



HIP-HOP: Beyond Beats and Rhymes is a groundbreaking 60-minute documentary that examines representations of manhood, sexism, and homophobia in hip-hop culture. It is a “loving critique” of certain disturbing developments in rap music culture from the point of view of a fan who challenges the art form’s representations of masculinity. HIP-HOP: Beyond Beats and Rhymes is slated for national prime-time broadcast on February 20, 2007 on the Emmy Award-winning PBS series *Independent Lens*.

HIP-HOP is directed by Byron Hurt of God Bless the Child Productions and executive produced by Stanley Nelson of Firelight Media, in association with the Independent Television Service (ITVS) and the National Black Programming Consortium (NBPC), with funding provided by the Corporation for Public Broadcasting.

HIP-HOP NATIONAL COMMUNITY ENGAGEMENT CAMPAIGN

The national broadcast of HIP-HOP: Beyond Beats and Rhymes is supported by a comprehensive national Community Engagement Campaign designed to educate both young consumers and media makers about issues of gender, race and community values, support media literacy, and encourage young men and women to reflect on the impact of frequently violent and sexual imagery on themselves, their relationships, and their communities.

The goals of the HIP-HOP Community Engagement Campaign are to:

- **Engage young people** in reflection, discussion, critical thinking, and problem-solving around the causes and effects of sexism, homophobia, and violence within hip-hop culture
- **Support the work** of local organizations that serve youth by providing a media tool along with expert training, resources, and connection to their peers
- **Generate a national conversation** on an increasingly violent, materialistic, and sexually explicit American culture using hip-hop culture as a point of reference
- **Provide opportunities to sustain conversations** catalyzed by the film and move audiences from dialogue to action on the issues raised in the film
- **Drive new, young, diverse and retain conventional audiences** to the national PBS broadcast while disseminating resources to those target groups
- **Emphasize the positive, creative contributions of hip-hop**, one of the most pervasive and dynamic global art forms engaging young people worldwide



The core resources, activities, and other components of the HIP-HOP Community Engagement Campaign will include:

- **National and local partner organizations** to provide issue expertise and other resources, and to advise the campaign on methods and framing to properly engage target constituencies
- **Partnerships with Public Television Stations** nation-wide, including ITVS Station Outreach Grants to fund local campaign projects and collaborations in 5 key markets
- **A National Training Workshop November 16-17, 2006 in Washington, DC** with Director Byron Hurt, Firelight Media, ITVS, National Black Programming Consortium, key PBS stations, National Campaign Partners, and other experts
- **Professionally developed campaign materials, including educational and discussion guides**, fact sheets, campaign toolkit, and other resources aimed at extending the campaign beyond the broadcast.
- At least **30 ITVS Community Cinema events** in markets across the country, along with numerous screenings, workshops, and other events produced by PTV stations and local partner organizations
- **A dynamic campaign website on itvs.org** featuring fresh new content, downloadable resources for partners, stations, and viewers alike, as well as community generated content, in addition to a companion website on pbs.org
- **A multi-faceted public relations and marketing effort**, including nationwide media outreach, electronic, and urban grassroots marketing, and more

Campaign National Partners:

A Call to Men; Boys and Girls Clubs of America; Center for Family Policy and Practice; Center for the Study of Race, Politics and Culture—University of Chicago; Center for the Study of Sport and Society; Family Violence Prevention Fund; Gender Public Advocacy Coalition; Just Think Foundation; Ms. Foundation for Women; National Hip-Hop Political Convention; National Women’s Alliance; Sports Leadership Institute—Adelphi University; Women of Color Resource Center; Youth Movement Records.

For more information, and to get involved in this national effort, please contact Monifa Akinwole-Bande at 212-234-1324 or monifa@firelightmedia.org or visit www.itvs.org/outreach/hiphop.

The HIP-HOP: Beyond Beats and Rhymes Campaign is spearheaded by ITVS and Firelight Media, in partnership with God Bless the Child Productions and the National Black Programming Consortium, with support from the Corporation for Public Broadcasting.

