

No Advertising for Hip Hop Web Site Because of the 'N' Word

Written by Robert ID3449

Thursday, 15 March 2007 22:59 -

A hip hop website contest is prohibited from advertising on major ad networks because of the 'N' word.

Online search giants Google and Microsoft have rejected an advertisement campaign from hip hop web site RapSpace.tv, citing use of the N-word as the lyrical theme in a contest being held at the popular hip hop social network.

"After escalating this issue to a specialist, it has been determined that the content of the (hip hop web site RapSpace) landing page is in violation of our hate/anti policy," wrote Google Adwords rep Amy Q. "Although the landing page is not against a specific group, users who may visit the site may be offended by the derogatory language." Microsoft Adcenter simply wrote: "this ad did not meet editorial guidelines. "

"Our CEO is an African-Canadian, I am of Indian heritage and another partner is half-Jewish," wrote the producer for the hip hop web site RapSpace.tv Sudha Krishna in an unsuccessful appeal to both companies. "We firmly believe in equality but we also believe in the using public discourse and creative expression to achieve those goals of equality."

The contest, launched Feb 26th, awards a cash prize to the online hip hop rap performance that best analyzes use of the N-bomb in hip hop culture.

The move by the online companies follow on the heels of the banning of the N-word by the New York city council last month as part of a nationwide movement triggered by civil rights activist Jesse Jackson and Congresswoman Maxine Waters in response to the November 17th racist meltdown by former Seinfeld star Michael Richards at LA's The Laugh Factory. In addition to the N-word ban, Jackson has also launched a boycott of the four-disc seventh season DVD of Seinfeld.

"It's absurdly ironic that we cannot even advertise a contest that encourages the biggest users of the N-word - rappers to have a voice in the debate over a word they've popularized in the first place. This kind of runaway censorship just empowers the word" explained Krishna.

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"Even Michael Richards admitted as much about the power of the N-word if you watch the video carefully," added RapSpace creator MMG. "After blowing away the hecklers and clearing the club by dropping those N-Bombs, he ends the tirade by saying "you see? There are still those words." As well-intended as Reverend Jackson and New York City Council may be, their actions have made the word more powerful as our situation shows."

Launched in November 2006, RapSpace.TV is a leading social media website where rappers from around the world record and publish performances for a thriving community of hip hop fans. Similar to a blend between MySpace and YouTube, RapSpace offers the best in "web 2.0" technologies to allow hip hop and rap fans to connect with each other and discover the next Nas, Mos Def or Jay-Z.