

# 2013

DC-DMH Youth Suicide Prevention Campaign

Merck HPV - Beauty Shop Campaign

UrbanTrends - The Parenting Issue

Boys and Girls Clubs of Greater Washington's  
S.H.I.N.E. Program

Ohio Educators Training Workshop

University of Illinois at Chicago

# 2013/14

NIMH/SBIR - Innovative Communications  
Support for Families

SIDS Prevention Campaign

Montefiore Medical Center (TA)

Philadelphia Department of Public Health

Inner City Truth 3

Family Planning Council "I Matter" Campaign

Georgia Campaign for Adolescent Power and  
Potential (GCAPP) Community Campaign

# 2014

Salt Reduction Media Education Initiative (PHL)

Emory University Training Video

California Endowment/Boys & Men of Color

NStar Entertainment

## I AM THE DIFFERENCE

Ask Me About HPV

### HPV Awareness and Empowerment

A Pilot Campaign with Salon Partners

**Thanks to Our Participating Hair Salons!**

All About Perfection\*  
10101 Rockledge Avenue, Suite 1000, Jacksonville, FL 32256

Asanti Hair Studio  
2827 W. Grand Avenue, Chicago, IL 60640

The Barbera Shoppe  
1000 Market Street, Philadelphia, PA 19107

Creative Hair Salon  
6300 Harwood Avenue, Dallas, TX 75216

Gleady Hair Styling Salon  
4415 N. 24th Street, Phoenix, AZ 85018

Ramona's Touch of Essence  
1302 N. 37th Street, Phoenix, AZ 85018

Spa's Salon  
4022 Farmington Avenue, Chicago, IL 60630

Transformation Salon & Spa  
4546 Germantown Avenue, Philadelphia, PA 19131

**Why HPV Education?**

In the United States, African-American women are three times more likely to get cervical cancer than white women. African-American women are also twice as likely to die from cervical cancer than white women. HPV is the main cause of cervical cancer. It is a virus that is passed from one person to another. It is most common among young people. HPV is a virus that is passed from one person to another. It is most common among young people. HPV is a virus that is passed from one person to another. It is most common among young people.

## I AM STRONG

I AM COMPASSIONATE  
I AM RESOURCEFUL

Sometimes our friends are so down, they don't realize they need help and won't ask for it. When a friend is struggling, reach out and talk to them. Be the difference! Be someone they can trust. Get Connected.

For Support, Not Judgment, Call  
800-273-TALK

www.IAmTheDifferenceDC.org

## ICT3

INNER CITY TRUTH 3

Understanding the New Majority Minority

A Unique Look into the Urban Multicultural Youth Market

Demographics: Worldviews, Aspirations, and Goals

Education and School Safety: Exposure to Violence and Drugs

Interpersonal Relationships and Sexuality: Health, Wellness, Physical Activity and Nutrition

Finances: Digital Technology and the Internet

Wireless Phone Usage: Entertainment, TV, Movies and Music

Who's Hot

## Montefiore

THE UNIVERSITY HOSPITAL FOR ALBERT EINSTEIN COLLEGE OF MEDICINE

Montefiore School Health Program

Meeting the health needs of children at School Based Health Centers in the Bronx.

The mission of MSHP, in collaboration with the Bronx community, is to eliminate health disparities facing children living in the Bronx by providing full access to high quality comprehensive primary and preventive health services regardless of one's ability to pay.

## EMORY UNIVERSITY

VOL. 21 NO. 1

## UrbanTrends COLLECTION

### THE PARENTING ISSUE

**In This Issue:**

- Kids Don't Come with Instructions: Parenting Challenges in Today's Environment 2
- Getting Dads More Involved 3
- A Pampering Intervention: Short-Term Stress Relief for Young Moms 4
- A Parenting Conversation with Dr. Joseph White 5
- Engaging Parents to Help Support Their Teens 7
- Parenting Resources 9
- Insights: Making the Educational System Work 10
- MEE Parent-Teen Communications DVD/Toolkit 11

A SPECIAL EDITION PUBLISHED BY MEE

## SECONDHAND SMOKE KIDS

suffer more ear infections.

Don't raise a Secondhand Smoke Kid.

Quit with help. Quit for good.

1-800-QUIT-NOW

www.SmokeFreePhilly.org

## Work It Out Together

SUCCESSFUL PARENT-TEEN COMMUNICATION

That cigarette butt you threw on the ground may not break down until I graduate high school.

The Butts Stop Here. Keep Your Parks and Rec Centers Smoke-Free!

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## SHOP & EAT SMART

When Our Kids Eat Better, They Do Better.

Most, Some, Least are easy ways to remember what foods are best for your family to eat. Foods from the "Most" column are low in fat and sugar and are foods that your child should eat the most. Foods from the "Some" column are higher in fat and sugar and should be eaten less often. Foods from the "Least" column are very high in fat and sugar and should be eaten only occasionally.

Food Groups	MOST	SOME	LEAST
Fruits	Fresh Fruit	Orange Juice (Not Concentrated)	Fruit in Heavy Syrup
Vegetables	Fresh Vegetables	Baked With Butter	Fried/Fat Added
Grains	Whole Grain Bread	Pancakes/Waffles/Pizza	Sugary Cereals
Meats & Beans	Baked or Grilled	Processed & Cold Meats	Fried

For more ideas about how parents can help kids eat healthily, including recipes and shopping tips, get the **GCAPP** Education & Prevention Action Plan for Adolescent Health.

www.GCAPP.org

# MEE

MOTIVATIONAL EDUCATIONAL ENTERTAINMENT

## 2013 ANNUAL REPORT

### Making a Positive Difference

Help Me Sleep Safe

S.H.I.N.E. Boys & Girls Clubs

## No Butts About It!

Cigarette butt litter contains toxic chemicals that are harmful to the environment, wildlife, rivers and streams.

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Check Yourself. Protect Yourself.





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## From The President

### *Making a Positive Difference*

MEE has done some really exciting work – including over the past year – that is making a positive difference in poor, underserved communities. And that is why it's important that we let folks know what we've been up to and what we are capable of. For decades, MEE, a health communications, market research and advertising agency, has been doing cutting-edge health disparities work with city, state and federal agencies around the country. We have continually been recognized for being able to “move the numbers” among the hardest-to-reach and most vulnerable populations.

Below are snapshots of a few 2013 projects, both nationally and in our headquarters city, Philadelphia. Others are detailed throughout this annual report.

Our national projects include:

- Bronx, NY – We provided intensive technical assistance for the largest New York hospital system Montefiore Medical Center, with the goal of increasing utilization of its healthcare and dental services. We trained Montefiore's Community Health Organizers (CHOs) at its School-Based Health Centers on how to improve their outreach to parents and engagement at the grassroots community level. The first stage has resulted in an overwhelming response from the Bronx community.
- Los Angeles and Oakland, CA; Philadelphia, PA; Atlanta, GA, and Chicago, IL. – We surveyed and published Inner City Truth 3, a national research study on urban youth lifestyles, consumption and attitudes, with a sample of more than 1,700 African American and Hispanic teens and young adults. Attempting to identify (and find solutions to) health, educational and related social disparities that challenge urban youth of color in achieving their innate potential, we found that their lives are more complex than many assume. A particular focus was the experiences and challenges for boys and men of color. Sponsors included UNCF, the National Campaign for Teen and Unplanned Pregnancy, The California Endowment and The Advancement Project.
- Atlanta, GA – We developed a comprehensive Communications/Marketing Plan to help Jane Fonda's Georgia Campaign for Adolescent Power and Potential (GCAPP) launch a Community Education Campaign to improve nutrition and prevent obesity among low-income Atlanta-area tweens. Implementation will begin in late 2Q of 2014.
- Washington, DC and Providence, RI – Funded by the National Institutes of Health (NIH) and in partnership with Brown University, we developed and tested a new, multimedia/digital/online tool to help African-American families improve parent-teen communication, and parents increase their monitoring skills, with an eye on reducing risky sexual and other behavior of youth.
- New Orleans, LA – We conducted a statewide SIDS education and awareness

campaign in Louisiana, targeting low-income caregivers of infants. This is part of a three-year, statewide campaign to promote safe sleeping environments and reduce SIDS-related deaths, beginning in New Orleans, Baton Rouge and Alexandria.

