

**New York Folklore Society
2002-03 Documentary Heritage Program Project
Documenting Hip Hop**

Collection creator:

Thembisa Mshaka-Morris

Title:

KRS-One Interview

Dates:

1993

Extent:

1 audio cassette tape

Biographical/historical note:

A native of Los Angeles, Thembisa Mshaka-Morris is a music promoter and writer. She began her career at Absolute Artists, a small but powerful booking agency, working with many music legends, including George Clinton, Etta James, Junior Walker and Gil-Scott Heron. From December 1993 to May 1998, Mshaka-Morris was Rap Editor for *Gavin Magazine*, a music industry trade publication, which is now defunct. She was the first woman to hold this position, and was instrumental in breaking many Hip Hop artists who became best-sellers, including, Busta Rhymes, The Fugees, and Timbaland. Since leaving Gavin, she has worked as a Senior Advertising Copywriter for Sony Music, and is responsible for developing advertising campaigns for the company's Hip Hop, reggae, rhythm and blues and crossover artists, including Lauryn Hill, Kenny Lattimore, George Michael and Babyface. She made a foray into music supervision with the award-winning independent film "Anne B. Real" (Urban Dream Productions, 2002).

As a writer, Thembisa Mshaka-Morris became widely known as for her controversial column, "The Monthly Flow," in the now defunct *BLAZE* magazine. The column addressed the convergence of gender and Hip Hop culture in a progressive, groundbreaking, journalistic style. Her writings have been published in, *Launch.com*, *Essence.com*, and *Honey*, and she is also editor-at-large for *The Hotness.com*, an online magazine for young women of color. Mshaka-Morris is at work on her first book, *Handle Your [music] Business: Her Guide To Entering, Navigating, and Exiting the Record Industry*, and contributes a monthly music business column with the same title to *Emixshow* magazine.

Scope and content:

This audio taped interview was conducted by telephone between rap musician KRS 1, and Thembisa Mshaka Morris in 1993, on the eve of the release of his

new album, *Return of the Boom Bap*. The interview subsequently appeared in *KLUB* Magazine. At the time this interview took place, Hip Hop as a style was said to be fighting musical mediocrity and lyrical irrelevance. KRS, who wanted to prove that he was still at the top of his game, reinvented himself with beats from the producer DJ Premier. His efforts reignited the consciousness of Hip Hop music without sacrificing commercial viability.

KRS-One (an acronym for Knowledge Reigns Supreme Over Nearly Everyone) was born Lawrence Krisna Parker in New York in 1965. In 1986, KRS-One and Scott Sterling (DJ Scott LaRock) formed Boogie Down Productions. After the 1987 release of *Criminal Minded*, DJ Scott LaRock was fatally shot in the Bronx, New York. By 1987, KRS-One had adopted the nickname "The Teacher," due to his political, consciousness-raising approach. KRS-One has organized several Hip Hop benefit projects, including the Stop the Violence Movement, HEAL (Human Education Against Lies) and the Temple of Hip-Hop. He began lecturing on college campuses in 1989.

Finding aid note:

There is no finding aid for this material. Information on this collection was gathered during an interview with Thembisa Mshaka-Morris by Chic Smith of Urban Think Tank in the Spring of 2003.

Additional physical forms:

This interview recorded on this tape was published in *KLUB* magazine.

Location:

This collection is held by Thembisa Mshaka-Morris.

Restrictions on Access:

Researchers interested in using this material should contact Urban Think Tank; P.O. Box 1476, New York, NY 10185; telephone 718-679-3739; fax 718-596-1228; Email, urbanthinktank@usa.net.

Other authors:

KRS-One (Lawrence Krisna Parker)

Indexing terms:

Corporate/organizational names:

KLUB magazine

Title:

Return of the Boom Bap (Sound recording: 1993)

Subject terms:

Hip-hop

Rap (music)
Interviews – Musicians

Form and genre/Form of material:

Audiotape
Interviews

Occupation:

Rap musicians

Date of interview and survey: Spring 2003

Interview and survey by: Chic Smith

This summary written by: Nancy Johnson, with information from Chic Smith