diversity in the allied health workforce in California. MEE submitted a draft Strategic Communications Plan with recommendations that could be considered for funding by The Endowment, in alignment

with its program objectives, grant-making and advocacy work.

TCE is now positioned to be a leader in creatively addressing health disparities and in meeting the long-standing challenge of increasing the number of underrepresented and minority Californians who pursue careers in the allied health field. In 2010, MEE will share findings from the project with key stakeholders in the health careers pipeline in the Los Angeles area.

Peer-Reviewed Journal Publications



MEE joined our project partner, the University of Colorado Health Sciences Center, in analysis of the data collected during a joint HIV intervention targeting young African American males, 411 Safe Text. Ivan Juzang and Thierry Fortune were co-researchers and writers on the related research papers. The team had several submissions accepted for publication, including in the *Journal of Telemedicine and Telecare*, the *Sexually Transmitted Diseases Journal* and *Contemporary Clinical Trials*. Abstracts were

accepted for the 138th Annual Meeting of the American Public Health Association in Denver, CO.

MEE was also part of the esteemed research team that published its findings from a multi-year trial intervention, Project iMPPACS that used MEE-developed, culturally-sensitive mass media messages in an attempt to enhance protective beliefs and behavior of African-American adolescents at-risk for HIV. The resulting journal article, published in the *American Journal*

of Public Health, illustrated the effectiveness of using mass media to support normative change with results from an ongoing HIV-prevention trial implemented in two medium-sized U.S. cities. MEE was also cited in *The Journal of Health Communications* for a related article, "Using culture-centered qualitative formative research to design broadcast messages for HIV prevention for African American adolescents."

MEE is collaborating on an article to be submitted this summer to

a national, peer-reviewed public health journal. The article will summarize MEE's findings in its 2009 research on promoting nutrient-rich foods to at-risk youth and their families. It will focus on why the vast amount of nutrition information in the public sphere hasn't been translating to better eating choices in low-income American families.

A New Entertainment-Related Client for MEE: Khepri Studios

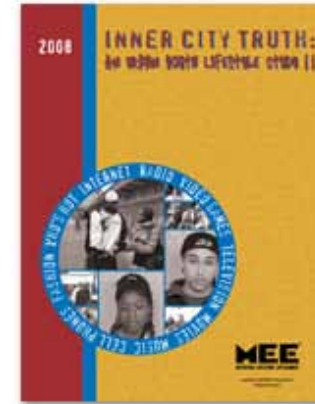


www.mee productions.com/khepri

Eighteen months ago, MEE President Ivan Juzang was solicited by legendary film producer Preston Holmes (*Malcolm X*, *Tupac: Resurrection*, *Do The Right Thing*) and film distribution and marketing expert Russell Schwartz (New Line Cinema, Focus Features and Gramercy Pictures) to assist them with the design and launch of a new business venture—Khepri Studios. Both Holmes and Schwartz are former clients of MEE’s audience research and film marketing services. They asked Juzang to leverage his business start-up and strategic-financing expertise to attract venture capital for what is a “next-generation” business model for

making and distributing urban films. In order to cultivate what could be a longterm MEE client, Juzang has assisted Khepri with securing an initial \$35 million in equity financing to fund its launch in late 2010. Khepri Studios plans to develop, market and distribute theatrical content to the urban movie marketplace using unique strategies that trump the traditional Hollywood studio system. After the launch, MEE expects to be hired to use its proprietary, proven research methods and authentic community access to help Khepri Studios acquire, co-finance, produce and distribute urban-themed films.

