

The Madison Arts Commission

Hip Hop Ad Hoc Subcommittee Report

Prepared By Chris Taylor, Subcommittee Chair

May 8, 2014



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Introduction

The Madison Arts Commission (MAC) Hip Hop Ad Hoc Subcommittee was formed in March, 2013. The goal of the subcommittee was to promote equality for Hip Hop in the City of Madison. This report is a detailed account of the actions that led to the creation of the Hip Hop Survey, administered by Madison Media Institute, and a summary of the data collected through that survey.

The subcommittee sought to define Hip Hop, assess the challenges that the culture and music are facing, and help present a path for action. The subcommittee requests that this report be reviewed by MAC, presented to the Common Council and the Mayor's Office, and used to substantiate development of a Task Force that ensures equality for Hip Hop and other "urban arts."

Additionally, a "Best Practices" guide for music venues is being developed. This guide is designed to apply to all genres of music and to provide a "booking checklist" that venues can use to vet potential acts and help ensure comfort and safety for their customers..

The City should consider implementation of the best practices guide and commensurate checklist as "reasonable measures" by venues on behalf of patron safety. This is vitally important because anecdotal evidence suggests that venue owners have a fear of losing their alcohol license due to perception of potential patron misbehavior during Hip Hop acts. Following all the steps in a city-approved best practices guide should reassure venue owners that booking Hip Hop acts will not result in penalties of points on their alcohol license due to patron actions. The goal of the City should be to eliminate barriers to access of music just as it is to eliminate inequality in other areas.

The subcommittee strongly encourages MAC and the City of Madison to pass the "Best Practices" policy and incorporate "reasonable measures" language into Alcohol License Review Committee (ALRC) review processes.

The subcommittee asserts that MAC has been a vocal and resourceful voice of the Hip Hop community to the City of Madison. This report seeks to inform the commission of the subcommittee's conclusions and the results of our research so that they can make informed decisions and policy recommendations

Motion to Form Subcommittee

On Tuesday, March 12, 2013 former MAC member Anthony L. Brown requested that the MAC create a Hip Hop Subcommittee. His initial request was to form a committee comprised of stakeholders in the city to promote equality for the art form of Hip Hop. At that time MAC approved the formation of the Hip Hop Ad Hoc Subcommittee but informed Commissioner Brown that he could not seek to have members on the committee who were not members of MAC. It was also stated that we could seek opinions and statements from stakeholders in the Madison community to help identify concerns and remedies. (Please see Appendix A.)

First Hip Hop Ad Hoc Subcommittee Meeting

The original members of the Hip Hop Ad Hoc Subcommittee were Anthony Brown, Chris Taylor, Kia Karlen, Danez Smith, Barb Schrank and Patty Elson. The first meeting of the subcommittee was Wednesday April 17, 2013. All members of the committee were present except Danez Smith.

During public comment, Mary O'Donnell (City Staff for the Community Development Division) spoke about funds that go to community centers for programming in the Hip Hop Arts.

Karen Reese from the Urban Community Arts Network spoke about her desire to see MAC function as an educational body to help change some of the negative public perceptions that have affected Hip Hop music the last few years.

F. Stone, a local D.J., spoke about the 20+ parties he has thrown without incident.

Bob Wynn added that he was happy to see a committee like this forming and would like to see Madison become a place where Hip Hop artists can make a living.

Also in attendance was Rachel Lepak, ALRC member and UW student government representative.

After public comment, the committee began a discussion of short-term goals and the long-term goal of encouraging and supporting Hip Hop in the community. This discussion was centered on an assessment of the current situation. The primary question that came from this discussion was "What is Hip Hop"? The subcommittee decided that investigating the answer to that question would help define scope for this initiative.

The subcommittee also agreed that it would seek to support Hip Hop by influencing educational and fusion programming communicate and publicize grant resources to organizations that utilize Hip Hop, advocate for a mayoral appointed Hip Hop commission, and deliver a plan to the Mayor's office for implementation to support the arts. (Please see Appendix B.)

Second Hip Hop Ad Hoc Subcommittee Meeting

The second meeting was Wednesday, May 8, 2013. The following commissioners were in attendance: Patty Elson, Barb Schrank, Anthony L. Brown II, and Chris Taylor. Kia Karlen and Danez Smith were both absent. Also in attendance was Alder Maurice Cheeks.

During public comment Alan Chancellor introduced himself as a County Employee who works in the neighborhood intervention program. Also in attendance were

Devon Dent and Maurice “Dr. B.” Beckley from Milwaukee. All three gentlemen came to take part in discussing the question “What is Hip Hop?”

In this meeting Chris Taylor was appointed Vice Chair of the Hip Hop Ad Hoc Subcommittee by voice vote.

The definition of Hip Hop became a bit convoluted because most everyone has a different take on the topic. Some people define it simply as rap music while others argue that Hip Hop must have a strong entrepreneurial component to it. We agreed that Hip Hop is comprised of language, urban arts, fashion, spoken word, DJing, graffiti arts and many other things. The meeting, however, continued to focus on music as the spirit of Hip Hop. Thus, in the end, the subcommittee defined Hip Hop as a culture, but one focused around music . (Please see Appendix C.)

The Committees Findings

We determined that the best way MAC could support Hop Hop was to:

- Conduct an assessment/survey
- Educate through community partnerships
- Provide grant resources and encourage more urban artists to apply for grants
- Support individual events
- Advocate for Hip Hop
- Request an appointed taskforce or commission to make changes on a bigger level if necessary

MAC has worked hard towards these goals and has already accomplished a great deal, including:

- This report will include the Hip Hop survey and results.
- MAC has been working with UCAN, ALRC, the City of Madison’s Department of Civil Rights and the Madison Police Department to support Hip Hop.
- MAC requested funding for a program that would have funded Hip Hop artist residencies in the public schools; though it was not approved. (Note that MAC should continue to look for ways to put Hip Hop in the classrooms, both to help encourage local artists and to help teachers utilize Hip Hop to employ culturally relevant pedagogy.
- MAC granted money to Hip Hop events and projects in its 2014 grant cycle that had not previously been supported.
- MAC endorsed the UCAN music conference held at MMI.

Survey Results

It should be noted that once a person self-identifies as an artist, promoter, or venue owner, he or she is directed down an inquiry track specifically focused on their perspective. Therefore, the sample size will be different from one question to another. The questions asked in this survey were developed by the subcommittee with the exception of the questions gauging interest in a career in media. Those questions were added by Madison Media Institute for their own purposes as the administrators of this survey.

The survey was conducted from November 2013-March 2014. The largest sample size that any one question received was 162 responses.

Q1. Which statements best describe you? (Check all that apply)

1. I am a Hip Hop artist = 75-39%
2. I own or work at a music venue = 27-14%
3. I attend concerts on a regular basis = 120-62%

Total Responses 194

Q2. Do you consider being an artist your occupation?

1. Yes = 28-51%
2. No = 27-49%

Total Responses 55

Q3. How often do you perform?

1. Less than six times per year = 35-64%
2. 2-4 times per month = 16-29%
3. 5-8 times per month = 2-4%
4. More than nine times per month = 2-4%

Total Responses 55

Q4. Do you get compensated for your performances?

1. Yes – More than \$300 per night = 5-9%

2. Yes – Less than \$300 per night = 12-22%
3. No – But I plan to work up to that = 24-44%
4. No – I do it because I love it = 14-25%

Total Responses 55

Q5. How many different venues have you performed in?

1. 1 to 3 = 20-36%
2. 4 to 6 = 9-16%
3. Greater than 6 = 26-47%

Total Responses 55

Q6. How large are the venues?

1. Less than 100 people = 23-42%
2. 101 to 200 people = 15-27%
3. 201 to 300 people = 3-5%
4. Other = 14-25%

Total Responses 55

Q7. How many hours a week do you spend practicing your craft?

1. 1 to 5 hours per week = 6-11%
2. 6 to 10 hours per week = 17-31%
3. 11 to 15 hours per week = 7-13%
4. More than 16 hours per week = 25-45%

Total Responses 55

Q8. What, if any barrier have you experienced in performing Hip Hop locally?

- Responses emphasized a recurring theme related to the lack of venues. There were some people who cited the police, and some who cited promoters. A lot of respondents say that they do not feel supported.

Total Responses 46

Please see appendix D for a complete list of the responses

Q9. What suggestions do you have for improving the artist experience in performing Hip-Hop locally?

- The overwhelming response to this question was the need for access to more venues. The second theme that stands out in these responses is better performances that are rehearsed and entertaining.

Total responses 47

Please see Appendix E for a complete list of the responses

Q10. Do you have rehearsal space available to you?

1. Yes = 41-75%
2. No = 14-25%

Total Responses 55

Q11. Have you ever recorded your music?

1. Yes – In a professional studio = 29-53%
2. Yes – In a personal studio = 26-47%
3. No – I have not recorded my music but I would like to = 0-0%
4. No – I do not plan to record my music = 0-0%

Total Responses 55

Q12. What else would make your performing or recording experiences more successful?

- Most responses to this question cited the need for more affordable music production. Second to this sentiment was the notion that studios make too much money.

Total Responses 42

Please see Appendix F for a complete list of the responses

Q13. Does your venue host Hip Hop events?

1. Yes = 17-68%
2. No = 8-32%

Total responses 25

Q14. How many Hip Hop events per year?

1. Zero = 0-0%
2. 1 to 3 = 4-25%
3. 4 to 6 = 3-19%
4. 7 to 9 = 2-13%
5. More than 4 = 7-44%

Total Responses 16

Q15. If no, what discourages you from hosting Hip Hop shows?

- In the 5 years I have taken over, I had to end Hip-hop shows due to violence and constant disrespect when I would ask for reassurance before any shows were booked.
- We will lose our liquor license
- I work at crystal grand music theater and it's directed to old music country mostly some 80s
- Don't have the funds
- We have done so in the past with challenged of fighting among the attendees.

Total Responses 5

Q16. As a venue owner, who is your target audience?

- All 13 responses offered a wide range of answers. There was no recurring response.

Total Responses 13

Please see Appendix G for a complete list of the responses

Q17. If attending a live show, on average how many drinks do you purchase, if any?

1. Zero = 14-14%
2. 1 to 2 = 46-46%
3. 3 to 4 = 26-26%
4. More than 4 = 13-13%

Total Responses 99

Q18. Are you likely to eat before or after a show at a local restaurant?

1. Yes = 90-91%
2. No = 9-9%

Total Responses 99

Q19. How big was the audience at the last Hip-Hip show that you attended?

1. Less than 50 = 13-14%
2. 51 to 100 = 31-32%
3. 101 to 150 = 18-19%
4. Greater than 151 = 34-35%

Total Responses 96

Q20. If alcohol was not available at a show, would you still attend?

1. Yes = 91-92%
2. No = 8-8%

Total Responses 99

Q21. Which artists would you come to see, if performing in a Madison Venue?

- Answers included many suggestions and the responses varied immensely.

Total Responses 70

Please see Appendix H for a complete list of the responses

Q22. Are you offended by foul language at Hip Hop shows?

1. Yes = 11-7%
2. No = 142-93%

Total Responses 153

Q23. How far have you traveled to attend or perform at a Hip Hop show?

1. I do not attend Hip-Hop events = 13-8%
2. Less than 10 miles = 19-12%
3. 11 to 20 = 16-10%
4. 21 to 30 miles = 12-8%
5. More than 30 Miles = 93-61%

Total Responses 153

Q24. Do you feel safe at Hip-Hop events?

1. Yes = 97-69%
2. Sometimes = 40-29%
3. No = 3-2%

Total Responses 140

Q25. Would any of the following make you feel safer in attending a Hip-Hop event?

1. Police Presence = 11-24%
2. Security check at the entrance = 21-46%
3. Other = 14-30% (The other category cited better security and a diverse crowd)

Total Responses 46

Please see Appendix I for a complete list of the "Other" responses

Q26. What do you believe would help Hip-Hop gain a more positive reputation within the local community?

Total Responses 115 (answers varied immensely)

Please see Appendix J for a complete list of the responses

Q27. How many Hip-Hop shows would you like to attend per month?

1. Zero = 16-12%
2. 1 to 3 = 86-63%
3. 4 to 6 = 21-15%
4. 7 or more = 13-10%

Total Responses 136

Q28. How much are you willing to pay per show?

1. \$5 to 15 = 58-44%
2. \$16 to \$20 = 41-31%
3. \$21 to \$25 = 16-12%
4. \$26 or more 18-14%

Total Responses 133

Q29. Which venues have you been to for a Hip Hop performance in the last 12 months?

- Recurring venues mentioned were The Rave, The Orpheum, High Noon Saloon, The Frequency, Fountain of Life Church, The Majestic, The Barrymore, and Segredo's

Total Responses 106

Please see Appendix K for a complete list of the responses

Q30. How many hours a week do you spend listening to Hip Hop music?

1. 1 to 5 hours = 33-25%
2. 6 to 10 hours = 29-22%
3. 11 to 15 hours = 18-14%
4. More than 15 hours = 52-39%

Total Responses 132

Q31. Would you be interested in volunteering at a Hip Hop show?

1. Yes = 94-69%
2. No = 42-31%

Total Responses 136

Q32. Who are your favorite artists?

Total Responses 106 (extremely varied)

Please see Appendix L for a complete list of responses

Q33. Where do you get your Hip Hop music?

