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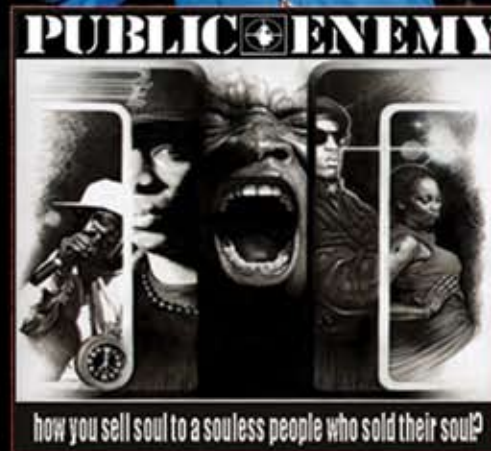
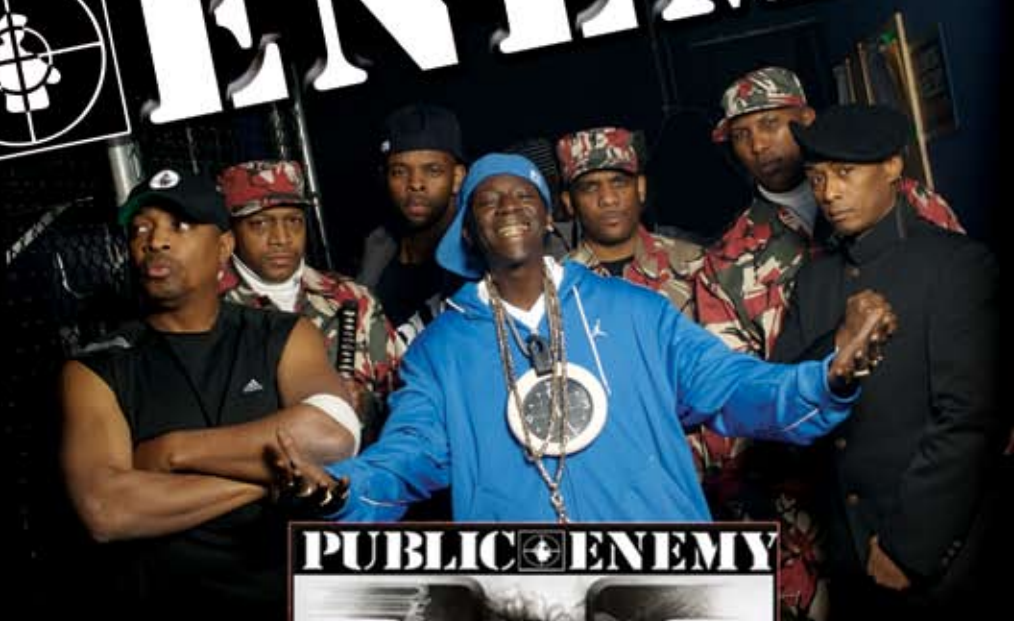
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23 - 24 - 25 - 26

Letter from the editors //



Back by popular demand!!! 2007 has been a great year so far, so what a perfect time to drop another masterpiece. In this issue, the cover is home to the biggest name in the business right now. As soon as the initial offer came in for us to interview 50 Cent, we knew this issue was gonna be dope. 50 is one the coolest and most humble people you'll ever meet. Listening to somebody explain how they went from nothing to becoming worth hundreds of millions of dollars is pretty crazy. Shout out to Tony Yayo, another cool and humble dude; we kicked it with him for about 2 hours before the interview with 50. Big up to Uncle MiC for designing the front cover, your work is incredible as always.

Meanwhile, back on the ranch, The Connex List staff worked around the clock to snap this joint together. Tazz Daddy stepped up first and headed to LA to meet up with DJ Quik and AMG, now known together as The Fixxers. Bones Thugs-N-Harmony came back real strong this year, so Tazz sat with them to find out the secrets of longevity, then he talked TV with "30 Rock" star Grizz. His last stop was Florida to meet up with the sophisticated and very sexy Gloria Velez, to talk about work, being a mom and men with no game!!!

Next, Katelyn started throwin' questions around. Her first set went to Rochester, New York's city councilman, Adam McFadden. It's your everyday story of a HipHop Producer/DJ who gets elected into a government office... Come on... It happens all the time!!! After that, Katelyn met up with Diadem, better known as "the limless rapper", to create a truly inspiring story...

