

LEGISLATIVE RESOLUTION commemorating the 30th Anniversary of Video Music Box and honoring its founder Ralph McDaniels

WHEREAS, It is the sense of this Legislative Body to recognize and commend those musical organizations that have brought entertainment and cultural enrichment to the citizens of the great State of New York; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commemorate the 30th Anniversary of Video Music Box and to honor its founder Ralph McDaniels; and

WHEREAS, Before MTV paid any attention to hip-hop or BET even existed, there was Video Music Box, one of television's first programs to ever feature hip-hop videos primarily; and

WHEREAS, Founded in 1983, Video Music Box premiered videos from various hip-hop acts that would not get airplay elsewhere and was responsible for breaking many new artists during its run; Uncle Ralph will be honored by dozens of performers, including Homeboy Sandman, Children of the Night, and Eric Sosa; and

WHEREAS, Broadcast on public television in New York, Video Music Box was the brainchild of visionary Ralph McDaniels; and

WHEREAS, Ralph McDaniels, a native of Brooklyn, New York, is a hip-hop culture pioneer, entrepreneur, and visionary who created Video Music Box, the first music video show focused exclusively to an urban market-broadcast on public television; and

WHEREAS, Growing up in both Brooklyn and Queens, Ralph McDaniels aspired to be a DJ; he attended New York Institute of Technology where he studied Communications-TV-Film and graduated in 1982; and

WHEREAS, It was at this time that Ralph McDaniels started noticing an alarming array of talented hip-hop artists continuously being rejected and suppressed by mainstream media, and he wanted to give those overlooked artists a platform where they could be acknowledged by the consumers who craved them; and

WHEREAS, Widely recognized by the music industry as the original tastemaker of the streets, Ralph McDaniels became more commonly known as Uncle Ralph in 1995 when Kool DJ Red Alert started calling him that on his radio show; and

WHEREAS, Ralph McDaniels is president of Uncle Ralph Productions, an on-air radio personality at New York's WQHT and is one of the executive producers of The Bridge, which he also hosts; he is also a co-owner of Onfumes.com; and

WHEREAS, Ralph McDaniels' influence in hip-hop culture stems from the astounding success of his 20-year hip-hop music show and spans over 25 years through the millions of viewers, fans, and consumers who have supported him throughout his endeavors in radio, television, and the fashion industry; and

WHEREAS, Recognizing a need to keep up with today's technology and a sense of responsibility to his audience, Ralph McDaniels developed the Video Music Box archives and offered MTV and VH1 access to feature music programming from his vast library of over 20,000 hours of video; and

WHEREAS, In 2006, Ralph McDaniels was approached with the idea to create an online version of his groundbreaking show; two years later, he along with a business partner officially launched Onfumes.com, an interactive video hosting/on-demand Web site where registered users could have unlimited access to McDaniel's archived collection of hip-hop and R&B videos, never-seen-before interviews, behind-the-scenes footage, and access to up-and-coming urban artists and filmmakers; and

WHEREAS, The arts, in whatever form depicted, are central to human expression; they are truly a universal language and their contribution

to the development of friendship and understanding among all peoples cannot be underestimated; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commemorate the 30th Anniversary of Video Music Box and to honor its founder Ralph McDaniels; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Ralph McDaniels.