1. Download = 95-73%
2. File Share = 32-25%
3. Buy it in a store = 49-38%
4. Other = 37-28%

Total Responses 130

Q34. Are you interested in pursuing a career in media arts?

1. Yes = 80-59%
2. No = 56-41%

Total Responses 136

Q35. If yes, would you be interested in taking classes in any of the following?

1. Event Management / Promotion = 23-37%
2. Entertainment Business = 37-59%
3. Video/Film = 25-40%
4. Recording Technology = 36-57%
5. Electronic and Audio Visual Systems and Installation = 11-17%
6. 3D Animation = 3-5%
7. Graphic Design = 11-17%
8. Web Design = 7-11%
9. Mobil Application Development = 10-16%

Total Responses 63

36. Have you seen what you believe to be an impact of Hip Hop culture in your daily life?

1. Yes = 112-89%
2. No = 14-11%

Total Responses 126

Q37. If yes please describe your experience

Total Responses 62

Please see Appendix M for a complete list of responses

Q38. How old are you?

1. 16 to 21 = 20-17%
2. 22 to 26 = 22-18%
3. 27 to 31 = 24-20%
4. Over 31 = 55-45%

Total Responses 121

Q39. What is your annual household income?

1. \$20, 000 or less per year = 38-32%
2. \$20,000 to \$30,000 = 25-21%
3. \$30,001 to \$40,000 = 18-15%
4. More than \$40,000 Per Year = 37-31%

Total Responses 118

Q40. Gender

1. Male = 87-72%
2. Female = 33-27%
3. Undecided = 1-1%

Total Responses 121

Q41. How would you describe your race?

1. Caucasian = 64-52%
2. Hispanic = 5-4%
3. African-American = 34-28%
4. Asian-American = 2-2%
5. Other = 17-14%

Total Responses 122

Q42. What Zip Code do you live in?

Total Responses 110 (most were from Wisconsin)

Please see Appendix N for a complete list of responses

Q43. How would you describe your attitude or feelings toward the Hop Hop genre of music?

Total Responses 162

Please see Appendix O for a complete list of responses

Appendix A: Proposal From Commissioner Anthony L. Brown II

Madison Area Music – A need for Change in the Hip-Hop Community

Proposal for a Hip-Hop Sub Committee of the Madison Arts Commission

Proposal written by: Anthony L Brown II (aka Anthony Lamarr)

Presented: Tuesday March 12, 2013

Introduction

In recent years, many incidents have presented themselves during hip-hop performances which have shed a negative light on the hip-hop genre and those patrons who attend such shows. Due to multiple incidents involving fighting and gun use, many Madison area music venues are refusing to book local or national platform hip-hop artists. In addition to venues closing their doors to hip-hop, other venues, although willing to book these shows, have had to tighten security. The Madison Police Department is now involved in providing safety for show patrons, putting more of a strain on city resources as well as the resources of the willing venues.

Objective

I am proposing to add a sub-committee to the Madison Arts Commission, focusing solely on shedding a more positive light on the hip-hop genre. Members of the committee would consult with many local artists who are heavily involved in the hip-hop scene, a member of the police department, one or more members of the local media, a venue owner and others. Our goal will be to begin presenting hip-hop music within the community that shows not all hip hop music is negative, aggressive or hard-edged as it has been characterized by the mass media. Although some well-known hip-hop artists such as Ice Cube, Ice-T, N.W.A., and Public Enemy may have thrust anger into mainstream America through their lyrics, many hip-hop artists use their lyrics to promote positivity, just as in any other musical genre.

The hip-hop sub committee will begin to work towards finding a way to present more positive artists within the community by working with well-known music venues and local artists to begin booking different shows than have been presented in the past. It is our belief that providing a new type of hip-hop music to the community will help lessen the concern that many individuals, as well as venues, may be currently experiencing. People need to be educated in the fact that scapegoating hip-hop music as a reason for the current problems in and outside of these venues is not the answer. Instead, it is the people who are coming to these shows who are directly creating the problem. Negative messages tend to create negative results. When music is used to promote positivity, positive things will happen. We are attempting to change perceptions of an art form that has been getting a lot of blame for the bad choices individuals make. It is time that we start changing people's understanding of a music genre that is steeped in history and tradition.

Plan and Costs

The plan, in the beginning, is to draw up interest within the hip-hop community for individuals who would be willing to help us meet our goals. Upon establishing the individuals on the committee we will begin to set regular meetings to begin working through and researching the issues we are facing in Madison when it comes to promoting hip-hop, as well as to begin researching different artists who are working towards shedding a positive image on hip-hop. We will also be researching how other large communities have dealt with the same issues we are facing in Madison. We do not believe we are the only community experiencing these struggles.

The committee would help support the local venues to maintain the image the sub-committee has deemed appropriate. We would be reviewing proposals from the venues, as well as the artists, to make sure the shows coming to the area would be a positive choice for the city and the patrons. We would like to be seen as a partner to help release the burden from the venues, as well as to form a trust with our local police department.

I would like to see this committee establish itself by early April. If approved by the Arts Commission to move forward, I would like to start seeking volunteers to be on this committee with the intent of having an established committee in place by the first Tuesday in April. We would also need to have the Commission's help in establishing an accessible meeting place that we can use freely.

There will be no cost associated with this sub committee. Participation from the members will be voluntary.

Conclusion

I believe we have a great ability to begin changing the way our community perceives hip-hop music by taking the time to present new, more positive hip-hop artists to the community. Through education, we can change the focus from negative to positive on a very historical art-form. Through the support of the Madison Arts Commission, I believe we can make a difference.

Appendix B: Subcommittee Minutes April 17, 2013



City of Madison

City of Madison

Meeting Minutes - Draft

Madison, WI 53703

Hip Hop Ad Hoc Subcommittee of the

www.cityofmadison.com

Madison Arts Commission

Wednesday, April 17,
2013

2:30 p.m.

215 Martin Luther King Blvd Rm
LL-130 (Madison Municipal
Building)

1. CALL TO ORDER

2. ROLL CALL & INTRODUCTIONS

215 Martin Luther King Blvd Rm LL-130 (Madison Municipal Building)

Present: Chris Taylor, Patty Elson, Kia Karlen, Anthony Brown Jr., Barb Schrank

Absent: Danez Taylor

3. PUBLIC COMMENT

Mary O'Donnell is a City Staff from the Community Development Division. She spoke about CDD funds that go to neighborhood centers and afterschool programming through Centro Hispano, Urban League, and Freedom Inc. Most of those programs offer space or instruction for some aspect of the hip hop arts. B&G Club, Goodman, and Lussier all have recording studios. Goodman hosts hip hop artists for youth. They have been part of a number of dialogs about graffiti art and have helped support murals and permission walls. By Youth For Youth (United Way, City, Oscar Meyer & County put money in – 18 years). CDD has a youth board that allocates funding – murals and hip hop. They also offer a Dr. Martin Luther King Jr. Youth Service Day & Youth Leadership Conference.

Karen Reece introduced herself in connection to the Madison Hip Hop Awards and the Urban Arts Community Network. She defined Hip Hop as an art. Hip Hop arts have struggled to gain a foothold. She advised the committee to stick to the arts – Hip Hop is often seen as a public safety issue before it is seen as an art form (organize educational events for children and youth).

F.Stone spoke in support of ensuring there are enough locations for Hip Hop that DJ's to be able to work in their field. F.Stone stated that he has held 20 parties with no incidents. He spoke of hosting one such party recently with 200 guests, performers in the middle of the crowd, and the guests enjoying themselves. The landlord had no complaint. He defined Hip Hop as a culture. It is a way of being.

Bob Wynn spoke in support of creating conditions in Madison where Hip Hop artists can make a living. He said that “this young man” (speaking of F.Stone) articulated why he is glad to see the committee formed. Hip Hop has been omitted in the main stream arts culture. It is a very real and substantial art form. Don’t burry the term “hip hop” with “urban arts”. Cross education and fusion are very important. We need to have a constructive conversation. “People are trying to generate revenue through their art. I would like to see Madison become a community where hip hop artists can make a living.”

Also in attendance: Rachel Lepak, ALRC member and UW student government representative

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[MEETING BODY] Meeting Agenda - Final [Meeting Date]

4. Discussion – Goals and Intentions of the Hip-Hop Ad Hoc-Committee – Community Involvement – Who do we connect with in the community to partner with the Hip Hop Ad Hoc-Committee

The committee began a discussion of short term goals that will lead to their long term goal of encouraging and supporting the art of Hip Hop in Madison.

1) Conducting an assessment of current issues and concerns in Madison’s Hip Hop Scene. What is the situation in Madison’s hip hop scene right now. (Members of the committee and citizens in attendance identified several people they felt should be consulted in making this assessment: Mark Evans, Karen Reece; Wyatt Agard; Greg Doby; Joey Banks of the B&G Club; McCall Baily, DJ Pane; Maurice Peckly – Dr. B : MKE – Owned his own business for 30 years; Devon Det is Q’s manager; Tony Reece; Opal Ellyse (Opal Unchained); Rebecca Barber; Kwabena Nixon

- What is the definition of Hip Hop (A culture of urban arts including: Break Dancing, graffiti, DJ. We definitely need to take a look at rap music in particular.)

- Who is part of the Hip Hop scene ○ What venues host Hip Hop, particularly rap music ○ What do the artists identify as issues to be addressed ○ What ideas do artists have for addressing those issues ○ Gather information from other cities who have dealt with similar issues (Chris Taylor will

invite Milwaukee artists to address the sub-committee).

- . 2) Supporting Hip Hop programs that are educational or offer an incentive for groups to collaborate or create fusion programming (ie. a string quartet featuring a DJ, or ballet with break dancing) through MAC grant program.

- . 3) Communicating and publicizing grant resources to organizations that utilize hip hop
 - . 4) Advocating for the establishment a mayoral appointed commission comprised of a variety of stakeholders including educators, venue owners, promoters, police, etc.
 - . 5) Delivering a formal request to the Mayor's office to implement plan of MAC's Hip-Hop sub- committee.
5. Closing – Next Meeting Date/Time, Process for submitted future agenda items The next meeting will be Wednesday, May 8, 2013 at 4:30
6. ADJOURNMENT A motion was made by Schrank, seconded by Elson, to Adjourn at 3:45 p.m. The motion passed by voice vote/other.

Appendix C Subcommittee Minutes May 8, 2014



City of Madison

City of Madison

Meeting Minutes - Draft

Madison, WI 53703

Hip Hop Ad Hoc Subcommittee of the

www.cityofmadison.com

Madison Arts Commission

Wednesday, May 8, 2013

4:30 p.m.

215 Martin Luther King Blvd Rm
300 (Madison Municipal
Building)

1. CALL TO ORDER/ ROLL CALL

Present: Patty Elson, Barbara Schrank, Anthony L. Brown II, Chris Taylor

Absent: Kia Karlen, Danez Smith

Also in attendance: Alder Maurice Cheeks

2. APPROVAL OF April 17, 2013 Minutes

PUBLIC COMMENT

Alan Chancellor introduced himself as a County Employee who works in the neighborhood intervention program. He is also a hip hop educator and a child of the hip hop generation. He has been very eager for the City to recognize Hip Hop as a culture. He said, "Hip Hop has come a long way. We are now in the co-option of hip hop culture. The rest of the world is instructing us on where hip hop is going and it is back to its roots of social justice and social change. It is manifest through youth speaking their mind. But it is also a way to financial gain." (He provided us with a list of resources – attached p.3)

De Von Dent and Maurice (Drb) Beckley both drove here from Milwaukee at the request of Commissioner Taylor. They both emphasized that Hip Hop is both an art(s) and a culture. Hip Hop should not be distinguished from rap. Mr. Dent said he had his first party in 1981 and moved on to become a professional DJ. (Afrika Bambaataa)

NEW BUSINESS

3. Election of Vice Chair

A motion was made by Schrank, seconded by Elson to elect Chris Taylor as Vice Chair. He accepted. The motion passed by voice vote/other.

4. Discussion – definitions, mission statement, clarify intentions, and set goals

Define Hip Hop

MC/Rap

DJ

Breakdancing/B Boy

Beat Box,

Graffiti artists

Street marketing, street entrepreneurship, and flyering (blogger)

The vocalization of music making,

A way of being

“in the jam”

Language

Urban Arts

Fashion

Spoken word

Peace, love, unity, having fun

The Aim of the Committee

To encourage and support the hip hop arts in Madison (“stick a flag in hip hop”)

The purpose of the Hip Hop Ad Hoc is to bring the community together

How can we achieve those aims?

- 1) Conduct an Assessment: Interviews/Surveys current conditions and goals (get out on the streets)
- 2) Educate - Partner with existing entities involved in hip hop arts/entertainment
- 3) Provide Grant Resources - Encourage more stakeholder groups to write grants
- 4) Support Individual Events
- 5) Advocacy - MAC supports Hip Hop
- 6) Request an Appointed Commission or Task Force to make changes on bigger level if necessary

The Audience for whom we are going to do this?

Educate all residents of Madison

Everyone in the Hip Hop community

Results & Ideal Outcomes:

To shed a different light on Hip Hop (peace love unity & having fun)

Define Hip Hop as a broad category or umbrella term including many urban arts.

Supporting Hip Hop as an integral part of Madison’s arts and culture scene.

5. **Next Meeting Date/Time Wednesday, MAY 29, 2013 at 5:15pm Location Room 313 of the Madison Municipal Building** – Commissioners will identify stakeholders and draft questions for the survey by May 22.

