

# Ras Kass, Core Audience

[talking/scratching]

Quiet down, quiet down..  
Now listen, now listen..

[Verse 1]

Hip Hop!  
?? to the bop perputatin' Left Eye  
and the .22's, .45's, uzis, techs and 9's  
but can you rhyme though?  
Cuz niggaz went overboard with straps and just subtract that  
most of 'em can barely rap worth jack shiiiiit!  
We all lick shots wit' unregistered burners  
and at one time or another played Ike Turner  
Ain't shit to be braggin' for ass backwards actors pack gats for show and tell  
So they can sell and certify gold, chart billboard claimin' they killed more niggaz  
Underground hardcore. But far more mainstream than Hammer  
poppin' trunks, stuffin' pumps  
and smokin' blunts sells more records than "Pumps & a Bump";  
Violence is a new platinum gimmick  
Call it the double cross crossover  
A rose by any other name is "Seal";  
you claimin' that you "represent the real niggaz life";  
but only represent it for a price  
Cuz if next week the new fad was hiphop fags  
you'd find a lot of hardcore niggaz in DRAG  
Shit is bad and we acknowledge this but at a certain point you only perpetuate it  
So NEXT TIME you rhyme about physically buckin' somebody  
[POW!] instead of "nigga"; say "whiteboy";  
and see how quick the devil PROTEST it  
wanna see yo' ass ARRESTED, your label wouldn't SUGGEST it  
They say it's BEST if you stick to killin' niggaz  
o some 10-year old can claim he pimps ho's  
find his daddy's glock 9 and give his sister a 2 inch hole  
between the eyes -- the influence is obvious  
Music ain't supposed to be raisin' your kids but in 1995 it is  
I know it is -- ?? goes from ghetto to gettin' mo' dough  
but silly ass niggaz need to know [need to know]  
That before it makes dollars it must make sense  
I kick my shit for the core audience

[Chorus]

For the core audience I kick the artform shit (Repeated 6X)

(Cut of speaker talking)  
"We ARE the music industry and we have to take control  
You strip the BLOOD of the Black community  
and you feel we have now right now to say something about it?!"

[Verse 2]

Now niggaz always reminisce about the old school days in the park  
you have to realize hiphop was fucked from the start  
When Sugar Hill got major distribution threatned existence  
we didn't control our shit once rap became a music business  
Music: the art of expression, combinations of tones  
Business: the exploitation for profit of an artform  
Conflict of interest, two seperate entities  
Niggaz pretend to be real but still sleeping with the enemy  
and not to diss Rick Rubin but who let the jews in?  
Our only solution create our own institution  
Manufacturing, marketing, production and distribution cuz Blacks are 99% consumers

[For example]

Now "rapper X" got skills his band "producer of the year"  
got a distribution deal with "Real Records";  
"Real Records" is a subsidiary of "Ruben Tony Inc."  
"Ruben Tony" is owned by "Poly/Sony";  
"Poly/Sony" distributes to the record store  
the record store receives the product from the manufacturer  
[but wait there's more]

Now the manufacturer fucks the record store  
who was fuckin' "Poly/Sony" who was fuckin' "Ruben Tony";  
"Ruben's" robbin' "Real" who's fuckin' "producer of the year";  
and "rapper X" is still broke, so who got fucked the most?

The artist creates the market but receives the least profits  
it started in the streets but got FUCKED by the office

So that's why I remain anonymous

symbolic of cuttin' out the middle man and keepin' mine autonomous

I'd rather be major on a minor than minor on a major label

I'm willin' and able to put your label on my choppin' table

recycle Black dollars but not go pop and if I flop

at least I stayed true to hip-hop

[Chorus]