

the **wake up** *tour*

Program Description:

The Wake Up Tour is an innovative tour that combines Hip-Hop Artists (Rap, Dance, R&B, and spoken word poetry), innovative film technology, actors and motivational speakers that challenge the mindset of youth today while empowering them to make a difference in their community. The Wake Up Tour works as a 55 minute non-stop stage presentation that uses music to speak against violence, crime and social deviance among our youth, while providing direction and an answer to the things that plague our society.

The idea is to charge the atmosphere with positive energy with the help of lighting, sound and visual technology. When the youth enter into the auditorium or where ever the venue is held, they are immediately expecting greatness. Everything that is done is used to capture the attention of the youth so that we can take them on a positive journey of information to avoid the pitfalls in life while empowering them to make a change in their various communities. Every aspect of the tour is set to give the youth a reason and inspiration not to fall prey to violence and social deviance while shaking their consciousness (Waking Them Up).

What is innovative, creative and non-traditional about the program?

The Wake Up Tour has the ability to reach a mass audience with its hip-hop innovative style. The theatrics that are performed are breathtaking, and inspiring. The artists that participate in this event are genuine recording artists with a passion for serving the community. The tour also brings together young people that model positive examples in the community so that the youth that they service can see them as role-models. The Wake Up Tour also works in the community and with the community helping to nurture change. They host various events for youth as well as partner with other organizations to help continue the outreach that they start once they are allowed to come into the school. The influence of these artists carry a very positive impact in the lives of the students that we reach.

What ages will this program target? How many people will benefit from your program?

The Wake Up Tour works with ages 10 - 21 with a concentration on middle and high school youth. We make a few exceptions in elementary schools whose principals feel that the material of the Wake Up Tour is suitable for their age groups.

The Tour so far has reached over 70,000 youth. This year over 20,000 students will benefit from the presence and message that the Wake Up Tour provides in the school system.

WHAT YOU NEED TO KNOW ABOUT

the **wake up** *tour*

Why does the target population need the benefits of this service?

The Memphis City School System has a severe amount of criminal and violent activity going on. Many youth that we have come in contact with have spotlighted the fact that gang activity and many other social issues exist in their schools. The media has been filled with images of gang violence, drug dealing, and disrespect to teachers by students, and murders in the school systems here and abroad. The Wake Up Tour has already been responsible for several youth retreating from gang activity, and living productive lives. The Wake Up Tour has also been able to recruit youth to be a part of the tour as well as spokespersons for the tour. The Wake Up Tour is quickly becoming a huge vehicle for positive movement that many youth will become a part of while making a positive impact in their communities as well.

For More Information:

www.myspace.com/thewakeuptour

www.myspace.com/healingthehood

www.hthmemphis.org

Contacts:

Natasha Hill - (901) 482-1615

Sheila Chatman - (901) 626-6239

LaDell Beamon - (901) 483-0278

Email: LaDellBeamon@bellsouth.net

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the **wake up** tour

EVALUATION

Recently, the Heal The Hood Foundation Of Memphis partnered with Clear Channel Communications to promote a anti-violence campaign that urged youth to take the anti-violence and social deviance pledge. At this event, hundreds of youth signed the read the pledge and gave their contact information so that they could be tracked and updated on the latest information and events for more positive life changing opportunities. We used the bait of the free special Heal The Hood and K97 commemorative t-shirts to attract the youth to sign up for violence prevention and no gun crimes. The names, complete with telephone numbers, addresses, and MySpace pages would be used to communicate with students that have now submitted themselves to be tracked through our programming. Our tracking unit for measurable objectives have become the following:

MySpace pages – In uses the MySpace pages that have become so popular with youth, we can now have them become friends on our page which means we have an accurate way to not only communicate to our youth, but provide wholesome avenues for resources to help them in troubled situations. We also have the ability to show the numbers of youth that we are reaching as many of them sign up to become friends on our pages.

Signed Documentation – At each event we are allowed the opportunity to provide sign in sheets that will be filed for proof of participation at events. We also provide opportunities for students to get involved with the activities that we use to promote change and healthy lifestyles in our community and abroad by using their talents.

Mapping Of Youth Crime Activity – The police department provides information for criminal activity in various areas according to zipcodes. They also chart what age demographic committed the crimes in certain areas. By using this information, we are able to see a realistic measurement for detouring crime and violence in our areas of concentration.

All Information will be entered into a database to be tracked on a annual basis which will reflect the impact that the Heal The Hood Foundation Of Memphis is having on the city of Memphis and eventually surrounding areas.

