



Randy Fisher

HHSYC Executive Director



Randy Fisher, born April 3, 1979 was born into Hip-Hop and has been involved in the non-profit business since he started working. As an adolescent in South Jamaica, Queens, NY he would often volunteer his services after school and during the summer toward his father's non-profit organization. His day-to-day activities would include voter registration, hanging up campaign flyers for local elected officials, or just getting the food for the staff. He graduated from August Martin HS where he received his Regent's Diploma and went on to attend New Jersey Institute of Technology.

- In **1995**, he worked as a consultant for LL Cool J, Inc. while his father was LL's manager. He would talk to LL about his image on the streets and give him advice on how to stay "hip and up-to-date." During this time he would also consult with LL on the different activities that he could offer participants of Camp Cool J to make their camping experience more memorable.
- In **1998** Randy was appointed the Vice-President of P.O.G. Enterprises, Inc. which has six divisions: Film; Management; Food services; Marketing & Media; Publishing and a Record company which is distributed by Lightyear/WEA. He has overseen many of P.O.G.'s releases including the "Power of the Prophets: Preparation for Armageddon" book that P.O.G. Publishers released in 1999, the "Game Over" documentary that P.O.G. Films released in 2000 and El Gant's album "It's Over" which P.O.G. Records released in 2001.
- In **1998** P.O.G. Management was contracted by Universal Recording artists the Lost Boyz. Randy was in charge of the day-to-day activities that coincide with managing a major recording group such as setting up show dates, booking studio time and helping the group select songs for their albums. In **1999** the Lost Boyz went on to release "LB IV Life" which has attained RIAA gold status.
- **2001** was a busy year for Randy. Not only did he act as a consultant for NBC's TV show "God, the Devil, & Bob" but he also assisted FUBU by giving them content and comments on their multimedia website Y2G.com. This website received 100,000 hits per month and was a major part of FUBU keeping its edge on the fashion industry. 2001 is also the year that the Hip-Hop Summit Youth Council (www.HHSYC.org) was established, a non-profit organization that uses the positive influence of Hip-Hop to socially, politically and economically empower our youth. In August he coordinated the first Hip-Hop Youth Summit and in December he coordinated the second Youth Summit which was attended by Dr. Ben Chavis, president of the Hip-Hop Summit Action Network. This lead to Fisher coordinating the "Dream of King" Youth Summit in January 2002, which was attended by Sony recording artist Nas along with Russell Simmons, Reverend Run, Power 105 Radio personality Ed Lover, Congressman Greg Meeks, State Senator Malcolm Smith and Dr. Chavis at York College.

- With their alliance stronger than ever the Hip-Hop Summit Youth Council and Russell Simmons' Hip-Hop Summit Action Network then went on to coordinate more blockbuster rallies. This included the rally against Mayor Bloomberg's Educational Budget cuts that was held in City Hall **June 2002**. This rally, co-coordinated between the Hip-Hop Summit, the United Federation of Teachers and the Alliance for Quality Education was attended by over 100,000 students, teachers and celebrities including Cynthia Nixon, LL Cool J, Alicia Keys, Wyclef Jean and more. This also included the "Countdown to Fairness" rally against the Rockefeller Drug Laws held in June 2003 and the Latino Hip-Hop Summit held in July 2004. The Hip-Hop Summit has registered over 1 million new, young voters from 2003 to 2004 nationwide.
- In **November of 2002** Fisher coordinated the launch of the Hip-Hop Summit Youth Council's "Hip-Hop 4 Peace" project in light of Run DMC DJ Jam Master Jay being senselessly murdered. The project includes Gun, Prison and Drug Law reform coalitions in which Congressman Meeks, Senator Malcolm Smith and Councilman Comrie are members along with Public Enemy's Chuck D and street legend Pee Wee Kirkland. In that same month Fisher along with the NBA's Washington Wizards and the Council of the Great City Schools (www.CGCS.org) launched "Project Rebound" in which selected students in the Washington, DC area were invited to watch the game and meet the players in the locker room.
- In **2003** Randy was made a Director of the Jam Master Jay Foundation for Youth. His first assignment was to try to get Hollis Avenue renamed Jam Master Jay Way. City legislators are still working with the Foundation on this project. He also coordinated a memorial for Jay, which was attended by select friends and family, Russell Simmons, Dr. Chavis and a host of hip-hop artists. This event was held in the Queens Central Library, which happens to be across the street where Jay was killed. After the event Fisher had everybody go across the street for a candlelight vigil in front of the building where Jay's body was found.
- In **2004** Randy was made Assistant Coordinator of CUNY/York College's "Entertainment Business" programs. Some of the classes in the program include "How to Start a Record Label", "Music Marketing and PR", "Audio Engineering", and "Video Technology." Students from the "Video Technology" class have assisted in the filming of the "King of Kings" DVD which features Russell Simmons, Jay-Z, P.Diddy and Fat Joe. This is also the year that Fisher coordinated the Southeast Queens Olympics. He handled the day-to-day operations from February through the end of the Games in August to make sure that over 2,500 kids competed in 8 events in over 5 different parks in the South Queens area. The Games were opened up by Queens Boro President Helen Marshall who also gave a Proclamation along with Mayor Bloomberg. Senator Charles Schumer and Assemblyman Scarborough also made an appearance at the Games.
- Randy's dedication to the kids along with his knowledge and experience in the music and social services industries keeps him motivated to keep striving towards improving his community. He often speaks at school assemblies or at youth conferences and can always be seen giving out books at Summits.

