### **★ 15THANNIVERSARY JUMPOFF**



THE MAGAZINE OF HIP-HOP MUSIC, CULTURE & POLITICS



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A CELEBRATION OF ALL THINGS HIP-HOP Including Graffiti, Breakin', Sneakers & More

PLUS: The Second Wave Unsigned Hype Alumni, The Secrets Behind the Make-Up of a 5-Mic Classic, Suge Knight Backslaps the Indi



e weren't supposed to be here. Hip-hop in general and The Source in particular. This tenacious little culture—dammit, for the last time, read the definition you haters; the customary beliefs, social forms, and material traits of a racial, religious, or social group—wasn't supposed to survive the onslaughts of C. Delores Tucker and a host of other

people who just didn't get it. And this magazine was supposed to remain an ambitious pipe dream that ran ads from Skippy Whites, not Nike. But here we are 15 years, four presidents and 167 issues later. The home invasion that Ice T predicted 10 years ago is in full swing. You can't turn anywhere without seeing the influence of hip-hop in education, politics, entertainment, fashion and media. And no other publication

PHOTOGRAPH BY NATO IKEDA SPECIAL THANKS TO CHINO BYI

### graf nural by ces and serve

GRAFFITI

DJ

**BREAKIN** 

MC



has chronicled America's relationship with hip-hop quite like  $\ensuremath{\mathsf{THE}}$  Source magazine.

The pages that follow are not a timeline, but rather a road: a four-lane information highway that merges popular events with the most influential force of the 20th century—hip-hop. As the largest independent voice of hip-hop culture, The Source has been in the privileged position of documenting

its—and our—growth. We popped the locks on the gates of adversity, turned the tables on the competition, threw up our pieces on the walls of intolerance and continue to move the crowd. Four elements, one source.

You see, in this journey we're the journal *and* the journalist. Hip-hop is eternal (they're just learning this). We will be here forever. So hurry, hurry step right up and please follow the leader....



"FOR A RAP SONG TO GET DAYTIME AIRPLAY, IT NEEDS TO EXTEND TO DEMOS OLDER THAN 21... MOST PEOPLE UNDER 21 ARE IN SCHOOL DURING THE DAY, SO WE PLAY MORE RAP AT NIGHT."

-DAVE ALLAN

THEN-PROGRAM DIRECTOR
OF PHILADELPHIA'S POWER 99 FM

Running man: Jesse Jackson; Below: Jump around: The Air Jordan IIII

the foundation for hip-hop's global domination was being laid. The urban voice was finding outlets in music, film, TV and politics in an unprecedented fashion. The Jumpman logo was born on the Air Jordan III, the hood's sneaker of choice, and *The Cosby Show* was in its fourth year as the No.1 show in American cholds. At the movies, Run-DMC's Tougher

he year was 'build-build," and

households. At the movies, Run-DMC's Tougher Than Leather, Colors, and Spike Lee's School Daze

brought a hip-hop sensibility to Hollywood. In the streets of New York, dis records between BDP and the Juice Crew reached their peak. Stetsasonic crushed critics of sampling with their single, "Talkin' All That Jazz." Albums from Rakim, Too Short and De La Soul were in heavy rotation as Big

Daddy Kane, N.W.A. and EPMD turned wax to gold setting the stage for a lucrative rap recording industry. The face of politics was changing as the Rev. Jesse Jackson hit the campaign trail for his second, spirited run for the Oval Office, and Al Sharpton set off multiple protests in defense of Tawana Brawley. And in the

'hood, the crack epidemic was making mourners and millionaires. In this climate of challenge, progress and opportunity, The Source

and opportunity, THE S magazine was born. **MATHEMATICS** 

1,000

The total distribution of the first issue of THE SOURCE.

250 DOLLARS

How many dollars it cost to print it.

TWO

Number of people it took to put the whole thing together.



BETWEEN THE SHEETS:
THE SOURCE COVERAGE

"THE SYMPHONY": "WRATH OF MY MADNESS" AND ""I'M YOUR PUSHER" WERE AMONG THE THE SOURCE'S "HOT PICKS FROM STREETBEAT."