What would a new issue be without MJ??? So with laptop and mini-disc recorder in hand, she went to work. First she got into the business of another Def DJ, Papa Smirf and then stepped to Bum Squadz' own Latin Prince. Next she met with Reggaeton artist Zion, painted with Swizz Beats and then wrapped up her interrogations with Brooklyn's own and newest Aftermath artist, Joell Ortiz.

Now please allow us to welcome a new writer to the pages of The Connex List, Mehka. His mission was to find out what it's like to go from Emcee to label executive, so he kicked it with TVT's Sean B (formerly of 7A3). Then he repped for all aspiring producers by meeting up with the drum machine Don, Nitti!!! Bringing a close to the interviews for vol. 24 was DJ Mor from The Underground Army. He chopped it up with the legendary DJ Jazzy Jay...

Yes, there's more.... Don't you wanna know who the new guys are??? Well they're waitin' for you in the "Who Got Next" section. Plus DJ Soulero picks out more doozies for producers in "Top 10 Breaks to Catch". Where the hell does he find that stuff? Also, Young Kate offers more writers tips in "Songwriting from A-Z", while BobbySkilz, Capital X and First Be get technical in "Tech Talk". Tired of your same old tape collection??? Well step up your listening game by copping the albums and mixtapes reviewed in "That's What's Up". Then learn how to be the coolest, flyest gadget king or queen by checking out what's hot in "Inspect Da Gadgets", "Key 8" and "The Good Life". Hold up..... Everybody's favorite toxic fume inhaling super hero, Phetus, came thru with another fresh poster and more highlights from the wonderful world of bombing in "Vapor Harmful"... Have you recently been fired, canned, laid off, out-sourced, downsized, or retired? Are you currently on a bus, train, plane or donkey??? Well whatever the reason is for your extra leisure time; please allow us to fill that time up with the challenging pages of "Pop's Puzzles". Last but not least, if you're looking for a great way to burn thru all of your extra minutes on your pre-paid, may we suggest calling all the new contacts in the yellow pages?

Why we put all of that crap inside the magazine, we have no idea!!! With all the entertainment outlets out there today, we're surprised you're even holding this lil' thing in your hand right now... Eitherway, we thank you for your support.... Yes, I know I stole that from Bartles & James, but those two old timers are definitely in the big wine cellar in the sky by now... So they won't mind...

Until next time America... Take care of yourself... And... Your Mother.



Enjoy...
The Wonder Twinz
-The Wonder Twinz.
- Founding Editors in Chief.

VOLUME # 24

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- 50 Cent (pg.18): Photos by: Shareif Ziyadat & Concept

- Gloria Velez (pg.24): Photos by: VisualCocktail.com
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- Top 10 Breaks To Catch in The Connex List - Volume #23
 (page 43) had a bit of a typo, the name of the Frankie Laine
 break is "Put your hand in the hand", not "Put your hand in the
 air". Anyway... Enjoy!

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Are you still here? You have already too much time on your hands. Zulu Note Your My Name 10

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we got mail

This is the best Mag out... It touches on all of the major things that HipHop is all about. It keeps HipHop on the right path. It'll let you know what's hot and what's going on in every part of the world.

- T. Dewey
New York City

This magazine is informational. It keeps you connected with HipHop and all of its sights and sounds.... Ya got the support from the Yay AAAAAArrrea... Peace, love and Blessings...

-Ms. Bay Area 411
Novato, CA.

Yo Connex List, keep doin' ya thang up in here... What this magazine offers new artists is unbelievable!!! It's about time we have more opportunities for new artists out here!!! Holla!!!!

- Chip\$
-Boogie Down Bronx

I like this joint. It really does help you get out there to the rest of the world!!!

- DJ Sharp
Trenton, N.J.

I Love The Connex List!!! There's no question about it, this is the BEST magazine out there.

-D. Stone
Montreal QC Canada

I just wanted to show some support, because I love what you guys are doing!!!!

- K. Grimes-Riggin
Lithonia, GA.

I've known about this magazine for years.... I'm talkin' about when it was just a few sheets of paper...

- Mic Lowrey
Brooklyn, N.Y.

Wonder TwinZ, ya'll are my cats. I'm always promoting this magazine like crazy out here in Cincinnati. Thanks for da help you've given to HipHop!!! Because of this magazine, I'm moving on to big ventures. I'm bound to blow up in a matter of time!!

- Don Casino
Cincinnati, OH.

We were at The Connex List networking event when Ice-T performed!!!! We're definitely feeling the work y'all are putting in for all the up & coming artists. Keep doing what yah do, for real!!!!!!

- Four Pound Click
New York City

Sup my dudes... Hope all is well. The Connex List is growing like crazy. It's just a privilege to be a part of it.

