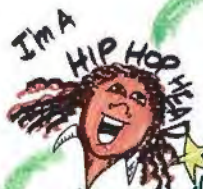


BEYOND the MUSIC and LYRICS



APRIL SILVER

I've seen a lot of changes in the last 25 years. I've seen the **CULTURE** of hip hop change to the **COMMERCE** of hip hop.

Capitalism & materialism precedes hip hop. This is what drives our culture.

Hip hop was birthed from this feeling of powerlessness.

The sense of **POWERLESSNESS** that pervades Black society impacts our psyche; we feel as though we don't exist.

The power of hip hop lyrics travel wide & deep in today's world. The artists know this.

I believe art exists to uplift and heal.

NEPERTITI

When you don't control... your images your media the voting mechanism... you're controlled by capitalism.

As a community we do not have a real coalition that is responsible for what our generation is producing, much less what hip hop is producing.

The hip-hop isn't going anywhere, the negative images aren't, and the artists aren't until we take **CONTROL**.

For me, I have to get the corporate money to project the images that **ARE POSITIVE**.

We must make our dollar count!

The entire community of Black people need to take responsibility and accountability.

Engaging youth: Often times we approach kids in a way that doesn't really attract them.

We must restore confidence at home, so your kids can have it on the street.

We must be authentic and honest and listen to young people from a space that is pure.

We need results-driven programs that actually work.

PANEL'S GROUP DISCUSSION

Radio is a part of the public trust. Our tax dollars finance the FCC that controls radio. So is turning off the radio effective?

It's one of the tactics to use when we're under attack.

Take back the power within your own home. Make the vibrations within it beautiful.



When we go back out into the world, we must be courageous, not lazy, and confront what is negative.

We must teach people about their past so they can control their future.

We must control what we think and manifest what we want. Not what capitalism wants for us.

We are under attack! The entire capitalist system is designed to disempower us.

Don't believe the hype that Black people aren't making it. We are doing it; we just don't have the mic.



WHAT CAN WE DO?

We must become activists for our own communities.

Who is being PLAYED and who is being PAID?

Look at this degrading music as contraband & take it from your kids & throw it in the garbage.



We must start communicating with each other with respect for our own beauty.

Turn off offensive radio

TYLON WASHINGTON

BEYOND THE MUSIC AND LYRICS



Oliver Williams (IDVAAC) moderated our next panel discussion on capitalism and the images seen and messages heard in Hip-Hop. He was joined by panelists April Silver (Akila Worksongs), Nefertiti, and Tylon Washington (Black Waxx Recordings).

APRIL SILVER

- I've seen a lot of changes in the last 25 years. I've seen the culture of Hip-Hop change to the commerce of Hip-Hop.
- I believe art exists to uplift and heal.
- The power of Hip-Hop lyrics travel wide and deep in today's world. The artists know this.
- The sense of powerlessness that pervades Black society impacts our psyche; we feel as though we don't exist.
- Hip-Hop was birthed from this feeling of powerlessness.
- Capitalism and materialism precedes Hip-Hop. This is what drives our culture.

NEFERTITI

- When you don't control your images, your media, or the voting mechanism, you're controlled by capitalism.
- As a community we do not have a real coalition that is responsible for what our generation is producing, much less what Hip-Hop is producing.
- The Hip-Hop isn't going anywhere, the negative images aren't, and the artists aren't until we take control.
- For me, I have to get the corporate money to project the images that are positive.

- The entire community of Black people need to take responsibility and accountability.
- We must make our dollar count!

TYLON WASHINGTON

- Who is being played and who is being paid?
- What can we do?
 - Turn off offensive radio.
 - Look at this degrading music as contraband and take it from your kids and throw it in the garbage.
 - We must start communicating with each other with respect for our own beauty.
 - We must become activists for our own communities.

- We must teach people about their past so they can control their future.
- We must control what we think and manifest what we want, not what capitalism wants for us.
- We are under attack! The entire capitalist system is designed to disempower us.
- Don't believe the hype that Black people aren't making it. We are doing it; we just don't have the mic.
- Engaging youth:
 - Often times we approach kids in a way that doesn't really attract them.
 - We need results-driven programs that actually work.
 - We must restore confidence at home, so your kids can have it on the street.
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PANEL'S GROUP DISCUSSION

- Radio is a part of the public trust. Our tax dollars finance the FCC that controls radio. So is turning off the radio effective?
 - It's one of the tactics to use when we're under attack.
 - Take back the power within your own home. Make the vibrations within it beautiful.
- When we go out into the world, we must be courageous, not lazy, and confront what is negative.

HOW CAN WE REVERSE THIS ECONOMIC MODEL & GET FUNDS TO THE LOCAL ARTISTS?

- ✓ "Start where you are. Use what you can." So do things like have a fundraiser; be excellent; know the history.
- ✓ It doesn't take a lot to produce your first 1,000 CDs. Set up a structure where you're getting paid.
- ✓ Learn about your intellectual property rights. When you own the property you have a better chance at longevity in the industry.
- ✓ Support yourself, which means pay yourself first!
- ✓ Gain the support of your peers.
- ✓ Self interest & profit are the basis for capitalism. Our businesses are based on service and principle. So examine why you are in business in the first place.