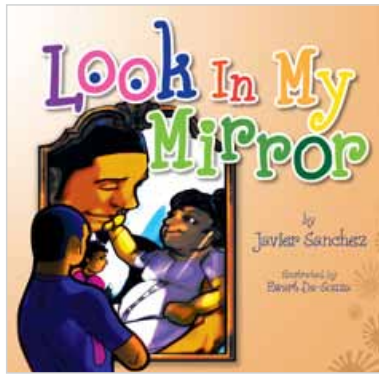
Urban Youth Lifestyle Survey: Inner City Truth



In early 2009, MEE released *Inner City Truth: An Urban Youth Lifestyle Study II*, our latest in a series of national surveys focused on the lifestyle trends, behaviors and attitudes of urban youth. The report, like the original, was based on a survey of Black youth and young adults in six key urban markets. We captured youth preferences and consumption patterns in New York City; Los Angeles/Long Beach; Chicago; Philadelphia; Atlanta; and Washington, DC. The survey provided an understanding of the lifestyles,

media consumption habits and behaviors of urban youth, so that we can continue to reach and influence them with culturally relevant, pro-social messages. Information about the use of entertainment media, the Internet and other communication technologies, will inform “how to say it” for various MEE messages. The 2008 study was co-sponsored by Black Entertainment Television (BET) and the National Campaign to Prevent Teen and Unplanned Pregnancy.

MEE Publishing Enterprise - Look In My Mirror



MEE has published a new children's book, *Look In My Mirror*, by inspirational speaker Javier Sanchez, that plants the seeds of positive identity and healthy self-esteem in young girls. The book is a resource fathers—whether or not they are single parents—can use to give their daughters a positive identity and healthy self-esteem at a very critical time in their lives.

The media constantly bombards young girls with conflicting and often negative messages about how they should behave and what they should look like. MEE recognized

that girls need counter-messages about unconditional, positive love from the “first men” in their lives. For fathers who sometimes struggle with knowing what to say, this book speaks volumes. *Look In My Mirror* can be a strong first step towards establishing healthy, open and loving relationships between fathers and daughters—ones that will last a lifetime. Increased self-esteem among girls will help them make more empowered life and health choices as they grow through adolescence into womanhood.

www.meeproductions.com/mymirror • www.facebook.com/lookinmymirror

Philadelphia Maternal Smoking Prevention Campaign



MEE executed community mobilization and social marketing activities to promote anti-smoking messages in Philadelphia. The activities supported the City's Department of Public Health's Division of Maternal, Child and Family Health (MCFH) in anti-smoking efforts targeting low-income (maternal age) African American women, ages 20 to 30, in North, South and West Philadelphia. The primary objective for this project was to promote smoking cessation or not smoking at all among young women, by: educating them about the health benefits

of not smoking or quitting smoking; educating women about the health risks of smoking while pregnant and of smoking around young children (second-hand smoke); and promoting MCFH's smoking prevention and cessation hotline, Website, programs and classes. MEE conducted targeted audience (focus group) research; developed print materials; held important two-way dialogue with the community in a series of Chat & Chews and penetrated the community with peer-to-peer outreach activities (using MEE's Community Action Teams).

Literature Review and Focus Group Research: Promoting Nutrient-Rich and Healthier Food Choices



For a national food marketing association, MEE reported on formative audience research and a literature review focused on effective strategies to promote “nutrient-rich foods.” The literature review summarized the “lessons learned” from MEE’s many projects focused on culturally relevant strategies to effectively tackle America’s obesity epidemic. The final report included community-level insights and recommendations, recommendations for targeting both parents and youth, and suggestions for effective media strategies. The comprehensive audience research

focused on urban families most at-risk for the negative consequences associated with obesity. MEE recruited for and moderated 12 focus groups in Philadelphia, PA; Houston, TX and Los Angeles, CA. Groups were conducted with White, African American and Latino parents and youth from at-risk, lower-income households. Youth were enrolled in public middle schools that have a school breakfast and lunch program. Parents/caregivers had at least one child enrolled in a public middle school.

Electronic Resource Directories - Children’s Futures & DC Coalition Against Domestic Violence



The Electronic Resource Directory is a new way MEE continues to leverage technology to meet the needs of underserved communities. These user-friendly yet comprehensive guides can connect individuals, families, service providers and community-based organizations with a wide variety of resources related to public health issues.

MEE developed customized electronic resource directories for Children’s Futures in Trenton and the DC Coalition Against Domestic



Violence in Washington D.C. We expanded the original directory concept by including advanced search and menu functions as well as customized printing options for all sections of the directories.

