

*Edu*taining **THE MASSES**

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Explain where this is manifest.

It's manifest in the business aspect. In other words, in 95% of those other record companies, women are in control of the money. Or Jewish men. It's either Jewish men, Jewish women, or Black women in control of the money. Black men are always fighting to get ahead, to prove something. They always have to show that they're doing their job, not to me, but to the rest of the world. I would hire Black men, but they would have to be on the up and up. None have come into my immediate grasp for me to hire them. Besides, the only Black men that I trust are my friends and I don't wanna hire my friends, that's my dilemma.

Would you one day like to record your own album on your own label?

Yes. I have a eight year sentence with Jive. Four have already been served. Once the other four are served, I'll probably sign myself to my label for a dollar fifty.

On your upcoming album *Sex and Violence* will you treat the subjects as a hypothetical participant, or as a hardcore teacher?

We'll check box number two, hardcore teacher. What we're saying is that the masses of the people have been taught to be sexist and violent. We can't blame the NWA's, the 2 Live Crews—who taught them to be like that? Someone has to teach these things to you, you practice it, and then you become it. Visual entertainment is violence and audio entertainment is sex.

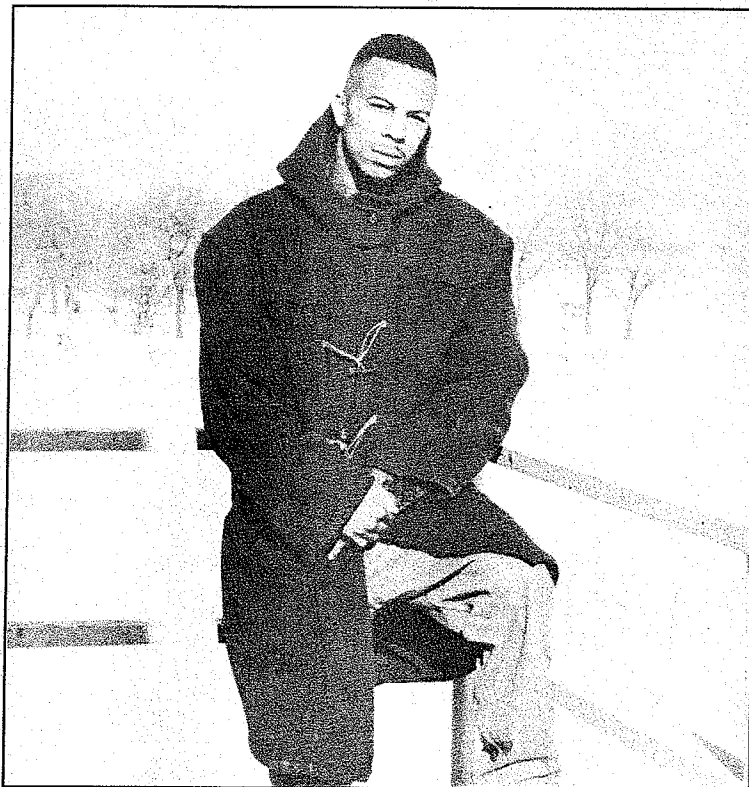
Explain why.

The movies that are the most violent go to number one. The radio plays all day "ohh baby I need you, I want you." *Sex and Violence* sums up everything—look at the two biggest epidemics in the country: murder and AIDS.

Now I've seen that recently you've been kickin' a world (human) mindset rather than a racial thing. But I would still like for you to address the question of what can Black people do to better their situation in the music industry?

There's not much we can do cause we're in America. Anything we do will benefit America, we're Africans. We're fighting a losing battle, but at least they should back up and stand on their own. Instead of the me-me-me, some of us should sacrifice ourselves and our lives and our careers so that millions of us can move forward. The people who have money have to build and make ways to better Black people. ■

X unsigned HYPE



COMMON SENSE

As talent continues to sprout from all over the map, Chicago rises to the top of the crop this month with the "Greatest UnAmerican Hero," Common Sense. At the ripe age of nineteen, Sense introduces what he describes as an Avante Garde School approach to entering the rap game through his portrayal of different characters and altered egos. His rhymes display a melting pot of personalities. He has a distinct, squeaky but likeable voice and impressive rhyme skills especially for an MC coming out of Chicago.

The tracks, produced by Sense's homeboys the 3 Wise Men, bring out the best in his unique vocals. His loops are creative and the hooks are catchy. The beats and samples flow in and out smoothly with a professionally polished feel to the production. The combination of these talents creates a package with the potential to attract a wide variety of audiences from all regions without losing the hardcore crowd.

Each month in this column, we profile a talented group that has yet to sign a label deal. Send top quality demo tapes with a description of the contents (and a black and white photo if possible) to:

THE SOURCE-Unsigned Hype

594 Broadway, Suite 510

New York, NY 10012

Please limit tapes to your best three cuts.

—coordinated by MATTY C