HOW DO I HELP MY COMMUNITY TO UNDERSTAND THAT SOME OF THE HIP HOP LYRICS PROMOTE DOMESTIC VIOLENCE?

- ✓ Black women feel that they must be quiet because we don't want to add to the pain & trauma of Black men. But we must speak out and this will take a lot of work on our part. It's a very difficult process.
- ✓ Men need to take the responsibility and stand up when they see violence.

Q&A

WITH APRIL SILVER,
NEFERTITI and
TYLON WASHINGTON



Q&A WITH APRIL SILVER, NEFERTITI, & TYLON WASHINGTON

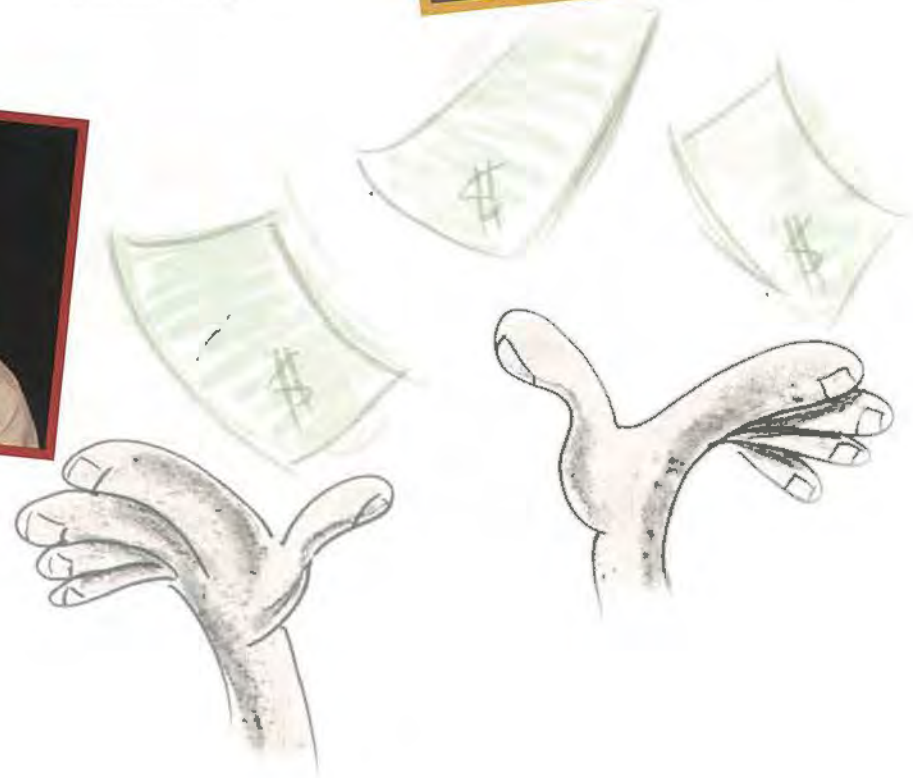
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PRACTITIONERS' VIEWPOINTS

LEAH ALDRIDGE

MEDIA'S INFLUENCE

- We know media is powerful and influential.
- For example, my 11-year old clients all know about "Girls Gone Wild." They strip at ditching parties.
- It's what they are exposed to and consider normal.

- There is NOTHING accidental in print media. It is all by design.

HIP HOP MAGAZINE COVERS

- Males are portrayed as hard, tough, cool.
- Women are portrayed as sexy.

HIP HOP MAGAZINE ADVERTISEMENTS

- Males are portrayed as larger than life, as having dominion over others.
- Ads sell males images of wealth & power with women perceived as adornments, attachments, accessories.

Women are posed, playful and unnatural in advertisements. They are exposed, castrated, exotic and objectified.

SEX (IN VIDEO) SELLS

- There is a rising objectification of females in our videos.
- How is this moving our male and females into the world of creating & producing porn?

CHALLENGES TO HEALTHY GENDER

- Overrepresentation of females as sex objects & adornments.
- Overrepresentation of males as powerbrokers.
- Growing association between the sex industry and Hip Hop.



HOWARD PINDER HUGHES

YOUTH IS NOT DIFFERENT

- There is a subtext that youth today is different. This is not true. What is true is that what we subject them to every day in this world - a different set of rules and cultural context - is different.

One of the fundamental barriers we have in working with our young people is we're afraid of them.

UNDERSTANDING HIP HOP CULTURE

- It may be negative at times, but it offers us the best critique of our culture today. At its best, it engages our youth in describing the truth about the urban condition.

Speaking truth to power. The spoken word movement.

Everything is more dangerous in our youth's world, including sex.

OUR URBAN ECONOMIES

- The economies in our urban areas has changed to being based on substance abuse, sex & violence.

We must go to our young people who are doing good work, train them, then get out of the way.

YOUNG PEOPLE IN LEADERSHIP

Involve young people in understanding what their needs are, and what they want to.

Youth power is the key out of this mess!

We must step into the shoes that parents leave empty and do the work they aren't doing.

POWER OF IMAGES

- The images we see wouldn't be so powerful if they weren't the only game in town.