- Cleveland, Columbus and Dayton, OH – We developed and implemented a series of training workshops for the State of Ohio, increasing the awareness of the Education Department's Linkage Coordinators about the connection between mental health and ongoing stress and trauma among their client families. Across three cities, MEE increased the effectiveness of their community outreach efforts and provided insights about the kinds of mental wellness support needed to improve academic success.
- Chicago, IL – We created a series of training videos (vignette scripts) for the University of Illinois at Chicago, which are being used to train therapists on how to interact with youth who have experienced trauma as a result of domestic or community violence in their lives.

Our Philadelphia-based projects include these:

- In partnership with Thomas Jefferson University, we conducted an HPV education and awareness “pilot intervention” in conjunction with nearly a dozen beauty salons in North and West Philadelphia. The target audience was African-American caregivers of girls 9-17, along with young women ages 18-26. Baseline, immediately post-intervention, and one-month follow-up survey data from participants showed that knowledge about HPV and the vaccine significantly increased, as did favorable attitudes and intentions toward vaccination.
- We have worked with the City Health Department on two social marketing campaigns. One focuses on secondhand smoke and smoking cessation, in conjunction with Smoke-Free Philly.org. The social media component of this campaign was extremely successful, with a significant increase in the City's Facebook “likes” resulting from MEE-developed advertising. We are now in the creative development stage for a sodium-reduction campaign targeting middle-aged African-Americans, with a focus on food choices outside the home.
- We supported the Family Planning Council in the creative development of radio ads and print materials to promote teen-friendly health centers in Philadelphia. They were designed to help increase the number of teens who visit these clinics to get contraception or to receive free and/or low-cost sexual health services.

Ivan J. Juzang  
Founder/President



MEE in Action	2013	2014
Marketing/Social Marketing	Tobacco Media Second Hand Smoke Campaign Louisiana Department of Health and Hospitals – SIDS DC Department of Mental Health – “I Am the Difference”	Louisiana Department of Health and Hospitals – SIDS Tobacco Media Second Hand Smoke Campaign Salt Reduction Media Education Initiative GCAPP Nutrition Campaign - Eat Better, Do Better
Media/Materials Development	NIMH/SBIR - DVD Production Montefiore School Health Program Merck HPV - Beauty Salon Campaign Family Planning Council - “I Matter” Campaign	NIMH/SBIR - DVD Production Emory University - Video Production for Training Videos Salt Reduction Media Education Initiative Georgia Campaign for Adolescent Power and Potential (GCAPP)
Audience Research	Inner City Truth 3 (ICT3) - National Survey	The California Endowment/Boys Men of Color Planning Grant
Workshops/Technical Assistance	MEE Regional Webinar - Professional Development Training Workshop - “Addressing Gun Violence and Chronic Trauma”  University of Florida, Center for Health Equity and Quality Research - Obesity Prevention  Department of Human Services (Washington D.C.) - 8th Annual Capacity Building Technical Assistance Workshop, “Confronting Challenges” - “Finding Our Strength: Building Resilience to Survive Life’s Challenges”  The Children’s Hospital at Montefiore - School Health Program (Bronx, NY) - “Moving Beyond Survival Mode for School-based Urban Youth”  Ohio Department of Education - “Promoting Mental Wellness and Resiliency in the African American (and Hispanic/Latino) Community” - Linkage Coordinators	Native American Community Services (NACS) - “Promoting Physical Activity & Nutrition to Prevent Obesity in Communities of Color” - All-Day Workshop  2014 Teen Pregnancy Prevention Federal Conference - Keynote Speaker “Bridging the Gaps: Eliminating Disparities in Teen Pregnancy and Sexual Health”  The Children’s Hospital at Montefiore - “Community Activation training 201: Community Mobilization Using Chat & Chews” - Webinars  State of Michigan Annual Teen Pregnancy Prevention Conference
UrbanTrends	Urban Trends Collection: The Parenting Issue	Urban Trends Collection: Inner City Truth 3



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**Ask Me About HPV**

### HPV Awareness and Empowerment

A Pilot Campaign with Salon Partners

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- The Barbers Shoppe 1000 Market Street
- Creative Hair Salon 6300 Harford Avenue
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[www.IAmTheDifferenceDC.org](http://www.IAmTheDifferenceDC.org)

**One Stop Appeal** 2827 Market Street

**Wanda's Simply 2000** 121 S. 60th Street

\*Adapted from the National Institute of Mental Health

## ICT3

INNER CITY TRUTHS

**Understanding the New Majority Minority**

A Unique Look into the Urban Multicultural Youth Market

**Demographics**

- Worldview, Aspirations, and Goals
- Education and School Safety
- Exposure to Violence and Drugs
- Interpersonal Relationships and Security
- Health, Wellness, Physical Activity and Nutrition
- Finances
- Digital Technology and The Internet
- Wireless Phone Usage
- Entertainment: TV, Movies and Music
- Who's Hot

**MEE** MOVING EDUCATIONAL OPPORTUNITIES

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**UIC** UNIVERSITY OF ILLINOIS AT CHICAGO

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**Ask Me About HPV**

**IMATER PHILLY** Check Yourself. Protect Yourself.

**Montefiore** THE UNIVERSITY HOSPITAL FOR ALBERT EINSTEIN COLLEGE OF MEDICINE  
Montefiore School Health Program

Meeting the health needs of children at School Based Health Centers in the Bronx.

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**Work It Out Together** SUCCESSFUL PARENT-TEEN COMMUNICATION

# 2013 Projects

**Help Me Sleep Safe**

**S.H.I.N.E.** SLEEPING HEALTHY IN A NEIGHBORHOOD

**BOYS & GIRLS CLUBS** OF PHILADELPHIA

## No Butts About It!

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**UIC** UNIVERSITY OF ILLINOIS AT CHICAGO

**IMATER PHILLY** Check Yourself. Protect Yourself.



### DC Department of Mental Health Youth Suicide Prevention Campaign



### “I Am the Difference”

MEE was contracted by the DC Department of Mental Health (DC-DMH) in 2010 to develop a youth suicide prevention campaign. This four-year project was predicated on promoting positive coping behaviors and encouraging supportive behaviors by peers who have stressed or depressed friends. The empowering spirit of the campaign is captured by the slogan “I Am the Difference.” In 2013, the final year of the campaign, MEE continued to print campaign materials on an as-needed basis; we also assisted in updating and managing content on the campaign’s Website. MEE’s Community Network was leveraged to provide campaign updates and to promote mental health services and resources provided by the City. MEE also supported DC-DMH reporting efforts by providing media statistics and other consumer reach data for submission to the Substance Abuse and Mental Health Services Administration (SAMSHA), the federal funding agency for the grant to DC-DMH.

