

## A Straight Up Hip-Hop Week

Written by Robert ID1297

Monday, 02 May 2005 02:46 -

---

Who can offer all these hip-hop and rap artists: The Game, Snoop Dogg, Lil Jon, Ciara, Ludacris, Ying Yang Twins, Fat Joe, T.I., Amerie, Mike Jones, Bobby Valentino, Trillville, Cassidy and more to offer?

MTV's 'Direct Effect Presents: Straight Up Hip-Hop All Week' Beginning Monday May 2 at 7P.M. ET/PT

MTV2 Presents "Sucker Free Week" With "Making The Video: The Game," "Sucker Free Week Presents: 411 On 50 Cent," "Mike Jones Makes A Video," "Sucker Free Week Presents: 50 Cent Timeslide," "Discover & Download Live," "Sucker Free Week Presents: MTV2 Hip Hop" & More

Plus, MTV.com Celebrates With A Full Line-up Of Video Clips Of DFX Performances, Exclusive Ringtones, Exclusive Video Premieres, News Features, Portrait And Performance Photos, An Online Autgraphizer & More

## A Straight Up Hip-Hop Week

Written by Robert ID1297  
Monday, 02 May 2005 02:46 -

---

In Addition, MTV News Will Present Special Programming Throughout The Week Highlighting The New Hip Hop Capitol Houston

Music Television will once again welcome some of the hottest stars in hip hop on "Direct Effect Presents: Straight Up Hip Hop All Week" beginning Monday, May 2nd at 7pm ET/PT. Hosted by MTV's La La and DJ Clue MTV's "Direct Effect" will celebrate hip hop with a full line-up of performances, appearances, exclusive video premieres and more each night of the week. Artists set to perform include Lil Jon, Ciara, Ludacris, Fat Joe, T.I. and Amerie. MTV will celebrate the best in hip hop since 2000 with special daily video countdowns showcasing the Best "Young G's" of the 2Gs, Best Cameos of The 2G's, Best Collaboration of the 2Gs, Wildest Styles of the 2Gs and the Best MC's of the 2Gs. In addition as part of hip hop week MTV will let the audience determine the order of the coveted top 2 videos in each category.

The "Direct Effect Presents: Straight Up Hip Hop All Week" line-up is as follows:

Monday, May 2nd at 7pm ET/PT

Performances by Lil Jon, appearances by Ying Yang & Snoop Dogg

## A Straight Up Hip-Hop Week

Written by Robert ID1297  
Monday, 02 May 2005 02:46 -

---

Tuesday, May 3rd at 7pm ET/PT

Performances by Amerie, appearances by Cassidy & Trillville

Wednesday, May 4th at 7pm ET/PT

Performances by Fat Joe and T.I.

Thursday, May 5th at 7pm ET/PT

Performances by Ciara f/ Ludacris and appearances by Bobby Valentino

Friday, May 6th at 7pm ET/PT

Appearances by The Game and Mike Jones

## A Straight Up Hip-Hop Week

Written by Robert ID1297  
Monday, 02 May 2005 02:46 -

---

Through out the week MTV News and correspondent Sway will present special features on Hip Hop during DFX including the following:

"Why Houston?"

Answers the questions of why Houston is an emerging hip-hop Capital.

"Chopped & Screwed"

The history of "Screwed" music and its emergence in the hip-hop mainstream. The practice of slowing rap records down was invented by DJ Screw, and has lived on for a decade as a staple of southern hip-hop.

"Paul Wall's Tour of Houston Car Culture"

We'll interview one of the breakout stars from Houston, Paul Wall - an MC, DJ and one of the most respected people in the Houston scene.

## A Straight Up Hip-Hop Week

Written by Robert ID1297  
Monday, 02 May 2005 02:46 -

---

### "The Next Big Stars of Houston"

This piece puts faces to the names that are coming out of Houston and who hip-hop fans will be hearing about throughout the next year.

Beginning Sunday, May 1st MTV and MTV2 will also present a series of specials to celebrate hip hop week including the following:

### "MTV2 Hip Hop Countdown"

(MTV2) Sunday, May 1st at 12pm ET/PT

Hip Hop video Countdown.