6. **ADJOURNMENT**

Adjourned at 6:04 p.m.

Appendix D: Question 8 Responses

8. What, if any, barriers have you experienced in performing Hip-Hop locally?
Text Response
Club owners dont like the Crowd Hip Hop Brings
They aren't looking for hip hop they want everything but it actually
I personally think the barriers for performing in Milwaukee have long since been beat down. Venues are very open to hip hop acts these days and i have no problems booking shows.
i've only performed once in my life and the song my friend and I did was very "commercial". I feel like locally, everyone is trying to mimick other artists that made their own lane so to speak.
Their will always be the aspect of competition. The unique thing about what I bring to the table is the message, but more importantly is the quality. Just because someone wants to make a change doesn't mean they can slack off on quality. With that being said the avenues of Radio, and TV are not foreign. From good relationships with local government officials and Radio personnel, ranging to performances on Fox 6 news and worldwide on "The Word Network" and "TBN". The opportunities seem endless and my team and I press to inspire and motivate each and everyday, on and off stage.
Lack of knowledge.
Seems that Hip Hop is not allowed in many venues, and the ones that do have them, are hard to get into.
Time is the biggest barrier for me. I work and go to college both full time. Between my studies and paying my bills I just don't have a lot of time to practice my craft.
Mostly a shut down of performances due to violent activity at Hip-Hop events which I understand the reason but a shut down isnt always the answer. I just think a better grasp on the artists and understanding of each one's music and their follwing will help with venues and who gets to perform. I happen to think my music doesnt incite that activity in a crowd so for me personally to not be able to perform is unfair. Although I do understand that its hard to differentiate between Hip-Hop and Rap if your not a fan of the genre. Hip-Hop is not on the radio but Rap is on the radio I consider myself a Emcee not a rapper because I'm a Hip-Hop artist I make fun songs but I also don't curse at all in my lyrics and I dont glorify killing or doing hard drugs in every song.
Getting noticed.
it only is targeted for younger kids older folks seem to stay away
Its near impossible to get a show
There is a lot of unhealthy competition due to the fact we cannot perform in local venues downtown. It's almost impossible to be heard when the city wants nothing to do with the genre.
As an independent artist, it is difficult at times to book shows or reach out to promoters and event coordinators that typically dont follow up after a promising inital conversation.
Time. I'm currently working more than 45 hrs a week and attending school full-time. I also have a wife and 2 children. Finding time to just sit down and write lyrics, or just making beats, or even watching videos is hard to come by.
No venues!!! The few times I have been able to get shows they were under promoted and charged cover fees on off nights which all together equaled a poor turnout
Well it truly depends on the venue itself because with soo many different styles to the artform itself its best to find and perform at venues that cater to the artist. The biggest barrier would be to perform for fans that aren't specifically into your style of hip hop and ruin your self image as an artist for not having your music put in the proper context.
I have run into producers with day jobs that have no time, or are trying to ma money off of studio cost. Also some that have their own projects that are more important and ones that think they can change your music. I have come to see that my music is most important to me not someone else.
Overcoming the stereotype that correlates urban music with those who offend the law.
Support from locals
As a white person in the City of Madison, the only thing that has stopped me has been lack of motivation because there is no scene here and no one to feed off of.
Promoters want to charge local artists to perform when national artists come in town.

Question 8 Responses Continued

There isnt a showcase were people can show what they have to offer. if there was a larger community of artist focused on achieving ill bits of fame and seeing where it can take you then i cant see myself being trapped from performing locally.	
Only my own personal mistakes I have made.	
Did not see any progress until I actually moved to another city.	
That is alot of people that say they support but really dont.... it seem like alot of people in it for the wrong things but its Motivation to me....	
WELL, ONLY CERTAIN VENUES IT DOWN WITH THAT MUSIC... I THINK IT NEEDS TO BE DONE ON A GRANDER SCALE TO MAKE OUR CITY LOOK GOOD.	
Support for local talent	
For an educated city, educated hip hop isn't welcomed nearly as much as ignorant cliché hip hop by the few industry gate keepers...then they are baffled when fights and other nonsense happens at the events.	
Venues saying that they love our stuff, but cannot book local hip hop acts due to some kind of policy or legal statement in some contract, etc. Weak!	
Police officers threatening liquor license revocation to venues that have booked hip-hop; police officers unwilling to collaborate with hip-hop show promoters but more than willing to spend energy shutting down venues after incidents at hip-hop shows have occurred; negative publicity in press; a small but substantial number of unruly patrons.	
No venues, and no radio support,	
Having to pay promoters to perform...bias attitudes from venue owners.. That's why we mainly perform in Chicago..or Janesville ..	
I havent got out there yet. All the shows I've ever done were in local metal/death/grind bands.	
many venues do not want to take the "chance" on having a hip event due to the negativity it receives in national media.	
Madison police... shady ass promoters... the shootings... money... egos... solidarity...	
I Haven't personally experienced any barriers, but i do know that a lot of venues dont allow or dont want hip hop performances becuase of the stereotype that comes along with it.	
It's basically impossible to get a show and if so I feel as though we are not compensated fairly.	
As of right now i find it most difficult getting noticed in the local area. There is just so many people getting into Hip-Hop that it is harder to stand out.	
The scene is lagging. We need innovation. There are no barriers to hip hop. Hip hop was created by barriers, hence hip hop will survive despite any.	
Not so many places to perform	
This city is horrible for a hip hop artist in terms of shows and venues. I turn down way more shows than I do because hip hop is only "allowed" at sometimes u safe venues or small unprofessional venues. I do a lot of my poetry here. . .same messages, words and artists but the venues are great because the city accepts that art form. . .i am fortunate I can do both, many can't. Because of this my efforts and followings are online, however the local hip hop scene has shown me incredible love.	
Some venues do not want to be associated with the local HipHop community.	
My parents and their religious household	
The way this music is looked upon as an intangible product and not anything serious.	
The venues are withering away. Just like where I'm originally from, the city is treating the genre as a scapegoat rather than punishing the individuals responsible for tarnishing its reputation. All it takes is one fight or one bullet and hip-hop is out the door again. Also, it is tough to be compensated a decent amount at some of the local venues based on one's relationship and the idea of a local artist being a liability in the hierarchy of a hip-hop show in general, where we can bring people out and perform really well for only \$20 sometimes.	
Statistic	Value
Total Responses	46

Appendix E: Question 9 Responses

9. What suggestions do you have for improving the artist experience in performing Hip-Hop locally?

Text Response

All Artists need to Network & Work as a Unit.

More places that actually like hip hop

There is very little entertainment in most local caliber shows. Just a guy, on stage rapping. Nothing more. No relating to the artist..

More chypers. Workshops for artists to help each other develop their writing skills and storytelling skills better.

Preparation is key. Assuming a place will have everything in order with you just having to give your cd/USB with your music on it, jump on stage and hop off will be sufficient is very close minded. Communication with the venue, even with the dj should be key to making sure everything goes according to plan. Sound Check is a must and practice should be something you do prior to stepping on stage even before the sound check. Checking the artists music is correct/current and always have a backup, those "just in case" moments always happen. Also...promotion should NOT be the artist job, UNLESS the event was created by the artist. If the artist promotes the event it should be a bonus to what the venue/promoters are already doing.

Advertising

Need more venues that will allow it. Meaning, we need to throw events with a successful track record of their being no violence to prove that hip hop does is not bad.

We just need more opportunities to perform and more get together as artists.

If we could manage to have one bar or club that's Hip-Hop exclusive a place artist and fans can go to on weekends and support each other and the craft a place where we can maybe have spoken words or plays or whatever on weeknights and HipHop shows every other weekend rotating artists of course and just use it as a staple of Hip-Hop in Madison. That way we can get kids involved in writing and music classes through the summer and kind of mold the talent for the next generation. One thing a kid hears or sees in his youth can shape his entire life I still remember exactly what it was that made me want to write raps.

try to make hip hop less of a stigma

Allow more venues to host hip hop events and assist them in hiring a solid security staff that can handle the job of actually being security and not just a few guys who check I.D.'s at the door. Because it goes without saying that there will always be a couple trouble makers at every show. And they need to be removed so as not to ruin the event and the night for the other 398 people in attendance who are trying to enjoy themselves.

Open mics, dj battles, freestyle battles. Local radio slots...

Continue to create at the highest level to further gain exposure in your area. This will make booking shows less complicated because people will begin to reach out to you to perform and look forward to seeing you on stage.

Just be true to yourself. Don't ever change who you are to satisfy someone else's definition of an artist or genre. Make sure your motivation stays fully charged, and the message you convey builds others around you...not destructs.

Finding a place that will host a weekly or bi weekly hip hop show or hip hop centric open mic. Petitioning for more local artist time on radio stations. Getting the UW more involved in the effort to end the discrimination against hip hop music.

My only suggestion would be to have more local outlets to get the music out locally such as radio stations that cater specifically to hip hop & r&b. Because in this day and age where fans pay more attention to what's on the radio than what's in people's CD player it's that much harder to get word out so artist end up performing in nearly empty arenas which leads to promoters opting to book other genres events.

I think if there were a few more places that were willing to allow performances then there would be more artists that would not get looked over.

Get your business affairs in order. Educate yourself on the business. Develop a concrete business plan so that you can network in a professional manner.

A more open forum

Don't bring a bunch of clowns on stage with you. Make better music that influences more kids to take up the craft. Keep the message positive for the most part and that will spark a change at a generational level, breeding new artists.

promote harder and build a strong fan base. This will force promoters to pay you as an artist or you have the option to rent out your own venue pack it out and make your own money

Question 9 Responses Continued

promote harder and build a strong fan base. This will force promoters to pay you as an artist or you have the option to rent out your own venue pack it out and make your own money	
offer beginners hungry young individuals devoted to knowing if there lyrics are superior catchy and worth producing and chasing the dream of hip hop its all around us people love the art of hip hop and would love a chance to make music their life.	
I think that the way to do that is to get the city conseil involved in some form. Also for people to create better venues that doesn't always require registration fees.	
Be more business minded.	
SUPPORT YOUR LOCAL ARTIST DONT WAIT TILL THE BLEW UP AN TAKE OFF BEFORE YOU SHOW LOVE...	
MORE LOCAL SUPPORT FROM THE CITY. CONSIDERING EVERYBODY IS A "RAPPER" NOWADAYS THEY ALL HATE AND NEVER SUPPORT RATHER THAN TO HELP EACH OTHER GET TO THE TOP AND PUT ON FOR THE CITY.	
Keep working.	
Give local artists more influence & access to venues. Stop trying to hide the scene.	
Encourage "scenes", whether at the university, on State St, at local bars, etc. Offer financial incentives to bar owners to have X incentive after Y shows or something like that. Or based on the number of people who come in, etc. This incentivizes both having the shows and also promoting them.	
Communication and strategy planning between venues/local businesses, promoters, performers and city officials/law enforcement can ensure that hip-hop events continue generating income for local businesses while maintaining professionalism and safety for those involved.	
Have a place for acts to perform so we can perfect our craft and showcase our skills.	
The same media coverage...more promotion	
To spread a message to the youth and young adults that life as they know it isnt what they think. and more than likely how they're apart of the problem rather than a solution to.	
bring something different, yet personal to you. No one wants to hear about "rims hoes and cash" anymore.	
Branch out more money making opportunities to varieties of GOOD artists.	
Lyricaly have something to say, less vulgarity and more concious thoughts	
More attendance	
Connect with other artists, lose the ego, spread positivity.	
Try and get more venues for open mic performances allowing artist to slowly build up their name, or detdicate certain days for each genra of music allowing the artist to perform to people who like their genra.	
Better performances honestly. Who wants to pay to watch a dude scream on a mic. Hip hop lacks in a live setting because compared to other genres in our area, it's less captivating. No instruments, not too many good dj's, and not even that good emcees. People get a cheaper and better on experience online rather than live.	
More venues more studios	
Venues that are not just bars!!!!!! We don't have to only perform where liquor is served, or at night. Let us have a daytime festival sponsored by the city, don't just let anyone perform have tryouts, see who you are getting.	
Give hip hop a chance in all venues. We have a thriving scene with real talent.. And in numbers. We have big eyes on our area. Setup local hiphop clubs and or street teams for those artists buzzing	
If it feels right and u have a love for it don't ever quit	
Venues, police and city officials need to stop believing or fearing stereotypes. Fans need to stop living up to them.	
Create more opportunities for all artists and embrace to music	
Open the lines of dialogue between the city and the artists to address these issues directly. Work to implement local artists into the town's annual events more frequently (Taste of Madison, Freakfest, Revelry, etc.) Implement and maintain more hip-hop-based programming in the local education system. Building more efficient and accessible studio spaces for recording and rehearsal.	
Statistic	Value
Total Responses	47

Appendix F: Question 12 Responses

12. What else would make your performing or recording experiences more successful?

Text Response

More People on the same Page as I am

I view my experiences as successful so i have no input here.

To have an experienced artist come in and help one on one.

If an artist cannot take constructive criticism from people other then their close friends then they are in the wrong field. This should be a passion...not a "get rich quick" mindset. It is a beautiful craft and bettering oneself should be the ultimate goal. Sometimes "artists" want to be involved in music yet they just like the aspect of being on stage...yet what their real position should be is running lights for the stage.

A rock star duet.

More community support.

If I spent a little more time on my craft.

