

HIP HOP EVOLUTION PART 3

"The New Guard"

---70's Hip Hop was about: partying and overcoming poverty and neglect.

---80's Hip Hop is about mainstream success, marketing the music and fashion, crossover appeal, and music with a message.

I. R _____ S _____

From Hollis, Queens- Comes up through the small hip hop scene of the 70's.

---Sold weed and attended City College. Then, by promoting concerts, he saw the hip hop landscape as uncharted territory and sold hip hop instead of drugs.

---About his work ethic---"He wasn't into today, he was into tomorrow."

---He discovers K_____ B_____ and pairs him with Grandmaster Flash. They write **Christmas Rappin'** and stage fake enthusiasm at a bar to impress famous radio DJ Frankie C_____ who played it and the song became a huge hit. Blow followed that hit with **The Breaks**, which was also a hit. Blow was the first rapper to perform overseas. KB is **the first S_____ MC** of the recorded era and had a lot of pop appeal with good looks, personality and charisma. He fit the mold of an R&B singer like Lionel Ritchie. Simmons loved him but thought there was too much M_____ (guitar, piano, bass) and wanted a more edgy sound. Simmons goes back to Hollis to see what his brother was up to...

II. R_____ (Formed 1983)

Members- Joseph Simmons, Daryl DMC McDaniels, Jason Mizell.

---They became **The B_____ of Rap.**

(First to have gold, platinum and multi- platinum albums, 1st to be nominated for a Grammy Award, 1st rappers to have a video on MTV, 1st rap act to appear on American Bandstand and the cover of Rolling Stone magazine and the only rap group on the Live Aid bill in 1985.

---They lead the New School of hip hop acts along with: LL Cool J, Beastie Boys, and Public Enemy, who are all label mates at Def Jam.)

---S_____ MC's (1983) (#15 on R&B chart) and becomes their first hit. Known for its stripped down production, (no bass or guitar, only drums and scratching with sound effects.) It becomes very influential.

(In 1984, they release **Rock Box**. It combines drum machines with heavy guitar played by Eddie Martinez. It crosses over to the rock charts and is also a blueprint for 90's Rap/funk/metal that became popular.)

---The new music style meant the old style was becoming outdated. Run DMC was also creating a new fashion trend. While the old guard was wildly dressed, the new guard was taking it to the streets. Led by Mizell, who liked A_____ with no show laces, K_____ hats J_____ suits, Russell thought it would match the music. This was a big stroke of genius. They wanted to reach the common dude on the street. Melle Mel, "We dressed like the great funk bands, but they came along and messed the game up."

---They proved that their fashion trends could be capitalized on and scored a deal with Adidas. They were the first non- athletic entity to do so. They even made a song called, **My A_____** and performed it at MSG in front of Adidas reps. They had 20,000 fans hold up their shoes! They were the first group to show the P_____ of branding. They influenced how kids talked, walked, dressed, eat---everything.

Simmons had a vision for the future of hip hop, namely, "keeping it street" and "making the masses come to you." He finds an ally in the unlikeliest of characters, a white punk rock college kid from Long Island who became obsessed with this new sound coming from the NY clubs.

III. R_____ R_____ (1963)

(One of the most important music producers ever! Besides the Def Jam artists he has gone on to work with almost every legend in the Business: Slayer, Metallica, Johnny Cash, Neil Diamond, Dixie Chicks, RHCPeppers, Tom Petty, Ed Sheeran, Adele, Black Sabbath, Lady Gaga)

---Started as a punk rocker, got into hip hop while at City College.

---Rubin hung out at the Danceteria, a famous club, and met Jazzy Jay, they recorded, "It's Y_____."

---Simmons heard it, met Rubin and a partnership was born. "Rick had a D_____ M_____ full of hits."

Rubin was also friends with LL Cool J and the Beastie Boys, who would both be signed to Def Jam. Rubin created the Def Jam logo.

---RR and LL create "I Need a B_____. " Simmons loves it and the company is off and running.

---Rubin took care of the M_____ , Simmons took care of the marketing = perfect match.

---Similar to Motown's 60's marketing approach, Simmons targets both white and black markets.

IV. Def Jam Success

---The B_____ B_____

(They were a punk band turned hip hop and Rick Rubin was their DJ. Their first hit was called **Cookie Puss**. By 1985 they toured with Madonna and were soon headlining.