[www.iamthedifferencedc.org](http://www.iamthedifferencedc.org)

### University of Illinois at Chicago



### Sensitizing Providers to Urban Youth Trauma

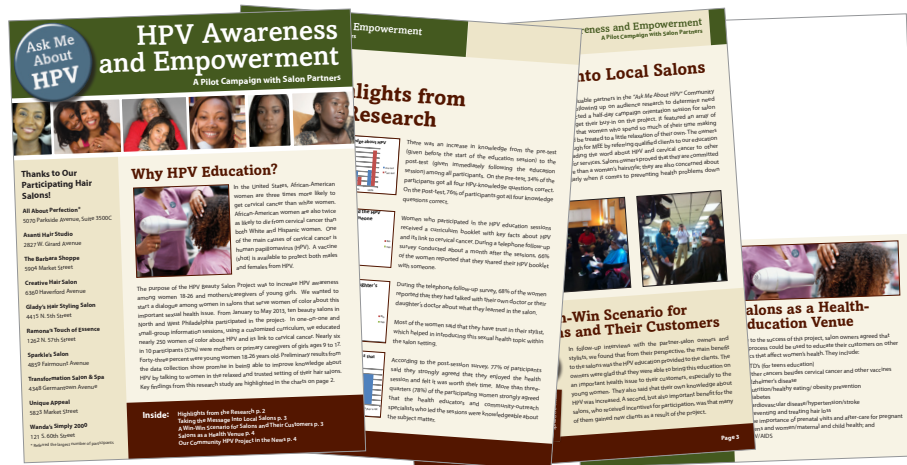
In June 2013, MEE was engaged by the Institute for Juvenile Research at the University of Illinois at Chicago (UIC) to help train providers and therapists on how to interact with youth who have been affected by trauma. Direct exposure to domestic and/or community violence were both addressed in developing the script for a training video.

We leveraged long-standing relationships with members of MEE’s Chicago Community Network to recruit low-income African-American and Latino males and females (ages 18-21) for a series of one-on-one, audiotaped interviews conducted by MEE staff. During the interviews, youth shared personal stories about traumatic experiences linked to gun/gang violence and physical, mental and/or sexual abuse in their home or community.

The content of the interviews was transcribed and analyzed by members of our research team, using a comprehensive coding process. The coded content was used by our Creative Team to develop two vignette scripts that were used by UIC to build out comprehensive training videos. Those videos will support UIC in its work to develop clinical guidelines for therapists and service providers who work with audiences of underserved youth.

Therapists and providers will now be able to understand and acknowledge the realities of how exposure to violence impacts young people and their families. Manifestations may include problems functioning at school or work, troubled relationships and behaviors that lead to being involved with the criminal justice and/or human services systems. MEE’s insights will help providers effectively communicate with and support low-income youth of color who need support to overcome personal challenges.

## Merck HPV Beauty Salon Campaign



Be Informed.  
Be Empowered.  
Spread the Word.

## Empowering Women to Make Informed Choices

In the United States, African-American women are three times more likely to get cervical cancer than white women. African-American women are also twice as likely to die from cervical cancer than both White and Hispanic women. One of the main causes of cervical cancer is human papillomavirus (HPV), which CDC placed as #4 on their Top Five Health Threats list in 2014.

In 2012-2013, MEE developed and implemented a grassroots Women Community Education Campaign designed to increase awareness about the link between HPV and cervical cancer. The pilot campaign focused on African American mothers and women in Philadelphia, targeting zip codes with high HPV rates. A dozen beauty salons in North and West Philadelphia were recruited and trained to participate in the project, serving as the venues for one-on-one and small-group HPV information sessions. Using MEE-created promotional materials, along with a customized curriculum, we directly educated nearly 250 women of color about HPV, its potential short-term (genital warts) and long-term (cervical cancer) effects and how the virus can be prevented; we exposed hundreds more women to basic information about this important sexual health issue. Salons and their stylists (credible and trusted opinion leaders) received financial incentives for their participation, supporting small businesses that have been negatively impacted by the nation's tough economic conditions.

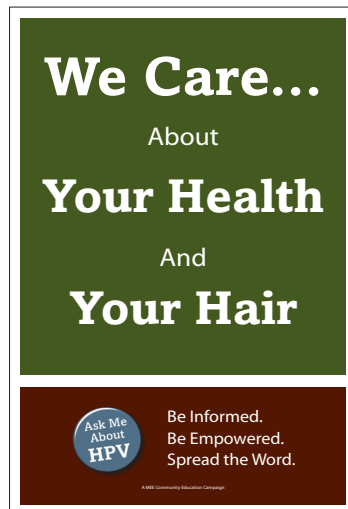
The two target audiences for the campaign were mothers or primary caregivers of

girls ages 9 to 17, along with young women 18-26 years old. Evaluation data showed that we were able to substantially increase knowledge about HPV from the pre-test (given before the start of the education session) to the post-test (given immediately following the education session) among all participants. More than 90% of the women reported that they planned to talk with their own doctor or their daughter's doctor about what they learned in the salon. During a telephone follow-up survey conducted about a month after the sessions, two-thirds of the women (66%) reported that they shared what they had learned or their HPV education booklet with someone they know.

### Key Research and Campaign Highlights:

This research-based campaign reflected qualitative audience research conducted in 2008 by MEE with African-American women and salon owners and stylists. That research indicated:

- Women discuss personal topics, including some sexual health issues, while they are at the salon;
- There are opportunities to leverage salons and engage stylists, who act as highly credible sources, to create environments that support health-education activities;
- Detailed awareness of HPV and cervical cancer was low in communities of color; and
- When introduced to the topic, African-American women said they wanted to know more.



The campaign was not designed to push a “vaccine agenda,” but focused on helping women make informed choices for themselves and their daughters. The campaign received major local TV news coverage, helping to highlight this unique and effective approach.

Template materials for replication of the campaign in other cities have been developed. They can be customized to reflect the needs and interests of any community across the country. The materials include: salon recruitment materials; community outreach materials; a Website and Facebook page; consent forms (if needed); pre- and post-education session surveys, promotional posters and a study curriculum.

A recruiting and training plan is in place for health educators to conduct the salon-based sessions. In addition, partnerships can be added with local urban radio stations (a persuasive media channel for women of color). The campaign can easily be expanded to include parents/caregivers of young boys in the vaccination range (many mothers requested this during the pilot) and to be implemented in barbershops as well as beauty salons.

MEE has published its findings from the pilot campaign and is actively seeking opportunities to take this life-saving information to the girls and women who are most at-risk.

## Boys & Girls Clubs of Greater Washington's S.H.I.N.E. Program (Shaping Healthy Identities through New Experiences)



## Training/TA to Engage Youth Around Mental Health

MEE provided Technical Assistance (TA)/consulting services to S.H.I.N.E.'s Program Managers over a two-day period. We helped support the program's aims to promote healthy lifestyles and responsible decision-making skills among youth in Washington, DC, increase engagement with parents of current S.H.I.N.E. members and reconnect with former S.H.I.N.E. members.

We customized and conducted a half-day Mental Wellness Communications Workshop, based on our extensive mental health research, social marketing campaigns and youth training engagements. The second half-day workshop provided Program Managers with a detailed overview of our proprietary 12-Step Mental Wellness Promotions Model for Youth Engagement (Behavior Change). Post-workshop activities and services included the customization of MEE-developed youth mental health message content and two youth training manuals that support mental wellness message internalization and peer-to-peer/community outreach.

[www.meeproductions.com/bmee](http://www.meeproductions.com/bmee)  
<http://www.meeproductions.com/workshop/mentalwellness.html>



## Urban Trends - The Parenting Issue



## A New Tool for Providers to Help Parents Become Their Child's First And Best Teacher

Over the past 20 years, MEE has worked on a number of projects addressing the tough issues that today's children and youth face every day – poverty, street violence, peer pressure, feeling disconnected from school, the lure of early intimate relationships and drug abuse (as a way to cope with stress and trauma), parent absences and social isolation. We have seen the negative consequences in urban communities when youth have a vacuum in the space where loving and wise guidance from caring adult would make a difference.

With that in mind, we developed a special parenting edition of our UrbanTrends newsletter for CBOs and providers that serve them. In this issue, we addressed a diverse range of research-informed, culturally-conscious topics related to the daunting tasks that parents (and in many cases grandparents) face every day.