If I had a team, a persoanl engineer, a personal beatmaker, a professional studio I could basically live in I'd be there so much, and an audience thats in tune with the artists and Hip-Hop movement out here in Madison. Which I believe a building we could use as a forum for events and just to get the word out can also serve as a one stop shop for fans too. If theres a local artist with a new cd they want chances are they left some copies for sale or for free at the Hip-Hop spot, want to try out your stage presence or just introduce yourself to the Hip-Hop community chances are they have a night for Open Mic where people who enjoy watching new talent will go so the Hip-Hop spot kinda serves as a place for artist and fans. Thats a really good idea I'm sure will probably never happen in Madison but one can dream can't he.

More workspaces available

\$

More local studios

Having a better budget to afford the best quality sound equipment and accessories to add to the overall package of our recording and performing process.

More investment, more knowledge, and more motivation. Success, in my opinion, is based on true happiness. Successful doesn't just mean money or fame, and frankly, doesn't even enter my mind when thinking of success. If you're finding true happiness in what you're doing, and it's brining positive change to others around you, you are successful.

Not sure

Just more support within the state all together

Having the right equipment to record with. There is a lot out their that can help your sound and some not at all.

Good Music! Money! Strong promotional plan.

More access to pro mixing and mastering

More street promo

access to stucio time that is lower price but better quality. If the accessibility was there for me to come everyday for an hour to record and then email it to someone who can mix master and level the track and send it back to throw it in some cds to show people what your working on. then access to a venue to show people in larger arenas what your capable of to open dorrs to something more using the people around as a ladder for success all in madison

Just for me to have more space to set uup the way I need too, an office space.

More time in my schedule.

SUPPORT!!!!!!!!!!!!!!!!!!!!!!!:)

SPONSORSHIP AND MORE RESOURCES. THAT WAY I CAN REACH MASSES AND AFFECT MORE PEOPLE IN THE WAY THAT I WOULD LIKE.

More time but less on how much the studio gets payed.

Not much, most of my hip hop days are behind me.

Question 12 Responses Continued

More time but less on how much the studio gets payed.	
Not much, most of my hip hop days are behind me.	
If the recording industry eschewed cowardice and politics ;)	
For performing just a place to perform and far as recording I think I am okay with everything.	
If the main hip hop radio stations would play more local hip hop music.	
To learn how to make my own beats or to find and have a DJ thats trying to do the same thing I am. Which is not what you hear on the radio.	
more advertising from the venues themself	
Small tours.	
Nothing really, i honeslty dont have any complaints.	
More events	
I believe if there were more frequent outlets that provided compensation to make the artist feel as though their countless hours of rehearsing and mastering their craft were completely worth it, that would be incredible.	
A clam environment before I go to record, the vibes have to right in the air in order for me to feel the music and the flow of the song easier. When it comes to performing I don't have much experience but i would have to say the opposite from the recording aspect, I need the environment to be hyped up and feel the enlergy of the crowd im performing for, other wise it might feel as if they dont care to be there.	
Cheaper prices lol	
More shows	
I have mo problem with this. I record here at Blast House and other professional studios and in Milwaukee and Chicago. I also have my own home studio.	
Professional audio equipment, strategic stage constructions, great support, more love, more promo more events !	
The love from my friends	
If I had one or two guaranteed spaces to record my projects consistently, it would be a dream.	
Statistic	Value
Total Responses	42

Appendix G: Question 16 Responses

16. As a venue owner, who is your target audience?	
Text Response	
18+ We have a wide range of acts coming through	
Out of the three choices, owning my own venue was the closest. I'm actually an event planner who has a special love for music and the music industry. Unfortunately, I don't have a physical venue, but that is something I would like to obtain within the next year.	
College students	
Radio venue. Target audience = all demographics	
Music lovers all ages, I think truthfully the kids and women are the one's who keeps Hip Hop alive	
21+	
I am not the venue owner, i work event staffing for multiple venues.	
I do not own a venue	
An urban demographic between the ages of 21- 35	
We book a huge variety of bands here, so our audience is extremely broad, encompassing all music fans of all ages.	
people who like concerts. Booking a wide variety of genres means you need to reach a wide variety of concert goers with you marketing strategies. There's not one single demographic that we target specifically all the time.	
Our target audience is usually Madison east siders, but it also bleeds into the college crowd depending on the concert.	
teens	
Statistic	Value
Total Responses	13

Appendix H: Question 21 Responses

21. Which artists would you come to see, if performing in a Madison venue?

Text Response

Anyone. I think that the local scene would like to see more local shows from artist like K.I.N.G Kronos and Michael Medall. Both of these artist show positive messages through their music. I would love to see more national acts like Eminem, Jay-Z and Kayne West. It seems we get the underground level shows but nothing national.

Depends on Timing & dates

Usher, Akon (my definition of hip hop is pretty broad)

Anthony Lamarr, Kay Laurent, Carlos Christian (these are the few that I know of locally)

J cole

Any and all artists. So bring them here please!

Gift of Gab, Solillaquists of Sound, Rhymesayer, Young Fathers

Dolamic

Outkast, backpack hip-hop, no "gangsta" type

I'm not really sure I'd probably see anyone if I could get enough friends to come with.

Yo gotti, j.cole, Macklemore, drake, lil wayne,t.i, k.michelle, Beyoncé

Chaos. Born Alpha.

I would see pretty much any hip hop artists, if the show was affordable and I would actually hear about the show.

Grouch, Atmosphere, Zion I, Blue Scholars, Grieves, Dessa, Any of Doomtree together or apart, really anything hip hop Also Devil makes three, Mason Jennings, ZZ Ward

All of them

Drake, Big Krit, Kendrick Lamar, Mackelmore and Ryan Lewis, Big Sean.

Immortal Technique Aesop Rock Common Murs Eyedea Black Milk Why? Brother Ali Jurassic 5

Freddie Gibbs, Chance the Rapper, Dom Kennedy, Curren\$y, D'Angelo, The Roots, Kendrick Lamar, Nas

Rick Ross, French Montana, ASAP Mob, Pro ERA, Kendrick Lamar, Schoolboy Q, Freddie Gibbs

Not sure

The Notorious B.I.G.

Big K.R.I.T, Freddie Gibbs, Wu-Tang, Kendrick Lamar, Schoolboy Q, Ab-Soul, Bun B, Joell Ortiz, J-Cole, Mos Def, Talib Kweli, Big Boi, Andre 3K, Nas, Pusha T, Common, Dom Kennedy, Evidence, The Roots

Dr. Octagon

Tribe Called Quest, Jurassic 5, Wu-Tang, Bone Thugs N' Harmony, Method Man, Redman, Atmosphere

Big Sean, T.I., Kendrick Lamar, Eminem, 50 Cent, Lupe Fiasco, K. Michelle, Snoop Lion, Nelly

Lil Wayne, Rick Ross, nicki minaj, drake 2chainz big Sean Kanye t.i. and more...

Kendrick Lamar, Jay-Z, Wu Tang, Nas, Outkast, Lupe Fiasco, Eminem

Any underground hip hop that is classic or relevant. Most of all EL-P and Killer Mike.

just a bout any if its worth the trip

Several

Mark Wahlberg aka Marky Mark

Question 21 Responses Continued

Mark Wahlberg aka Marky Mark
Probably not any hip hop artists.
Big KRIT young jeezy Shoota The Outlaw
Mac Miller, Hoodie Allen, G-Eazy, Sammy Adams, etc.
Conscious Object
Any artists with good music.
Sage Francis, Aesop Rock, El P, Doomtree, etc
Wu-Tang Clan or any of the members. Jadakiss or the L.O.X., Nas, Mos Def, Mase, Mr.Lif, Busta Rhymes, Dynamo, The Roots
Man Mantis, Doomtree, Sole, Worthless Righteous, anything Anticon, anything Rhymesayers, The Crest, Adam Warrock, MC Lars, Sims, Lazerbeak, P.O.S., Dessa, Paper Tiger, Mike Mictlan, Cecil Otter, Carnage, Astronautalis, Dumate, Public Enemy, Zion I, De La Soul, Jurassic 5, Spose, Macklemore.
Childish Gambino, Outkast, The Roots.
Rick Ross... Devin da dude... young needy... scarface
any hip hop
Interesting/prominent national, local, or regional artists.
Snoop Lion, Ice T, Quincy Jones
Childish Gambino, Aesop Rock, POS
Kendrick Lamar, August Alsina, J Cole, Drake
Billboard top 100 artists
Any as long as they were relevant to me
Del, Atmosphere, The Roots
Mystikal, 50 cent, lil boosie, Webbie
swollen members, tech 9, yelawolf
Just about any.
I prefer old school hip hop artists, so any throwbacks would be fun. Current artists, TI, Pharrell, Wale, Lupe, Ludacris, Busta Rhymes, Jayz,
Chance the Rapper Kendrick Lamar Danny Brown Kid Cudi + lots of artists who probably won't come through Madison because they're too large of an act.
Tefman, DJ Pain 1, DJ Fusion, Rickaby, DLO, Rob Dz, and of course Opal Ellyse
Just about anything but Hip Hop
Stalley, The Roots, Pusha T, Nas, Jill Scott, Outkast,
LilChief, Tas Raww, 420KR3W, Chaos New Money, E-Sweez, Sam Cooke, AFGM, Born Alphas, Young Saint, Deck ENT, Tef Man, M-City, Sincere, J-Fade, .45, DJ Pain 1,
I listen to the old school hip hop and although I like hip hop it is not the type of music I go to see most often. The Disposable heroes of hipopracy is one of my favorite but there are many current performers that I like but don't know their names.
Action Bronson, Macklemore, Nas, The Roots, Dead Prez, Jurassic 5, Kendrick Lamar, Talib Qualie, Mos Def, Lauren Hill, Jean Grae, Niki Minaj, Wu Tang, Ghost Face Killah, Dumate
Rob DZZZ Kenyatta
Locally: Sincere Life, DLO and anyone else willing to get up and perform. Nationally: Shabazz Palaces, Mos Def, Talib Kweli, Lupe Fiasco, Wale, K'naan, Busdriver or anyone willing to come.
Beyonce, Kid Cudi, Kendrick Lamar, Drake, Nicki Minaj
Nicki Minaj, Kendrick Lamar, Drake, Kid Cudi

Question 21 Responses Continued

Nicki Minaj, Kendrick Lamar, Drake, Kid Cudi	
Atmosphere, brother ali, p.o.s, Jay-z, el-p, the grouch and eligh, Deltron 3030, the roots, doontree, aesop rock, f. stokes, people under the stairs, mos def, talib keweli, GZA, common, heiroglyphics, childish gambino, lupe fiasco, kendrick lamar, run the jewels, murs, bk-on, blueprint, soul position	
carl thomas, kanye west, jay z	
I regularly attend events at UW, I would be willing to check out anyone if the advertising let me know they were progressive.	
Kanye West Kendrick Lamar ASAP Mob (Rocky, Ferg, etc.) Odd Future Childish Gambino Chief Keef Drake King Krule Young Thug RATKING Isaiah Rashad Schoolboy Q Ab-Soul Frank Ocean	
Any artist	
Dr.Dre Eminem, Ice Cube, Outkast, Snoop Dogg, Drake, Childish Gambino	
Statistic	Value
Total Responses	70

Appendix I Question 25 Responses

25. Would any of the following make you feel safer in attending a hip-hop event?				
#	Answer	Bar	Response	%
1	Police presence		11	24%
2	Security check at the entrance		21	46%
3	Other		14	30%
	Total		46	
Other				
Why do hip hop shows require more safety measures?				
no				
Metal detectors				
With all the gunfire at hip hop events, nothing				
More white folks				
Security at entrance & throughout venue during show				
Heightened trained security				
Less thugs and goons in attendance				
Both police presence and security checks at entry and reputable promoters/venues working together.				
I feel safe at Hip Hop events that have a fun message and good crowd. Positive artists bring positive crowds, and I base my attendance on past experiences.				
I'm not sure what the answer to this problem is. I very easily could have been shot at one of the shows. A bullet hit a tree that I stand next to and smoke on a regular basis.				
guest list system				
Not police, but security in the form of a variety of different ethnicity in security staffers				

Appendix J: Question 26 Responses

More people looking into the art instead of just buying into stereotypes, community conversations. Media coverage of the many positive Hip-Hop events, not just when there is a police incident report filed.

I think that shows other than underground hip hop would help. Performers like Brother Ali and Atmosphere and even Macklemore would help. These artists spread messages of love, everyday struggle and just positive growth within their music. When you take rap artists that only have fowl language and rap about money you see the community get scared but get more artists with real messages within their lyrics.

No Drama and events where Hip Hop Gives back to the Community. like Neighborhood Clean ups

If they stop automatically assuming that violence comes with hip hop

This is not possible.

Pull up those pants! The lower the pants the greater the loss of respect. But this has nothing to do with the music. / I'd say that a lot of people are afraid of hip-hop shows because of the negative press out there and the stigma of rap/hip-hop artists being hateful gang members, and all that crap that racists believe... To aid in the positive outlook for rap/hip-hop in Madison, I think it would be beneficial for the artists to reach out to the community either on a personal level or as a group and speak to organizations, get the word out, that they're not "gangsters." They're normal people. Sadly, it is this drastic measure of a grassroots outreach that needs to be done for those that are immediately closed off because of the negative stigma. Really this advice is to try to relate to the common man... / Also, I know there used to be a club for hip-hop and there was a shooting there. It's unfortunate. I'd say open a new club in a better neighborhood, but what it comes down to is this- there are still people with chips on their shoulders. Lose those "chips," be lovers and not haters, and hopefully the public "love" will grow.