The Electronic Resource Directory was first developed by MEE for the Blueprint for a Safer Philadelphia Campaign. That Directory continues to be the City’s premier local listing of agencies, programs and services that are making a difference.

United Way Mentor Recruitment Materials Development



MEE supported the United Way of Southeastern Pennsylvania in developing culturally relevant print materials and communications strategies for its Recruiting Males of Color as Mentors Movement. MEE produced tip cards for parents and mentors, along with circulating

flyers featuring Black males. We also made recommendations for improving the Basic Mentor Training manual so that it was easier to use and understand and provided a *Communicating with Urban Youth Workshop* for United Way mentor-program grantees.



United Way
of Southeastern Pennsylvania

Handbook on School Nutrition for American Dietetic Association Foundation



MEE worked with the American Dietetic Association Foundation, the world's largest charitable organization devoted exclusively to nutrition and dietetics, providing communications expertise for initiatives developed to deliver messages about healthier eating through a variety

of communications channels. One component of the project was the development of a handbook to help school-based registered dietitians acting as nutrition "coaches" deliver culturally-relevant messages to minority students.



H1N1 Flu Prevention Materials Development & Community Outreach for United Way & the City of Philadelphia



During the Fall 2009 flu season, United Way of Southeastern Pennsylvania and the Philadelphia Department of Public Health funded MEE to implement a very successful street outreach effort to educate Philadelphians about H1N1 (swine) flu prevention efforts. MEE was able to raise awareness and provide information to the City's most at-risk populations who live in low-income neighborhoods. MEE conducted peer-to-peer outreach using our Community Action Teams; wrote,

produced and placed public service announcements (enhanced by DJ-driven radio promotions) on top urban-format and Black talk radio stations in the City; held a series of community forums and small-group discussions ("Chat & Chews") and developed and disseminated culturally-relevant tip cards and posters that provided links to City Health Websites and other resources that tell Philadelphians how they can get the flu vaccines.

Franklin Institute Community Night Initiative



**The Franklin Institute
Science Museum**

MEE concluded its work with the Franklin Institute Science Museum in Philadelphia to increase the number of African American and Latino visitors. MEE assisted the Institute with monthly Community Nights, during which the museum extends its hours and allows 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 initiative.

Workshops and Conference Presentations

MEE workshops and public speaking opportunities (conference presentations, keynote addresses and participation on key panels) provided new avenues to share what we've learned and to generate future business opportunities.

- | | |
|----------|---|
| Feb. 09 | <ul style="list-style-type: none"> National After-School All-Stars Conference United Way of Southeastern Pennsylvania – Engaging African-American Males in Youth Mentoring Opportunities Community Health Assessment, Drexel University School of Public Health Healthy Kids, Healthy School Summit: Leveraging the Power of Our Community (Houston) Achieve Better Health Symposium - Parent Advocacy |
| Apr. 09 | <ul style="list-style-type: none"> Guttmacher Exchange - "Where Do Young People Learn About Sexual Health - Education Beyond the Classroom" National Institute of Mental Health (NIMH), HIV Speaker Series (411 Safe Text) |
| May 09 | <ul style="list-style-type: none"> The After-School Institute's Fifth Eastern Regional Conference |
| Aug. 09 | <ul style="list-style-type: none"> Houston Independent School District Leadership Institute |
| Sept. 09 | <ul style="list-style-type: none"> New York City Inwood House - Marketing Urban Youth Sexual and Reproductive Health National Black Baptist Convention (Exhibit) Little Rock Central High School Symposium Johnson & Johnson Presentation on Obesity |
| Oct. 09 | <ul style="list-style-type: none"> Webinar - Achieve Better Health with Nutrient Rich Foods (DMI) CIGNA Foundation, Forum on Health |
| Nov. 09 | <ul style="list-style-type: none"> Webinar Series: Let's End the Childhood Obesity Epidemic (RWJF) APHA Annual Meeting & Exposition (Exhibit) |

Website Development



Blueprint - www.phillyblueprint.com

The Blueprint for a Safer Philadelphia Website served as a major communications conduit for the four-year youth violence prevention campaign. It also served as a way for CBOs interested in signing up to become Community Campaign Partners to join the City's violence prevention efforts. The site is culturally-relevant; accessible and user-friendly; appropriate for a variety of ages and literacy levels; and filled with audience-tested content.