- DJ Ace
NYC's Original Crowd Motivator
New York City

Thank You so much to everybody who has supported The Connex List through the years. It is this very sense of comraderie and community that keeps the independent torch lit. United we stand divided we fall.

- The Wonder TwinZ
Strong Island, N.Y.



NO! They aren't our grandparents. That would be some funny shit though...

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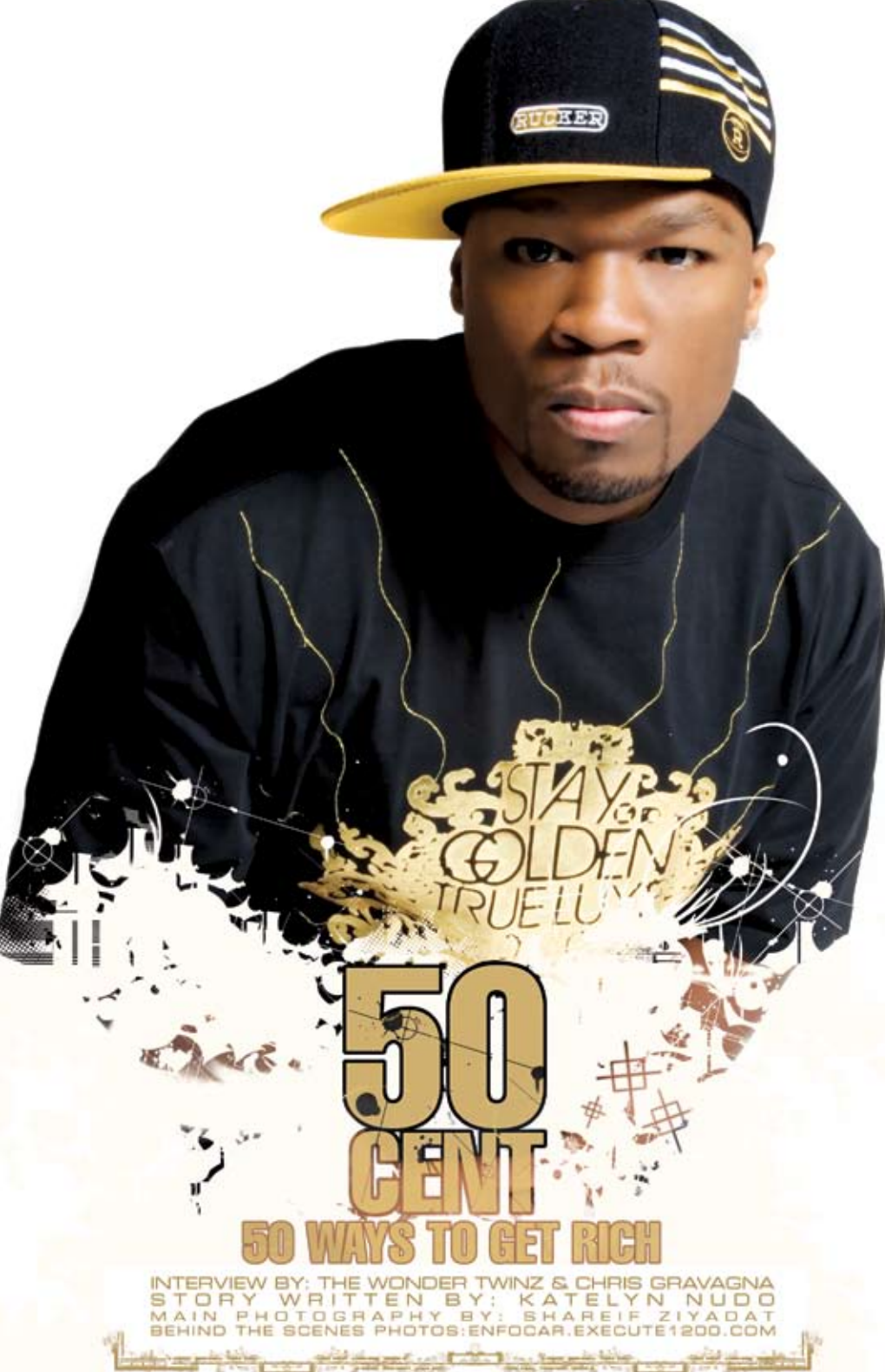
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But honestly... Who prints out an email and puts it in the mail?



