

IN SEARCH OF HIP HOP EXPRESS

Meeting Agenda

February 4, 2010

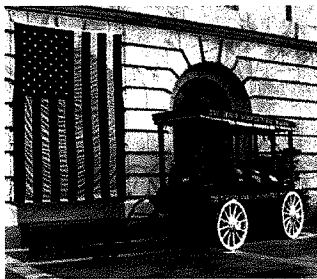
- I. Introductions
- II. Purpose of the Meeting
- III. History of the Airstream Trailer *- KAM*
 - a. Dr. Patterson
 - b. Kathleen Harleman/Krannert Art Museum
- IV. Civic Engagement Grant
 - a. I POWERED: Airstream Hip Hop Mobile Media Archive/In Search of Hip Hop Express
 - i. Dr. Patterson
 - ii. Andre Arrington
- V. How to Make it Happen
 - a. Why are you at the table
- VI. Establishing Design Teams
 - i. Graphics
 - ii. Audio/Video
 - iii. Information
 - iv. Marketing
 - v. Content/Programming
- VII. Creating the Timeline
- VIII. Closing Questions
- IX. Next Steps
- X. Adjournment

IN SEARCH OF HIP HOP EXPRESS
Executive Summary
William M. Patterson, Ph.D./Principal Investigator

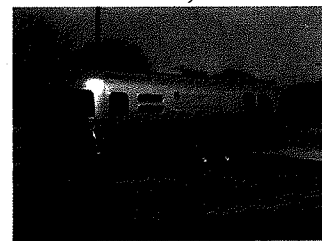
Introduction

In the wake of the death of Kiwanne Carrington, the young person killed by Champaign Police, government officials, educators, business people, religious organizations, law enforcement, families, and young people are struggling to discover how to respond to a very volatile situation. Champaign Police officials have discussed that through their various contacts with youth, particularly, African Americans that live in the northern parts of the community, they learned that the young people often get into trouble for two main reasons. The first is that they do what others do in their community as a means to survive. The second is that they have never really seen anything other than what is on their block or in the community.

Project Philosophy



In Search of Hip Hop Express is conceptually designed to function as a modern day Jessup Wagon. The Jessup Wagon was a school on wheels developed by the great agricultural scientist, George Washington Carver, to educate black and white farmer in the early 1900s and later adopted by the U.S. Department of Agriculture. Morris K. Jessup, a philanthropist from New York funded the project. The Jessup wagon was a corner stone of Tuskegee Institute's educational extension services. Both Booker T. Washington and George Washington Carver believed that if farmers wouldn't come to Tuskegee, then Tuskegee would go to them. Now, Fast-forward a century, *In Search of Hip Hop Express* is steeped in that same philosophy. However, our mission is to extend the civic engagement and service mission of the University of Illinois by utilizing the aesthetic elements of urban America culture, namely Hip Hop to "scale up" the idea of the Jessup Wagon to reach potentially at-risk young people like Kiwanne Carrington.



Approach and Goals

University of Illinois students that participate in the Bruce D. Nesbitt multi-media workshop, WBML will serve as multi-media mentors to young people involved in the project, WBML will work particularly with Don Moyer Boys and Girls Club to identify young people involved in their Comcast Media Lab to inspire them to learn how to use media to promote and develop responsible events that build and sustain community for young people. Below is the four-step approach.

WBML
GROF
5 rounds
of tech
of the 1980s
how to update
for today's
mission

encourage kids to think about how
yes use lessons from digital
presence (critical thinking) A

Step 1. (Timeline: April and May, 2010)

Receive training on how to critically analyze multi-media messages in order to understand how they impact their community. *Proposed Outcome:* Participant will be able to critically examine lyrical and visual content and be able to discuss how it impacts their community.

more resources? (can we help?)

Step 2. (Timeline: May, 2010)

Receive training by Illinois Public Media on how to use video cameras and editing software to create media that builds and sustains community.

Proposed Outcome: Participant will be able to use Flip Video cameras, conduct (teach in a week) interviews, and edit content congruent to telling a story.

Step 3. (Timeline: May 2010)

(use Bruce (MASTAC) -

Receive training by Graduate School of Library and Information Science's Youth Community Informatics initiative on how to use GIS (Geographical Informational System) and GPS (Global Positioning System) software and tools to archive and asset map their community. *Proposed Outcome:* Participant will be able to use mapping tools such as GPS cameras to archive spaces that reflect stories of their experiences as well as other community members.

Step 4. (Timeline: May August-September, 2010)

(how to set up
out-sourced to Colorado
campus

Receive training on how to use collected data to contribute to city planning website, Champaign Tomorrow, to archive the history of various communal spaces in the local African American community, but to also provide record for the city to consider in city planning efforts. *Proposed Outcome:* Participants in the program will use data such as photos, audio, and video recordings to become more civically involved by telling their stories on City of Champaign's Champaign Tomorrow website.

get (its involved

Targeted Demographics

The *In Search of Hip Hop Express* is an inter-generational initiative that targets middle and high school aged African American students in the North Champaign-Urbana communities; as a secondary measure, it also targets African American community residents that lived in Champaign-Urbana during Jim Crow, Civil Rights, and Black Power Movements in America.

the past...

music in the past
brings MP's... #205 after

Evaluation

A formative evaluation will be conducted throughout the duration of the project in the form of pre and post assessment surveys to determine how each approach is impacting the targeted demographic. In addition, a summative assessment will be conducted to determine how effective the project was in meeting its goals.