Having events where no one safe is at stake. ...a peaceful event with no drama!

If we could keep the negativty to a minimum.

Education! Education! Education! Although Madison, WI considers themselves to be very liberal and open and accepting of many kinds of cultures, this has not been the case in my opinion. Hip Hop is a form of music and of art. It is another way of expressing one's self. I think that if the local news did more coverage on what good things were happening in the community, instead of focusing on one isolated event we'd have a chance to see growth. We also should have a zero tolerance for racism and prejudice within our local brand of law in Madison. It disappoints as a white person to know how much the government abuses their power within the community. If we never educate ourselves and step out of our own comfort zones and ask questions, how do we evolve as a people? The year is 2014 and I believe that maybe the city should host local awareness

conferences and bring those artists who are performing that weekend in Madison to educate people about their individual stories. Not everything in Hip Hop is about guns, drugs, and sex. There is a wave of positivity that screams at the top it's lungs in Hip Hop culture and because it's different than what Madison is used to it is easy to misunderstand. Having awareness conferences and showing people that these performers are people too with unique stories, might shed light on all the negativity that our local press and government likes to spin. If you don't talk about it and you just throw it under the rug we'll never get anywhere. Try harder and educate the people. To be honest if more artist would view what our city needs...meaning help and would focus their energy and talents on that we would have such a great impact for good. / / That's what I do...and many artist respect and see a need for it. I see the change in their eyes when I step off any stage because I tug at the hearts and shine light on the situations that actually matter.

Maybe feature more hip hop artists at festivals. Bratfest, Taste of Madison, etc.

If they participate in local activities.

Not sure

Good luck on that one.

More genuine lyrics not the cliché of just sex and seduction.

Less drama and violence... A positive club atmosphere with stricter rules and more security. More positive events

positive is spelled incorrectly

Better security at local bars. Less drink specials in the down town area so that they don't drink too much.

Throwing successful events where no violence occurs. Also, making hiphop a bigger presence at the bigger local events.

If everyone that went to the shows kept it positive and just had a fun time.

I feel as so many performers have this need to prove something rather than focusing on the art. If we can get more acts focused on the art, I would look at rebooking shows. I think bring police to be involved just sends the wrong message right away. I'm not looking for that.

If we did more to show the people of the community that no-matter what views we express in our music we are here to help the community get stronger and improve awareness in social, political, and economical issues.

If people would stop that "crabs in a barrel" mentality, the "my swag is better than your swag" mentality, and stop trying to be the first and only in something. In the 60s, we as a people uplifted each other and now it seems we only uplift each other during tragedy (if then!). Stop with the negativity and pick up enlightenment, encouragement, and uplifting.

A crowd that is respectful & polices itself.. Doesn't carry guns & respects the venue staff

Less negative media coverage

If we start to promote the positive artist and not masking the Hip-Hop community with the violence that happens at certain events most people especially not being from a big city think at every Hip-Hop show black people are gonna start shooting and if thats all thats being told on the news everytime they hear about Hip-Hop then of course there gonna think that. I could be wrong but we didnt get coverage for our Hip-Hop awards which benefitted the Boys & Girls club. I myself have gotten some coverage in local newspapers but a steady eye on the scene and reports on whats going on will also help keep people in tune with the type of artist they like to listen to. With that being said Madison is not a Hip-Hop place to be so all these obstacles are understandable and might not be profitable for a spot for Hip-hop but it could bring the attention needed for it to grow and become something great a lot of people love HipHop we just have to give them something to support.

Artists with better morals to attract people with better morals.

Lack of violence

more positive artist

Hip hop is not the problem. Its the 1 guy that shows up and shoots the gun that's the problem. Fix that everybody forgets there is even hip hop shows going on in this city
Remoing the ban. Play it more, at more locations, so the stigma is removed that claims music is the cause of poor behavior. If it was more accepted and at more than one location, the problem of one particular location attracting all types of fans would be reduced. When only one place in an entire city has hip hop, you get a mass rush and then music is blamed. Remove this fear of grammy winning music.

Less fighting. More community outreach

Dress code, earlier shows, no alcohol.

It probably won't, people are closed-minded and petty. I'm not sure.

Let hip hop happen. People seem to associate hip hop with violence these days. The music has changed. It isn't like that anymore. Hip Hop shows are a blast if done right. I have booked multiple hip hop shows at the University and I think that is a great way to start. Getting the University involved. Bridging the community.

A clearer understanding of how hip hop helps kids to realize their dreams. Whether it dancing to it or rapping about it

Less association with "gangster" culture, better music.

Not being lowlife drug dealers

Start speaking change. Start speaking life into the audience. Stop speaking about the things that have absolutely no meaning to who someone really is and what we want to see the next generations become. We need more positive role models, and not these artists that curse and talk about drugs, money, cars, and women.

If the genres audience would keep the hostility down to ZERO! good vibes ;)

To be completely honest there are a few bad apples that seem intent on reinforcing hip hops negative image. Unfortunately these are the ones that get the most attention drawn to them. I'm not sure how to limit that negative side of the reputation but I think the more events ucan and Mmi put together and promote the more hip hops reputation as a positive form of expression will be apparent to the public

Just certain artist choosing to end of there music, some songs may call for that but if your trying to get radio acceptance you have to keep in mind kids listen to the radio and parents dont feel comfortable letting there kids listen to songs about sex and drugs simple as that

Less foul language and more of a positive message.

Security check, dress code, police prescence after the event.

Doing more events for artists or music producer just to party and socialize etc...

Having higher caliber artists, as well as heightened trained security. Just a well managed, regulated, and monitored event.

You can't stop the ignorance. However, you can deter it, via consistent security checks; which includes adaquate staffing, police presence.

Incident free events

Changing the content and subject matter of the music. What you say speaks volumes about your people, performance, behavior, and life in general. Hip Hop didn't start off by promoting violence and drugs and partying and degrading women. It certainly won't end like that either. A positive change will come when we reach out to the youth through our experiences by not making light of ill behavior and bad reputations.

When all the artist unite and support each other without trying to alienate certain artists

just some of the culture right there all the time would bring a huge amount of support the people wants concerts here to attend to and even in the rural areas they would flock to the shows
For the venues to actually give back to the community to show that it's more than just words and music, but that it's actually teaching in some form.

giving back to the community

More professionalism amongst artists, as well as educational workshops for artists about business.
Less sexesl words more positive attitudestop referring women to b***** and hoes and men to n***** and punks

SUPPORT!!!!!!!!!!!!!!!!!!!!!!

Educating the community on what hip hop is and what it's really all about. I'm not really a fan myself, but I think if more people knew that the genre isn't just about violence, drugs, gangs, etc. then they'd be more open to having shows in the community. Personally, I wouldn't go to a hip hop show because of the crowd who would be attending. In my experience, when you get that many fans together of the hip hop genre, they'll be disagreements that lead to fights. The last thing I need is to be accidentally hit or arrested for being associated with that. There's also been a lot of drugs related to those shows which is another turn down.

Preach positivity and self respect

SEEING MORE "RAPPEERS" GET TOGETHER AND RAISE MONEY TOWARD IMPORTANT ISSUES
WITHIN THE COMMUNITY.

When artist follow the rules of the club and the fans too follow the same rules.

Less violent atmospheres. Too many fights at shows.

A variety of hip-hop acts. Men, Women, Groups.

Stop letting a few certain people speak for the hundreds of local hip hop artists in Madison. pain 1 is great to have in the city, but hundreds of people are making music here, not just him & his buddies.

Having shows that are both safe and fun. This includes at night clubs and also community events. I think the negative reputation hip-hop garners in the madison community is largely based on misinformation/sensationalism/irrational fears, in spite of the many positive events and people this city's hip-hop community has seen. I therefore don't think it's productive to focus on reputation; rather, focusing on commercial viability and safety of hip-hop events is my concern.

Showing different sides of hip hop other than just what is played on the radio/seen on tv.

Bring more of it around. Bottom Line.

A greater effort needs to be placed on integrating hip hop into our local festivals, the willy street fair is a great example of people doing it well. / I think venues of all sizes in Madison, promoters, and the University, need to strive to understand the target audiences of various acts, and seek out Hip Hop performers that have a positive vibe and attract a fun, socially responsible crowd. / I think people have to acclimate to acceptance of Hip Hop through repeated positive experiences, so effort should be placed on bringing Hip Hop in to the already accepted and respected cultural spaces. / Also, artists need to be evaluated and judged on their own merits, not lumped into a broad overarching category like "Hip Hop". / As a community, Madison needs to realize that there are endless artists making music in the Hip Hop genre whose message fits within a positive value system, more so in my opinion than Punk and Metal, which has no problem being booked in the city. / It's the values and attitude being represented that should be considered, not the genre. Artists with a fun and positive show attract a fun and positive crowd. / Identifying artists with those qualities and then making sure they are represented in our cultural landscape in a positive light, is key to helping people understand that things the negative bias (culturally and musically) that they are experiencing might not actually match reality. / "Madison Hip Hop" could have either negative or positive connotations, and it's up to the community to own it and shape it into something we can be proud of.

Less violence.

Better security measures at events

More positive stories coming out. We have done tons of fundraiser events, shows without problems, etc without and coverage in the media but the moment something happens its all over blaming HIP HOP

Maybe if the city showed hip hop some love..We'd behave...accordingly..but when u deny us..the right to live up to our musical potential..we grow restless..let us fly.,we ain't going any where .. So you should get know us #608HipHop

More frequent local hip-hop shows, more shows combining hip-hop with other genres, more collaboration between UW-Madison's hip-hop education community and hip-hop artists/fans in the community at large.

Rapper working out in the community

Promote the fact that shows happen without incident.

to not be the same thing that they hear in the mainstream

show the positive that comes from it. Building of relationships of like minded people. show people from many races and faces getting along.

More free shows in public venues, perhaps? But you'd have to make sure the language was inoffensive.

More security at events.

Less vulgarity and more conscious thoughts

greater attendance

If more artists realized that working together is the best option to get our city recognized, rather than constant competing to be "the best", whatever that means.

stop dressing like clowns

If people stoped hatin' on each other and just listened to the music and had a good time!

A year of steady shows with no violence

The change in attitude needs to come from within the community. Although we are in a time where one of the major epithets from the community is "Stop Snitchin'," the community needs to find a way to deal with the more negative elements in the scene/crowds. Artists, fans, and promoters should not be afraid to call out an individual, or group of individuals, who are acting in an inappropriate manner. / / The hip hop community should strive to create an environment where fans feel included, safe, and where they are not afraid to chastise and ostracize the small percentage of the community whose actions/attitudes create and continue the toxicity and negativity from the general public.

is the people attending act like they have manner and behave.

Stop scheming. Make music, create culture, make murals, make events. Stop selling things, stop trying to earn a profit, and just be good. Because that's what art is. Being paid is always a result of hard work not an incentive.

Doing charity events

More shows and mature artist

go away

more positive exposure

Media fuels a large portion of what we portray the hip hop culture to be. If we can get the media to cover it in a different manner, i think it would slowly start to reflect in the community.

Having a couple big name concerts that go smoothly and are well reported in local media.

Mainstream support for the proven artists

If it would just die off.

Have a long term plan on how you are going to integrate underground (independent) hip hop shows to grant main stream access.

A long period of incident-free hip hop events.

less focus on misogynistic view points and less violence.

Bringing quality performers who have a positive social commentary or have something relevant to add to a community and not songs that are only popular.

Putting focus and media on the great positive hip-hop out there.

Less mainstream artists and more underground and socially conscious artists'

Taking the s- - t lyrics out of the music. / / Positive lyrics produce positive music. I especially hate lyrics that denigrate the African American woman and make her a sex thing. / / Include subjects that are life and death to people: incarceration, high unemployment, increasing suicide of young black men, / respect for women.

Evolving as a music and as a culture with in our youth.

More exposure.

A fair, but consistent presence of security staff so that attendees know that they cannot break rules/laws. This would be inside the venue and also near parking areas.

Venues booking hip-hop shows more regularly along with publicity from local media to show that hip hop shows are not necessarily magnets for violent behavior

more advocacy for their women.

People need to point out that this is just another manifestation of Madison's racism. People need to challenge the same people fighting against the achievement gap and other anti-racist causes to add hip hop to their agenda.

Hiring uniformed and armed officers for events. The cost should be the responsibility of the venue owner and promoter.

Hip-Hop can gain more of a positive reputation within local communities by changing it's subject matter. Many people are turned off once they here explicit lyrics in a hip-hop song even though the message may be positive. More shows and artists coming out as who they are

Appendix K: Question 29 Responses

Frequency, Inferno, Willy St. Pub, Barrymore, Orpheum

High Noon Saloon and the Inferno.

the Rave Turner Hall

the rave in Milwaukee

Cactus Club, Stonefly, Fire on Water, Mad Planet, Turner Hall

I don't go to hip-hop shows but I would be willing to go to a few sometimes to see what it's all about.

The dells

Segrados to watch Wale perform

Majestic. Barrymore.

