

## PR GURU RAGES AGAINST THE MACHINE:

### Russell Simmons' Sincerity In Cleaning up Hip Hop Lyrics Is Questioned



(New York, New York) -- In light of the current headlines announcing the, long overdue, emergence of hip hop moguls like Russell Simmons to clean up rap; the man dubbed the Henry Higgins of Hip Hop - artist development legend **Angelo Ellerbee**, is speaking out against the obvious hypocrisy.

In light of the Don Imus slurs, and the subsequent uproar over hip hop's culpability in inspiring them, there is suddenly a rumbling in that hip hop fattened quadrant of the industry that has ruled for thirty years. There is now the appearance of moguls taking action with a planned ban of offense words. Three specifically:

Ellerbee states emphatically that this is not a new movement that Simmons and gang undertake, but one already drenched in sweat. Like the sweat of Ellerbee, Dionne Warwick, C. Delores Tucker, Calvin Butts and others, a whopping twenty years ago. The protesting and cries for cultural adjustments were made long enough ago for Simmons and others to have been joined the battle.

#### **States Ellerbee:**

"I have concerns with how the Imus situation has been dealt with; particularly, how key figures in the African American community have gone at it. Godfather, or should I say the grandfather of Hip Hop Russell Simmons, now says he has an answer to clean lyrical content to music. What awesome timing after kazillions of

dollars being made off of it. While twenty years ago, people like C. Delores Tucker, Dionne Warwick, Calvin Butts and myself came together to engineer a campaign to stop the uses of abusive vocabulary.

How could these so called leaders and moguls listen to these people's cries while fighting for advisory stickers ... they went against this body of caring parents who put their lives at risk to stand up to this plight. How can they go have TV interviews and closed door meetings - with who? With them, only, representing the African Americans, who represented the Jews? Who represented who owns these record companies? Are we playing Steppin' Fetchit again? I'm with Al Sharpton on becoming part of the boards on these record companies as what we need to do.

There is a worse problem with how they have taken the artist development side out of the industry. Barry Gordy first started it, because he cared about these artists, raising and educating young people on how to gain and maintain power in this industry. We allow the stupid box to raise our children or they are raising themselves. Nobody is teaching them anything. They did away with people like me, who took a young, troubled Mary J Blige and taught the who, the what, the why... wise of the business. Don't come with clean lyrics, come with a plan. We have to educate our young people in this industry - fast. Where are the insurance programs if something happens? Where is the structure? Yet everybody can play patsy when it's time to do Oprah... Meanwhile Kevin Lyles has you read his book in order to work for Def Jam - where were Lyor, Geffen and all when Oprah called this gathering? Since you didn't have a problem with Nelly running a credit card between some flesh it makes me now wonder.... is this another campaign trick? I don't remember seeing you twenty years ago when the movement really began. Who represented BET and their X-rated channel at the meeting? We have to have a controlling factor in this. Our messages aren't getting heard. No, nothing but buffoonery,"

Ellerbe who has guided the careers, strategies, etiquette and development of numerous stars such as Shabba, Mary J. Blige and numerous others runs Double XXposure, Inc. a New York based public relations firm with clients such as: Ginuwine, DMX, Dionne Warwick, and more.



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