In this special parenting edition, we:

- Explored the "ages and stages" of child development;
- Reviewed strategies to engage and involve parents, especially fathers, to help support teens;
- Shared insights from one of the top minds in Black psychology;
- Offered tips on how parents can actively support the academic success of their children;
- Provided a closer look at MEE's parent-training tools to help support mental wellness dialogue; and
- Unveiled several of MEE's online resources aimed at providing a culturally-relevant perspective on effective parenting.

Informed parents can instill their youth with opportunity-finding and other skills that will help them thrive as they navigate through life. Our goal is to help service providers provide parents with the knowledge, training and support they need to improve and enrich their communication skills and to enable healthy parenting.

### UrbanTrends Parenting Facebook Ad Campaign (2013)

In 2013, we launched a paid advertising campaign targeting parents on the popular social media site Facebook to help promote the special parenting edition of UrbanTrends. The campaign featured a series of rotating ad titles and taglines designed to attract and further engage parents, along with the CBOs and providers that serve them. These individuals were encouraged to "like" the campaign ads, which ran for one month, in order to gain access to new tools and resources for parents and other caregivers through MEE's Parent Leadership in Action Network (PLAN) Facebook page.

The campaign outcome was extremely successful, resulting in over 2,500 new "likes" from parents and other fans of the page.

Collectively, MEE's PLAN model, micro-site and Facebook page incorporate evidence-based community mobilization practices around the issues that affect parents. Together, they provide parents, grandparents, service providers and other caregivers with the knowledge, training and support they need.

### Ohio Department of Education



#### Professional Development Workshops for School-Based Health Coordinators

In December 2013, we developed and conducted three full-day professional development training workshops for the State of Ohio. They were designed to increase awareness among the State Department of Education's Linkage Coordinators about the connection between mental health and the ongoing stress and trauma experienced by many of their client families. Workshops were held in three cities—Cleveland, Columbus and Dayton. The goal was to increase the effectiveness of their community outreach efforts and provide insights about the kinds of mental wellness support needed to improve the academic success of children and youth.

We customized, upgraded and expanded various components of our Community Mental Wellness Toolkit that we developed as a follow-up to our national audience research on coping with urban trauma. We also incorporated other MEE community wellness products including: our "Successfully Mastering the Journey" DVD, featuring Dr. Joe White; select issues of MEE's UrbanTrends newsletter that highlight our mental health work; and youth-developed, culturally-specific community outreach materials.

MEE provided workshop participants with information about how school district intervention specialists, mental health service providers, CBOs, school-based health clinics and other providers can strengthen the protective factors that will allow low-income urban students to thrive (versus merely survive) in spite of the challenging realities of urban life. We engaged all participants in work to decrease stigmas, so that people will be more likely to access those services. Participants will use the Toolkit as the foundation for kick-starting community dialogue around the mental wellness of children.

To view MEE's Mental Wellness Workshop information go to the link below.  
[www.mee productions.com/workshop/mentalwellness.html](http://www.mee productions.com/workshop/mentalwellness.html)







## NIH/SBIR: Parent-Adolescent Communications



## Working It Out Together: Successful Parent-Teen Communication

### Overview

MEE was funded by the National Institute of Health (NIH) through its Small Business Innovation Research (SBIR) Program to develop and research a unique family-based media intervention. The overall aim of this two-year project was to develop and refine an interactive DVD and workbook to reduce sexual risk behavior and substance use among urban Black youth who are at high risk for contracting HIV. The products do that by improving communication between parents and their adolescent children, along with parental monitoring and the quality of parent-adolescent interactions. The products, designed with separate and joint components for parents and adolescents, are based on a face-to-face intervention, Project STYLE, that has demonstrated efficacy in a randomized trial.

### The Product

MEE designed a customized Website for “Work It Out Together: Successful Parent-Teen Communications.” The product addresses: HIV/STD information, adolescent sexual and substance use risk behaviors, assertive communication by adolescents with parents and partners, and parental monitoring. It includes culturally-sensitive media-based technology that is both accessible to families and targets important family issues. It also addresses issues from both the parent and adolescent perspectives. The intervention will be easy to disseminate to schools, community agencies and individual families.

### The Project

In 2013-14, MEE's focus is moving the DVD and workbook from prototypes to actual products, then evaluating its effectiveness and ease of use. To inform the final editing, MEE and colleagues at Rhode Island Hospital moderated a series of focus groups during the summer of 2013 with African American parents and adolescents ages 13 - 18, along with community-based organizations and service providers in Philadelphia. In the fall of 2013, the DVD and Workbook evaluation stage began, through a small-randomized clinical trial, involving 170 African-American parent-adolescent dyads from Philadelphia and Providence, RI. This allowed us to examine the impact of our HIV prevention intervention on improving adolescent HIV-risk attitudes and intentions and the quality of parent-adolescent communication/monitoring.

In 2014, MEE will complete a three-month follow-up with the parent-adolescent dyads, then analyze the product-testing data. Based on that research, we will make final edits to our product. We will also finalize the marketing/commercialization plan to launch the product, targeting parents and organizations that serve African-American parents and teens.



**Work It Out Together**  
SUCCESSFUL PARENT-TEEN COMMUNICATION

This project was made possible by a grant from the National Institute of Mental Health (NIMH). Grant number: 2R44MH082103-02A1.

## SIDS Risk Reduction & Safe Sleep Campaign



### Campaign Website: [www.giveyourbabyspace.com](http://www.giveyourbabyspace.com)

For a third year, MEE continued working with the Louisiana Department of Health and Hospitals (DHH) to implement a statewide, multimedia and community outreach campaign to promote safe sleeping environments for infants. The goal is to lower the risk of SIDS and infant deaths resulting from unsafe sleep practices. MEE's campaign has a special emphasis on targeting lower-income African-American women, ages 18-29. The campaign involves message development, audience research (including media testing), materials development, media placement and community outreach. The campaign initially focused on New Orleans, Baton Rouge and Alexandria, but has spread to include Lafayette, Lake Charles, Opelousas, Monroe and Shreveport.

