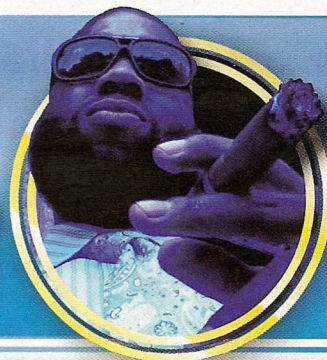


THE WORLD ACCORDING TO THE JEWELRY MAN



My name...*EbenGregory*.

My specialty...dropping jewelry and making words dance using a technique the world has never seen before. Read me and become high.

★★★ THE RAGE AGAINST THE MACHINE AWARDS ★★★

Because In Order To Become The Master, The Politician Sometime Poses As The Servant...Or Not



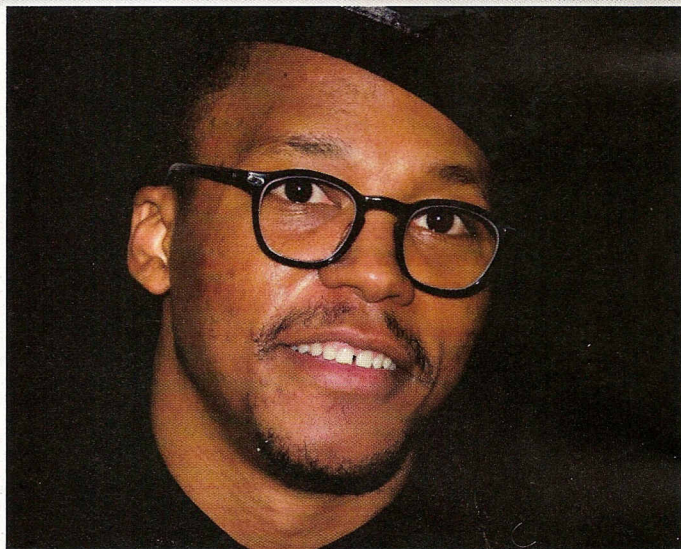
The Contestant: **NAS**

Commercialism, in its original meaning, is the practices, methods, aims, and spirit of commerce or business.

Today, however, it primarily refers to the tendency within capitalism to turn everything into objects, images, and services sold for the purpose of generating profit. Kinda like how Nas thinks THE EXECUTIVES over at DEF JAM have been so commercialized, they're just a bunch of empty suits — which is why he penned the empty suits an email.

And now... a condensed version of Nas' email: "People connect to the artist at the end of the day; they don't connect with the executives. Honestly, nobody even cares what label puts out a great record; they care about who recorded it. Yet time and time again it's the executives who always stand in the way of a creative artist's dreams and aspirations. You don't help draw the truth from my deepest and most inner soul; you don't even do a great job at selling it.

The #1 problem with Def Jam is pretty simple - the executives think they are the stars. You aren't... not even close. To the consumer, I COME FIRST. Stop trying to deprive them! I have a fan base that dies for my music and a rap label that doesn't understand rap. Pretty f----- up situation." I see, I said. And now... Man exploits man and under commercialism, it's just the opposite, ice jewelry. Did you see it?



The Contestant: **LUPE FIASCO**

Did you know Hip Hop commercialism has clear parallels with industrial pollution? Just as modest amounts of waste can be absorbed by the natural environment, modest amounts of commercialism can also be assimilated by our cultural environment. Large amounts, however, can totally overwhelm either environment, and such is the case today, which is why Lupe penned an open scribe to MTV, after MTV wrote Lupe an open scribe explaining how to make Lasers, his next musical offering, a commercialized success.

And now... Lupe's open scribe to MTV: "Oh snap... MTV (illuminati's favorite network) back on the attack... why can't y'all just chill out? Salacious banality at the speed of light? I think I've been very good-natured with you. I personally know several employees of your company. You guys know me as well. I'm confused. Where is the true music journalism??? Where is Suchin?! What happened? Where are the honest critiques of cultural expression? For it's not about being RIGHT, it's about being HOT. Fame over self-awareness and virtue Hedonism over self-respect. Celebrity over cerebral. A destroying force in our culture and society just like the rest of the useless vapid spectacles that pour out of our TVs and radios.

