

Think MTV For Hip-Hop Rap and Rock Youth

Written by Robert ID1391

Tuesday, 17 May 2005 04:47 -

Since MTV draws the young hip-hop, rap and rock younger audience, there is no better venue to reach out to them except thru positive initiatives on MTV.

MTV today announced the launch of its new pro-social initiative, Think MTV, which will inform and empower young people to take action on issues including education, discrimination, the environment, sexual health, and global concerns.

Think MTV, with the tagline "Reflect - Decide - Do," will reside on-air and online, with a special think icon appearing during programming that reflects those issues of concern, as well as a section of MTV.com devoted solely to providing resources on the issues young people care about most, including steps on how to take action locally.

"Since MTV's inception, our audience has demanded information on the issues that matter most in their lives, from the onset of the AIDS epidemic in the 1980s right through the tsunami relief efforts in January," commented Van Toffler, President, MTV Networks Music Group/Logo and MTV Films. "The "think MTV" initiative will be a new way to connect young people with the world around them in a variety of ways -- from on-air programming to online resources to grassroots efforts in their own communities. If our audience wants to get more information on an issue they care about, and learn how they can get involved in that issue locally or globally, they will be able to turn to "think MTV" for all the tools they need."

"Historically, our "Fight For Your Rights" and "Choose or Lose" campaigns have reached millions of young people on topics like discrimination, sexual health, violence, and election-year concerns," added Ian Rowe, VP of Public Affairs for MTV. "In 2004, nearly 21 million young people voted - the highest youth turnout in more than a decade -- but there was no one, galvanizing 'silver bullet' issue. Moving forward, "think MTV" will allow us to respond to our audience's unprecedented and continued interest in the multitude of issues they face on a daily basis."

Throughout the year, MTV will air long form specials, MTV News reports, PSAs, and other special programming dedicated to the issues that young people care about most. A think MTV icon will appear onscreen during programming that has an online counterpart; for example, if a program includes a storyline about discrimination, an icon will appear driving viewers to the think MTV section of MTV.com, for additional resources on how to get involved in various

Think MTV For Hip-Hop Rap and Rock Youth

Written by Robert ID1391

Tuesday, 17 May 2005 04:47 -

anti-discrimination efforts.

The first special to include the think MTV tag onscreen will be MY LIFE (TRANSLATED): COLLEGE DREAMS (May 23 at 6:30 p.m. ET/PT), in which MTV News correspondent SuChin Pak takes an in-depth look into the life of Sonia, a first-generation Mexican-American girl who is trying to balance her college ambitions with the cultural expectations of her family. Viewers can log onto the think MTV section of MTV.com to learn more about Sonia, hear about SuChin's experience in producing this very personal series, and get important information to help young Latinos with the unique challenges that they face when it comes to education.

In addition, the think MTV section of MTV.com will serve as a comprehensive resource on a wide range of local, national, and global issues. From every think MTV page, users will be able to register to vote; find their local elected officials through Project Vote Smart; and find local volunteer opportunities through VolunteerMatch. Additional online partners include a range of non-profit organizations that aim to inform and motivate young people to get involved in issues of concern.

To encourage its audience to become more proactive in their communities, MTV has also teamed up with Youth Venture to offer think Venture Grants. The Ventures will support young people who are making a difference by creating and leading their own organizations or clubs that address a need in their communities. think Venture Grants -- up to \$1,000 each -- will be offered each week to a group of young people with the most compelling and sustainable community service project concept in one of the five primary think issue areas.