



the urban cry llc

SHOFAR: Preface

The Third Book in this Journal. A Testament and blueprint to insight whats real, our own realities we are left to cope with, and even more overcome. F.O.T.S, the 3rd installment in the Journal focuses the Podium and Product. From the Barrio to the Bottom and the world scope, The mature embrace the struggle, in the matter of role play and position in society. Products of our environment. The product is primarily, particularly the product of the environment. Due to media, propaganda, stereotype and roles we filled by incrimination, due diligence, and survival, our disposition is chained to the negative. Everything is in the name of survival, not sustainability. Not contribution to legacy. The other side to the light of this Journal is the Podium. In our age we call it platforms. The Elders and Ancestors spoke from a book, a Podium, humble as the soapbox. Colloquially Its a voice. The late Nigerian Author Chinua Achebe Calls it the "Arrow of God". The Podium rebels and goes against the grain of the construct of the products, its own byproducts, and manifold systems and schools of thought that create the product{products}. The Podium Prototype goes against all that creates dysfunction/destruction. Personally or corporately, community/ society. Nine times out of ten the "podium" prototype was born in the same environment; understanding change is an element they cant avoid. Many times the motivation and the mindset of the podium stems from pain itself, and the pain of what is experienced socially. The catalyst And gulf between both prototypes is choice. In the matrix they both play its part. And through time, we see the manifestations. In the aspect of this journal, the Actual fruit of the slum is the Podium prototype. In these dynamics between number statistics, stereotypes, degradations, struggles and societal structures, lets paint what I call. The product.

" The choices in our youth be the Product"-

zion antoni (independent recording artist)

Those unconscious of a generational curse become another Tier/Generation of the generational curse. Simply saying the dysfunctions of the current youth in our communities are the dysfunctions of yours, and your Fathers.



The product in our communities is evident, and self-fulfilling: if not contended. With lack of statistic charts numbers, targeted news reports and Prime-time documentaries. With lack of The Violent redundant cycle of death reported on the timelines of podcasts & Platforms, A lucrative commercial industry that exploits and sells our violent and dysfunctional narrative, *The Product* is all around you. Its up your corner block, in your project housing. in your *own* family. The product will always have the element of consequence. The product is the adapted ways of Criminology. Addiction, The Byproduct of poor education and the stream line of violence. The product fights poverty with narcotic distribution which produces more dysfunction. The product is incarceration, and the product fights violence with more violence, which creates the *greater* sense of loss. Nothing is new under the Sun, and the Product is Innumerable. Counting the number of us born of the product. Im going to close this all too familiar description with one fact: *The Product is always confronted with a crossroad. Always presented to change the cycle. The Product is presented the opportunity to break the cycle. The decisions rest in the hearts of the product. The product can be any gender, the sum of the mindset of people in an against the grain situation. But there is power in the sum of 1NE. But there is ...power in the sum of 1NE.*

"The rose that grew from Concrete"-

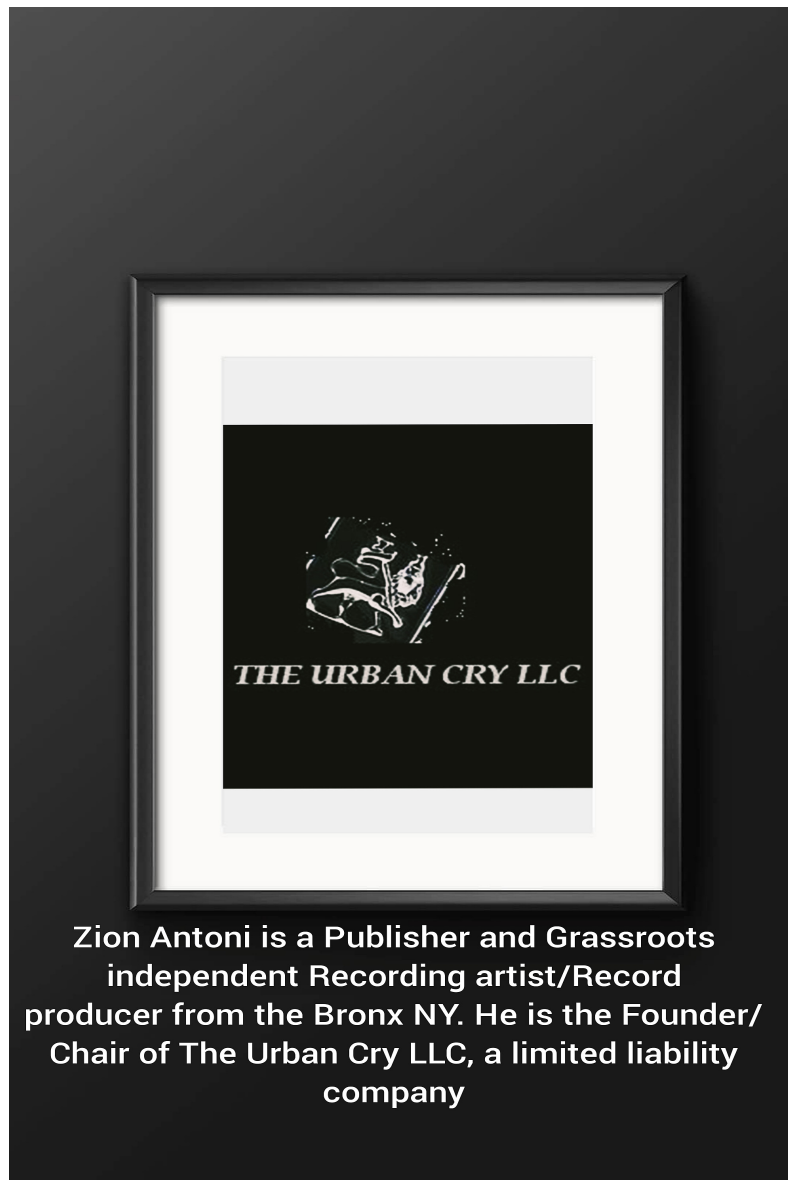
Eupac Amaru Shakur

Fruit of the slum. The great Tupac Shakur stated this timeless line, from his own book handwritten by experience. In this journal Amaru Shakur with this statement lays the prototype of the "Podium". The potent among the podium is cut from the same cloth. To add the fruit of the slum is something special. The "Hood" The "Ghetto" isn't conducive to bear any fruit. Chain conditions, chain mindset, that produces the same results, to add to the same actions to the same results. But lo and behold the very pressure of the environment yields the "podium".

The construct.

The podium is the product with experience and vision. Being cut from the same cloth, molded into a vision to yield more from the chain-link experience. Generational experience, the natural agent of change. The podium could be labeled a voice, that manifests in many forms. If the art or life choice speaks to people, speaks the alternative from the common product we know that is the product. What we see as we drive by, drive through and what we live in. What we see on the news what we raise our children in. The podium is consistent work, self work. Community

work. ***Beloved the podium is change. In the next Journal ill paint the first victim of the ghetto. Yet the first fruit of the slum, and under the right, the greatest successor. Shalom.***



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