STAFF AND ORGANIZATIONAL INFORMATION

Heal The Hood Staff

LaDell Beamon, *CEO and Founder*, education Crichton College (Biblical Studies with an Emphasis Youth Evangelism) / Shelby State Community (Medical Laboratory Technology). Youth Coordinator for the Pyramid Recovery Center for 10 years and five years youth counseling experience prior to the Pyramid Recovery Center. Received training from the Urban Youth Initiative Program through the Memphis Leadership Foundation . LaDell has 15 years of youth service experience under his belt along with film making credits for several short films including his latest The Heal The Hood Movie. He uses his background in creative and performing arts to change the lives of many youth that he encounters. Founder of the critically acclaimed Wake Up Tour, LaDell has proven that his formula for multi-media science works to detour youth for dead-end involvements.

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the **wake up** tour

(staff continued)

Natasha Clay Hill, *Special Project Manager*, has 10 years of managerial experience. Natasha Clay Hill has a background in theatrical play writing, poetry, and reflections. She is founder of Overflow Productions which produced the hit stage play Uncover Churchfolks. She currently serves as Safety Service Leader for Swift Transportation. She is proficient in upper management and supervision.

Shirley M. Thompson, *Drama Coach, Youth Coordinator for Pyramid Recovery Center's After School Program*. Shirley M. Thompson has extensive training and experience in working with inner-city and at risk youth, and was responsible for starting a spirituality series at St. Peter's Home for Girls lockdown facility. She has worked for 12 years in the Memphis City School System. She is an actress, artist, writer, prop builder, and designer, that has worked with adults as well as youth in a number of productions.

Patricia Halliburton, *Outreach Specialist*, holds a Associate's Degree In Medical Laboratory Technology and a Bachelor's Of Science In Nursing. Patricia Halliburton. She also owned and operated her private Daycare for a year. She has served with the Vision Team Outreach Ministries for 10 years as a outreach worker. She is proficient in the medical field, outreach services to youth, and computer data entry.

Sheila Chatman, *Educator (College Preparatory Program)*, holds a Master's Degree in Professional School Counseling K-12 from Freed-Hardeman University, A Bachelor's Degree In Science from LeMonye - Owen College. Facilitates learning academic career and social development. She's proficient in college preparatory skills helping students develop careers in the work force.

Rickey Batts, *Head Of Security*, has served as security for Denzel Washington, Bruce Bruce, R&B Singer Tyrese Gibson and many other high profile celebrities. He is a certified security specialist and a licensed bodyguard. He is proficient in security specialty. Has served with the Wake Up Tour as security leader and director.

Breck Howard, *Sound Engineering and Design*, keyboard player for Moments Notice Band and The Soul Shockers Band. Breck Howard has toured with some of the greatest names in the industry. He has an extensive background as a professional sound engineer and music director. He currently is a Middle School music instructor. He is proficient in sound engineering, sound design, and uses the software Adobe Audition formally known as Cakewalk.

Walter Halliburton, *Transportation Specialist*. Served as a E6 Staff officer in the United States of America Army for 8 years, Served as the motor vehicle operator for 18 years for the Army Defense Depot, and has been employed with MATA for 10 years to presents. He is a transportation specialist. He is proficient in motor vehicle transportation. Has served with the Vision Team Ministries for 10 years as an actor, and sergeant of arms.

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Wake Up Tour Artists Roster

D'Voted - Two twin rappers that were former gang leaders. These dynamic young man are the music directors for Heal The Hood Foundation Of Memphis and they are recording artists. They are stars of the Heal The Hood Movie as well as carry the title as the freestyle kings. D'voted's debut album will be released 2010.

Lenora Mathis - Soul Singer is in question to be one of the greatest new singers to come out of the city of Memphis. Her vocal style is uncomparable. She also serves as assistant music director and vocal coach.

lyse Gibson - R&B Singer. Isye has been compared to a cross between Omarion, Michael Jackson, and Prince. With his smooth silky vocals and high energy dancing he is a premiere talent in the cit of Memphis and has opened for several major recording artist. Isye is a accomplished musical and song writer who's debut project is soon to be released in 2010.

AM/PM Dancers - This is the 5 member Dance group that has won several competitions through the city of Memphis. Some of them are also featured in the Heal The Hood Movie and a in an oversees documentary of Urban American Dancers.

The Wake Up Crew - a Talented group of Actors who have appeared on stages before thousands as well as in the short films, "The Life Of Danny Moss", and "Stupid Decision On The Wrong Day."