

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

Collection creator:

Thembisa Mshaka-Morris

Title:

Hip Hop artist photographs

Dates:

1993-1998

Extent:

Approximately 50 photographs

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 collection contains over fifty photographs of Hip Hop artists in varied formats; some are autographed. Included are photographs of D'Angelo, Daz Dillinger, and Shamus. Of particular note is a postcard from The Roots mailed from Paris during their first international tour; a flat (photograph slated for an album cover or promotional use) from Outkast; and an autographed poster from Goodie Mob.

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.

Location:

This collection is held by Thembisa Mshaka-Morris, Brooklyn, New York.

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.

Indexing terms:*Personal names:*

D'Angelo
Daz Dillinger
Shamus

Corporate/organizational names:

Goodie Mob
Outkast
The Roots

Subject terms:

Hip hop
Rap (music)
Rap musicians

Form and genre/Form of material:

Photographs
Postcards
Promotional materials

Date of interview and survey: Spring 2003

Interview and survey by: Chic Smith

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