SINCE HIS DEBUT, 50 CENT HAS BANKED IN HIPHOP. HIS MULTI-PLATINUM ALBUMS, SMART INVESTMENTS AND SUCCESSFUL ENTREPRENEURIAL BUSINESS ATTEMPTS, HAVE RANKED HIM WELL BEFORE DIDDY, DEREK JETER AND BILL CLINTON ON THE MOST RECENT FORBES POWER CELEBRITY 100 LIST. RANKING AT #32, HIS NET WORTH THIS YEAR ALONE IS OVER \$33 MILLION, WITHOUT HIS RECENT PUBLICIZED DEAL WITH COCA-COLA AND GLACEAU, THE BOTTLERS OF HIS "FORMULA 50" VITAMIN WATER. THE MAN HAS CREATED AN EMPIRE OF FAME AND FORTUNE AND YES... IT EVEN INCLUDES COLORFUL FICTION BOOKS.

Although 50 is the head of his several businesses, including his label G-Unit Records, he admits having management and the right team behind you is necessary. "I can't take every conversation or make every meeting. A big part of being able to excel, is being able to delegate responsibilities. You can't do everything yourself, nobody can. If you can accomplish making people underneath you feel like they're the boss too, then you'll boost the overall company moral to the highest level it can get."

50 credits his schooling in "Music Biz 101" to the people at Columbia Records, where he first signed as an artist, years prior to Aftermath. After spending a year learning all the responsibilities of his past product manager, Ron Archer, publicist Yvette Gayle and now art director of G-Unit Records, Julian Alexander, 50 came out of his deal with Columbia with a well rounded education. "After being around that environment for a while, you learn how to navigate and maneuver. I don't regret that record deal at all. I thought I was ready in 1997, but it took for me to have that experience with Columbia to truly prepare myself."

Now ten years later, 50 Cent has built a brand

I was able to do what a lot of artists weren't. The public knows everyone in G-Unit because I didn't keep them around just to be my homeboys. I broke them up separately and presented them to the general public so that they could be recognized

centered on his name and his G-Unit franchise. Despite all of his current million dollar companies and Formula 50 vitamin water's gross, his record company is still his pride and joy. Alongside, one time manager and G-Unit Records president Sha Money XL, the label has signed numerous acts, all of which have brought the label success. "I was able to do what a lot of artists weren't. The public knows everyone in G-Unit because I didn't keep them around just to be my homeboys. I broke them up separately and presented them to the general public so that they could be recognized as individuals."

There's often a misconception about what truly happens when an artist receives a record deal. Many artists believe that once they're signed, they're rich. They instantly want what follows with being a successful artist. The truth is that once you get signed, the road just begins. To be on the level of HipHop successes like Jay-Z and 50 himself, "it's harder than making it in the NBA. It's because of the amount of people trying to make it. Just imagine how many artists are in the studio right now, thinking that they're already in the business."

INTERVIEW BY: THE WONDER TWINZ & CHRIS GRAVAGNA
 STORY WRITTEN BY: KATELYN NUDO
 MAIN PHOTOGRAPHY BY: SHAREIF ZIYADAT
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50 considers himself more conscious than the average guy in the music business. "If you can learn from your own mistakes you're smart. If you can watch other people and analyze their mistakes, then you're bright." To put it in perspective, 50 cent currently has nearly ten business ventures besides his music career. So don't you think it's about time we all step our game up and learned from the HipHop mogul himself?

"I'm an international artist. My fans worldwide deserve to receive my album at the same time as my fans in the U.S."

Here is a quick look at some of the ventures 50 has experimented in. G-Unit Clothing, based in the USA, Canada and England, is a joint effort with Marc Ecko and a top contender in men and women's HipHop fashion. In its first year, the company took in \$110 million in retail sales. G-Unit Sneakers was launched in 2003, as a five year deal with Reebok. In 2005, the company sold more than one million sneakers, giving 50 cent six million dollars that year, just in sneakers.

G-Unit Books is a company 50 set up with publishing powerhouse "Simon and Schuster" and "MTV/Pocket Books". His graphic tales and HipHop novellas are being released this year with three new books at about \$12 each. "Like 50's rhymes, these tales will tell the truth about The Life; the sex, guns and cash; the brutal highs and short lives of the players on the streets. "50 will be collaborating with today's hottest writers to create searing, raw tales, in the vein of Donald Goines and Iceberg Slim," said Erica Feldon, senior publicist at Pocket Books. After his first autobiographical book, "From Pieces to Weight" went to book shelves in 2005 the rapper sold more than 40,000 copies according to the Neisen Book Scan and stayed on the New York Times Best Seller list for eight weeks.