ACCOMPLISHMENTS

- **1995 – 1997:** Worked as a Consultant for LL Cool J, Inc. and Camp Cool J
- **1998:** Assisted in the purchase and management of Camp Celebrity in Fleischmans, NY, a year-round camp for youth 6-16 years old, which is now expanding its services by working with the Urban League and a host of organizations to open an HIV/AIDS unit for individuals and their families to enjoy a year-round camping experience

- **1998:** Appointed Vice President of P.O.G. Enterprises, Inc. which has six divisions: P.O.G. Films, P.O.G. Foods, P.O.G. Management, P.O.G. Marketing & Media, P.O.G. Records (distributed by Lightyear/WEA), and P.O.G. Publishers (has an imprint deal with St. Martin's Press)
- **June 1998 – January 1999:** Assisted in the management of the Lost Boyz
- **1999:** Co-edited the P.O.G. Publishers book "Power of the Prophets: Preparation for Armageddon (1914-2004)"
- **2000:** Served as a consultant and co-editor for the P.O.G. Films docu-drama "Game Over (Pt. 1)"
- **2001:** Consultant for NBC television show "God, the Devil & Bob"
- **2001:** Consultant for FUBU's multimedia website Y2G.com
- **June 2001:** Assisted in the founding of the Hip-Hop Summit Youth Council
- **July 2001:** Appointed the President of P.O.G. Records
- **August 2001:** Coordinated the first Hip-Hop Youth Summit at York College
- **September 2001:** Released P.O.G. Records' first album "It's Over" by El Gant
- **September 2001:** Co-coordinated the anti-drug Youth Summit at August Martin HS with DESAS
- **December 2001:** Coordinated the second Hip-Hop Youth Summit in association with the Hip-Hop Summit Action Network and Dr. Ben Chavis
- **January 2002:** Coordinated the first "Dream of King Youth Summit" attended by Russell Simmons, Rev. Run, Nas, Dr. Ben Chavis, Ed Lover, Congressman Greg Meeks and Senator Malcolm Smith at York College
- **April 2002:** Appointed Director of Special Projects of the Hip-Hop Summit Youth Council
- **June 2002:** Assisted the Hip-Hop Summit Action Network and the United Federation of Teachers in the June rally against Mayor Bloomberg's school budget cuts attended by Alicia Keys, LL Cool J, Sean "P.Diddy" Combs, Jay-Z, Cynthia Nixon, Wyclef Jean, and over 100,000 youths and teachers
- **November 2002:** Assisted in the launch of the "Hip-Hop 4 Peace" Project with Chuck D, Pee Wee Kirkland and 98.7 radio personality Fred Buggz. The project was launched after the death of Hip-Hop Icon Jam Master Jay
- **November 2002:** Launched "Project Rebound" with the Washington Wizards and the Council of the Great City Schools in Washington, DC
- **January 2003:** Promoted to Executive Director of the Hip-Hop Summit Youth Council
- **April 2003-January 2004:** Director of the Jam Master Jay Foundation for Youth. My first assignment was to get petitions to get Hollis Avenue changed to "Jam Master Jay Way"

- **June 2003:** Assisted the Coalition for Fairness with their coordination of the Rockefeller Drug Law Rally at City Hall which was attended by a host of Hip-Hop notables including 50 Cent, Busta Rhymes, Jay-Z, P. Diddy, Fat Joe, Mariah Carey and Erykah Badu
- **October 2003:** Coordinated the Jam Master Jay Memorial event which was attended by Russell Simmons and Dr. Chavis along with Jay's mother, brother, sister and other family members
- **2004:** Assistant Coordinator of CUNY/York College's Entertainment Business Programs which contain 8 different courses
- **February 2004:** Administrative Coordinator of the Southeast Queens Olympics
- **2005:** Associate Producer of the "King of Kings" documentary featuring Russell Simmons, P. Diddy, Jay-Z and Fat Joe and co-producer of the soundtrack which features 50 Cent, R.Kelly and Mr. Cheeks.
- **2006:** Launched the "Hip-Hop 4 Peace" school tour in conjunction with Bad Boy Records. The tour included Yung Joc visiting a Queens high school, Cassie receiving a proclamation from the Mayor of Hartford, CT and Sean "Diddy" Combs visiting a high school in Philadelphia and also receiving the Liberty Bell from the Mayor of Philly.
- **October 2007—**Helped the United Nations Millennium Campaign solicit the support of 38.7 million for their 2007 "STAND UP & SPEAK OUT AGAINST POVERTY" Initiative to break the 2006 Guinness World Record of 23.5 million.

FOR MORE INFO GO TO: www.hsan.org (under YOUTH COUNCIL);
or www.kingofkingsdvd.com