Turner Hall (Milwaukee, WI) / Miami, FL w/ iStandard Producers / Myrtle Beach, NC, w/ Praise awards / Ohio, The Word Network / Seattle, WA, New Years Performance / Fox 6 Real Milwaukee / New Orleans, The Big Bang Festival / Chicago, IL, The Garage / / Also many community centers, and high schools /

High noon

None

None

None in the last 12 months. Resch center maybe?

U.S. Cellular arena, the rave, American center

DubTV LIVE in Beaver Dam / The Beck bar in Janesville

High Noon

The alliance energy center

Madison Square Garden, All State Arena, United Center, Metro, BMO Harris

The majestic

Badger Bowl on Badger Rd. in Madison, WI

High noon

Frequency, Summerfest, Majestic

High Noon Saloon / Inferno Nightclub / The Frequency / Segredos / Rhthym and Boom
Downtown / Brat Fest / The Barrymore / The Majestic /

State street.

Barrymore, High Noon

MMI Hip Hop Awards

Frequency, dragonfly lounge, Barrymore theater, meadowood country club & a couple more
The Back Bar in Janesville, Barrymore for an awards show in Madison, High Noon Saloon. Bottom
line, not enough.

The rave.

The Barrymore - Immortal Technique and Brother Ali

Union South (the Sett), High Noon Saloon, Memorial Union (Rothskeller Hall), the Frequency
Memorial Union Terrace, The Sett at Union South, The Rave in Milwaukee, The Metro in
Chicago, First Avenue in Minneapolis.

Union South, Majestic, 9:30 Club

None

The Majestic.

Majestic, The Orpheum, The Union

None

Inferno for local hip hop artists, Milwaukee for a huge Gospel event.
Mainly large outdoor summer music festivals. But I have seen acts such as Die Antwoord at
indoor venue (Congress, Chicago,IL)

High noon /

I went to the Rave to see J cole perform

None

Summerfest

At the majestic.

Segredo

Rave

The rave

Majestic, High Noon, Orpheum

Smash and Brooklyn's

None

Club 30 / Timbuktu / 618 / Mirmak /

Rave

Harbor Side Center

I haven't been able to go lately

Smash editons" Club 30" Club international" The Warehouse" Onyx club" Mirmare theater" All in Milwaukee also Sheboygan" an Kenosha

Rave, freak feat, high noon,

BAD GENIE, STONEFLY

The Rave

Barrymore

4+

The Frequency.

The High Noon Saloon, Majestic Theater, Union Terrace, The Sett in Union South, Willy Street Pub, The Inferno

North Coast Music Festival

The Frequency, The Union South, Library Mall, not many unfortunately as they are few and far between.

None.

High noon... rave...frequency... Orpheum

High Noon and the Barrymore

Back Bar in J.ville..The Beaver Dam Club ..and some Chicago and Rockford spots

High Noon Saloon, Wisconsin Union venues.

Madison hip hop awards

The Frequency

Havent

Fire on Water / BBC / Uptowner

I haven't seen one in the last year.

0

Quite a few venues in the chicago area.

The Rave / The Frequency / The Majestic / The Orpheum / The Barrymore

None

Majestic, the frequency, Barrymore, inferno, the rave..

The frequency and the High noon saloon. As far as I know, they are the only two venues that allow hip hop

Majestic

the rave

Houses, memorial union, Barrymore

None

None

Clubs, Rave, United Center, Summerfest, but

None

Majestic Madison

None

The Orpheum, High Noon Saloon,

High Noon Saloon

High Noon Saloon, Majestic Theatre, State St. (Freakfest), Barrymore Theatre

Majestic theatre /

High Noon Saloon, Majestic

The Orpheum, The Brink Lounge, High Noon Saloon, Barrymore

FOL Church / / South Madison Cultural Center / / Barrymore

The Fountain

High Noon, The Sett, Majestic, Union Terrace

Frequency, High Noon, Barrymore, Harmony Bar

None

The Majestic, High Noon saloon, the Barrymore, the frequency, First avenue (minneapolis, mn)

the rave

Overture, Historical Society, Grainger

The Majestic Theatre / High Noon Saloon / The Rave / Memorial Union Terrace / Der Rathskeller
/ The Sett (Union South) / The Frequency / Bright Red Studios

Skyway theater and canturbury park

Appendix L: Question 32 Responses

Atmosphere, Brother Ali, Macklemore, Kendrick Lamar, Lupe Fiasco, Jay-Z, Eminem, Kayne West, YG, 2 Chainz. Machine Gun Kelly, T.I.

Eric B & Rakim ,Too Short, Eazy E, KRS 1 & the list goes on

Tupac

Outkast,

Muse, Pink Floyd, Led Zeppelin

N/A

J cole, Miley, BeyoncÃ©,

J.Cole, Kendrick Lamar, Drake, Tory Lanez, Dizzy Wright, Logic. All the intellectual artists.

Eminem. Timbaland. Missy Elliott. Madonna. Lady Gaga. Janet Jackson.

Michael Jackson. Jay Z. TI. Macklemore. B.o.B. Linkin Park. Slick Rick.

T - Bone / Busta Rhymes / T-Pain / Pit Bull /

Solillaquists of Sound, Aesop Rock, Brother Ali

Vinnie paz, and the Hilltop Hoods

Macklemore. I like his new view on the style.

Yo gotti, j.cole

90's hip hop artists

There are so many plus in Madison and southern Wisconsin there are DJ's that I go see.

Eminem and B.O.B

Kanye West, Pusha T, 2 Chainz, Childish Gambino, A\$AP Rocky, Kendrick Lamar, Chance the Rapper, Frank Ocean

Newer or older? There's so many I like its hard to say. Em, nas, biggie, 36mafia, scarface, Kendrick, schoolboy q, big pun, mobb deep, mos def, rakim, outkast, common, and many more.

N/A

Talib Kweli, brother Ali

Atmosphere, Doomtree, Grouch, Dessa

Sincere Life / Michael Medall / 3rd Dimension / Carter / Flame the Ruler / M
City / A Profit / King Del

Curren\$y, smoke dza, chiddy bang

Dead prez, aseop rocks, del tha funkee homosapien, atmosphere, gangstarr

Run DMC / Eminem / Drake / WU-Tang-Clan

Tool, APC, deftones, and some rappers

Too many to name

Kendrick lamar. Eminem. J.cole. big sean. Wale. /

Drake, Jay Z, Mackelmore, Miley Cyrus, K\$sha, Flo Rida, Pit Bull, Lumineers.
D'Angelo, Dom Kennedy, Devin the Dude, Casey Veggies, Chance the Rapper,
50 Cent, Snoop Dogg, Freddie Gibbs, Ludacris
Freddie Gibbs, French Montana, Kendrick Lamar, Rick Ross, Schoolboy Q,
Isaiah Rashad, Old Jay Z, Big KRIT, and many more

There are too many to list

Ehh, too many to write out.

Freddie Gibbs, Method Man, Big K.R.I.T., Nas, Jay-Z, Biggie, Kendrick Lamar,
Schoolboy Q, Ab-Soul, Dom Kennedy, Snoop Dogg, Mos Def, Talib Kweli,
Andre 3K, Big Boi, Bun B, Evidence, Pusha T

Doctor Octagon. Kool Keith.

Lecrae, Da Truth, Andy Mineo, This'I

Wu-Tang! 2-Pac, Die Antwoord, Atmosphere, Jurassic 5, A Tribe Called Quest.

Kendrick Lamar / Big KRIT / Kanye /

Too many to name I love the genre as a whole

Drake, Wayne, myself

Same as listed before

May beach music group, young money ENT, Hustle Gang

Notorious B.I.G.

Jay z / Biggie / Eminem / Nas / Talib Kweli / LOX / Common / etc...

2 PAC scarface

Mostly underground hip hop artists. Souls of Mischief, Qwel and Maker, P.U.T.S, Redman, Wu-Tang, EL-P and Killer Mike, OutKast, etc...

Yo gotti and jezzzy

Problem, slaughterhouse, eminem, T Pain, Too Short, Game, Ty Dolla Sign, 2 Chainz, Kirko Bangs, Snoop Dog, Dr Dre, 2 Pac, NWA, Lil cool J, E-40

Me, Twista, Scarface, Lamar, Lady El, there's so many

lil wayne, outkast, epmd, many others /

Several

Marky Mark CNC factory Quad City DJ'spink

Rage Against the Machine, Rise Against, Lost Prophets, Foo Fighters, Protest the Hero, modest Mouse and Queen.

Big KRIT tupac ginuwine tyrese shoota the outlaw

EVERYBODY WHO PAVED THE WAY AND INSPIRED ME TO DO MUSIC

Hoodie Allen, Mac Miller, Sammy Adams, etc

Conscious Object

Public Enemy.

Eyedeas and Abilities, Sage Francis, Kristoff Krane, Ecid, Doontree, Aesop Rock, No Bird Sing

Raekwon, Ghostface Killah, Inspectah Deck, Nas, Cappadonna, Jadakiss, Big L, Biggie

I've listed them at the beginning of the survey, please reference that answer.

Childish Gambino, Dr. Dog

Young jeezy

Locally Michael Medall, Sincere Life, and DJ Pain 1. Major Anything and everything but most def a 90's era lover

Born.Alpha ..Chaos ..420Kr3W...GFMG

C-murder, Tha sb, juvenile, chaos new money
Atmosphere, Eyedea(RIP), Brother Ali, Aesop rock, Capital STEEZ(RIP), Pro
Era, Flatbush Zombies, The Underachievers, Busdriver, Die Antwoord, A tribe
called quest, NAS, Tupac(RIP), Biggie Smalls(RIP), Geto boys ect ect ect ect

Kanye West, Lupe Fiasco, Justin Timberlake, Wale, Pharrell

Childish Gambino, POS

Godzilla

Kendrick Lamar, August Alsina, Drake.. would also like to see more RnB
artists ad well.

Drake, Scarface, Kendrick Lamar, GTodd, Stepun, Do Or Die

Michael Jackson

Macklemore / Kendrick Lamar / Tupac / BIG / Nas / AZ / Jay-Z / J Cole

Anyone who is good

Elzhi (Google him)

Deltron, The Roots, JayZ,

R Kelly, I sent a mystical 50 said Webbie
Flying Lotus, Chance the rapper, ab soul, mf doom, earl sweatshirt, Mac
miller, de la soul, kid cudi, chip the ripper

Juvenile ti Chicago rapper

Jay z and J cole

the dead ones

Eminem, Jay-z, Kendrick Lamar, Schoolboy Q, Ludacris

Jadakiss, Beanie Sigel, Freeway, Kanye west, Skillz

See answer to concerts I'd like to see

Jay Z, Opal Ellyse

Anything but hip hop

Push T, Stalley, Kendrick Lamar, Outkast, MOP, Styles P, Masta Ace

I actually rarely listen to hip hop music, but that wasn't an option above.
That said, I enjoy it, and live hip hop shows can be really energetic and fun.

Atmosphere

I am a radio and club dj of international/world music and I love a wide variety of music from many different cultures.

Favorite hip-hop artists are POS, Astronautalis, Wu-Tang, / Favorite artists overall are Murder By Death, Pixies, Local H

Mos Def, Talib Qualie, Nas, Action Bronson, Jean Grae, Wu Tang, The Fugees, Lauryn Hill / / Outkast / / Will Smith / / will.i.am / / Mary J. Blige / / John Legend / / Alicia Keys / / Erykah Badu

MIA, Mos Def, Shabazz Palaces, Santigold, Talib Kweli, K'naan, Kwaw Kese, E.L., Kaaki, Lupe Fiasco, Public Enemy, Digable Planets, Nicki Minaj, Common, Tribe Called Quest, etc etc.

Missy Elliot, Kid Cudi, Immortal Technique, Jay Z, TV on the Radio, Man Man, Regina Spektor

old school. de la sol.

Brother Ali, Atmosphere, P.O.S. (and many more artists from Rhymesayers entertainment), del the funky homosapien, jay-z

godzilla! lol /

Floetry, Jill Scott, Erika Badu, Outkast, Eve, Invincible, Feloni, M.I.A., Missy Elliot, MC Lyte,

Blvd Marv, Flame TheRuler, Duce Dilliotto

Kanye West, Childish Gambino, Kendrick Lamar, Pusha T, Common, Jay-z, Kid Cudi, A Tribe Called Quest, and Gilbere Forte to name a few

Kanye West / Kendrick Lamar / Grizzly Bear / Radiohead / Drake / Childish Gambino / Atmosphere /

Wiz khalifa, snoop dogg, snow tha product, eminem, MGK,

Appendix M: Question 42 Responses

37. If yes, please describe your experience:

Text Response

Throughout my life, it has opened my eyes to a number of political issues and injustices. The oppression of Hip-Hop in Madison has gotten me more involved in my community to make changes.

I do Radio and Hip Hop is how I eat.

Every youth my age has been touched by hip hop in one way or another

I know a lot of musicians so it is hard not to see it every day.

-

Society loves hip-hop. It's everywhere- in the music we hear, the clothes we wear, the way we walk and talk. The hip-hop culture cannot be ignored. Which makes it even more difficult to accept that there isn't a healthy, public hip-hop scene in town.

Helps up lift my attitude

A lot of times in Pop Music people do not say what they mean or what they feel. Hip Hop is one source of music that takes me a lot deeper into my psyche. I'm surrounded by multiple perspectives on life and beautiful messages during times of hardship and joy. There's something to be said about the chills you get when you hear a song that actually says something. When I wanna feel something real, I listen to Hip Hop.