G-Unit Films popped off after 50 debuted on the silver screen in 2005. "Get Rich or Die Tryin'" was a take off his first album and his real life. "I was nervous my first day on the set. It's hard to play a character based on your life story, rather than play a character you've created mannerisms for in your head. When it's based on a true experience, it's harder to remove yourself from feelings that really did happen. After his first film, 50 acted in "Home of the Brave" in 2006, and is said to be featured in "The Ski Mask Way", "Live Bet", and "The Dance" all in 2008. In 2005 he released his own videogame on PS2 and XBOX, "50 Cent: Bulletproof", featuring music off his albums and videos from the G-Unit Crew.

Today, his Formula 50 vitamin water has proved to be his biggest investment yet. Owning 10% in Glaceau, the company has just recently been bought by Coca-Cola for \$4.1 billion... making 50 all the more richer. "I found myself three great marketing people and I said 'Yo, I want to sell water,' and they found me the best possible options. They helped me narrow my original selection down to the top three companies that I needed to be talking to at the time.

50 has even established a charity to help the less fortunate, The G-Unity Foundation. It was first established in 2005, in order to aid Katrina recovery efforts. According to AllHipHop.com, G-Unity "seeks to help low income students in their pursuit of higher education and support extracurricular activities such as The Boys Choir of Harlem and the Jam Master Jay Foundation for Music."



Future plans include the fragrance "Power by 50 Cent", and a safe sex marketing campaign with a new condom line and adult toys. In an interview with GQ magazine, the rapper stated, "I need to make a 50 Cent condom and a motorized version of me. A motorized version of me will definitely have to be waterproof, so you could utilize it in the tub. But I don't know how big. I'm not sure a man wants his woman playing with a really big dildo. But I want to create something that's popular and sexually exciting for women."

His involvement with ring tones has also been a very lucrative business. For approximately \$2 each, you can purchase almost any song from any of 50's albums. As for the next 50 Cent album, his third full length LP, "Curtis" will be released on Interscope Records in the fall. Originally the album was set to release in June, but was pushed back for a simultaneous worldwide release. "I'm an international artist. My fans worldwide deserve to receive my album at the same time as my fans in the U.S."

By now every generation, both old and young, all over the world knows 50 Cent for his classic music, innumerable TV appearances and clothing line. The barely 30 year old rapper and business savvy entrepreneur has taken over entertainment with no plans of stopping anytime soon. These past few months alone, he has appeared in every music magazine, gracing cover after cover and has most definitely been the topic of at least one or two recent conversations at your dinner table. So the next time you come up with an ingenious idea of investing in men's shampoo or glow-in-the-dark shoelaces to match your fitted Yankee hat, get in touch with Mr. Curtis Jackson for some corporate advice. Play on Playa!!!

...DANGER. EXTREMELY FLAMMABLE. CONTENTS UNDER PRESSURE.

VAPOR HARMFUL.

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GLORIA VELEZ

GLORIA, GLORIA,
HALLÉLUJAH

INTERVIEW BY:
TAZZ DADDY

Gloria Velez is a difficult woman to get a hold of. I've been friends with her for a number of years, but she's more in demand than ever. One day I called her and she was out shopping with her brother. Another day she was taking her 10 year old son to see a movie. Finally, I caught up with her when she was getting out of the shower. Yup, that's what I said!!!! Anyway, here's what happened.



So now that you're nice and dry, what's new?

I've been keeping busy working on my album, which features production by Scott Storch and Akon. Plus I've been working on my newest project, "Gloria Velez on Demand". It's like Myspace meets YouTube, in which fans will be able to go on once a week and see a new 30 minute episode. For a sneak preview, you can log onto: www.Exclusivecast.com. It just features me in everyday situations. It's only \$4.99 and it will allow people to get to know more of my personal side.

For the record, I am interested in knowing your position on important current political issues.... However, what exactly would it take for a man to do to get in your pants?

Umm... (pauses.. sighs). I put everybody in the same category. Just because a man's rich means nothing. If he has a nice car, then good for him. It's still not mine. I need stimulation and conversation. Honestly, a lot of dudes nowadays don't have any personality at all. They feel that their swagger and their money will carry them. It might get them somewhere for 3 days at the most, but to me, a man with no personality is a turnoff. That means you can't even be my friend. I've been single for 3 years, because it's hard to find the right one.

How is it that it's even humanly possible for it to be hard for you to find the right man... Hellooooo, you're Gloria Velez!!!