--- They release **License to ill (1986)** which became a huge seller, Rolling Stone proclaimed, "3 idiots make a masterpiece." It was the bestselling rap album of the 80's and the first rap album to go #1 in the billboard album charts. **Fight For Your Right** video became an MTV staple. They were together from 1986-2004, becoming one of the longest running rap acts.)

---Simmons states, "We hated MJ or anything pop. The purpose of hip-hop was for the new generation---it was our music, you can keep your music, and we had a "F--- you" A_____ , which is the attitude we deserved.

RUN DMC

---W_____ T_____ W_____ breaks rap wide open. A_____ recorded the song in 1975 and rappers used the opening drum beat since its inception. Rubin makes the band record it with the O_____ lyrics, much to their chagrin. Daryl Mc said, "You better not release it as a single!" They did and it changed all their lives.

---They crossed over to all markets and knocked down walls. It was raps "B_____ moment", when the whole world watched them on Ed Sullivan on 2/9/64. Their video was just as powerful on MTV in 1986, comparable to the MJ *Thriller* moment back in 1983.

But it's their original stripped down sound that will be the spark for the next wave of hip hop.

V. M_____ M_____ (1962)

---Is a DJ who specialized in creating new sounding drum beats by the use of sampling. While others are using a drum machine, he is sampling sounds off his favorite records and combining sounds in new ways.

--A Sonic revolutionary who ignited a new E____ of rap music production. He headed the Juice Crew with Big Daddy Kane and Biz Markie.

VI. B____ D_____ K_____ (1968)

---He started battle rapping in 1982. He teamed up with Biz Markie.

---He's a pioneer of fast rhyming, known for his syncopated style and fashion sense (velour suits, 4 finger rings, high top fades) Hit: **Ain't No Half Steppin'**

---Principles of great MC's—C_____ and P_____ lines. He was sexy, classy and calm.

R _____ (1968)

---Friend and roommate of Marl. Becomes Big Daddy Kane's rival. He's from Long Island and regarded as one of the best ever. Started rapping at age of 5.

---He became known for the musicality of his rhythmic flow and cited J _____ C _____ as an influence because he was a sax player and understood rhythm.

---Called "**The H _____ of Rap.**" He rhymes visually and clearly using short, clear, concise visual sentences. His lyrics had a level of social consciousness that started trending throughout hip hop. Run DMC realizes their style has faded.

---He paired up with Eric B ('85-'93) and their album *PAID IN FULL* is regarded as one of the top albums of all time.

VII. P _____ E _____

--- Was headed by Chuck D (born 1960) and he was witness to all the events of the 60's.

---Chuck D had aspirations to become a hip hop DJ and was associated with WBAU and Bill Stephney.

---Chuck D paired up with his polar opposite F _____ F _____.

---Rubin hears a demo of *Public Enemy #1* and loves Chuck's voice. Chuck's reluctant until he realizes he wants to be a part of a group, not a solo star. The Clash +Run DMC= Public Enemy!

---PE took that 60's and 70's rage and thru the hip hop style, articulated their feelings about the P _____ , Present and F _____ rage of a generation that saw police corruption and police brutality.

--- They come out with **F _____ T _____ P _____**. The beat came from James Brown's song, *The Funky Drummer* and the video was directed by Spike Lee. **PE brings defiance to Rap, almost singing the messages of the 60's civil rights movement in 1990's terms.** Rap gets a new level of sonic complexity from PE's producers, **The Bomb Squad**.

---**PE changes rap by getting political, causing waves of changes in both rap and rock.**

---Rap music becomes **the "Black CNN"**, being a medium of describing urban life. The MTV show, **Yo! MTV Raps** (1988-95) quickly turns into a hit show and helps to bring rap to the masses.

---**Albums;** *Yo! Bum Rush The Show, it Takes a Nation of Millions to Hold Us Back, Fear of a Black Planet, Apocalypse '91...The Enemy Strikes Back*

Hip hop was now a sound, an industry and a movement. It finally realized its potential and power. It was now reaching beyond the borders of NYC. On another coast, 3000 miles away, they were speaking of a different reality and needed it even more than the boroughs that birthed it.