Music can change your thinking and emotions in a matter of seconds. It tugs at the strings of hearts, some songs you don't even need to speak that language it's in and feel the passion. I feel it all b the time...which is why I want positive feelings and emotions when you hear my music.

I think there is a sense of community within hip hop. That's why I like the independent artists. You can meet them after the show or engage with them on social media.

Just how women act and how men react to women.

Diminishing in Madison

N/A

Yes. In both good and bad ways depending on which point in life we are talking about.

I'm a music aficionado!

I associate hip hop with gunfire after being exposed more than once, it's like PTSD

We had hip hop on our wedding cd

Everything I see is Hip-Hop from fashion to speech what I see and hear daily from myself and people is heavily Hip-Hop Influenced

Hip hop gave my life purpose. Ive been a poet since I was 13 but it never seemed like that was something I wanted to do with my life. Then I discovered the other form of poetry... hip hop

Referring to song lyrics to describe daily moments, using hip hop to teach children lessons, etc

I feel I am becoming more culturally aware and in touch with young people

I have attended hip hop events and met and connected with many people. All about enjoying the music. I share hip hop music with a lot of people and I end up becoming friends with them because of that.

Not much

Some of my good friends are involved in the hip hop scene.

Some of my good friends are involved in the hip hop scene.
The hip-hop culture has definitely defined who I am today. I related to it growing up. I grew up running the streets, was left with no father at a very young age, got into drugs for many yrs, had trouble with the law, spent many of my teenage yrs incarcerated, and just had no regard for anybody but myself. I was dedicated to making money and becoming powerful, regardless of who I hurt. The music during those times allowed me to escape reality. It allowed me to release myself behind closed doors, and cover up who I really was on the streets. So much of it seemed to speak directly to me. As I became older, and finally understood the impact of music, I began to hear it differently. I started to understand the challenges the artists experienced, and that they were conveying their lives the only way they knew how. It started to speak to me in a more artistic way. I started to see the talent these people have been given, and the impact these artists had on people of all ethnicities and backgrounds. Music has power. Music can create or destruct. My goal is to make it create and build up. I've seen too much destruction, it's time to change that. We need to start realizing that this talent is a gift. It's given to us to help bring change. It's given to us to help people like myself and many others see there's hope. We just need to grasp that concept and run with it.
Just the general love and acceptance people are having for hip hop as an artform now
I have a son that was murdered because of the way his popularity flourished after making positive music.
Hip Hop has changed how I communicate with the younger generations. I work with youth, so being in tune with Hip Hop keeps me in tune with their thoughts, feelings and emotions.
I think people's attitudes and ethics are affected constantly by hip hop. It has had a dramatic effect on American culture over the last 30 years both positive and negative
I've been listening to hip hop since a youth. It has influenced how I walk, talk, and dress. As well as how I feel and perceive certain things and situations.
Well I have heard songs that have had a lot of turmoil, hurt pain things as such in them, and know that I have been through many of them things myself, so I CAN RELATE TO HIP HOP MUSIC, IT ACTUALLY KEEPS ME GROUNDED.
It's because of all the references to bitches in holes and n***** that women and children and men and boys don't know how to be respectful to each other they are so disrespectful to everyone because that's what the music teaches them that it's okay to treat people in a disrespectful way. Young girls running around too young having sex Justin like barely got any clothes on
Learn about the culture of other people
IF YES TO WHAT?!? I DON'T EVEN THINK THE LAST QUESTION WAS A YES OR NO QUESTION
It's my career.
I listen to hip hop with mostly positive lyrics which has an effect on how I view a lot of things.
I listen to it everyday and it can keep me in a good mood and keep the party going.
Hip Hop has seeped into every home through its integration with Pop music, television, film, and art. I have 4 children, all under ten, and I am always amazed at the Hip Hop related things they accept as run of the mill. For instance, every one of them and many of their friends like to beat box, which apparently is something kids are simply learning these days. When I was a kid, it didn't really exist yet. Also, popular dance is pretty much dominated by break and other hip hop related styles.
I don't understand the question.
Very good
Hiphop is every where in madison...except at Venues #Struggle
I enjoy hip-hop on a regular basis.
I live a life most others will never experience. I like to use words in ways that most people don't, or can't. Herb represent.
i see graffiti painting all over my city.
Being an artist in our community, I've been confronted with many humbling experiences. One in particular would have to be receiving a letter from a FAM of mine stating that my music had helped her overcome her thoughts of suicide. She is now the leader of my FAMbase movement and I talk to her on a regular basis.
Hip Hop raised me, and influenced my passions
I have to many
wanna be thugs

wanna be thugs	
I am constantly surrounded by people trying to imitate what they believe the hip hop culture is. From clothes to lifestyle it's all life imitating art	
It the lenses that I understand life through.	
seeing people at a hip-hop show having a rap battle in the lobby after the show.	
Hip hop saved my life. It gave me a bigger perspective on the world i lived in and the possibilities that were available to me. I now am an afterschool teacher and use hip hop in various lessons with the youth.	
In obvious surface ways: dress, slang, etc. In positive ways by providing a whole new communication paradigm to express feelings, frustrations, social issues and anything else under the sun. In negative ways by distracting from the same issues it first raised with a hollowed out, glossy product.	
Hip-hop impacts my interest in language and wordplay, my awareness of social and political issues, and my interest in supporting marginalized voices.	
my son is 22 and its all he listens to.	
Got me to listening to voices of a younger generation	
I hear people listening to Hip-Hop every day. I always hear people talking about the latest album and how good or bad it is. Hip-Hop and music in general brings people together and gives them something to share.	
Hip-hop is the dominant art form in popular culture in this country. It is indisputable regardless of one's opinion. This transcends music, performance, fashion, linguistics, etc.	
I've seen artists come up from nothing to big stars. Like I use to listen to wiz when people didn't know who he was. And I am friends with multiple local artists that are starting to get big and that are doing shows with artists like bone thugs and harmonie and lil wyte.	
I just feel and believe that i can make difference in Hip Hop and grow	
It has shaped me into who I am as a person. It taught me a lot of street knowledge, and a better understanding between right and wrong in life.	
I've been a lyricist for the past 8 years composing my own music.	
Statistic	Value
Total Responses	62

Appendix N: Question 42 Responses

20815 x 1 Chevy Chase, MD

53110 x 1 Cudahy, WI

53172 x 1 South Milwaukee

53206 x 1 Milwaukee

53207 x 1 Milwaukee

53208 x 2 Milwaukee

53209 x 2 Milwaukee

53213 x 1 Milwaukee

52214 x 2 Milwaukee

53216 x 3 Milwaukee

53218 x 2 Milwaukee

53223 x 1 Milwaukee

53224 x 1 Milwaukee

53511 x 1 Beloit

53532 x 1 DeForest

53533 x 1 Dodgeville

53534 x 1 Edgerton

53538 x 1 Fort Atkinson

53545 x 1 Janesville

53548 x 1 Janesville

53558 x 1 McFarland

53589 x 1 Stoughton

53590 x 5 Sun Prairie

53593 x 1 Verona

53598 x 1 Windsor

53701 x 1 Madison
53703 x 13 Madison
53704 x 11 Madison
53705 x 2 Madison
53711 x 8 Madison
53713 x 7 Madison
53714 x 9 Madison
53715 x 3 Madison
53716 x 3 Madison
53718 x 4 Madison
53719 x 5 Madison
53913 x 1 Baraboo
53916 x 1 Beaver Dam
53965 x 1 Wisconsin Dells
54302 x 1 Green Bay
55044 x 1 Lakeville, MN
60431 x 1 Joliet, IL
72360 x 1 Marianna, AK
Dane county x1

Appendix O: Question 43 Responses

I love it, it's a culture. There are many subgenres of Hip-Hop. The genre as a whole is often misunderstood.

Rare finding hip hop I like.

I think that Hip Hop can relate messages to all ages. I feel that is the one missing genre for the Madison music scene. I am a hip hop engineer and would like to see this genere grow within the Madison community.

Deep

Passionate /

The genre is bland land and dead. Closed minded and basic. I am no longer able to get any intelligent or introspective appeal from hip hop.

If I'm in an energetic mood i enjoy hip hop. Otherwise it's not my favorite genre. Hip Hop is my LEAST favorite music genre, but I appreciate good talent when I see it.

I love old school hip hop more then hip hop now a days

I feel like its a powerful genre and once people notice that theres still knowledgeable hip-hop out there, it will attract intelegent wanna-be artists.

I welcome all kinds of music into my home and into my heart. I grew up listening to Hip Hop and it has made my life richer than I could ever describe to you. Currently my iPhone is filled with a lot of Hip Hop music. Madison, WI is very saturated in bands but we don't have enough Hip Hop, Electronic, and Pop within the local culture. Due to maybe fear or a lack of education, I feel that the locals may misunderstand what Hip Hop is truly about and it's message to youth as well as adults. Hip Hop is about community and it has always improved my life. - Joey Broyles Pop Musician of Madison, WI

I believe the idea of "Hip Hop" has been perverted. / / It began with spreading Peace, Love, Joy and Hope and now the focus is blurred on Money, Power and Fame. / / My mission as a Hip Hop artist is bringing it back to what it was intended for. For 4 solid years now the message of Hope and Peace have reigned in every song I have created. Not one of my songs has profanity or speaks to women as objects. / / I have had the privilege to work with MMI's Dean Chris "Godzilla" Taylor and can proudly say have been crowned Shepard Express' "Best of Milwaukee" for Hip Hop...and all with the aim of the message I believe in. / / -Legacy Musik

My favorite genre. Just like any genre, there's a lot of filler out there. You have to seek out the good artists, which is part of the fun.

It's not like the 80's or 90's. Some of it I can buy most of it I'd like to make disappear. I wish they'd stop calling women out of their names. And I wish the women had more self respect then to let the men degrade them all for a little shine on a video. It has no meaning or purpose except to call women bitches and men niggas. When someone decides to make some good hop hop that uplifts let me know!

When Elvis was new on the scene adults were intolerable of his music. Elvis went on to be the biggest thing in music. When The Beatles hit the scene this same phenomenon once again happened. Hip-hop is the next chapter in this same story. Many elders reject hip-hop because it sounds different, it's a new era.

Not a fan. I see why shows are tough to book.

I'm tired of how degrading the lyrics are generally speaking. I wish it was more about life, not "big booty b*****". It should be something everyone can relate to in my opinion because I love how it sounds so I want to be able to dance to it without feeling like I'm supposed to be naked and shaking it for men...

I love it, I feel it is a positive way to express inner emotions...

Love it.

Love it

I really like hip hop.

I love hip hop, but I miss the days when the music was actually about issues that we all deal with daily. Today it's more about trying to make a dance song, talking about superficial things more often than not, or having a gimmick. I believe the music is going to go back to its roots in the future. Socially aware hip-hop is where my heart is and it's why I refuse to give up on the genre. Hip-hop has helped me get through the darkest moments in my life. Hip-hop FOREVER!!!

Hip Hop as a whole is more than a musical genre. It's a movement...it's a culture...it's an identity. It's more than urban. It's WORLD WIDE! Unfortunately, today, the stigma attached to Hip Hop and its seemingly perpetual negative portrayal has made a devastating impact on the culture. Hip Hop is way more than a catchy beat and it has NOTHING to do with twerking! I just want to go back to the days when Hip Hop had substance. Hip Hop inspired you to think and motivated you to move. Hip Hop encouraged individuality and taught you the power of team as well. Yeah, that'd be nice. ~Michale P.

I like it, especially original work.

Love love love hip hop

I think its the greatest genre in the world and if used the right way it can change the world for the better but lately its influence is only negative and the positive parts of it aren't displayed properly because its deemed unprofitable.

I like the beats more than the lyrics usually. Nobody cares about your money/cars/women/drug use.

Neutral

I enjoy good music with well thought out lyrics

I love it!

Good but rap is bad and rap and hip hop somehow seem to get mixed up
Its inspiring. Its a way for me and others to express ourselves.

Society has come to link hip hop with violence and the history of great hip hop is becoming lost under that umbrella. it is a shame that an art form and culture has been publically scewed to this negativity. Over the years, the once storytelling and poetic genre, has now merged towards a genre of basic hooks and cookie cutter ideas. i personally love hip hop and always will for its original depth and social originality. Id love to see this genre circle back towards where it came from and slide away from the direction it is heading today.

I love it

Hip Hop is one of my favorite types of music. But I don't listen to it exclusively. I love underground hip hop and will pay money to go see it if it is close. Mainstream rap sucks donkey balls and the people who make it should kill themselves. Hip hop is a progressive genre with lots of room for growth in the future

Hip-Hop is a great genre of music. Today It speaks on many social issues but the problem is, is that it has gotten a bad rep from it's earlier days when violence, pimping and the degradation of women was the main content in most songs. Today hip hop is soul music. Hip hop brings people together that wouldn't normally interact. hip hop is abundant. hip hop is more than just music, it is an entire culture.

awesome luv dat shit

I feel it is a culture that is misunderstood

Grudging respect.

Hip Hop and rap are the best genres of music. The lyricism and storytelling of some artists is incredible.

I hate it

I love it. I grew up listening to it. It has influenced me in many ways growing up, and has ultimately defined a part of who I am.

I would enjoy attending more local shows (in Wisconsin) if the hostility/beef vibe within this genres crowd stopped and everybody would just get along and enjoy the music. Several times I have been to rap and/or hip-hop shows around Wisconsin and left because I did not feel comfortable in the environment I was in. A LOT of hostility between rival crews, etc.