I need a man that will be there for me and my career! A lot of men can't handle what I do. Some freak out over events that I have to go to or even simple things like emails I get from my website. The problem is that many men are very insecure with themselves. I need a man who's spiritually grounded and most men aren't. Even more importantly, to be with me, you have to be family oriented. Some men get jealous of my son and I have a huge problem with that.

That's sooo immature... What's the best part of being Gloria Velez?

I don't know!!! I just love being me and I'm not trying to sound conceited. It's just that I'm thankful to have been blessed with the things that I have in my life. I believe that everybody's put on this earth for a reason. I believe that we're all given exactly what we can handle. Trust me, I've handled more than many people would have expected. Therefore, I believe my calling on this earth is huge. My passion is in helping others.



There are too many stereotypes for women. A man can be fat, short, or whatever, it doesn't matter. They don't have the standards placed on them that are on us.



That's so touching... You're making it hard for me to ask the perverted questions I wanted to ask? Damn it!!! Ok, so then what's the hardest part of being Gloria Velez?

Being a woman in a male dominated industry is a bitch. For women, if you're pretty, you get treated like you're a ditz. As if we're supposed to just stand there and look good. We're not expected to have intelligence. When I go to my son's school, they say that I don't look like a mom. I guess because I'm not homely looking or wearing a suit. I'll wear some jeans and some sneakers and they can't believe it. There are too many stereotypes for women. A man can be fat, short, or whatever, it doesn't matter. They don't have the standards placed on them that are on us. Therefore, I think that all women need to stop hating on one another and help lift each other up.

Yes, Girl Power!!! Amen to that....
 You had a son at a young age. How does that affect the things you do?
 It makes me think twice about everything I do, because every move is for him. I had him when I was young, but I had a mother's mentality. In the beginning, we put him in a private school and they were so judgmental about what I would wear and what I did for a living, etc. In the beginning, I used to let other people's opinions get the best of me. However, as time went on and I became more secure in motherhood, nobody could tell me anything. Aaron, my son, just had his 4th grade graduation. He's an honor roll student. People see us out and they ask if he's my brother, they can't believe that he's my son. He is my world and I have to be everything for him, both Mommy and Daddy. We don't see or hear from his father (R&B star Aaron Hall) and it's his loss.

Dead Beat dads are so uncool... By the way, I saw you in The Game's "Wouldn't get far" video!!! What made you decide to do it? Especially since the song makes fun of a lot of video models? Did you already have a tight relationship with him before that video?

A lot of people think that I knew The Game before the video, but I actually didn't know him at all. He just called me up one day and asked me if I wanted to be in the video. He said that he mentioned my name in the song, but he wasn't dissin' me, but that he was dissin' a few other video chicks. People just want an excuse to cause controversy. How many songs have we all danced to that are degrading to women? Most of the times, we never even listen to the words, we just dance. If someone gets offended, then something must have been wrong or struck a nerve. I like The Game, he's a good guy and that was a funny song. He's not saying that everybody's a hoe, but don't get it twisted, because some most certainly are.



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SWIZZ BEATS SAYS HE ISN'T TRYING TO CHANGE THE WORLD WE LIVE IN; HE'S JUST TRYING TO CHANGE THE WORLD OF MUSIC. IF THAT WERE HIS ONLY GOAL IN LIFE, MANY WOULD SAY THAT HE'S ALREADY ACCOMPLISHED THAT AND MORE. WITH JUST ONE TURN OF THE RADIO DIAL ON ANY GIVEN DAY, YOU CAN HEAR WHAT HE CALLS HIS "MAGICAL BEATS" BEING PLAYED. EVEN WITH HIM STEPPING FROM BEHIND THE BOARDS AND TAKING CENTER STAGE BEHIND THE MICROPHONE, AIN'T A DAMN THING CHANGED.... SWIZZY IS STILL MAKING HITS!!!

Exactly how many arms are required for a "One Man Band"?

You know who the "One Man Band Man" is, it's just me. I got that name because of the many different instruments I play. Some people have said that it should take several people to accomplish the things that I do. I love to hear that, but the truth is that I'm really just one person. I have such a loud and exuberant sound. One Man Band is a perfect title for my album because I didn't fill it with a bunch of features.

That's a great way to ensure that you get to keep all the money from album sales too... No matter what my third grade teacher says, sharing bites!!! According to my notes, you either are a robot or you are into them!!! I can't tell which it is, my handwriting is very bad!!!

Nah, I'm pretty sure I'm human. However, I did invest money in the company "Kid Robot" which is a toy company. I'm a co-owner and I even designed my own robot called the "Swizz Bot" complete with MPC3000 technology. We even have a "Kid Robot" clothing line which is crazy. I designed all of the hoodies in the line.