"ALL WE NEED IS AN SP-1200 AND TWO TECHNICS 1200 TURNTABLES." DR. DRE REVEALED HIS PRODUCTION SECRETS IN A PHONE INTERVIEW WITH THE SOURCE.

RED ALERT WAS CREDITED WITH THE "LATEST" ADDITION TO RAP VOCABULARY: "PROPS."

AFTER PERFORMING AT A BENEFIT FOR TAWANA BRAWLEY WITH PUBLIC ENEMY, BIG DADDY KANE'S DJ, MR. CEE, SAID THAT DINNER AT LOUIS FARRAKHAN'S HOUSE WAS "A LEARNING EXPERIENCE."

RUMORS THAT ROB BASE DIED OF AIDS WERE SQUASHED IN "KILL THAT NOISE!"

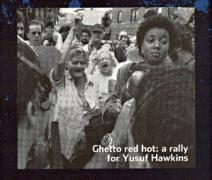
as the murder of Black Panther co-

founder Huey P. Newton rounded out a year filled with hella racial tension. Looking to provide some healing that year, New York City elected its first African-American mayor, David Dinkins. Meanwhile, KRS-One of Boogie Down

SOUTH BE

Productions led the Stop the Violence Movement in an effort to bring awareness to issues of Black-on-Black crime with the gold-selling single "Self-Destruction." Yet in the midst of all that, hip-hop heads

just wanted to dance as the new club craze, house music, made inroads. Due to the success of the Jungle Brothers' hiphouse club hit "I'll House You" a year earlier, rappers from Special Ed to Rob Base began incorporating house music tracks on their albums.



### 1990 BAP ATTACK

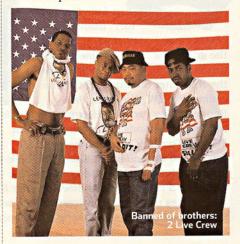


"PEOPLE WORSHIP THE DRUG DEALER, THEY WORSHIP THE GANGSTER, THEY WORSHIP ANYBODY OF ILL AND MORAL DECEIT. BECAUSE IT'S AGAINST THE FLOW."

-chuck o

ip-hop stomped into the '90s by flexing its commercial muscle. The dance-hop of Kid-N-Play was felt on the silver screen with the release of House Party, which grossed over \$26 million. In addition, the duo had a short-lived cartoon series that year. Also hitting the TV screen in a major way was the Wayans Brothers' hiphop-inspired sketch comedy series, In Living Color, as well as the nationally syndicated hip-hop video show, Pump it Up. Because they were Nasty As They Wanna Be, Miami-based 2 Live Crew had their album banned in the state of Florida after a Federal District ruled that the album was obscene, and therefore illegal. Rapmania, the three-hour, pay-per-view televised concert showcased every influential hip-hop personality past and present.

Politically conscious hip-hop reached its zenith, largely sparked by P.E.'s third album, *Fear of a Black Planet*, going platinum two weeks after its release. Later that year, America began its first highly controversial war with Iraq.





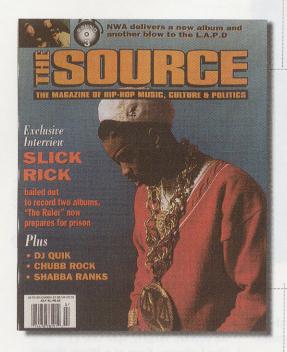
NOV./DEC. 1989:
IN THE EAR TO THE STREET SECTION, WE REPORTED ABOUT THE F.B.I. SENDING A LETTER TO THE PRESIDENT OF PRIORITY RECORDS ABOUT N.W.A.'S SINGLE "FUCK THA DOLLOF"

MONTH '90: DERIK "D-DOT" ANGELETI, AKA "THE MADD RAPPER," WAS FEATURED IN "RAP ON CAMPUS" AS A MEMBER OF TWO KINGS IN A CIPHER. MARCH '90: THE SOURCE RAN A MAJOR COVER STORY ON MALCOLM X.

