

## The Source Teams With Rev Sharpton

Written by Robert ID1012

Wednesday, 16 March 2005 10:01 -

---

The Source is the most widely-recognized and well-respected brand name in communications for Hip-Hop fans across the globe, earned through The Source Magazine's role as the most trusted media voice for the Hip-Hop movement for over 16 years; has announced that it supports the proposal by Reverend Al Sharpton to institute a 90-day ban on radio and TV airplay for music artists that engage in violence.

The Source and its principals, David Mays and Ray Benzino, have been the leading voice over the past two years on the issue of corporate responsibility in Hip-Hop and are joining Reverend Sharpton in encouraging top executives in the industry to meet immediately to find a permanent solution to the violence.

David Mays, Co-founder and CEO of The Source says, "It is inspiring to see that Reverend Al Sharpton is speaking out against the crisis of corporate manipulation of violence in the Hip-Hop industry, which is benefiting the bottom line of a few major conglomerates. In no way does The Source support the censorship of Hip-Hop artists, but we are opposed to artists and their backers that use acts of violence or the incitement of violence over the public airwaves to promote record sales. The responsibility for this type of destructive conduct lies with only a small group of individuals in our industry who must be held accountable."

"Late last year, I called for a sit-down with Eminem and his camp in an attempt to resolve our ongoing beef, but my calls were rejected," said Ray Benzino, co-founder of The Source as well as a widely-respected Hip-Hop artist and producer. "In fact, Eminem responded by rolling up on my partner with 15 guys at a radio station in Detroit to try to intimidate him as well as radio station personnel. Yesterday's staged "truce" between 50 Cent and The Game must be viewed with a skeptical eye due to Interscope Records' track record of violent and inflammatory publicity stunts and marketing gimmicks."

In a March 2003 cover story, The Source declared a "Hip-Hop state of emergency," and the magazine has since been conducting ongoing reports on the deteriorating state of Hip-Hop resulting from the irresponsibility and insensitivity of a few powerful corporations and executives. The Source has also been the target of an aggressive attack by Interscope Records designed to stifle the magazine's exposure of these issues, including the pulling of millions of dollars of advertising.

## The Source Teams With Rev Sharpton

Written by Robert ID1012

Wednesday, 16 March 2005 10:01 -

---

"Jimmy Iovine, the President of Interscope Records, has been the central figure and common thread through over 10 years of manipulation of violence and death in and around the Hip-Hop community, and yet his name is hardly ever mentioned and he has never been held accountable," said Reverend Al Sharpton.

Added Mays, "The Source has fought hard for over 16 years to insure that corporate America respects Hip-Hop as a positive and empowering culture whose core values are peace and unity. This "new version" of Hip-Hop being manufactured by Iovine and his crew has distorted the perception of Hip-Hop's true nature, and has now reached alarming and incredibly dangerous levels. There must be accountability."

The Source is the #1 selling music magazine on newsstands in America, reaching nearly 9 million readers per month. Co-founder and CEO David Mays, along with Co-founder and Chief Brand Executive Raymond Scott, have successfully built The Source business brand into a renowned trademark, with extensions in music, television and consumer products such as clothing and DVD's.