Written by Pearl Jr. ID3598 Tuesday, 17 April 2007 22:30 -

Real Facts about Hip Hop, the Music Industry & Black Folks By Pearl Jr.

Due to the Don Imus racist rant with his producer, Bernard McGuirk calling a group of female college basketball players, "nappy-headed hos" plus "hard-core hos", which I personally find just as offensive due to diminishing their femininity, an important conversation has taken place that should lead to positive action. According to my belief system, this is where God, the spirit of goodwill, has shown up to evoke a critical conversation about the diminished value of Black women worldwide and the decline of Black progress.

| Now for the facts (billboard.com):  |
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| ~In the first quarter of 2007, hip-hop sales are down 33.6 percent from same quarter of last year |
| ~Hip-hop sales are down 21 percent from 2005 to 2006  |
| ~In 2006, only two hip-hop artists attained platinum status (T.I. & Jay Z)                        |
| ~Hip Hop artists have the highest incarceration rates of any musical genre's artists list         |
|   |

- ~This week (4-17-07), due to the massive media exposure of the Don Imus racist remarks, every single album released before last week (despite the genre), has declined in sales among the top 50 selling albums (hitsdailydouble.com). Average drop of nearly 50 percent
- ~The music industry is suffering from massive losses beginning in the early millennium, when Black executives/executive producers were being dropped like flies and the ownership and distribution of music was conglomerated by non-Black ownership.

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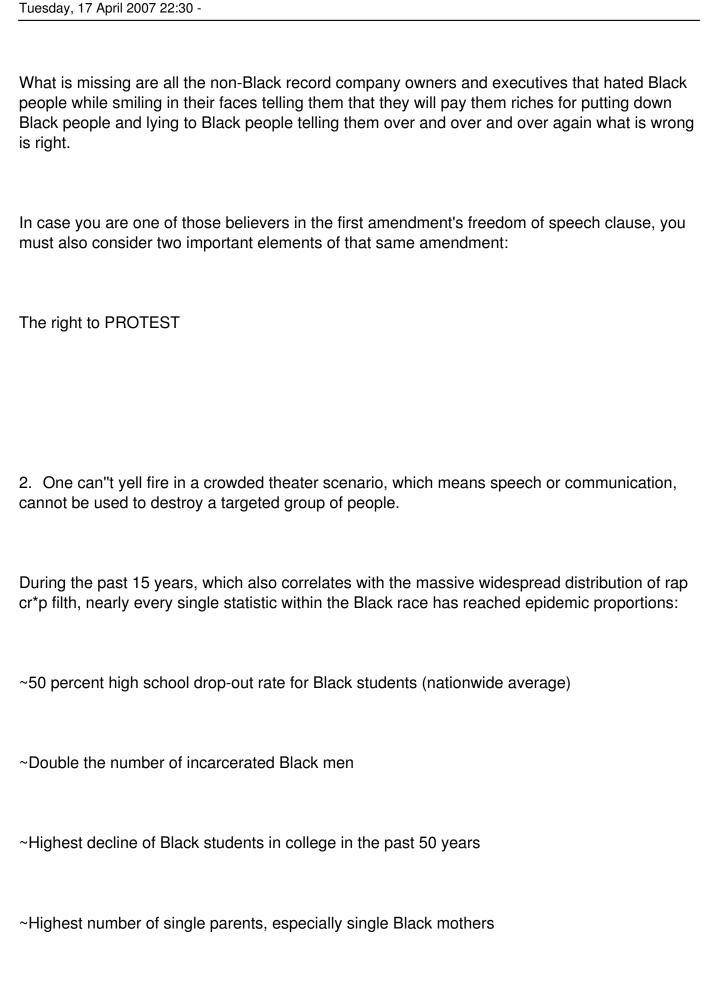
- ~Digital downloads is NOT making up the difference (15 percent digital 85 percent CD = marketshare)
- ~Despite massive declines in CD sales, radio spins of negative hip-hop (rap cr\*p) remained in high rotation (allaccess.com)
- ~The ONLY music genre to gain for the first quarter of 2007 is R&B, which is non-inclusive of hip-hop and that is only 1 percent.
- ~According to David Lopez of Nielsen Soundscan, they have never ever monitored or taken statistics on the race or ethnicity of any consumer who purchased music. So where the heck does that lie that told many Americans, that 80 percent of hip hop is purchased by White consumers come from? That made-up figure has been a lie told over and over again to make Blacks feel like they were not targeted for mental destruction, in which there is absolutely no proof to the contrary.