I feel that hip hop gets a bad rap (no pun intended) as being a "violent" culture when in reality there is so much more life to it. Unfortunately the few closed minded people in power focus on the few negative aspects. / / Hip hop at its best is a vibrant community, but people want to paint it as it's worst, a pool of violence and ignorance and I think that needs to change

Hip Hop is my life I can truly say the genre as a whole got me threw some rough times in life because I felt there were finally people who generally understood and could relate to a child growing up in my environment. Hip Hop is still a genre that is growing and is an ever evolving artform but also should be considered by anyone who truly eats sleeps and breaths music the way I do.

I think hip hop can energize a community. I also think if it is understood and dissected properly hip hop can teach many about different ways of life.

Overall, I have enjoyed Hip Hop since it's inception. There are some aspects which an individual in my age bracket might find questionable in taste, but I also realize that it is the expression of a generation, multiple generations at this point. Blues, Jazz, Rock & Roll - all of these genres were looked upon as questionable in taste and content at one point in their evolution. Now, they are respected genres of music.

Interested in new artists

I love hip hop. Hip hop it's in my blood. Would love to see more hip hop where I'm living at.

I love Hip hop. I been listening to hip hop since 2pac was alive. Born and raised in the hip hop genre.

I enjoy and appreciate the hip hop culture as well as the music. For the most part, I'm not a huge fan of what is now main stream hip hop music. It's become very commercial and lacks deeper meaning. However, there are still a handful of artists I enjoy listening to, but I really like the older stuff.

I am passionate about the artform.

Love it

I like it when it's not promoting violence, drug use and racial stereotyping. The content of this music needs to change significantly if we want it to be taken seriously by the public.

I love it and I feel like I have contributed a lot of hard work, time, and effort on a local and national level to bring recognition to my city as well as the state of Wisconsin and Midwest region.

I love it... there's nothing that comes close to the feeling of listening to your favorite artist or writing something and watch it become a project and listening to the tweaks and fixes. Adjustment of levels. I want a spotlight on Madison. I want hip hop to live and breathe here as well as co-exist with the variety melting pot we've been for years.

I love it. I have a great attitude towards it. Music in general is a learning tool. The reality of Hip Hop music is basically, people like myself finding a way to tell the hurt, pain, sorrow and success of the lives they live or have lived, and sometimes would like to live. Artists in my opinion should not be blamed for how they take to the music with lack of understanding. But to me and for me the Hip Hop Culture is wonderful.

great

Its our life.

I like your pup music I enjoy dancing to it I enjoy listening to it

I love music an a lot of it is very motivational because a lot of artist like myself have a true story to tell an we do it threw music... alot of people can relate to it because of the things that they have went threw in there life.. I LOVE IT!!!!

I don't really have an opinion on hip hop music. I guess if I had to go one way or the other I'd say I don't like hip hop and don't like the negativity it brings to cultures.

I love it and it speaks to a large amount of people

IT'S THE ESSENCE OF RAP. NOTHING LIKE TURNING ON A BEAT AND AND JUST LETTING EVERYTHING GO ON THE TRACK... NO BS NO GIMMICK NO TARGET AUDIENCE JUST YOU AND THE MUSIC

Hip-hop needs reconstruction.

I love it.

It's great. / / There needs to be more acknowledgement of the "hip hop" genre in Madison, let alone the Midwest.

The ignorant and foolish mentality is in much of the local hip hop genre. Not much is constructively contributed to Madison and the local community when weighed against the negative effect. There is nothing intrinsically wrong with hip-hop...Madison's scene & positive hip hop representatives still need to grow quite a bit though.

It is WAY under represented in the Madison area. This represents a cultural problem (keeping us stuck in the dark ages), but also represents a lost income potential for local business owners.

I enjoy it to a high degree. Furthermore, it is my career.

I am a fan of underground hip hop but not really the stuff that's played on the radio. It has a major impact on not just young people but those who listened to Hip Hop when it first started. In my opinion, it is the best overall genre of music.

I feel the Hip Hop genre is an extremely diverse subject. There are many different aspects of this type of music just like any other genre. Many different styles and messages are represented, some positive and some negative, and I gravitate towards the artists that play fun and positive or thought provoking music. / There are many Hip Hop acts in Madison and the surrounding area that play great music and write interesting and fun songs. / I enjoy Hip Hop music live at venues and in my home. I also feel that the Hip Hop artists I've worked with as a videographer had a much steeper hill to climb in respect to reaching an audience, and overall a much greater drive for success than many of their contemporaries making other types of music. / Culturally, Hip Hop produces as different crowds as diverse as the music itself. There's a niche for just about everyone in Hip Hop, ranging from bread and butter dance music, to political diatribe, to spoken word poetry, to artists who sing only about videogames and comic book characters, to instrumental acts. Every possible message and attitude is represented, some that I feel are very good, and some that I wouldn't let my children listen to ever.

I don't listen to Hip Hop too often, but it's a completely relevant genre, and important to most of the people I know.

I feel it's in need of repair

To me it's more than an actual genre of music for me it's a way of life, my culture!

It's a wonderful form of artistic expression

Love

It's an exciting, diverse genre and I enjoy it.

I think hip hop is very misunderstood

I'm not generally a fan.

It needs to change. Mainstream rap isn't even rap. It's all about the same crap with no telling of a story. It's just like country music in 2013 every single damn song that came out on the radio talked about the same exact crap. and anyone who has talent or can actually rap and tell a story and spread a message never gets signed. That's why you see so many artists with their own independent labels. because the music industry just wants you to listen to bullshit garbage without message.

I love hip hop. eat sleep and breath it!

I admire its lyricism, when done well.

The hip hop game than change a lot from what it was in the 90s but I like where it's going. It a lot going on right now in hip hop but I like everything . A lot of people today say that hip hop it's turning to be like hip pop because a lot of our hip hop is sound like pop music. Some people I know wish that the real hip hop should come back and I believe it will. People that's into the old hip hop way should bring it back and push it. It's a lot of unsigned artist that's out there that very talented and way better than theses major artistes. I just believe if some of those artist push them self they change this hip hop genre back to it on roots.

I do not listen to it generally and it seems there is a bad rap with clubs in Madison that host such events. Though it is usually lack of security or some other reason.

Dat 808

I love hip hop as a whole culture.. "rap" would be the genre.. and how feel about that? .. it has become a little bit TOO common and watered down. But i still value the dope emcees.

I enjoy Hip Hop music as it is a part of my culture..

I Feel That Hip Hop Artist Get A Different Way To Express What They Are Thinking And Feeling That Is Significantly Different From Any Other Genre.

i love it

It's not like the 80's or 90's. Some of it I can buy most of it I'd like to make disappear. I wish they'd stop calling women out of their names. And I wish the women had more self respect then to let the men degrade them all for a little shine on a video. It has no meaning or purpose except to call women bitches and men niggas. When someone decides to make some good hop hop that uplifts let me know!

Mixed

Not a fan

I see nothing wrong music is music I couldn't live a day without it its motoavating.

I love it, its what i grew up on, its who i am

I love hip hop, I grew up listening to hip hop. I believe it gets a bad rep. From some of the lyrical content. I would lev to see more hip hop shows in the future in Madison.

Oh, I am not much of a fan of hip hop music.

I absolutely LOVE it!

Dope

I believe it has the power to do so much good, but is looked upon differently because of the few that use it in ignorance. Hip-Hop is free expression and my therapy.

I enjoy it

Hip Hop is a great way for people to express their feelings. As well as make it easier to connect with people.

Well first are we talking Hip-Hop or Rap? I believe there's a difference between the two. I don't think hip-hop music today is expressed how it was before the 2000's. I feel there's many artists who have talent but are bypassed because they aren't talking about how many women they have, drugs, and how much money they spend. I feel real hip-hop artists have a story. There's cause, effect, and sometimes a resolution in lyrics.

Its more of a way of life rather than just a genre of music. You eat, sleep and breath it.

Fucking awesome NIGGA!

I love it! It's some of the most creative stuff coming out these days!

I enjoy hip hop, mostly when the artists sample from funk or other musical styles with horns.

I love hip-hop. Have since I was little. Been making music since high school. I think it's currently branching out, which is good.

I love hip hop. I produce it, engineer for hip hop artist, listen to it and go to shows. I think the lack of hip hop promotion or acceptance in this town is unforgivable. There is a city-wide attempt to suppress hip hop as a genre of music.

I love it I wish there were more venues towards it here in Madison, but unfortunately there isn't and we have to find other ways to be around hip hop here.

I grew up listening to hip hop from an early age. Hip Hop for me is just a box. It's where we put our culture, emotions, and style into this format, this way of life. It's vague but it's what makes it expansive. Hip hop has raised 3 generations, and has managed to conquer the world. It's a genre for the people.

I believe its the 2nd best music to come about since gospel.

Hip-hop is musical awareness; knowing where the samples come from and how the bass and drums hook up to make something beautiful make the genre.

Meh

I love a lot of older hip hop but some of the newer stuff is not as good

Love

I think it can bring a positive message if it is understood and dissected properly.

I love it.

It's over the top sexual.

None of these statements apply

Its great its creative.

I grew up listening to it and appreciate it.

I think it is something that we love and miss and its a form of music that describes a culture and no culture should be frowned on in the United States Of America.

i love hip hop cant go a day with out listening to it if im not rapping

I have an appreciation and respect for it, though my interest is somewhat limited relative to other genres. I have purchased hip hop records and attended a few shows in the last few years.

I think that hip hop is a great genre that is multi faceted, however the general public only chooses to give give attention to the side that portrays it in a negative manner.

I care about how many tickets an act will sell regardless of genre.

Hip Hop is great

I love Hip Hop, 80's baby 90's raised it is my golden era of music. I've played college basketball, have a masters degree and was in Sr. Management of a fortune 500 company by the time I was 25, however my BEST skill and talent hands down is rapping. I LOVE HIP HOP :)

It sucks.

I feel as if hip hop is the last true American art form. Graffiti, Breaking, MCing, and DJing has been criminalized in this city for over 20 years. The culture's intent is to be a solution to violence, crime, and other issues we see in low income neighborhoods. By allowing free expression on the terms of the people that produce it can be the solution and a part of the healing process.

I like most hip hop music, and I feel frustrated by both the perception, and the occasional reality, that more crowd problems occur at hip hop shows than at shows featuring other genres of music.

I think there is a wide variety of audiences in the hip-hop community. these may not hold true for everyone in the category but here are my thoughts: There are more chill, underground crowd that seems to be more peaceful because maybe the music is more tame than gangster rap. And then there is a more raucous crowd that enjoys the likes of gangster rappers. They may be labeled as more angry or violent, screaming obscenities and the like. / / Both groups are probably very passionate about the music but may behave differently at a show

Hip-Hop is apart of me. I have been in love with Hip-Hop for as long as I can remember. Theres nothing I am more passionate about

It is fun and popular with many people. It can be very good or not so good like all other kinds of music. The lyrics can have excellent social commentary.

I really enjoy hip-hop music to some extent. A large majority is uplifting and outspoken on great issues. Unfortunately there are also some aspects that focus more on the illicit side of life. In the world we live in it seems that this small sampling gets all of the attention while positive music gets little attention. This holds true for many aspects of the media, not just music.

Hip Hop is my life blood.

I don't like gangsta hip hop, but like the music when it includes positive messages. / / I am sorry that such negative connotations are associated with hip hop concerts. / / I didn't answer #1 at first since none apply to me. Your survey didn't let me proceed. Does that mean if I only go to occassional conerts my input is not needed? I went back and checked that I attend concerts on a regular basis when I only do a couple per year.

It needs to evolve as a music, it needs to be empowering. This is the first genre of music that is based upon individual perspective. While previous genres included community perspective like Jazz.

i love it

Test

Love. Its my culture way of life and religion

Paradoxical. Hip hop is a fountain of creative, revolutionary thinking. Hip hop is also a well packaged commodity of distraction.

I love hip hop and would like to see more hip hop shows in Madison.

I am a fan.

Not for me.

It's a complicated, beautiful, and misunderstood culture. It's best elements can help to build community, fight injustice, and give a voice to the voiceless. I feel that those elements are not always represented in the media and the most commercially successful Hip Hop music.

I love hip hop and love to dance to it.

One of the most versatile platforms for lyrical expression.

Personally it is not my choice that I would listen to.

Hip hop is far and away my favorite genre of music and it has influnced my life greatly.

like to listen.

It's not music-- it's an irritant.

Socially conscious Hip Hop is amazing.

The attitude is poor but not without provocation of such.

I feel like Hip-Hop is a amazing genre that has many possibilities. I have been a fan of Hip-Hop for nearly 10 years and I have fallen in love with it. But there are still issues within the genre. Too many artists and music producers copy the sound of another artist for the sake of making money. I understand that music is a business, but originality should not be compromised for a quick buck.

I live and breathe hip-hop, at its best and worst. I understand the issues in and around it, I want to work towards addressing them, and I enjoy how far we've come.

I love hip hop, It has sculpted most of my life and it has made me who I am today.

I love Hip Hop music as I love everything in music but Hip Hop is right at the top of my playlist as I love alot a hip hop artist such NWA, Dr. Dre, Ice Cube, Eazy E, Snoop Dogg, Wu Tang Clan, and alot of other rappers from the past to today