

STREET SOLDIERS™

Street Soldiers is an Omega Boys Club sponsored, solutions oriented, weekly call-in show for youth, that focuses on the issues of violence, gangs, drugs, teen pregnancy and other topics which need attention in the community. The *Street Soldiers* program is currently simulcast the first and third Mondays of each month from 10:00 p.m. until 2:00 a.m. on KMEL (106.1 FM), San Francisco's most popular radio station and in Los Angeles on KKBT (92.3 FM).

The program began when rap performer Hammer approached Keith Naftly, KMEL Program Director with the concept for a show that focuses on social concerns. The show was dubbed "Street Soldiers" after a song on one of Hammer's albums. The first show aired in November, 1991 and was hosted by Hammer. The show was an instant success. After the first show with Hammer, Joseph Marshall, Co-Founder and Executive Director of the Omega Boys Club, was selected by the management at KMEL to be Hammer's successor and permanent host of *Street Soldiers*. Mr. Marshall and the Omega Boys Club have been airing the "street soldiers" message of no violence, no drugs, no gangs and no teen pregnancies ever since.

Street Soldiers is a vital part of Omega Boys Club's work with young people. The show has been on the air every week for almost five years, and each week more than forty calls are answered on the air. The callers are all ages and are from diverse backgrounds. Gang members, drug dealers, teen mothers, grandfathers, grandmothers and others in the community all call, seeking immediate solutions to their problems and someone to talk with.

There has been both empirical and anecdotal evidence that *Street Soldiers* has been instrumental in stopping violence. Many listeners have indicated that they have changed their way of thinking or acting as a result of listening to the show.

Street Soldiers relies on a panel of experts which includes Joseph Marshall, Co-founder and Executive Director of the San Francisco Omega Boys Club, Margaret Norris, teacher and Omega Boys Club Director of Academics, Wilbur Jiggetts "Coach", Counselor, members of Omega Boys Club and guests.

™The Omega Boys Club has filed for federal registration of *Street Soldiers* so the mark can be used to carry the message of no violence, no drugs, no gangs, and no teen pregnancy to youth all over America.