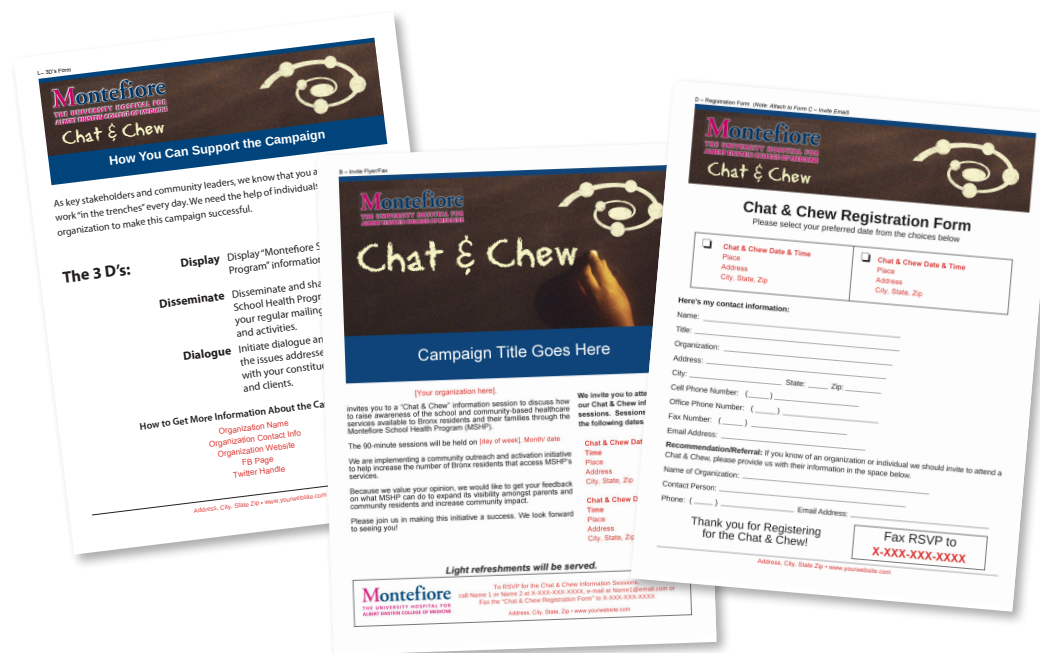
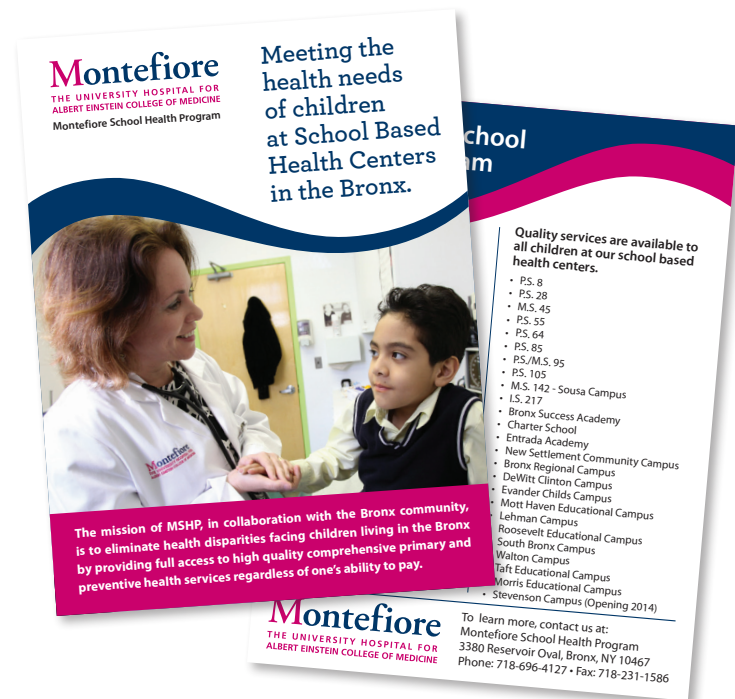
MEE has developed an array of campaign materials including postcards, resource flyers, radio ads, billboards and a Website. In addition to disseminating the print

materials to campaign partners across the state, MEE conducted a series of community mobilization activities designed to garner campaign support from service providers. Community canvassing efforts have targeted day care centers, hair salons and other community-based organizations and retailers that cater to African-American women and families in specific zip codes.

In addition to these activities, Year 3 of the campaign saw MEE develop an interactive, online tutorial designed to help parents and caregivers understand how to provide a safe sleep space for their infant. Go to [www.giveyourbabyspace.com](http://www.giveyourbabyspace.com) to view Baby's Safe Sleeping Room.

MEE also conducted a professional development workshop on effective communications for more than 30 service providers from the DHH and its partnering organizations.

## Montefiore School Health Program



## Training/TA to Increase Use of School-Based Health Centers

In 2013, MEE was hired by one of the top-ranked hospital systems in the nation to provide training and technical assistance (TA) to its Community Health Organizers (CHOs) through a series of workshops. We also planned and implemented a grassroots community-mobilization initiative to increase the number of Bronx, NY residents who use Montefiore Medical Center's school-based health and dental services (MSHP).

To support a comprehensive skills-transfer process, MEE customized training materials, handouts for group exercises and presentation tools for MSHP staff in the Bronx. We trained Organizers who work at school-based health centers on how to improve their community engagement at the grassroots level. Using information provided by MSHP, we developed and customized information packets organizers

could use at a series of "Chat & Chews" with CBOs, service providers, local parenting organizations and other community leaders recruited by MEE and MSHP staff. MEE also designed MSHP-branded postcards that session attendees were asked to share with their colleagues and peers.

MEE provided on-site, technical and presentation support at each Chat & Chew to assist MSHP in expanding its visibility among local parents and other community stakeholders. We helped them start the process of creating a corps of organizational partners that who can become advocates for MSHP and promote its services to their constituencies. The first stage of the initiative resulted in an overwhelming response from the Bronx community. Representatives from the attending CBOs responded by requesting that CHO's speak at their upcoming events, calling for an expansion of the MSHP to more schools and pledging to share information with other colleagues and contacts.



## Philadelphia Department of Public Health



Like SmokeFree Philly  
www.SmokeFreePhilly.com



Helping smokers quit and protecting children from tobacco use.

Like SmokeFree Philly  
www.SmokeFreePhilly.com



Helping smokers quit and protecting children from tobacco use.

## Raising Community Awareness of Secondhand Smoke Risks

### Year 2013

As part of the Philadelphia Department of Public Health's (PDPH) "Get Healthy Philly" initiative, MEE Productions was contracted to develop and implement tobacco control media campaign initiatives in 2013. The campaigns focused on secondhand smoke (SHS) exposure among children, quitting smoking and creating smoke-free environments. MEE was responsible for the overall coordination of the initiative, including planning, ad modification, media buys and account management.

The campaign targeted low-income adult smokers (25-44 years) who have children younger than 12. The objectives of the campaign were to: 1) increase smokers' knowledge about the harms of SHS; 2) decrease smoking in the home; 3) decrease SHS exposure in the home for young children; and 4) promote anti-smoking norms among young children.

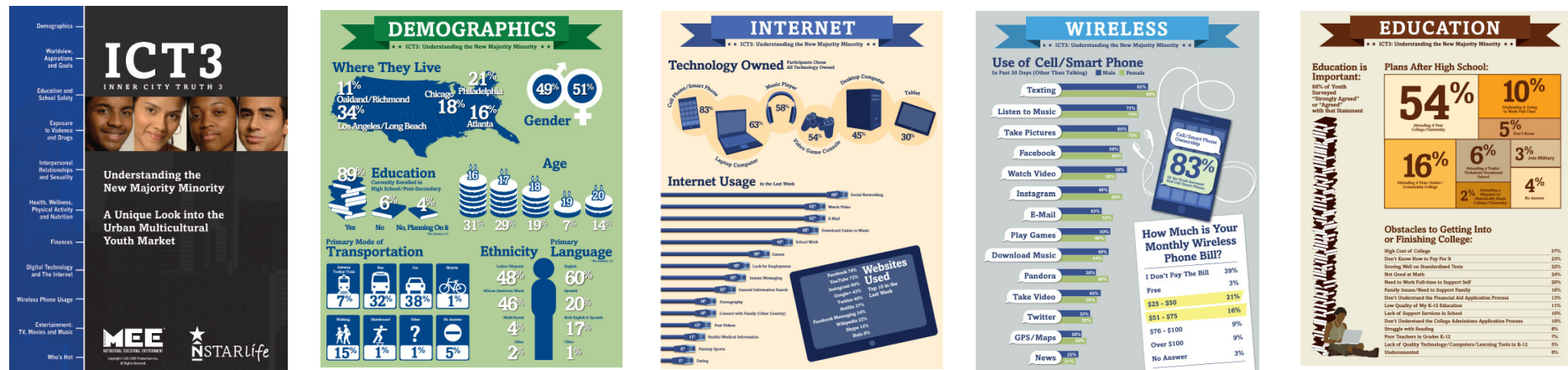
MEE placed advertising on television, radio and transit. We also developed and implemented a very successful Facebook campaign that more than tripled the number of "likes" and increased other activity on the campaign page.