GreatVine - www.phillyblueprint.com/GreatVine

MEE developed the GreatVine, a sub-section of the Blueprint for a Safer Philadelphia Website to showcase the positive things youth are doing every day to contribute to their community. The site focuses on taking the time to let young people know that we respect them, we expect them to become leaders, and admire their perseverance in doing great things in their community and contributing to making their city better and safer.



Be On The Safe Side - Updated - www.beonthesafesidecampaign.com

In 2009, MEE updated the Website for the five-year Be On the Safe Side campaign, in order to make the teen pregnancy prevention messages available to a national audience. The campaign was originally conducted for Washington DC teens and youth, and was credited with helping the City lower its rate of out-of-wedlock teen births.



Khepri Studios - www.meeproductions.com/khepri

MEE created an informational Website to support the formation of a new urban entertainment venture, Khepri Studios. It is a critical tool for communicating the value proposition to potential investors, and keeping strategic partners in the loop as the venture nears its official launch.



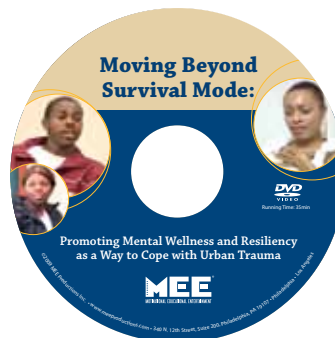
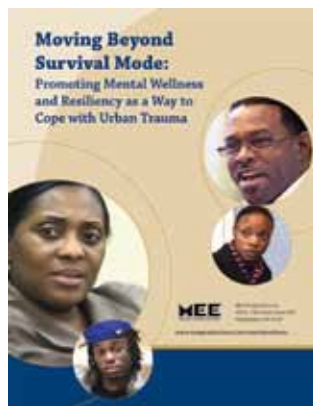
Mental Wellness - www.meeproductions.com/mentalwellness

This Website is a key dissemination tool for MEE's mental health research report, Moving Beyond Survival Mode: Promoting Mental Wellness and Resiliency as a Way to Cope with Urban Trauma. In addition to providing an overview of the project, the Website allows subscribers to the Community Mental Wellness Toolkit to receive ongoing updates to the components.

*2010 Projects:
Looking Ahead*



Mental Wellness Research Release & Dissemination



MEE released its latest research report, *Moving Beyond Survival Mode: Promoting Mental Wellness and Resiliency as a Way to Cope with Urban Trauma*, in early May (Mental Health Awareness Month) with a preview screening of the video documentary and a press conference with top staff from Philadelphia's Department of Behavioral Health. Based on 14 focus groups and several expert interviews, the report offers sobering insights on the stresses and traumas of unrelenting poverty and violence; what

it's like to live in "survival mode;" and the major barriers that inhibit access to community mental health services.

Our research provided important information about potential indicators of emotional and psychological issues among urban youth and young adults. Throughout the remainder of 2010, MEE will focus on solutions, sharing information with the community about key protective factors that can leverage the inherent resilience of youth and immediately

support young people in dealing with the complex emotional issues they face. Doing so, in addition to offering our customized Community Wellness Toolkit and Website will help mental health providers across the country offer the services that underserved communities need most; at the same time, they can increase their engagement of community-based organizations in order to decrease stigmas, so that people will be more likely to seek out their services.