Don't just rely on lawyers and managers to do everything for you, because if you get involved with the wrong individuals, they will destroy everything you've spent years building.

So what do you think that girl from the TV show "Small Wonder" is doing these days? You're right, who cares... Is it true that you also paint and collect fine art?

Yes, I do paint, but I don't sell my work. Collecting art is a great investment, in some cases it's even better than real estate, definitely less maintenance involved. However, you have to know where to go to find the real gems, that's why I go to art auctions. In my collection, I've got pieces from artists like Keith Herring and Andy Warhol. Plus I have built great friendships with many major people within the art industry.

I'm sorta into that myself... In fact, I just bought a real sweet paint by number kit on ebay.... What a bargain that baby was...

So describe to us what a Swizz Beats studio session is like. My sessions are all different, depending on the vibe in the room. First off, before a session even begins, I have to make my beat so that the artist or the writer can create based on my beat. When I make my beats there are always a lot of sounds involved. However, before I start, I take into consideration the style of the artist that I'm making it for. Then I think about the angle. Do I want the streets to feel it, or should it be a top 40 hit?

Having to make decisions makes me dizzy. With just one quick game of rocks, paper, scissors all my problems are solved. So is there any advice you can give new producers and artists looking to get to your level?

Just handle your business to the best of your ability. Keep alert of everything that's going on around you at all times. Don't just rely on lawyers and managers to do everything for you, because if you get involved with the wrong individuals, they will destroy everything you've spent years building. That's why I always know to check in on what's going on within every aspect of my day to day business affairs. Last but not least whatever your craft is, be original!!!



Bone thugs-n-harmony

THE RETURN OF ORIGINALITY

WRITTEN BY
TAZZ DADDY

PHOTOGRAPHS BY
JONATHAN MANNION

INNOVATION IS SOMETHING THAT'S BEEN GONE FROM THE HIPHOP LANDSCAPE FOR FAR TOO LONG. THERE WAS A TIME WHEN YOU WOULD TURN YOUR RADIO ON AND NOT HEAR THE SAME 5 SONGS IN HEAVY ROTATION. REMEMBER WHEN RECORDS WOULD MAKE YOU FEEL SOMETHING? BE IT HURT, PAIN, LOVE, ANGER OR THE NEED TO DANCE, OUR MUSIC USED TO HAVE SUBSTANCE. NOW MORE THAN EVER, HIPHOP IS AT A MUSICAL CROSSROADS. SO WHO BETTER TO SHOW US THE WAY THAN BONE THUGS-N-HARMONY.



It's been a while since we've had an offering from the Cleveland based group that made us move. According to them, that's all about to change. "We're with Interscope now, but making that official wasn't easy. The label was concerned about signing us because of the 'reputation' we had. Yet, when we knocked out 50-60 songs within three weeks, they realized that the potential rewards outweighed the risks."

We can't forget that in the past the group was plagued with what seemed like bad luck. In 2000, Flesh-n-Bone was sentenced to eleven years in prison for a number of gun charges. Unfortunately, he isn't eligible for parole until 2008. Most of the group's problems revolved around Bizzy Bone, who the group dumped after he performed while intoxicated back in 2002. In 2003, he rejoined the group for a short period of time, just to leave again in 2005. In regards to the turmoil, Krayzie wants to make one thing clear. "We didn't just throw Bizzy out of the group because we felt like it. Folks just don't understand the seriousness of the situation. There would be shows that we were supposed to be performing at and he wouldn't even show up. It got to the point where promoters were holding back from booking us, because they saw the group as being unreliable. That really hurt us."



It's safe to say that today the group is headed for greener pastures with their latest offering, "Strength and Loyalty". The album, which was released back in May of this year, is The Bone we've come to know and love, complete with some different elements thrown in for extra flavor. It debuted at number two on the Billboard charts. With features by Mariah Carey, Yolanda Adams, Akon, the Game and more, it seems that the group is trying to sound more relevant than ever. "With or without our latest album, if you wanted to hear us, all you had to do was turn on your radio. There are so many songs by other artists that have our style that it's insane. However, it's a new day and it's our time once again."

Although the response from their fans has been great, there's still a ghost that's been chasing the group for over a decade. That ghost is themselves!!! With hit records like "Crossroads" and their massive collaborations with Mariah Carey ("Breakdown") and The Notorious B.I.G. ("Notorious Thugs" and the updated "Spit Yo Game"), the group set a standard that they have yet to outmatch. "We've got expectations from everyone. We have to deal with the expectations of fans, both new and old, the radio industry, as well as our label. Nevertheless, it's all just a part of the job and we came to work."

