

Purpose Excerpt from Internal Hip Hop Caucus Document

Below is the original “Purpose” section of an internal Hip Hop Caucus (HHC) 2019 document. The HHC team wrote this section to inform the overall project goals before the name of the project was changed from Think 100% HBCU Homecoming Special to the Ain’t Your Mama’s Heat Wave live comedy events:

Purpose

The purpose of the Think 100% HBCU Homecoming Special is to make more visible Black Millennial and Gen Z voices and stories on climate justice, the 2020 elections, intersectionality, and building power. In doing so, we want to empower Black Millennials and Gen Z with stronger cultural connection to climate justice as an issue and a movement, and create more space within the climate movement for Black Millennials and Gen Z as key stakeholders and drivers in solving the climate crisis. Black Millennials and Gen Z are undeniably hugely influential in our current cultural zeitgeist in great part because of the creative genius that shines through our media, cultural, and digital landscape.

Hip Hop Caucus was created so that as young people, we have a place to use our cultural expression to shape our political experience, and in that way, build real, sustainable power that is unapologetic, authentic, and speaks to those that the traditional progressive movement typically discounts or overlooks. Think 100% is a cultural communications platform that we at Hip Hop Caucus are building to center climate justice among communities of color and young people who do not see themselves in the climate and environmental movement. The significance of this is that the climate crisis is impacting our communities first and worst. Yet, our communities struggle to find footing in the culture of the climate and environmental movement. The implications of which are a movement that isn’t as big and diverse as it needs to be to win and a movement that drives climate solutions that do not sufficiently meet the needs of communities on the frontlines of the climate crisis.

The Think 100% HBCU Homecoming Special is an opportunity to reorient everyone’s thinking about who cares about the climate crisis, who has solutions for our climate crisis, and who is going to vote in 2020 for climate justice. This Special is part of a continuum of Hip Hop Caucus work on climate, and the opportunity to produce this special in an unapologetic way is going to be historic. Our intent is for this cultural product to make waves among our climate peers and our entertainment peers and, in doing so, increase the demand for much more creative work in this area in 2020 and beyond.