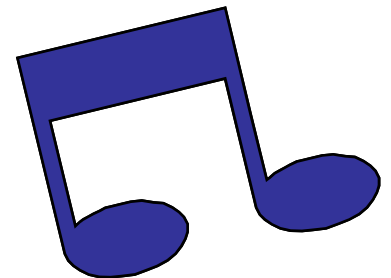
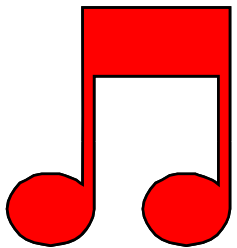


The Message In The Music

Understanding

Hip Hop



FTC Prevention Services

Marc Fomby, President / CEO

If it's not cute at 15 & 16... it's not
cute when they're 5 & 6!



**Especially when they're not even 1 or 2... &
still in Pampers!**

**Hip Hop is a billion
dollar business.**

Where do you hear it?

Where do you see it?

**Research shows that 2/3 of all Hip/Hop,
Rap, & R & B is purchased by Non
African Americans**



Nelly Furtado ft. Timbaland & Pussy Cat Dolls ft. Snoop



What do you think about the Music today?

Are you “jammin” to it, cause you like the beat?

How does it affect your mood?

How do your friends react to it?

Do you know what’s in the lyrics?

What are they saying? Do you understand it?

Do your parents listen? To what kind of music?

**Do you live the Hip Hop Culture or do you listen
to Rap?**

“I don’t understand a word they’re saying... so I don’t listen to it.”

Quote from a U.S. citizen, in USA Today

You’d better take the time now or you’ll make the time later... *Marc Fomby*

“Rap is the CNN for youth all over the world.” - Chuck D of Public Enemy

Rap is something you do, Hip Hop is a way of life – a culture – you live it daily. - Grandmaster Flash

On Blast	roc boy	yeen kno	een-nuttin	Gettin' Cutty
Nina	One time	phat	Lean (in my cup)	Beast Mode
Deuce's	A – Town	Balla	Bama	stack
Dro	Scarecrow	Choppa	PJ's	Gush/Cush
Beef	Benjamin(s)	Bent	Bling-Bling	white-girl
Trappin	buck-fifty	That's Fie!	Sweat	Heat
CREAM	Dome	make it rain	Game	HUSTLER
Twisted	Wanksta	Trap	Treal/Trill	onda'Track
Real Talk	Hype	Jack	Skittles	Marinate



What Role Does the Media Play?

- **Social Marketing**
- **Media Advocacy**
- **Media Literacy**

Media Literacy

The ability to “read” or “decode” messages in a variety of print and electronic media.

What were the elements of Hip Hop culture in the beginning...?

- 1. DJ'ing**
- 2. Breaking**
- 3. Graffiti Art**
- 4. Emcee'ing (M.C.)**

Lyrics to songs...

www.ohhla.com

How Do They Do It?

Media promotion of alcohol and tobacco products has three key formats which directly and indirectly encourage use:

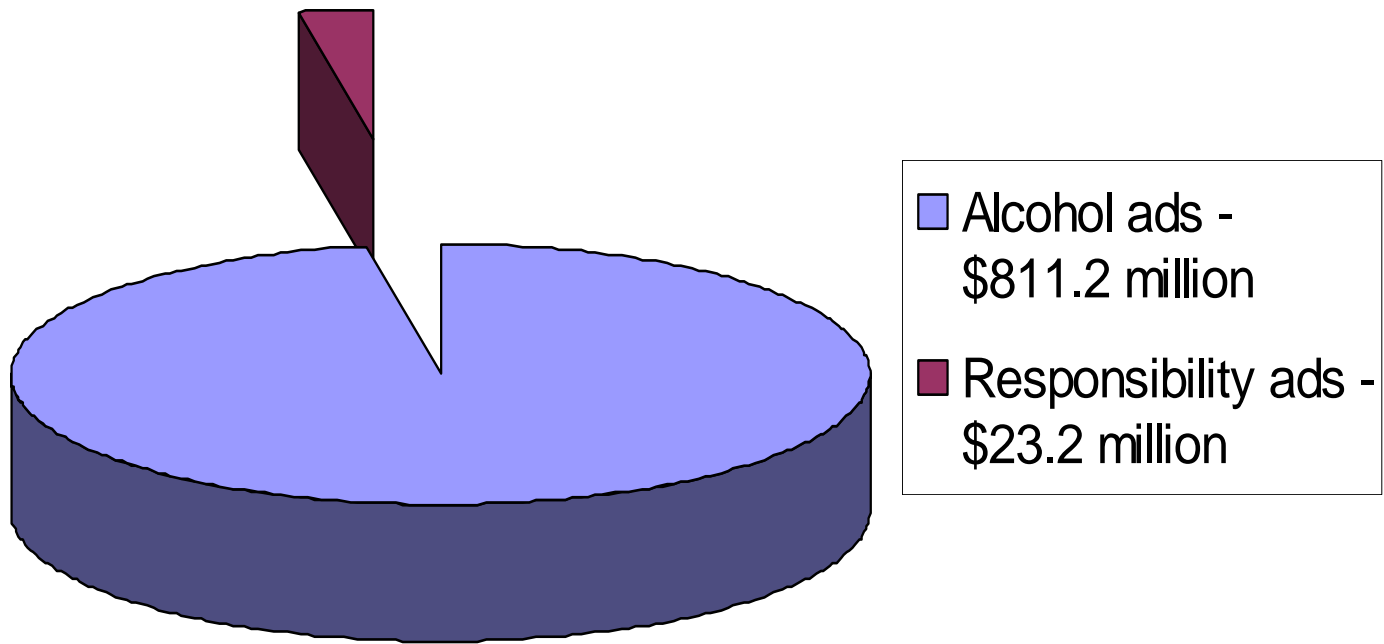
- **Marketing**
- **Entertainment**
- **News**

Why Do Youth Do It?

The Five Most Commonly Perceived “Benefits” of Alcohol... & Drug use

- Use Is a Rite of Passage
- Use by Successful, Attractive People
- Use Is Normal
- Use Is Safe or Not Harmful
- Use Is Relaxing in Social Settings

Industry-sponsored Responsibility Ads



Risk & Protective Factors

AREAS THAT AFFECT BOTH

- 1. School**
- 2. Community**
- 3. Family**
- 4. Individual**
- 5. Peer**
- 6. Environment**

*What are you putting
into your child?*

*Community
Sculpture...*

Protective Factors

- ✓ **Individual Characteristics**
- ✓ **Bonding Opportunities (positive role model)**
- ✓ **Healthy beliefs and clear standards**

FTC Prevention Services

237 Southwind Dr.

Richland, MS 39218

601-939-0020

www.marcfomby.com

marc@marcfomby.com

