



For Immediate Release

**ANGELA MCKENZIE SITS DOWN WITH HIP-HOP MUSIC INDUSTRY MAVERICK UNCLE RALPH MCDANIELS
FOR AN EXCLUSIVE INTERVIEW ON "INITIATIVE RADIO WITH ANGELA MCKENZIE."**

THE INTERVIEW CAN BE STREAMED AND DOWNLOADED AT [HTTP://WWW.ARCHIVE.ORG/DETAILS/IR-09-14](http://www.archive.org/details/IR-09-14).

New York, NY (November 30th, 2009) ... Just before Thanksgiving '09 on a chilly Wednesday afternoon Ralph McDaniels graciously made room in his hectic schedule to meet up with radio producer and on-air presenter Angela McKenzie for an in depth conversation about the crucial role he has played in the genesis of the Hip-Hop music industry in the 1980s and 90s and his continued relevancy as one of the elder statesmen of the Hip-Hop nation.

The name Ralph is German in origin and means wise and strong. This being the case Ralph McDaniels was rightly named by his parents and was also given the fitting moniker Uncle Ralph by music industry peer and icon DJ Red Alert. DJ Red bestowed the moniker upon McDaniels as a testament to his unrelenting efforts to help emerging talents make a breakthrough in a music industry that did not invest substantially in Hip-Hop musicians in the genre's early days.

Long before television stations like MTV played music videos from Hip-Hop and Urban artists, McDaniels a graduate of the New York Institute of Technology, possessed enough wisdom and foresight to know that Hip-Hop would eventually surpass Rock 'n Roll to become the music that now represents America universally. Over a quarter of a century ago, McDaniels approached WNYC TV - New York City's public broadcasting station, with the idea of airing music videos in a one hour package called "Video Music Box" (VMB) to showcase musicians who told tales of inner-city life through their beats and rhymes. Needless to say the idea was met with initial resistance but VMB's Nielsen ratings surpassed those of the station's traditional content and cleared the way for McDaniels to bolster famous and almost famous Hip-Hop artists of the past present and future. In fact it is fair to say that any Hip-Hop artist one can bring to mind, megastar or otherwise, made his/her debut on Uncle Ralph's VMB.

Angela McKenzie is pleased to publish the audio link to her engaging and edifying interview with McDaniels, which is underscored by vintage and current Hip-Hop music selections. The hour encapsulates his extensive career as a television producer; his work in video production for artists such as Whitney Houston, Public Enemy and Notorious B.I.G; and his influential role in the swift launch of Wu Tang Clan and the rise of Hip-Hop icon Nas. McDaniels also discusses his latest media ventures including Onfumes and his philanthropic work with anti-violence initiatives.

About "Initiative Radio with Angela McKenzie"

"Initiative Radio with Angela McKenzie" (IRAM) whose tag line is "Food for the Mind and Music for the Soul," is a nationally syndicated, weekly, one hour, public affairs program whose content focuses on the philanthropic and altruistic activities of corporations both for profit and not-for-profit, intergovernmental organizations, persons of repute and everyday people.

Each edition features a guest who is working towards the greater good in the community, at the national level or the world at large and added to the show's talk element are selections from every imaginable musical genre to compliment the topic of the day. The program broadcasts daily on multiple outlets of National Public Radio, Pacifica Radio, Public Radio International and some college stations.

IRAM is a not-for-profit project that falls under the auspices of the 501 (c) (3) charitable organization The AMcK Initiative, Inc. The program is funded solely by the generosity of loyal listeners and supporters of the public radio and public television mediums. Core listeners are college educated, business professionals, along with a growing youth audience as the show consistently highlights the work of emerging young artists, musicians and youth-led, charitable initiatives. To hear encore broadcasts of IRAM visit www.angelamckenzie.com/initiativeradio.html.

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