

## Hip-Hop Culture Awareness Via Jeff Johnson

Written by Robert ID1670

Thursday, 14 July 2005 03:18 -

---

Dubbed as the voice for a new generation, Jeff Johnson of the Cousin Jeff Chronicles on BET, raises social and political awareness in young people by touching on subjects relevant to their culture and environment.

Whether sharing his political expertise on BET or elsewhere, Jeff captivates audiences with his distinctive ability to fuel dialogue and examine various points of view.

Jeff was first introduced to BET viewers as a frequent guest on the popular hip-hop and rap music program 'RAP CITY'. But Jeff is no stranger to political forums. He is the former Vice President of Russell Simmons' Hip-Hop Summit Action Network and the former National Director of the NAACP Youth and College Division.

Jeff has been seen on BET TONIGHT and C-SPAN; and been featured in the Washington Post, USA Today and New York Times. He has lectured at colleges and universities around the country and continues to conduct leadership training sessions for young people and adults.

On July 14 at 8:00 p.m. ET/PT, BET Premieres the Second Hardhitting Topic of the Cousin Jeff Chronicles and It's a Big Deal - Host Jeff Johnson will explore the dangers of obesity in Black America.

The CDC States that 60% of African- American men and 80% of African-American women can be considered overweight or obese. Studies go further to show that both Black and Latino youth are becoming obese at three times the rate of non-minority children. On July 14 at 8:00 p.m. ET/PT, host Jeff Johnson reveals the disturbing statistics and personal stories of African Americans battling obesity. Episode III of THE COUSIN JEFF CHRONICLES follows the everyday struggles of a 14-year old teenager who weighs over 300 pounds, capturing every step of her overwhelming battle with weight loss. Tune in to gain expert advice from Lynn Swann, Chairman of the Presidents Council of Physical Fitness and Sports; Stephan Thomas, Director of Minority Health at the University of Pittsburgh; and others as we take a first-hand look at health implications connected with obesity and what can be done as a community to help solve it.

## Hip-Hop Culture Awareness Via Jeff Johnson

Written by Robert ID1670

Thursday, 14 July 2005 03:18 -

---

Make sure to check this out. For more information visit BET Web site: <http://www.bet.com/>