EAR TO THE STREET: A MOMENT OF SILENCE FOR HEAVY D & THE BOYZ'S DANCER TROUBLE T-ROY.

OCT. '90: THE SOURCE RAN A SISTERS 4 SISTERS FEATURE EXPLORING FEMINISM AND HIP-HOP.

### 1991 BEALITY BITES



"WHY WOULD YOU

-glick Bick

efore Canibus declared he'd eat his first MC. Jeffrey Dahmer became the most

famous cannibal in American history, (Hannibal

Lecter came a very close second in the grisly The Silence of the Lambs debut.) Magic Johnson retired from the NBA after announcing that he contracted HIV. However, Paul

Reubens, aka Pee-Wee Herman, took safe sex into his own hands at a porn theatre in Florida. The Gulf War got the jump off jumpin' off in the Middle East, but there was fun to be had too. Nintendo released the Super NES and Capcom's Street Fighter II hit the arcades providing our favorite MCs with a virtual catalogue of ass-kicking metaphors. At the movies, John Singleton made his

directorial debut with the gripping Boyz N the Hood. Imagine how much it would cost to get Ice Cube, Larry Fishburne, Angela Bassett,

> Cuba Gooding Jr. and Nia Long together in a flick today....



**MATHEMATICS** 

25,000

is how many copies a day DJ Quik's Quik Is the Name was selling at press time for the July '91 issue of THE SOURCE.

\$800,000

was Slick Rick's bail in 1991. Once re-leased. he recorded 2 albums and 5 videos within 6 weeks.

is the number of mics given to Public Enemy's Apocalypse 91: The Enemy Strikes Back.

is the number of people who attended a Berkeley, California, BDP concert shut down by the cops.

THE SOURCE COVERAGE

THE SOURCE'S COMIC STRIP, "A VIEW FROM DA UNDERGROUND" DEBUTED.

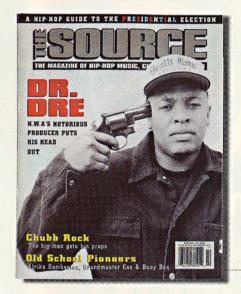
THE MIND SQUAD WENT INTO THE BELLY OF RAHWAY PRISON TO FIND MUSICAL TALENT IN "LIFER'S GROUP."

SHABBA RANKS WAS A MIC CHECK OF THE MONTH WRITTEN BY BDP MEMBER JAMAL-SKI.

"BITS AND PIECES" REPORTED THAT RAPPERS BYTCHES WITH PROBLEMS PAID VIDEOGRAPHER GEORGE HOLLIDAY \$1,500 TO USE HIS FOOTAGE OF THE RODNEY KINGBEATING IN THEIR MUSIC VIDEO "WANTED."

IN "FAT RIDES OF THE RICH AND FAMOUS," PETE NICE OF 3RD BASS CONFESSED TO TRYING TO BRIBE HIS WAY OUT OF BEING TOWED BY OFFERING "A BOX OF KMD T-SHIRTS, \$400 CASH AND A DEF JAM

### 1992 LAWAND DISORDER



THEY SAYIN'I **BEAT UP SEVEN** POLICE, INCITED A

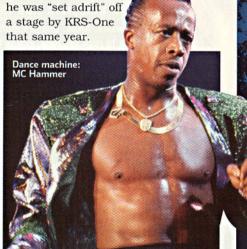
n April 29, a jury acquitted the four police officers accused of beating Rodney King even though the incident was caught on tape

for the world to see. In response, Los Angeles residents rioted, making "Reginald Denny" synonymous with being in the wrong place at the wrong time. Ice Cube and Ice-T gloated about having seen this coming a mile away, while the more politically minded fired George H. W. Bush and voted Bill Clinton into office.

