

Hip Hop Philanthropy Takes a Step Backwards in KY

Written by Robert ID3322

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Hip Hop Philanthropy Takes a Step Backwards in Lexington Kentucky

Free speech and a cash donation to Bryant Station High School in Lexington, Kentucky during Black History Month, takes a back seat to common sense. One Accord Marketing challenges status-quo, conservative attitudes and the notion that hip hop music doesn't have a heart.

Lunsford approached school officials at Bryant Station High School with the idea of contributing money to a local music program. In addition, to the donation, he invited Bryant Stations band to appear onstage and open a show with hip hop superstar, rap artist Ludacris at Rupp Arena. While a big deal and coup for Bryant Station, the event was called into question by Lexington radio personality Jack Pattie of WVLK-590AM. "I definitely don't think they should take it from a promoter that is promoting an obscene artist," said Pattie, who consequently has a son in the band. Questionable tactics and messaging at best since hip hop artist Ludacris is heavily featured on sister radio WLTO-FM/Hot 102. Mr. Pattie further incited further controversy by going on air and calling One Accord Marketing's philanthropy 'dirty money' and comparing the donation to the KKK and a "dollar stripper" (Mr. Pattie is Caucasian)

One Accord Marketing puts on arena shows through out the United States. "When we put on a show in a city we give the local schools \$10,000 in music equipment" says Mr. Lunsford. Jim Lunsford, CEO and President of One Accord Marketing remembers his early days growing up in a small town in Huntington, West Virginia. One filled with strife, struggle, and adversity. Having experienced poverty first hand as a child growing up, he understands first hand, the role music and an arts education plays in a child's development. Mr. Lunsford along with partners Quincy Krashna and Maurice Woodson have decided to move forward with the Ludacris concert scheduled for Thursday, February 22, 2007, at Rupp Arena in Lexington, Kentucky. Ludacris will be joined by singer Genevieve (Disney), Oshy (Dream Sound Records) and ORC (Christian Rap Group). Tickets are available at www.ticketmaster.com.

Bryan Station High School has also experienced its own problems over the years, so a fiscal donation was seen as a windfall. "The new school was a long time coming. Rallies and protests began in 2001 when students, parents, faculty and community advocates complained about conditions at the school, now nearly 50 years old. The Bryan Station community has long battled negative stereotypes because of low test scores and achievement-gap problems -- learning disparities between minorities, low-income students and special education students compared to their peers." (Michelle Ku, Kentucky Herald)

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To request an interview with Jim Lunsford, President/CEO of One Accord Marketing, please contact Shaun Saunders at Graffiti PR, (347) 513-2807 or via email at GraffitiPR@aol.com