Print Materials for HIV Awareness Program for African American Women

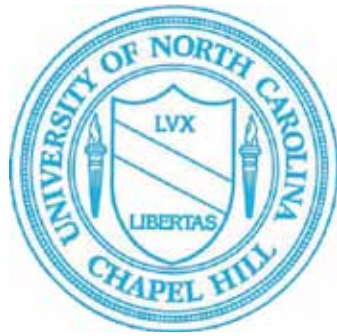


Circle of Care, a network of health and social service providers in Philadelphia focused on HIV prevention and providing family-centered care and services for HIV-affected women, children, adolescents and their families, selected MEE to develop a brochure and poster that will promote its Project N.O.W (Neighborhood Options for Women). The print materials will support multifaceted educational programs with a focus on HIV/AIDS prevention from a female perspective. They also support increasing HIV counseling and testing among heterosexual African American women in Philadelphia.



www.mee productions.com/mentalwellness

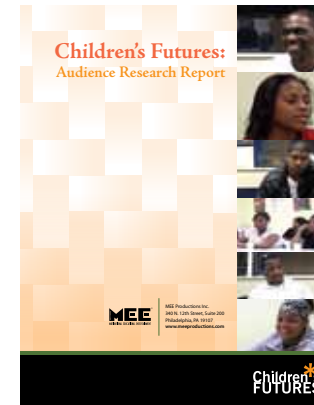
Partnership with UNC Researchers on an HIV Campaign



MEE will be working with a research team at the University of North Carolina-Chapel Hill to develop and evaluate a mass communication campaign in the rural Southeast (focusing primarily on Eastern North Carolina) to decrease the participation of African Americans ages 18 to 34 in concurrent sexual relationships. Such concurrency can dramatically increase the transmission of HIV within a community, compared to serial monogamy. MEE will use its expertise to help construct

prevention messages and communication strategies that target participation in concurrent relationships in an effective and culturally relevant manner. These messages will be part of an eight-month mass communication campaign in seven eastern North Carolina counties. The campaign will be evaluated for its effects on African Americans' attitudes, beliefs and norms about concurrency, reported participation in concurrent partnerships and reported condom use.

Audience Research for Children's Futures



**Children's
FUTURES**

As a continuation of its work with Children's Futures in Trenton, MEE has conducted a new round of focus groups with low-income African-American single parents. Children's Futures is a nonprofit organization focused on improving health and development outcomes for children and their families, through engaging community partners to help break down family isolation; building trust between and among residents; forming alliances with health care providers; promoting positive

parenting through information, resources and programs; and helping Trenton's most vulnerable citizens secure essential services. The qualitative research will help the organization better understand local attitudes and perceptions related to child health and wellness, teen pregnancy, prenatal care, child development and domestic violence. The findings will help Children's Futures refine its relationship with the community and more effectively fulfill its mission.

Expanding the CATs Outreach Model

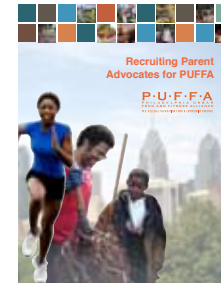


MEE continues to expand the implementation of its Community Action Teams (CATs) beyond project-specific activities. These peer-to-peer, street outreach teams have traditionally been used to “pitch” health, social, and educational campaign messages in a variety of public settings.

Earlier this year, the CATs model was used in an Outreach Campaign to support the United Way of Southeastern Pennsylvania’s Philly Counts Black Male Outreach and Awareness Campaign for the 2010 Census.

This summer, MEE’s CATs Program will provide jobs and an immediate income to 100 local youth. The six-week program is funded by the Philadelphia Youth Network, the City of Philadelphia, the School District of Philadelphia and the local chapter of the United Way. All youth will also be paired with mentors. Participating youth, ages 15-19, will conduct a community service project, develop marketable skills and gain a positive, nonjudgmental relationship with a caring adult. Adult CATs Coordinators will be recruited and hired to supervise youth during structured three-hour outreach activities, as well as to serve as their mentors and guides.

