

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **July 7, 2011**

**CHINA YOUTH MEDIA, INC.**

(Exact name of registrant as specified in its charter)

Commission File Number: **000-33067**

**Delaware**

(State or other jurisdiction of incorporation)

**87-0398271**

(I.R.S. Employer Identification No.)

**3301 30th Avenue S**

**Grand Forks, North Dakota**

(Address of principal executive offices)

**58201-6009**

(Zip Code)

Registrant's telephone number, including area code: **(701) 757-1066**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

Effective on July 7, 2011, John F. Norris, Jr., our Chief Executive Officer, was unanimously elected by the then-existing Board of Directors to serve as a Director until the next annual meeting of shareholders or until his successor is elected.

Biographical and background information for Mr. Norris can be found in our Current Report on Form 8-K filed with the Commission on June 27, 2011.

**Item 7.01 Regulation FD Disclosure.**

On July 13, 2011, we issued a press release announcing the appointment of John F. Norris, Jr. to our Board of Directors. The press release is attached hereto as Exhibit 99.1 and incorporated herein by this reference.

The information contained in the press release attached hereto is being furnished and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liability of that Section, and shall not be incorporated by reference into any registration statement or other document filed under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

<b>Exhibit No.</b>	<b>Description</b>
99.1	Press Release of China Youth Media, Inc. dated July 13, 2011.

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**CHINA YOUTH MEDIA, INC.**  
**(Registrant)**

Dated: July 13, 2011

By: */s/ Richard MacPherson*

Name: **Richard MacPherson**

Title: **President**

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**Press Release**

Source: China Youth Media Inc. &  
Midwest Energy Emissions Corp.

**Midwest Energy Emissions Corp Elects John F. Norris, Jr. as a Director of the Board**

July 13, 2011

MARINA DEL REY, Calif., July 13, 2011, 9:00AM EDT (BUSINESS WIRE) – Through a unanimous vote, the then-existing Board of Directors of Midwest Energy Emissions Corp. (ME<sub>2</sub>C) (OTC BB: [CHYU](#)) elected John F. Norris, Jr., ME<sub>2</sub>C's Chief Executive Officer, to serve as a Director of the Board. Mr. Norris will hold this position until the next annual meeting of shareholders or until a successor has been elected.

With decades of demonstrated experience at the senior executive level, Mr. Norris has an industry-proven ability in successfully building new services companies. His experience includes both CEO and COO positions at mid-size public companies, and Senior Executive positions in major public corporations with direct operational responsibility of tens of billions of dollars in assets, billions of dollars in annual revenues, and over 8,000 employees.

Mr. Norris was President and CEO at Fuel Tech, Inc. (NASDAQ: [FTEK](#)), a global air pollution control technology company. Prior to this he was Senior Vice President of Operations and Technical Services with American Electric Power (NYSE: [AEP](#)), where he was responsible for the largest fleet of fossil-fueled power plants in the United States. Mr. Norris also held multiple positions with energy company Duke Energy Corporation (NYSE: [DUK](#)), including President & CEO of Duke Engineering & Services, Inc., and Senior Vice President, Chairman, and CEO of Duke Energy Global Asset Development.

Mr. Norris commented "I have had the honor to have helped build some excellent service companies in my career, including Duke Engineering and Services where we went from 42 people to over 3000 people in eight years. That was a lot of fun. I see great potential in Midwest Energy Emissions and I look forward to the chance to help make that potential a reality."

In addition to his business leadership positions, Mr. Norris has served on numerous not-for-profit boards, including Chairman of the Board of the North Carolina Zoological Society, and is presently on the Industrial Advisory Committee of the Department of Nuclear Engineering at North Carolina State University. In addition, he is currently on the Board of Grangou, an organization focused on helping to house, feed and educate orphaned children in Haiti.

For Mr. Norris' full biography and more information on Midwest Energy Emissions Corp, please refer to ME<sub>2</sub>C's website ([www.midwestemissions.com](http://www.midwestemissions.com)).

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## About Midwest Energy Emissions Corp. (ME<sub>2</sub>C)

ME<sub>2</sub>C develops and delivers patented, cost effective mercury capture systems and technologies to power plants and other coal-burning units in the United States and Canada. Rather than simply selling different types of activated carbon, ME<sub>2</sub>C takes a holistic view of the mercury emissions problem. ME<sub>2</sub>C provides proprietary technology that allows customers to meet emissions regulations in the most effective and economical manner, with the least disruption to their ongoing operations. With a strong focus on continuous innovation and industry foresight, ME<sub>2</sub>C delivers customer value and strengthens the communities in which ME<sub>2</sub>C does business.

For more information, please visit <http://www.midwestemissions.com>

## Forward-Looking Statements

*This press release contains certain forward-looking statements. These forward-looking statements can generally be identified as such because the context of the statement will include words such as CHYU or ME<sub>2</sub>C “expects”, “should”, “believes”, “hopes”, “anticipates” or words of similar import. Stockholders, potential investors and other readers are cautioned that these forward-looking statements are predictions based only on current information and expectations that are inherently subject to risks and uncertainties that could cause future events or results to differ materially from those set forth or implied by the forward-looking statements. Certain of those risks and uncertainties are discussed in the CHYU filings with the Securities and Exchange Commission, including CHYU’s annual report on Form 10-K and quarterly reports on Form 10-Q. These forward-looking statements are only made as of the date of this press release and CHYU does not undertake any obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.*

## Contact:

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Corporate Communications & Investor Relations  
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Source: China Youth Media, Inc. & Midwest Energy Emissions Corp.

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