

Why the Conscious Hip Hop community needs a DJ Khaled By Jasiri X

Written by Jasiri X ID4388

Saturday, 14 June 2008 04:04 -

By now we all know DJ Khaled, and his incessant yelling out of whatever is his new catch phrase of the year, which also of course just happens to be the name of his latest album (marketing majors pay attention). But what has made DJ Khaled truly successful is his ability to bring together many of the top artists in the game, on song after song, throughout his entire projects.

This rap unity has enabled not only DJ Khaled to become rich and famous (or infamous if you will), but has also propelled lesser known artists from his region IE: Plies and Rick Ross into Hip hop stardom.

This made me wonder, how come the conscious Hip hop community, which always talks unity, community, and cooperation, doesn't have a DJ Khaled? Rarely do you see conscious artists coming together on high profile collaborations. The last one I can remember off top was the Hip hop for Respect project which was in 2000!

Imagine how dope a project would be that had KRS-ONE, Chuck D, Lupe, Mos Def, Kanye, Dead Prez and NYOIL with Erika Badu on one song and the very next track featuring Immortal Technique, Black Thought, Brother J, Common, Wise Intelligent, Pharaoh Monch and Lyfe Jennings on the hook. This would be a real Hip hop fans dream come true!

The irony is that oft times when conscious artist do collaborations it's with non conscious pop/gangster rappers in an attempt to try to "cross over" and reach a "broader audience". Take KRS-ONE's new Stop the Violence Movement. Yeah, Kris got a few conscious cats in the mix but contributors also include artist like 50 cent, Fat Joe and the Game who definitely would love to commit violence against one another, and Lil Wayne who recently told Ozone magazine, "I will murder you, your family, your child, a newborn, I don't give a F@!" Not exactly a spokesman for non violence.

So, why hasn't this rap unity taken place in conscious Hip hop?

Then main reason is probably money. More than likely Khaled isn't paying for his all star guest appearances. Because he is the number one DJ in Miami and probably all of Florida he can

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reward his project performers with major promotion for their albums and increased spins. Plus, artist like T.I., Lil Wayne, Baby, Akon, and T-Pain that routinely spend hundreds of thousands on jewelry probably ain't squabbling over a couple thousand bucks for a 16.

Conscious rappers on the other hand outside of a few are struggling artist that rely on shows and guest appearances often to support their families, much needed community activism and economic investments.

But, look how much Khaled and his crew has gained from their rap unity. The recent cover of XXL magazine shows how Florida Hip hop has come to the forefront, much of which can be contributed to his efforts. Not to mention the tour opportunities, commercial endorsements and of course the increase exposure which leads to higher album sales and of course more money! Do you think Rick Ross would have outsold a rap icon like Snoop without the help of "We Takin Ova" and "I'm So Hood"?

Imagine the positive impact on the current state of Hip hop that the union of conscious Hip hop artist would bring? Couldn't this possibly be the solution to all that often ails conscious rappers and lead to increased exposure, more shows, better CD sales and MORE MONEY? Wouldn't this be a great way to introduce a new generation of conscious artists who remain lesser known mainly because of their unwillingness to rap about money, ice and shaking backsides?

But for now this a just a dream of mine until the conscious DJ Khaled appears. But it's hard to be optimistic, I mean hell, were still waiting for the next Black Star album.

To add a comment go to

<http://blog.myspace.com/jasirix>

Also check out these two great community events tomorrow!

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P.R.O.M.I.S.E. Presents

Stop The Violence Rally For Peace

West Park North Side (near YMCA) North Ave

June 14th 11am-4pm

For more info on rally contact: 412 321-1019

Jasiri X will be speaking!

Pittsburgh Youth Festival

Hill District-Wylie Ave in front of the Blakey Building

Saturday, June 14

Catch Jasiri X performing alongside some of Pittsburgh's hottest MCs 3:00pm sharp!

Visit Jasiri X on myspace at <http://www.myspace.com/jasirix>