We want the REAL MTV back!" "I see," said the blind man. And now... Hip Hop commercialism explodes out of a shotgun and sprays everyone in its path, kids included, ice jewelry. Did you see it?

★★★ AND THE WINNER IS...★★★

I haven't figured that out yet.

★ ★ ★ SPOTTING FUGAZI ★ ★ ★

What They Said, What EbenGregory Thinks They Mean

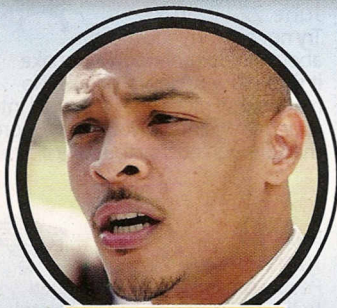


SLIM THUG

“See, I like Biggie. I think he jam or whatever. But, I don’t think he put out enough music to be [considered] the best ever. He only put out two albums, due to him losing his life. And I’m from the South; I’ll put cats like Scarface on the list.”

- Slim Thug explaining why he snubbed B.I.G. from his Top 5 rappers list.

What EbenGregory Thinks They Mean: There is no such thing as public opinion. There is only published opinion.



T.I.

“I have been in a position to see clearly how fast the public will throw you away. They would rather see you suffer than to see you shine. Especially when all the people that are judging and pointing the finger at me, are doing as bad, if not worse than me, without doing as much good as me.”

- T.I. trying to make sense of people throwing stones, although they too... live in a glass house.

What EbenGregory Thinks They Mean: If you live in a glass house, get dressed in the basement.

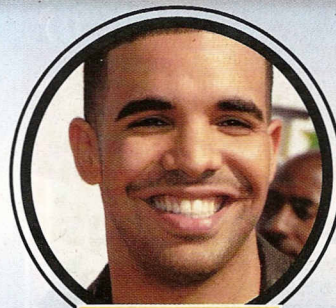


CIARA

“Deuces. No more interviews about it. This is the last time we’ll talk about it... hopefully. Radio interviewers, there’s nowhere you can really go with this. We’re women, supporting women, uplifting each other. The boxing gloves are in the corner over here. We’re good.”

- Ciara and Keri Hilson during a recent uStream interview together in hopes of deading their rumored beef.

What EbenGregory Thinks They Mean: Fighting for peace is like f----- for chastity. I’m just sayin’.



DRAKE

“The weirdest part is always having to have security. Sometimes I just want to hop in a cab, or walk up the street and get an iced tea. Then it comes a time where you do it and sometimes you realize why you shouldn’t. People have tried to get at me in ways where it’s a little scary.”

- Drake, revealing how his success has forced him to beef up his security.

What EbenGregory Thinks They Mean: When you’re safe at home you wish you were having an adventure; when you’re having an adventure you wish you were safe at home. *Kanye shrug*

★ ★ ★ TOP 10 COLUMN - THIS WEEK ★ ★ ★



TOP TEN BUSINESS CONCEPTS THAT RECORD LABELS NEED TO BE REMINDED OF...

10. A shady business never yields a sunny life.
9. To control your cow, give it a bigger pasture.
8. There is less to fear from outside competition than from inside inefficiency.
7. In this business it takes time to be really good — and by that time, you’re obsolete.
6. The most successful business is the business who holds onto the old just as long as it is good, and grabs the new just as soon as it is better.
5. Just because everything is different, doesn’t mean anything has changed.
4. A greedy father has thieves for children.
3. A satisfied customer is the best business strategy of all.
2. If you need a new process and don’t install it, you pay for it without getting it.
1. You can’t do today’s job with yesterday’s methods and be in business tomorrow.

SOMETIMES IT TAKES AN EXPERT TO POINT OUT THE OBVIOUS. HUH, EBEN GREGORY?