### Year 2014

MEE received an extension to continue providing tobacco prevention media services into a new fiscal period. MEE will continue to provide planning, ad development,



ad modification, media buying (print, TV, transit, social media) and account management services. An updated second-hand smoke campaign launched in January. This campaign, with transit and TV advertising, has more of an emphasis on quitting smoking. It targets adult smokers (25-44 years) who have young children. An outdoor smoking prevention campaign targeting a similar audience launches in April. Its objectives are to: 1) increase awareness of the damage tobacco smoking does to the environment, particularly city-owned parks; 2) promote smoke-free parks and recreation center property areas, including playgrounds, ball fields, courts, parking lots, lawns, and pool areas and; 3) decrease SHS exposure for young children.



In 2013, MEE conducted the third iteration of its Inner City Truth national quantitative study. The Inner City Truth 3 (ICT3) survey was administered in-person over a five-month period in mid-2013 with more than 1,700 African-American and Hispanic teens and young adults (ages 16-20). It delved into health, education, media consumption and the worldview and aspirations of young people in five major American metro areas: Atlanta, Philadelphia, Chicago, Los Angeles/Long Beach and Oakland/Richmond (CA).

ICT3 found that the lives of today's millennials of color are more complex than many assume. A focus of the survey was identifying (and finding solutions to) health, educational and related social disparities that raise challenges for urban youth of color achieving their innate potential.

Key findings from ICT3 include:

- Low-income urban youth of color value education as the door to future success; they are enrolled in school and plan to continue beyond high school.
- ICT3 youth believe both in themselves and a higher power to make things happen.
- ICT3 youth are intensely connected to digital technology via the Internet and smartphones; it even replaces face-to-face time as a favored way to keep in touch with friends.
- Despite media portrayals that may have one believe otherwise, and despite living

in high-risk environments (stressors) where they have been exposed to significant amounts of violence, the vast majority of African-American males have not been perpetrators of violence.

- Sexual abuse and assaults may be all-too-common experiences for African-American girls and women.
- Among the sub-groups, Latina females were overwhelmingly the least satisfied with their bodies and were the most likely to report being bullied.
- ICT3 youth still have goals of marriage someday and believe that pregnancies should be planned, because having a child as a teen is a “big deal.”
- Programs and brands can connect with ICT3 youth by reflecting belief in self and supporting their dreams of success.

Survey sponsors included The California Endowment, The Advancement Project, The United Negro College Fund (UNCF) and The National Campaign to Prevent Teen and Unplanned Pregnancy. The project included an expert advisory panel made up of a dozen esteemed thinkers and doers across various fields and industries. The panel helped fine-tune the ICT3 research design, survey questions/content, data analysis and will support research dissemination in communities across the country.

MEE supported the release of its findings and insights with a national press release and launch of a customized microsite. Ongoing dialogue about our findings is being supported by social media outreach and dissemination partnerships with organizations such as UNCF and The National Campaign to Prevent Teen and Unplanned Pregnancy.



**ICT3**  
INNER CITY TRUTH 3

Understanding the New Majority Minority  
A Unique Look into the Urban Multicultural Youth Market

The ICT3 Study | Key Findings | Methodology | Expert Contributors | Contact Us

**For Immediate Release**  
Click here to see the Press Release.

**Overview**  
Inner City Truth 3 (ICT3) is the third installment of a national study of youth and young adults. This edition features findings from more than 1,700 African Americans and Latinos, ages 16 to 20. Participants were from Los Angeles/Long Beach; Oakland/Richmond; Chicago; Philadelphia; and Atlanta. ICT3 Insights go beyond the demographic profiles, attitudes and behaviors of youth. It also captures the "why" behind youth behavior and choices, along with highlighting trends that indicate what comes next.

**Survey Sections**  
Click on Images for a Larger View

Demographics | Worldview, Aspirations and Goals | Education and School Safety | Exposure to Violence and Drugs

Find us on Facebook  
ICT3 Inner City Truth 3  
Like 38

Inner City Truth 3 via Parent Leadership in Action Network (PLAN)  
This is an AWESOME representation of defying the odds! Kudos to these young brothers! This is the kind of media coverage our young men deserve! Please SHARE!

Young Black Men Send A Serious Message In A Stylish Way  
www.huffingtonpost.co

A group of young Black and Latino men are letting the world know that they are far from the image of violent, uneducated and unskilled individuals that the media often makes them out to be. Dressed in suits, button-down shirts.

Facebook social plugin

©2013 MEE Productions Inc. & iStar Life

In 2014, the next edition of our quarterly UrbanTrends newsletter will highlight key findings from ICT3. The newsletter will feature quotes and insight from members of the expert advisory panel, infographics and insights into the range of elements that impact and influence today's youth.

The newsletter will be available to members of MEE's Community Network and/or UrbanTrends subscribers. Public- and private-sector organizations seeking access to the research findings can purchase the full report through the ICT3 Web-site.

#### ICT3 Press Releases:

<http://www.meeproductions.com/ICT3Web/ICT32013release.pdf>

<http://www.prweb.com/releases/MEE/ICT3/prweb11385326.htm>  
(This e-release includes supplemental attachments and images.)

**ICT3 Website:** [www.meeproductions.com/ICT3Web](http://www.meeproductions.com/ICT3Web)

**ICT3 Facebook Page:** [facebook.com/InnerCityTruth3](https://facebook.com/InnerCityTruth3)

## Family Planning Council - "I Matter" Campaign

**I MATTER PHILLY** PREVENTING TEEN PREGNANCY

**YOUR SEXUAL HEALTH MATTERS**  
Check Yourself. Protect Yourself.

Visit an **I MATTER** Health Center Today!

- Safe, Teen-Friendly Health Centers
- FREE or Low-Cost Birth Control and FREE Condoms
- Confidential Pregnancy, STD and HIV Testing

**Check Yourself. Protect Yourself.**

**I MATTER PHILLY**

[www.IMatterPhilly.org](http://www.IMatterPhilly.org) | Call to find a location near you: 800-848-3367

**I MATTER PHILLY** Check Yourself. Protect Yourself. [www.IMatterPhilly.org](http://www.IMatterPhilly.org) 800-848-3367

## Promoting Youth-Friendly Sexual Health Services

MEE was retained by the Family Planning Council (FPC) to oversee the creative development and placement of print materials and radio ads to promote teen-friendly health centers as part of its "I MATTER" campaign targeting low-income teens in West and Southwest Philadelphia.

FPC is one of nine organizations nationwide selected to participate in the Office of Adolescent Health/Centers for the Center for Disease Control's (CDC) Teen Pregnancy Prevention Project. FPC's goal for the multi-component campaign is to decrease the number of reported teen pregnancies in the targeted areas by increasing the number of teens (ages 14 to 19) who visit these clinics to get contraception or to receive free and/or low-cost sexual health services.

MEE's Creative Team developed message concepts for the campaign, including a series of "youth-friendly" campaign slogans with messages about sexual and reproductive health to influence teens to access care at a FPC clinical provider in Southeast Pennsylvania.

We developed an array of print and media materials that included a double-sided color postcard, a double-sided color flyer and a transit ad that will be placed on various subway platforms and bus interiors in targeted sections of the city. MEE's Team also developed scripts, recruited talent and recorded two 15- and 30-second radio ads. We developed a full placement plan for reaching the target audiences through a mix of urban radio and outdoor transit partnerships. MEE executed media placement for the campaign in December 2013. Radio ads are scheduled to run in February and March of 2014.



## Georgia Campaign for Adolescent Power and Potential (GCAPP)



## Nutrition Campaign for Parents of Pre-Teens

MEE has partnered with Jane Fonda's Georgia Campaign for Adolescent Power and Potential (GCAPP) to plan and launch a grassroots Community Education Campaign to improve nutrition and prevent obesity among at-risk 'tweens and their families. Physical activity and nutrition is one of three key areas that GCAPP focuses on as part of its mission to improve the overall health and well-being of young people in Georgia.