### "Making The Video: The Game"

(MTV2) Sunday, May 1st at 2pm ET/PT

## A Straight Up Hip-Hop Week

Written by Robert ID1297  
Monday, 02 May 2005 02:46 -

---

(MTV) Tuesday, May 3rd at 8pm ET/PT

Go behind the scenes and check out the latest Game video.

"411 On 50 Cent"

(MTV2) Monday, May 2nd at 9:30pm ET/PT

411 on 50 Cent reveals some of the things you might not know about 50: his favorite way to relax, favorite vacation spot, favorite food and some insight into his workout routine. It's a half hour of interview segments and videos.

"Mike Jones Makes A Video"

(MTV2) Tuesday, May 3rd at 9:30pm ET/PT

Mike Jones makes a video for "Back Then".

## A Straight Up Hip-Hop Week

Written by Robert ID1297  
Monday, 02 May 2005 02:46 -

---

### "50 Cent Time Slide"

(MTV2) Wednesday, May 4th at 9:30pm ET/PT

50 Cent takes MTV2 through his videos in order: Wanksta, In Da Club, 21 Questions and Candy Shop with comments between in this half hour special.

### "Discover & Download Live"

(MTV2) Thursday, May 5th at 9:30pm ET/PT

Hosted by Fat Joe, featuring Paul Wall, Webbie f/ Bun B and Gucci Mane f/ Young Jeezy. Finally, a show that brings you performances from the newest artists and the exclusive opportunity to download them for free! MTV2 has always been committed to introducing our viewers to music from all genres. Now, we're taking it one step further and allowing music fans to download performances right onto their laptop from MTV2.COM, literally as they are watching it on the channel.

### "Hip Hop Week - 50 Cent Special"

(MTV2) Saturday, May 7th at 1pm ET/PT

## A Straight Up Hip-Hop Week

Written by Robert ID1297  
Monday, 02 May 2005 02:46 -

---

A special look back at the week of "Direct Effect Presents: Straight Up Hip Hop All Week" with 50 Cent.

"MTV News Presents My Block: Houston"

(MTV2) Saturday, May 7th at 2:30pm ET/PT

MTV News descends on the next capital of the south: Houston, Texas. Southern hip-hop has dominated the music landscape in the last three years and now, following the lead of Atlanta and New Orleans, new centers of talent are emerging. Houston is taking the lead as one of those places. A number of storylines are coming out of the Texas city and reaching a critical mass in the mainstream. Major labels like Interscope, Warner Bros., Universal, Atlantic and BMG have snatched up emerging talent from Houston; indigenous scenes, like "chopped & screwed," are going national; and artists like Slim Thug, Mike Jones and Paul Wall are mainstays on national radio and MTV. This is MTV's chance to put a flag down and stake its claim to the Next Capital of the South. MTV News reports the following 5 stories from Houston ("Why Houston?," "Chopped & Screwed," "Paul Wall's tour of Houston Car Culture" and "The Next Big Stars of Houston").

"Hip Hop Change-Up"

(MTV2) Sunday, May 8th at 2pm ET/PT

A half hour of videos which refer to artists and tracks that have changed their flow or the hip-hop game. That list includes Jay-A with the live performance mashup alongside Linkin Park, Outkast, who dipped into electronic hip hop, snoop with that interesting mouthclinking situation,



## A Straight Up Hip-Hop Week

Written by Robert ID1297  
Monday, 02 May 2005 02:46 -

---

and of course the Ying Yang Twins with the first ever, wholly rapped whisper song. Hosted by Ying Yang Twins.

MTV.com will also celebrate with exclusive video premieres, news features, and portrait and performance photos. The site will also feature a full line-up of video clips of DFX performances and exclusive ringtones. Plus, fans can check out signatures animated over high-res photos of their favorite hip hop stars visiting MTV that week with MTV.com's own "Autographizer."

For complete details and information on "Direct Effect Presents: Straight Up Hip Hop All Week," visit [www.MTV.com](http://www.MTV.com) .

MTV's "Direct Effect Presents: Straight Up Hip Hop All Week" is sponsored by Boost Mobile.