Tone-Loc began a lucrative voiceover career as the dookie-diapered Pee-Wee in Robin Harris's animated favorite, Bebe's Kids. But on the flip side, MC Hammer's Hammerman cartoon was yanked from ABC's Saturday morning line up. It must have been the talking shoes. And speaking of Hammer time in some shoes, Eddie Murphy put foot fetishes on blast with some help from Martin Lawrence and

Chris Rock in the hilarious Boomerang. The soundtrack featured P.M. Dawn singing on the sleeper hit "I'd Die Without You." He definitely missed his calling, but P.M. Dawn's Prince Be did-

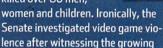
n't miss the floor when

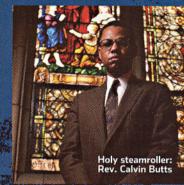


1993

MENACE II SOCIETY was the flick that year and was the ideal title for a grisly 12 months. On Feb. 26 a bomb went off at the World Trade

Center injuring more than 1,000 people and killing six. Several weeks later, the feds showed up in Waco, Texas, with tanks and tear gas to serve a warrant to cult leader David Koresh, They killed over 80 men.





popularity of games like Mortal Kombat. But it was no game when Lorena Bobbit cut off her husband John's joystick with an 8-inch carving knife. Supporters of hip-hop fended off an attack on their rights when Rev. Calvin Butts of Harlem's Abyssinian Baptist Church attempted to run over "offensive" CDs and tapes with a steamroller. Butts was probably paid off by local barbers when Onyx's platinum debut, Bacdafucup, ushered in a wave of lowmaintenance baldies.

THE SOURCE COVERAGE

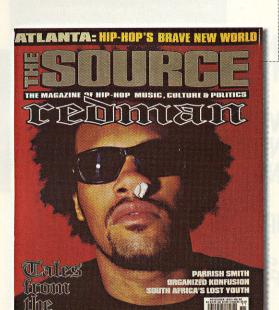
N; HEAVY D SPOKE ON THE CELEBRITY BASKETBALL TRACEDY AT V YORK'S CITY COLLEGE; THE BREAKUP OF THIRD BASS WAS CON FIRMED IN "EAR TO THE STREET.

FLAYORS OF THE MONTH FEATURED KID N PLAY'S MARVEL COMIC DEBUT AND KOOL KIM FROM THE UMCS WAS INVITED TO WRITE THIS MONTH'S LEAD EDITORIAL.

ONE OF HIP-HOP'S FAVORITE FUNNYMEN, DAVE CHAPPELLE, EXPLORED THE HAZARDS OF THE "N-WORD" IN OUR PUNCH-

BARRY WHITE COSIGNS HIP-HOP IN THE MARCH ISSUE. "THE INDUSTRY NEEDED NEW FORMATS AND NEW MEANS OF

## 1994 figh



t was an even-numbered year with

the moment Rudy Giuliani gave vendors

odd happenings. Evil NYC mayor of

on 125th Street in Harlem the boot,

Mandela became President of South

Arsenio Hall got the heave-ho, Nelson

Series. Just a week after Nas's

classic, Illmatic, revived a stagnant NY scene,

OutKast's own unveiling Southernplayalisticcadillacmusik stimulated an already budding Southern-flavored hip-hop movement. C. Delores Tucker tried in vain to get enough people to hit the mute button on gangsta rap while

ice skaters like Nancy Kerrigan were getting lumped up. Craig Mack's "Flava In Ya Ear" got the ball rolling early for a fledgling label called Bad Boy Records. The usually smiling, happy go lucky Negro poster boy, O.J. Simpson, allegedly went postal and made the white Ford Bronco

dandksiide

"WHEN A MOTHAF\*\*KA JUMP OFF A BUILDING ...

**MATHEMATICS** 

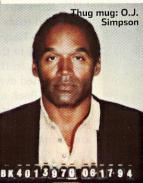
The average mic rating for all the LPs reviewed in Record Report that year.

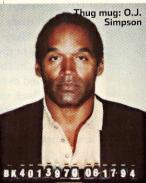
The number of letters printed criticizing THE Source's controversial Luke Campbell/ Miami bass feature.