In 2013, as part of the project planning phase, MEE and GCAPP explored several potential "end games" that will support the fulfillment of GCAPP's mission and priorities. Using that feedback, MEE developed a comprehensive Communications Plan to serve as the roadmap for a yearlong community awareness and parental engagement campaign that will begin in 2Q14, targeting parents and caregivers of pre-teens.

The Communication Plan addresses how to: (1) effectively introduce, brand and increase awareness of GCAPP as a key player in the obesity-prevention arena; (2) educate parents about do-able steps they can take to improve nutrition in their home; and (3) help parents and other caregivers to empower their pre-teens to make informed choices about their eating and nutrition.

In 2014, MEE will begin implementing key elements of the Communications Plan.

Our Creative Team has developed radio and transit ads, along with print materials, including a poster, a flyer (with a user-friendly shopping list) and a postcard. The initial phase of the campaign focuses on the "why" of better nutrition. Messages point out that healthy eating helps children's performance in school, gives them more energy and sets the stage for a healthy lifestyle that can reduce rates of chronic disease in low-income urban communities.

As a key pre-campaign activity, MEE will plan and help GCAPP execute a series of "Chat & Chew" information sessions in targeted Atlanta-area neighborhoods. These Chat & Chews will ensure that local stakeholders, CBOs and all levels of the community are prepared to support the campaign, whether through materials dissemination and display or more direct dialogue with local parents. MEE will develop materials and handouts to capture and collect data during the Chat & Chews. These instruments will support materials testing and help gather feedback on dissemination channels and outreach locations. The data collected from the Chat & Chews will be analyzed by MEE staff and will serve as a framework for revisions to the GCAPP materials and media.

Campaign implementation will begin in late 2Q of 2014 and will feature a mix of traditional and non-traditional media channels, including a series of radio ads, transit placement and special events. This strategy will help establish GCAPP as a trusted and credible health-promotion entity and begin to influence action-oriented behavior change among Atlanta-area parents and pre-teens.



Having a **stroke** can change your life.

Eating **too much salt** is part of the problem.

Too much salt can raise your blood pressure. And that puts you at risk for a stroke.

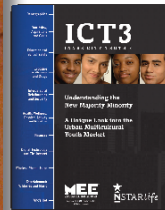


Reduce the salt. Regain your health. Learn how at [www.FoodFitPhilly.org](http://www.FoodFitPhilly.org).



# UrbanTrends COLLECTION

## New Urban Youth Lifestyle Study Busts Myths About Millennials of Color



Inner City Truth 3 (ICT3) is based on a 1,000+ question survey conducted with 1,700 African American and Hispanic inner city youth ages 18 to 30 from Los Angeles, Oakland, Philadelphia, Chicago and Atlanta. This third installment of the Inner City Truth series was administered over a five-month period in mid-2013. ICT3 insights go beyond the demographic to profile, attitudes and behaviors. It also explores the "why" behind youth behavior and choices, along with highlighting trends that indicate what comes next.

Whether promoting public health services, entertainment properties or consumer goods, we all know the benefits of understanding one's target consumer.

This study provides an understanding of the worldview, aspirations and lifestyles of inner-city youth. It explores information about their expectations and perceptions of K-12 and post-secondary education, the challenges to academic achievement, and their views on interpersonal relationships. ICT3 explores where urban youth spend their time, their physical activity and nutrition habits and their usage and preferences across the full spectrum of media channels, including social media, online and wireless.

To view the ICT3 website go to [www.mee productions.com/ICT3Web](http://www.mee productions.com/ICT3Web)

## Youth Striving for Optimal Health: Same Neighborhoods, Different Choices

As part of the ICT3, we were able to compare and contrast youth from the same socioeconomic backgrounds. We assessed how certain behaviors or disorders youth make impact the way that they live their lives or view the world around them. One of those peer-to-peer comparisons attempts to identify what makes a youth who has an "optimal health lifestyle" different from one who doesn't.

We categorized youth that lived on "optimal health lifestyle" by four critical similarities. They all must: 1) Eat fruits and vegetables at least 4 days/week, 2) Engage in physical activity at least 4 days/week, 3) Have a positive attitude, and 4) Have a positive attitude.

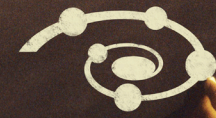
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### Sponsors



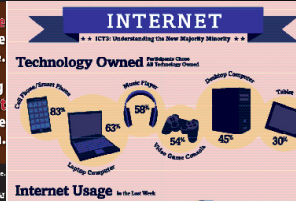
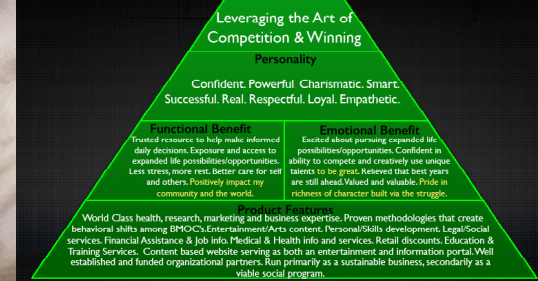
The survey was co-sponsored by The California Endowment, The Advancement Project, The United Negro College Fund, The National Campaign to Prevent Teen and Unplanned Pregnancy and MEE Productions. The California Endowment and The National Campaign have been sponsors for all 3 iterations of the study.

## Montefiore Community Activation Training 201: Community Mobilization Using Chat & Chews



Presented by MEE Productions Inc. Patricia Washington & Leah Loring

## The BMOC Global Brand Architecture



# 2014 Projects

## NSTAR Presents No Two Ways About It — or — All Caught Up

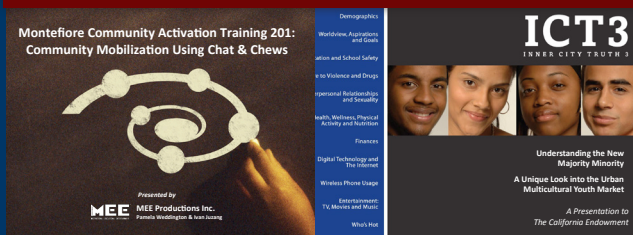
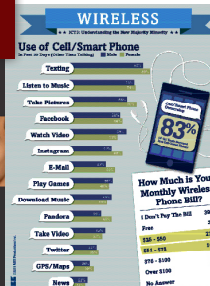
**SUBMISSION PACKET**  
A Comedy Written by Shari Carpenter

From the Producers of "Thistle & Flow," "Something New" and "Jason's Lyric"

32-42 Weeks, U.S. - In Association with MWR Entertainment, LLC

## FIRST PLACE FOR YOUTH

Building a foundation for life after foster care





### Salt Reduction Media Education Initiative



MEE is the lead media agency of the Philadelphia Department of Public Health (PDPH) for its initiative to increase awareness about the negative effects of excess salt consumption on cardiovascular health. The Sodium Reduction Media Education Initiative targets adult African Americans (ages 35-60). MEE will: raise awareness about the link between high salt consumption and related disease(s), including high blood pressure and stroke; and encourage African-American residents to reduce sodium intake and decrease portion sizes.

The campaign will span a two-year period and feature a media mix of radio, print and transit/outdoor advertising and social media, with a particular focus on lowering/preventing high blood pressure. In 2013, MEE developed the campaign Creative Brief and Implementation Plan. MEE's Creative Team developed message concepts for print ads and a series of radio scripts aimed to impact food-purchasing decisions at retailers (i.e., supermarkets, corner stores) and restaurants, along with food preparation decisions at home.

In 2014, MEE will test the message concepts with members of the target audience in six focus groups. This process will allow us to capture first-hand feedback about the look, feel, cultural-competency and overall effectiveness of the message content prior to finalizing the campaign messages and call-to-action. MEE will also develop a media placement plan for the campaign and execute the media buys, along with securing talent and producing the ads. The campaign will launch in June 2014.

