

THE HEALTH OF BLACK AMERICA • BEAUTIFUL BACHELORETTE

EBONY

JULY 2007 USA \$3.50

SPECIAL REPORT

Who you a collin'

EBONY Magazine engaged in an honest



CHAMILLIONAIRE

COURTESY OF ARTIST

"I see the need, and I am committed to four things. One, we need education. We've got to start almost from scratch dealing with the development of an agreement on what respect is.

Second is mediation. What happens in a case like the Imus case, where you have someone whose language violates someone else to the extent that it creates pain and discomfort? We've got to train people as Martin Luther King Jr. did in being able to mediate the confrontations that occur to ensure that we can get past disrespect.

The third level is transformation. Both institutions and individuals will have to embrace a new behavior. Last, we need to affirm. A guy like Sinbad has had a very successful career without basing it on vulgarity and profanity. We have to affirm the people who represent what we say we believe in.

Through education, mediation, transformation and celebration, I think we can make an impact on the culture. I think it is possible to impact a culture so you have a real shift in the culture. What we have to do is develop a movement where we can be a critical difference in the culture and make a shift from disrespect being normal to disrespect being abnormal.

You can't get rid of disrespect, but you can get rid of it being normal. It's the restoration of shame. One of the things that drives older people crazy is there seems to be no shame. And where there is no shame, there's no honor. And where there is no shame or honor, you have complete social breakdown."

- *The Rev. DeForest B. Soaries, Jr., pastor, 55, of the First Baptist Church of Lincoln Gardens in New Jersey. Soaries was the liaison between the Rutgers University women's basketball team and Don Imus.*

“When someone makes a racist or sexist comment, it says something about that person’s moral standards, and I think that’s the *internal problem* with our society.”

- *Chameillionaire, 27, rapper and creator of the hit song "Ridin'"*

"I think we're in danger because [there's a] lack of understanding. There's a huge sector of positive music that hasn't been given the platform to be exposed, but mainstream glorifies the majority of hip-hop music that inspires none. I believe the blatant disrespect for women is being promoted by mainstream media. I see it in beer commercials, food commercials and car commercials. I see it in film, TV and movies. I hear it in music, on radio and satellite. It's up to women and the men who have any sense to speak up and out in response to the statements that have been made and are being made."

- *MC Lyte, 35, rapper, Brooklyn*

"This is broken down to the basic fundamental of business... If you do not like it, you do not have to support it."

- *Daymond John, 37, founder of FUBU*

"When a Black DJ gets fired for playing yet another 'bitches ain't sh-- but hos and tricks' song as representation of how we feel about Black women, then I will be impressed."

- *Maya Sokora, 34, artist, Dallas*



MC LYTE

KOENIGSBERG

www.daymondjohn.com