PUFFA Obesity Prevention - Technical Assistance/Consulting



The Philadelphia Urban Food and Fitness Alliance (PUFFA) has hired MEE to serve as the communications consultant for its community initiatives to prevent obesity. PUFFA is striving to develop a grassroots learning community devoted to understanding how to bring about change to Philadelphia’s food systems, through educating legislators,

continual learning and advocacy. MEE will help establish PUFFA’s brand identity, the initiative’s key messages to the community and determine culturally sensitive, effective approaches for communicating PUFFA’s goals, objectives and results to City residents, policy- and decision-makers, key community influencers, funders and partners.



E-Commerce Website Development



MEE will be developing an attractive and compelling e-Commerce Website for a Philadelphia-based law firm that serves low-income clients. The site will provide easy-to-access, state-of-the-art content about legal services; incorporate tools to deliver timely news to its visitors; provide relevant answers to visitors' questions; and allow the firm's clients to set-up appointments

and pay their bills through an online e-commerce interface. The Website will be managed by an online content management system that allows for easy updating and uses advanced database technology to capture information. The site will also include links to social media sites such as Facebook and YouTube.

Nattiel Seay & Humble P.C.

www.nattiel1law.com

William Penn Foundation Media Audit



The William Penn Foundation in Philadelphia has selected MEE to conduct a six-month media audit and analysis project to assess current media images of African American males (ages 15-30) in Philadelphia—and to explore ways in which those media images can be enhanced to give a more balanced and positive portrayal. MEE will capture and report on the urban environmental context within which these media images are disseminated, both locally and nationally. We will review published journal articles and other local media studies and augment this

information with our own collection of media images in television and print coverage. In addition, we will conduct three focus groups, two expert interviews and an online survey with Philadelphians, about how what people have heard and seen in the media affect their views and perceptions about Black males. Ultimately, we hope to motivate members of the African American community in Philadelphia to create their own media and other vehicles to increase and disseminate positive images of African American males in the public sphere.

Technical Assistance for ONDCP's "Above the Influence" Campaign



The Office of National Drug Control Policy (ONDCP) and Fleishman-Hilliard contracted with MEE to provide technical assistance in community mobilization for the Above the Influence (ATI) campaign. ATI is a substance abuse prevention campaign designed to capture the attention of middle school and high-school youth, a time of life when they are most likely to be first exposed to drugs and alcohol and are most vulnerable to negative social and cultural influences.

During a half-day training session, MEE helped campaign staff better understand how to build trust and credibility in low-income communities; leverage grassroots organizations as community access points; mobilize local CBO's and other community groups to put ATI on their agenda; and to understand and leverage oral communications culture.

Washington DC Youth Suicide Prevention Campaign

Government of the District of Columbia



MEE will develop messages and materials for a youth suicide prevention campaign sponsored by Capitol CARES, an initiative of the Department of Mental Health in Washington DC. The messages will raise awareness about suicidal thoughts and behaviors among DC youth and attempt to reduce stigma associated with accessing mental health services. As the foundation

for the message development, MEE will conduct focus groups with local youth and adults. Campaign messages will be delivered via PSAs on the hip-hop radio stations most popular with youth, along with a variety of print materials for grassroots materials. DC's Metro transportation system is expected to donate advertising space in support of the campaign.

Educational DVD Production for STD Intervention Trial



MEE is producing two culturally relevant videos for a trial STD intervention being funded by a National Institute of Health (NIH) research grant and conducted by researchers at Syracuse University. Patients at an STD clinic in Rochester, NY will watch either the treatment video on sexual health or the control group video, which deals with general health issues. The videos are designed to be authentic, informative and engaging for a low-income adult audience that is predominant-

ly, but not exclusively African American.

The sexual health video (working title: *"Be the Change"*) uses real-life issues surrounding relationships, sex and safe sex. The safer sex messages will educate viewers about the dangers of concurrent partners, on the proper use of condoms and about how to negotiate condom use with a partner. The video will motivate viewers to reduce their number of partners and to

use condoms every time with every partner, or to practice mutual monogamy (just one partner) after both are tested to be sure they are not infected with an STD. The "story" in the general health DVD (working title: *"Take Control of Your Health!"*) will be told by a rotating group of characters who will share, in a fun, upbeat way, simple things that people can do to "bump up" their health quotient.

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