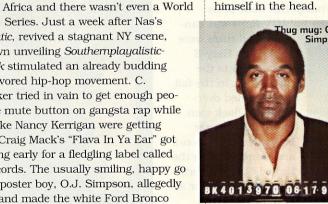
The number of copies of THE SOURCE's Luke Campbell feature sent back with vomit on it.

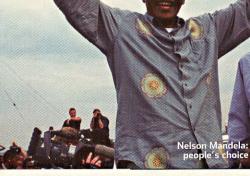
The time on Flavor Flav's clock on the cover of the Aug. '94 issue.

the least popular truck in America. Serial killer Jeffrey Dahmer was killed in prison, former president Richard Nixon died of a stroke, and the father of grunge, Kurt Cobain, shot himself in the head. Thug mug: O.J.









THE SOURCE COVERAGE 1994

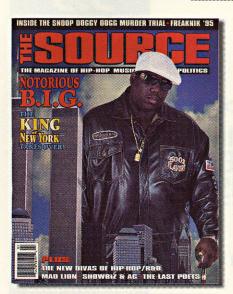
"LOOKING FOR THE PERFECT BEAT" BROKE DOWN THE NCESTUOUS RELATIONSHIP BETWEEN HIP-HOP AND

"LYRICS TO GO" PUT THE SPOTLIGHT ON FREESTYLING AND CHALLENGED WANNABE MCS WHO COULDN'T RHY OFF THE TOP

"36 THINGS THAT BLEW UP BECAUSE OF CRACK." T.R.O.O.P., DAPPER DAN AND FAKE GOLD ROUND OUT THE LIST.

"HEAD TRIPPIN'" REPORTED ON THE ADDITION OF PSYCHE-DELIC DRUGS LIKE ACID AND MUSHROOMS TO THE HIP-HOP LIST OF VICES AND "DEATH CERTIFICATE" EXPLORED THE PLIGHT OF JOURNALIST MUMIA ABU JAMAL.

## 1995 FOLLOW



"WHAT I REALLY

t was halfway to the end of the millennium and '95 was definitely live. Big Poppa was popping Moët and we all wanted one more chance to floss with the boss, but it was a serious year.

Michael Jordan came out of retirement (for the first time), Mike Tyson got out of jail and Suge Knight flexed his muscle at your favorite rappers, plus Mobb Deep made the year's

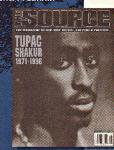
theme song "Shook Ones Pt. II." A little thing called the Internet started getting too popular for dial-up and Zaire's flesh-eating Ebola virus made global headlines. Brothers tired of The Man cheered while status-quo-lovers jeered as O.J. was found not guilty and Johnnie Cochran got real popular. Hip-Hop and Hollywood's affair made superstars out of Ice Cube and Chris Tucker in Friday. But none of us laughed when Yo! MTV Raps was can-

> celled and tears were shed when Eazy-E succumbed to the AIDS virus. In the fall, an estimated over-400,000 Black men answered Minister Louis Farrakhan's call and dropped in on the United States government's doorstep for a day of atonement.

### SEX AND VIOLENCE

NINETEEN NINETY-SIX was definitely mixed. Slick Will Bill Clinton re-upped for another term as our pimpin' president. Freaknik

had its last really good vear before it became known as "Weaknik." But Atlanta still hosted worldclass athletes, Olympic style. However, festivities were marred by a pipe bomb exploding at Centennial Olympic Park, killing one Black woman.



Elsewhere, the Unabomber was arrested. As the party continued, Dr. Dre walked away from Death Row, Lil' Kim and Foxy Brown wore less, spat more, The Fugees reigned supreme and those skeptical about hip-hop's future should not have had any reasonable doubts. There was "mad cow" disease in Europe but unfortunately, East vs. West sirloin started grilling at home. We caught on to New Orleans' secret as Master P's grassroots success ushered in a new way of doing business with record labels. On Sept. 7 the hip-hop nation collectively held its breath after Tupac was shot and exhaled wails of grief and sorrow when he succumbed to his wounds six days later.





"HE [POSSESSED] THE SOUL AND THE HEART OF AN ARTIST AND THE MIND OF AN EXECUTIVE," SAID JERRY HELLER OF THE LATE ERIC "EAZY-E" WRIGHT.