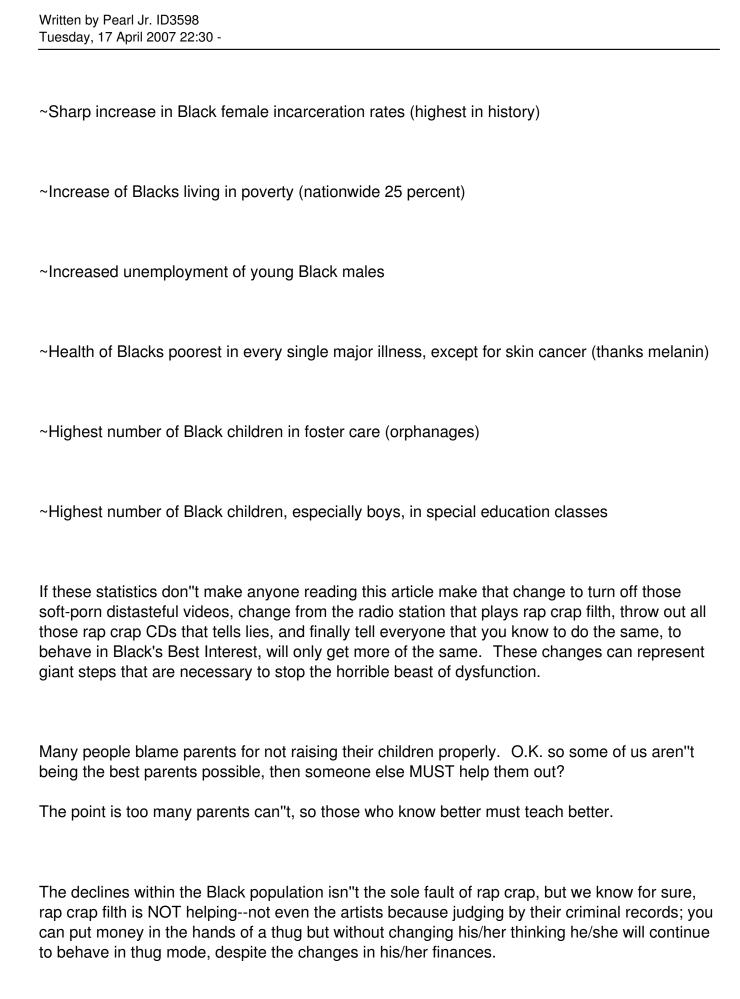
Furthermore, as I watched Oprah Winfrey this week, I found myself very disappointed watching some desperate millionaire fall guys speak about NOT blaming filth-spewing rap cr\*p artists for the NEWLY arrived heights of devastation among Black American Citizens. Oprah's in studio on stage guests, who have gained from our pain was Russell Simmons, Bernard Chivers, Kevin Liles, and Common (who is among the few positive artists), who made excuse after excuse for the vast widespread devastation of the Black community.

I'm asking all those who watched Oprah not to get confused with their mind-twisting fast-talking bullying tactics that was force-feeding everyone to look everywhere else but inside themselves to make that change; they are their own man in the mirror, who hold the power to rid our lives of the mental trash that cleverly deceived us with beats that were given to us as gifts from our ancestors to be used for loving and healing purposes.

I must disagree with a popular notion that negative lyrics sell. No, the consumer bought the beat and the groove and was tricked into condoning and repeating lyrics that commonly used the rhythms of nursery rhymes to convince us that being horrible human beings would render us massive rewards. The glamorizing of despicable language such as nigga, bitch and ho could have only involved the work of the devil who is THE master of deception.

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Rap cr\*p is exactly what I describe it to be, which is cr\*p. Don"t get it twisted by saying, "but what about the positive hip-hop?"

Ye a. what about it?

I'm not talking about positive hip-hop.

I don't fight to change something that doesn't need changing.

But I do know that some stains just can"t come out, even in our most favorite garment.

My general sentiment about hip-hop is that it is so filled with stains that nothing can ever cleanse it.

Ba-ut, we'll see our most talented and resourceful go to work to save their careers and fortunes, and that, my friend can be a good thing.

We can stop feeding the beast, but we must also build a new, so be sure to order your copy of my book, Black Women Need Love, Too! so that we can be as productive as possible learning about our history, societal set-ups that breed failure, and ways in which to enhance our knowledge of self, while adding excitement about dating and finding that special person who is going to love, honor, and cherish each one of us.

Black Women Need Love, Too! is available on amazon.com

JOIN THE BLACK WOMAN'S MOVEMENT BY VISITING OUR WEBSITE:

www.BlackWomenNeedLoveToo.com

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