

Hip Hop Hall of Fame Awards Return to National TV Fall '08

Written by Robert ID4457
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As the original and official Hip Hop Hall of Fame Awards (HHHOF), the televised awards show will return on national TV this fall. Originally created in 1992, the awards show was the first independent Hip Hop show on the BET network syndication arm in 1995 and was once television label mates of the Source Awards. The first award show inducted the true God-fathers of Hip Hop: Kool Herc, Run DMC with Jam Master Jay (also an original supporter and board member of the HHHOF), Grandmaster Flash, Afrika Bambaataa, DJ Red Alert, and Eazy E. As time progressed so did the nature of the Hip Hop industry, but the return of one of the pioneers of Hip Hop awards shows is back to reclaim its throne.

The return of the awards show includes a host of events and ceremonies in celebration of its return. The awards show will launch with a week of activities including the "old school luncheon" where the reunion concert artists will unveil the nominees for the awards show and an induction ceremony is to be televised in New York City later this fall. In homage to the return of the show, a classic Run DMC induction TV Clip will be released across various video sites and media platforms.

The "Sweet 16 Anniversary DVD" will also be released following the HHHOF Awards and will highlight this year's induction ceremony and concert as well as the original 1996 television show. The DVD will also feature interviews, performances, and HHHOF events over the last two decades, including community socio-economic projects, "Get Out the Vote" campaigns, corporate community marketing, peace summits and marches, and education initiatives. As icing on the cake, a special HHHOF Reunion Concert will feature performances by many of the founding groups and artists of Hip Hop culture.

"We are very excited to be returning to TV as Hip Hop has re-emerged as the major youth marketing driving force influencing over \$250 billion in sales across all product and service categories. The event will help re-establish the HHHOF brand in the marketplace for decades to come," says show creator and executive producer J.T. Thompson.

About show producer and creator, J.T. Thompson

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The Brooklyn born, Queens and Harlem raised Hip Hop connoisseur transplanted to Los Angeles in his early years where he entered the business as a concert promoter and television producer as a guest of former MCA artist, Pebbles, and the group The Deele that featured multi-Grammy award winning artists/producer, Babyface, and current Island Def Jam head, L. A. Reid. While a free agent professional athlete and businessman, west coast legends Eazy E, Ice Cube, and Yo Yo gave J.T. his big break in promotions and productions, and went on to emerge as a major force in the "Hip Hop Fight the Power Leadership" era of the early. When Hip Hop took a negative turn during the East-West coast turmoil the positive HHHOF Awards fell victim to the downturn, but it returns today with a vengeance. To date, the HHHOF team has co-produced albums, movies, and concerts including the NBC McDonald's Heritage Bowl concert, black college step shows and battle of the Bands, and touring events with major hip hop artists.