IN "MAD FACE MOGULZ" STICK Y FINGAZ SET THERECORD STRAIGHT ON ONYX'S "THROW YA GUNZ." "IF A SOLDIER DIES THEY DO A 21-GUN SALUTE ... NO ONE QUESTIONSTHAT," HE SAID.

"IF NOTHING WORKS OUT IN CHICAGO, I'LL JUST GRAZE THE GRASS LIKE A HORSE." DENNIS RODMAN THE SOURCE SPORTS.

MAY '96: BUCWILD'S "GANGSTA TREE" DEFINED THE ROLES OF HIP-HOP'S BAD BOY'S FOR ALL WANNABES.

### 1997 MEMORIES LIVE

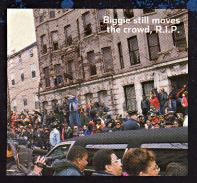
In 1997, Too MANY of our people were recognized with moments of silence. The greatest rapper of all time died on March 9, but thanks to the diamond-selling *Life After Death*, The Notorious B.I.G. dominated music in 1997. Biggie's mentor,



Puff Daddy, became a superstar via his tribute to his fallen friend and was also the forerunner in hip-hop's late -'90s infatuation with everything bling. Alleged serial killer Andrew Cunanan gunned down Gianni Versace, a

designer of choice among hip-hop fashionistas, in July. And by the end of the year, Princess Di, Betty Shabazz and Mother Teresa were also gone.

NYPD officer Justin Volpe gave conscious rappers three albums' worth of material after brutally assaulting and sodomizing Haitian immigrant Abner Louima in August. In sports, Mike Tyson bit Holyfield's ear in their June title bout and Latrell Sprewell choked his head coach P.J. Carlesimo during a heated team practice. In case you missed those two events, Ghostface Killah and Nature cleverly referenced them in "Holocaust" and "Banned From TV," respectively.



## 1998 KEEP IT ON



"WE ARE NO MORE A TRIBE CALLED QUEST. THIS IS IT, THIS IS OUR LAST ALBUM."

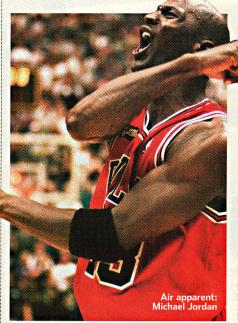
-Q-T1P

itanic-mania engulfed the nation, but hip-hop's heart sank when A Tribe Called Quest announced their retirement. As if that wasn't bad enough, Michael Jordan took a three-year hiatus following his storybook ending in the 1998 NBA finals. Proving his heart would go on without Suge Knight, Snoop Dogg signed with No Limit Records. Snoop's new boss, Master P, reinvented the advertising game with his label's ridiculously gaudy Pen & Pixel Graphics Inc. ads. Also enjoying great success in 1998 were Jay-Z, Lauryn Hill and DMX. However it wasn't so lucky for President Bill Clinton, who spent 1998 recovering from the most politically relevant blowjob in history. Eventually Clinton was impeached, the definition of "is" was

debated and a Lewinsky became the term for oral sex until Fabolous coined 'swal-

lowing kids.' In a related matter, the U.S. Food and Drug Administration approved

the sale of the wonder drug Viagra. Date night at the Senior Rec Center would never be the same.



BETWEEN THE SHEETS:
THE SOURCE COVERAGE

INE '97: RATA: "IN THE ALTE

ERRATA: "IN THE ALTERNATIVES SECTION, WE FALSELY IDENTIFIED BILLY LAWRENCE AS A WHITE GIRL. SHE IS OF AFRICAN- AMERICAN DESCENT. WE APOLOGIZE FOR ANY MISUNDERSTANDING THIS MAY HAVE CAUSED."

