

Hip Hop's presence in popular culture has increased dramatically since its inception in the 1970s. In recent years, the global media has caught on, and there are now multiple outlets dedicated to reporting on Hip-Hop culture and its music. As Hip Hop journalism grows, there becomes a growing need for quality control. With that mission in mind, the Hip Hop Journalism Association (HHJA) was formed. This newly formed amalgamation aims to ensure that those who write and report on Hip Hop music and culture maintain integrity and accuracy within their writings.

With a constantly growing market of magazines and websites, blogs and books about hip hop culture, it is inevitable that more and more writers will find themselves immersed in Hip Hop journalism. Therefore, HHJA is a subscription-based organization open to journalists, students and media professionals across the United States, as well as overseas. HHJA welcomes individuals from minor and major press outlets, and offers discounted fees for students. The benefits of joining HHJA are innumerable and of paramount importance. Those hoping to secure a position in this aspect of media, as well as those already firmly situated, will find opportunities for advancement through HHJA. The Association allows members to network freely and positively with other journalists from all over the country, plus exclusive access to jobs, scholarship opportunities and intern opportunities.

HHJA has garnered attention from several poignant personalities within Hip Hop journalism who have now come together to make up the organizing committee. The committee is made up of individuals with extensive credentials in all aspects of journalism, , and have contributed to magazines such as XXL, and The Source. Organizing committee members have opted to take it upon themselves to encourage the longevity and creativity of Hip Hop Journalism. The committees' current task is to elect a President, and will soon be conducting a national presidential search.

For a complete list of the organizing committee Please visit [www.hhja.org/organizingcommittee.html](http://www.hhja.org/organizingcommittee.html)

Along with publication, networking, and job opportunities, HHJA will also be sponsoring events examining Hip Hop journalism. The First Annual HHJA Conference and Exhibition is scheduled to take place in Miami, FL July 26th-29th, 2007, and will focus on The Integrity of Hip Hop Journalism.

## Hip Hop Journalism Association

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To join and learn more about this new and extremely critical organization geared toward maintaining high standards for Hip Hop journalists, please go to [www.hhja.org](http://www.hhja.org)