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MEE [Motivational Educational Entertainment]

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March 3, 2000

Ms. Sandra Turman
National AIDS Policy Office
736 Jackson Place N.W.
Washington, DC 20503



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Dear Ms. Turman,

I am writing to personally invite you to join MEE (Motivational Educational Entertainment) Productions' CBO Network.

We are embarking on several new groundbreaking projects. One very important project is a public education, HIV/AIDS treatment campaign on HIV/AIDS entitled **"Life Is What You Make It!"** During the past eight years, MEE has immersed itself in the development of research-based, community focused efforts to increase HIV/AIDS awareness. We have developed a number of communication strategies that are used nationally to stimulate dialogue in various communities about HIV prevention, testing, counseling and treatment.

"Life Is What You Make It!" is being implemented around the country in nine cities: Washington, DC; New Orleans, LA; Miami, FL; Los Angeles, CA; New York, NY; Chicago, IL; Oakland, CA; Newark, NJ; and Philadelphia, PA. The campaign targets African American and Latino/a persons living with HIV/AIDS and consists of non-traditional and traditional communication strategies. One primary strategy is Community Partnerships.

Because of your extraordinary work in the community, we are asking you to be a Community Partner and thus part of MEE's CBO Network. The support and involvement of your organization will be a critical link to the community we are striving to reach, and will play a key role in the success of the **"Life Is What You Make It"** Campaign. Being a Community Partner means:

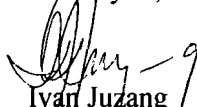
- ◆ Distributing campaign materials ;
- ◆ Having a dialogue with your constituency; and
- ◆ Network with the other campaign partners.

In appreciation of your involvement in our CBO Network, MEE will make available to your organization complimentary health-related materials, along with a one-year subscription to our quarterly newsletter, "UrbanTrends."

We would like to invite you to a "CHAT and CHEW" to further discuss the different components of the HIV treatment education and awareness campaign and your involvement as a Community Partner.

We will give you a call with a date, time and location. In the interim, if you have any questions, you can contact Lenora Aiken at (215) 829-4920. Together we can make a significant impact and reach out to our neighborhoods' residents as partners in this enlightening effort.

Thank you,


Ivan Juzang
President

Life
is what you
make it



MEE and the "Life Is What You Make It!" Campaign

MEE (Motivational Educational Entertainment) Productions Inc. is an internationally-recognized communications firm that develops socially-responsible, research-based communication strategies targeting African Americans, urban populations and low-income youth. Since 1990, MEE has provided a wide range of public and private sector clients, in the United States and abroad, with services in four core areas: communications research, media production, advertising and marketing campaigns, and communications workshops.

MEE first received national prominence with the release of its primary research study, The MEE Report: "Reaching the HipHop Generation," which focused on the cultural and communication dynamics of urban teens (May 1992). Funded by The Robert Wood Johnson Foundation, the goal was to identify effective communication strategies to encourage prosocial behavior among innercity teenagers.

MEE has developed public health campaigns dealing with complex issues, including HIV prevention; birth control and pregnancy; male/female interpersonal dynamics, youth violence, and substance abuse. We share our findings with youth-service providers, educators, community-based organizations, and individuals throughout the country through our regional workshops series, helping others to meet the challenges of communicating with today's urban populations.

In 1998, MEE was commissioned by Agouron Pharmaceuticals, Inc. to design a national public education campaign promoting HIV treatment. The **"Life Is What You Make It"** campaign currently targets African American and Latino/a adults living with HIV/AIDS in nine cities: Washington, DC; New York, NY; Miami, FL; Los Angeles, CA; New Orleans, LA; Chicago, IL; Oakland, CA; Philadelphia, PA; and Newark, NJ.

The campaign is designed to: ensure that audiences completely understand their treatment options; are supported in their efforts to access treatment; and are encouraged to become totally involved in making treatment decisions that fit their lifestyles. Both traditional and non-traditional communication methods are being used to disseminate the key messages which include:

- ◆ **Peer-to-peer communications using MEE's Peer Group Leadership Network (PGLN) Model;**
- ◆ **Radio advertising and promotions on urban-formatted and Spanish-language radio stations;**
- ◆ **Development and placement of cinema vignettes in selected movie theaters;**
- ◆ **Partnerships with thousands of community organizations across the country who are serving HIV/AIDS-affected individuals and families;**
- ◆ **Sponsorship and support of various community, health, cultural and social events; and**
- ◆ **Community Action Teams (CATs) who take the campaign's message "to the street."**

Please check one option below and fax (215-829-4903)
or mail back this sheet:

☐ **YES**, I want to become a community partner with the "**Life Is What You Make It!**" HIV Treatment Campaign. Please send me materials so I can begin our work in the community.

☐ Please contact me with more information on the "**Life Is What You Make It!**" HIV Treatment campaign and the MEE CBO Network.

Please verify your contact information below and fax back this sheet:

Organization: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

For more information on the Life is What you Make It
HIV Treatment Campaign, please contact MEE:

340 North 12th Street, 5th Floor

Philadelphia, PA 19107

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MEE
MOTIVATIONAL EDUCATIONAL ENTERTAINMENT

Life
is what you
make it