SEPT. '97:

EAR TO THE STREET: JERU SIGNS ON AS SPOKESMAN FOR SQUEEZ'R JUICE. FOR ONCE, RAPPERS WERE HAWKING MORE THAN JUST ALCOHOL. APRIL'98

EAR TO THE STREET: "HOORAY FOR HOLLY'HOOD" ITEM ON THE MOTION PICTURE BELLY. WE WROTE, "THIS FEATURE SHOULD HAVE NO DROPE HAVE NO DROPE HAVE NO BOOK HOUSE AT THE BOY OFFICE "GODDY.

SEDT '98-

"ON THE ROAD TO THE RICHES" EXPLAINED HOW HARD IT IS TO COUNTERFEIT THEM BIG-ACE 20s AND IN HER COVER STORY, QUEEN LATIFAH DISMISSED THE LESBIAN RUMORS WITH: "I DON'T REALLY GIVE A FUCK ABOUT WHAT PEOPLE THINK ABOUT MY SEXUALITY."

## 1999



"I BELIEVE THAT YOU **ARF AS SMART AS** 

RUSSELL SIMMO

usta Rhymes thought there was only one year left, but there were flashes of apocalyptic behavior

throughout 1999. NATO air strikes ended the reign of Serbian butcher Slobodan Milosevic. but the most disturbing event of the year occurred on April 20, when Dylan Klebold and Eric Harris killed 12 of their schoolmates and one teacher in Columbine, Colorado. The Matrix movie was blamed. When the Hard Knock Life Tour pulled into Denver, the performers donated their salaries from that show to the victims' families. The violence-free tour helped revitalize arena shows in hip-hop. But the feeling of goodwill didn't extend to everyone. Jay-Z stabbed Lance "Un" Rivera after accusing the rotund record exec of bootlegging his new album. Y2K hysteria also grabbed hold of Puff Daddy. What else could explain his champagne-bottle attack on Steve Stoute and his role in the Club NY

brawl that put Shyne behind bars for a decade?



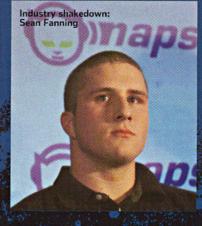
### 2000 **CRUSH ON YOU**

THE Y2K Bug was squashed but Sean Fanning's Napster proved to be an even bigger pest to the music industry.

Millions of audiophiles frantically downloaded songs from the filesharing service and Dr. Dre was one of the first to sue, alleging that they were violating his copyrights. Undeterred, Nelly packed an AK-47 in his Range Rover and



taught more than 9 million fans about his Country Grammar. Computers weren't used, unfortunately, to figure out who won the Presidential election and the



Supreme Court had to step in on the manual recount of Florida ballots in the closest Presidential race in history; they chose Bush 5 to 4. THE SOURCE Hip-Hop Music Awards gave UPN its highest ratings night in two years and The Source.com expanded the brand to the digital-minded. But hip-hop lost a soldier when Christopher "Big Pun" Rios passed on Feb. 27, 2000.



"THE SNITCH FACTOR" THE SOURCE TACKLED THE CONTROVERSIAL USE OF TESTIMONY FROM PAID INFORMANTS IN CRIMINAL CASES. CRITICS OF THE SYSTEM ARGUED PROSECUTORS WERE VIOLATING FEDERAL BRIBERY LAWS BY OFTEN COMPENSATING THESE SNITCHES.

"TRIPLE HOMICIDE." BOOTLEGGING CAUSED MOBB DEEP AND NAS TO RUSH TO COMPLETE TRACKS FOR THEIR LPS. THE SOURCE COMPARED THE MURDA MUZIK BOOTLEG WITH THE ONE THAT RECEIVED 4.5 MICS.

RALPHIE'S KIDS, AKA THE LO-LIFES, BROKE DOWN FOR THE SOURCE EXACTLY HOW THEY TERRORIZED THE RETAIL CLOTHING INDUSTRY.

FEB. '00
NEW MILLENNIUM SAMBO JAR JAR BINKS WAS UNMASKED IN
"WHO'S THE MAN," AND "WORLD PARTY" COVERED THE CELEBRATION OF HIP-HOP'S 25TH BIRTHDAY.