### Emory University – Video Production for Training Video



#### Training & Empowering African American Churches on HIV/AIDS (T.E.A.C.H.)

2014 will lead the implementation of a video production project in partnership with Emory University's Behavioral Sciences and Health Education department. MEE's work will support Emory's implementation sciences-based project to promote the adoption of proven interventions in everyday practice. MEE will create a train-the-trainer video in support of a faith-based program called P4 for Women, which was adapted from an evidence-based HIV intervention, SISTA (Sisters Informing Sisters about Topics on AIDS). SISTA is aimed at educating and influencing young (ages 18-34), sexually-active, unmarried African-American women about sexual health.

P4 for Women has been adapted for use in the mega-churches of Atlanta. The goal of the P4 for Women program is to assess and analyze SISTA's effect on women's HIV-associated sexual risk behaviors, with the eventual goal of enhancing "religious social capital" in the Black church.

The video MEE produces will help potential program facilitators understand how to implement the core elements of the intervention. MEE will spearhead the production process (planning, pre-production, production and post-production services) for the documentary-style training video that will be shot on-site in Atlanta over several days. We will work closely with the Emory team to develop the video treatment, script, story boards and interview questions, and to finalize edits and enhancements to the training video. More than 50 churches in Atlanta will receive the MEE-developed training video.



## The California Endowment/Boys Men Of Color Planning Grant



### Making BMOC Success a Global Brand

MEE received a planning grant from The California Endowment to design an online, digital “community” for boys and young men of color (BMOC). This community will be launched across California and then expand to become a global destination for this trendsetting audience. Ultimately, the online relationship will be augmented with grassroots, on-the-ground activities in targeted communities. We will use the latest digital technology to engage BMOC in the pursuit of their life goals, interests and ambitions. We will also help them reach their fullest personal potential and strive for optimal health.

The digital platform we create will: engage and uplift boys and men of color; connect them to a diverse range of community touch-points and services mobilized to support them; and sustain itself beyond initial funding, using a commercially viable, yet socially responsible business model.

To develop this innovative and powerful communication tool, we have assembled a dynamic management team, led by MEE, which brings more than two decades of insights on how to reach and influence urban young audiences. Since the goal is to create an online destination with a global footprint, the team also includes branding expert Darryl Cobbin, founder of Brand Positioning Doctors. He has held senior branding and marketing positions in corporate America, building brands for Coca-Cola, Boost Mobile and Fox Pictures. Cobbin is designing the brand architecture, which outlines our product’s meaningful difference from its competitors, defines its key features and enumerates both its functional and emotional benefits for the end users.

The optimal mix content for the platform is being generated by discussions with thought leaders who understand some of the key challenges BMOC’s face and what problems our digital platform can/should try to solve for them. For example, some BMOC’s choose to join gangs for safety in going to and from school. While there are consequences to choices like these, we will use creative methods (including gaming algorithms) that will help BMOC sort through difficult challenges, connect them with resources and services, and come to solutions that work better for them in the long run.

The marketing, media and digital approach for this BMOC portal reflects our interest in and commitment to the whole person. True to our pro-social mission, we will develop BMOC as leaders who will have a positive impact in their schools, families and communities.

The business model for this venture is centered on a direct-to-consumer, subscription-based digital platform that grows recurring revenue streams and guarantees a strong return on investment for our funders. We are also addressing the long-term sustainability of the Website/digital platform by identifying commercial sponsors and strategic partnerships in both the public and private sectors.

After honing our concept as a team, we are now ready to meet with diverse sources of capital. We are excited about sharing our approach with like-minded funding sources and have identified more than 20 foundations, venture capital operations, state governments and major non-governmental organizations for meetings and outreach.

## NStar Entertainment

[www.meeproductions.com/nstar/](http://www.meeproductions.com/nstar/)

NStar represents the “next-generation” model for distributing theatrical-quality urban (Black/Hispanic) films. NStar is the nexus of entertainment media, cutting-edge technology and social responsibility, using unique managed social media and community mobilization strategies to become the top distribution brand in the urban marketplace. The company will serve the fast-growing and sophisticated African American and Latino consumer market by distributing well-researched, cost-effective and culturally-relevant feature films.

The competitive edge for NStar, a one-of-a-kind urban film marketing & distribution company, is that all content (produced, co-financed or acquired) is audience-informed and stress-tested, using a unique and proven research-based methodology developed by MEE Productions Inc.

NStar’s approach to filmmaking and distribution is launching at just the right time to take advantage of a new renaissance of African American movies. The last year has brought critical acclaim (12 Years a Slave) and box-office success (Ride Along, Best Man Holiday, The Butler) to movies about the Black experience. Partnering with Relativity Media allows us to prove our model in the marketplace, going beyond simply making movies to controlling their marketing, release and distribution.

NStar Entertainment is set to produce, market and distribute its first theatrically released film this year. “32-21-42,” an aspirational romantic comedy, will launch NStar’s innovative production, marketing and distribution models ([www.meeproductions.com/nstar/32-21-42\\_November\\_2013\\_Revision.pdf](http://www.meeproductions.com/nstar/32-21-42_November_2013_Revision.pdf)).

“32-21-42” (working title, with alternate, “No Two Ways About It”) is aimed at both younger and “seasoned” female moviegoers. The main character is Monica, a sexy, divorced, 42 year-old mother, who after a particularly bad day at work, meets 32 year-old Sonny (while drowning her sorrows at a bar). He sweeps her off her feet and into a weekend of pleasure. Alas, Monica is too busy and too guilt-ridden to pursue this “one-weekend stand” with a younger man. She ends things, breaking Sonny’s heart. Five weeks later, Monica’s 21 year-old daughter, Eleni, comes home from col-

lege break giddy and in love with a guy she calls “Wood” McCoy. Imagine Monica’s shock when she finds out that Eleni’s Wood is the same man as her Sonny. What’s a mother to do when she has had a tryst with the man who is now her 21 year-old daughter’s love interest? Oops! Add Monica’s jealous ex-husband (Craig) who wants Monica back and tons of drama and intrigue begins. Untangling all these angles keeps the audience “All Caught Up” (another potential title) and laughing in this aspirational romantic comedy.



“32-21-42” is a full-length feature for theatrical distribution on 500-600 screens in the Top 60 Black (urban) markets across the country. The target audience is primarily Black Women (ages 18-54). Female Gen X-ers (35-50) will be the primary focus, with a secondary appeal aimed at Urban Millennial Women (16-32) and the LGBT community. Male appeal will be realized by reaching out to the men in our targeted women’s lives.

NStar brings together a strong “A-Team” of film industry and urban marketing professionals with more than 100 combined years of industry experience. Preston Holmes, producer of three Academy Award-nominated films, leverages his Hollywood insider knowledge as the NStar’s Head of Production. He is joined by film distribution and marketing expert Russell Schwartz, offering innovative distribution and advertising strategies, and producer Dwight Williams, whose contacts and processes keep film production on track and profitable. MEE CEO Ivan Juzang brings two decades of entrepreneurial management and urban marketing expertise to his leadership of NStar Studios.

“32-21-42” will be produced by Preston Holmes (New Jack City, Malcolm X, Tupac Resurrection, Do the Right Thing and Hustle & Flow). Holmes, a former president of Def Pictures, is one of the most prolific and well-regarded producers in the history of urban-themed entertainment. Writer/Director, Shari Carpenter is an award-winning independent filmmaker with nearly a two-decade long career in film production.

NStar has secured distribution for “32-21-42” through Relativity Media [Netflix and ALL forms of Pay TV (including SVOD), home entertainment (including EST), video on demand (VOD), and free television]. We are working directly with Relativity’s President of Domestic TV and Digital Distribution.



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