Who said HipHop isn't politically correct? Usually HipHop points out flaws in the American government, bashes Bush and begins an underground revolution with Eminem as our new world leader. In 2003 the people of Rochester, New York voted a HipHop DJ and record label president into the city council office. Adam McFadden has opened the doors of city hall and changed the face of democratic politics with his HipHop approach.

"I always knew I wanted to do music and politics," said McFadden. "And I ended up being in both." Now McFadden has his hands full, running a record label, hosting a radio show and cleaning up the city.

Before he became an activist for young democrats, McFadden ran with a gang, spit rhymes and tagged as a kid. Eventually he traded in his street reputation for a college degree in the early 90s. At the start, he began DJing at house parties and hopping on South Carolina campaign trails. Once he graduated from college, McFadden then DJ'd as a side gig on a college radio time slot he inherited from DJ Green Lantern. His show "Straight From the Underground," alongside DJ Chris Green, featured McFadden's daily "voice of reason."

McFadden ultimately faded off from the show and built a studio. He started his own label, North Star, and began producing and managing local artists. The label now features an R&B act and their flagship artist, B.I.R.D.

McFadden's involvement in HipHop has put his finger on the community of Rochester. In 1999, he ran for city council and lost by 2%. In the four years before the next election, he built his reputation and gained authority within the democratic community. In 2003, he was then elected as the youngest member on the Rochester City Council of the South District. "One thing you have to realize about politics is, as long as you have the people behind you, you have the power."

Although HipHop and politics may seem as an unlikely duo, McFadden feels the Kulture has enhanced his political position. Currently, he hosts a 103.9fm Rochester radio show, speaking out on police brutality, economic development and education. "In HipHop, we talk a big game about what we'll do and I intend to do those things."

McFadden credits his active role in the government to Krs-One, Chuck D and the X-Clan. "It's because of them that I serve now," he said. "Chuck D sat in prison getting ready to perform for inmates, and said he was trying to build a nation of leaders. That always stuck to me."

Aside from the rappers, McFadden learned much about politics from Assemblyman David Gantt and the first black female officer in local politics, Connie Mitchell. "They taught me not to take everything as a war," he said.

Today McFadden stands on a platform of youth development and raising kids to be better people. He holds "speak outs" for children and gives youths the voice in government that they never had locally.

His service to the City of Rochester and the HipHop community promises a positive future for the Kulture. Giving children the opportunity to have opinions and speak freely has narrowed the gap between the hushed youth and powerful adult. "Kids hear a lot more than we think, and they can see bullshit clearly," he said. "I learn from them everyday." McFadden's involvement on the council has brought HipHop into the offices of government officials. He's up for re-election in 2008 with a campaign of education and music history.

What's your platform?



STORY BY
KATELYN NUDO



ADAM WITH
DOUG E. FRESH

"ONE THING
YOU HAVE
TO REALIZE
ABOUT
POLITICS IS,
AS LONG AS
YOU HAVE
THE PEOPLE
BEHIND
YOU, YOU
HAVE THE
POWER."



ADAM WITH
BIG DADDY KANE

nitti

**who's making
all that noise???**

by
mehka

You won't know super producer Nitti by face, but you will sure know him from his hit resume. As the architect behind last summers smash hit, "Its Going Down" from Young Joc's "New Joc City" album, Nitti provided a new beat for the streets. In turn, it sparked a new dance craze and catapulted both Young Joc and Nitti into becoming house hold names.

But before he was making hits for the clubs and your cell phones, he was having a tough time getting his sound heard. That all changed when 8ball of 8 ball and MJG asked him to lace a track for his sophomore album. The song would go on to become the southern classic "Stop playing Games" featuring P-Diddy. That smash solidified Nitti's place as one of the games hottest new producers. Before he

knew it, he was giving hits to Bow Wow, Ludacris and Young Joc, whose debut disc featured several Nitti tracks.

Now focused on launching his label and his own album, "Welcome to Ghettoville," Nitti knows that now is the right time to establish himself as a titan on the business end and finally put a face to those beats that make the clubs go crazy!!!

Most producers only get to share their style thru a few songs on an average album. So what can we expect from an entirely Nitti produced album?

I'm about to introduce the world to the Nitti sound. Indeed, this album is gonna be crazy. There will be plenty of tracks on there with major artists, but about 50% of the album will feature artists that you've never heard of before.

Giving the lil' guys time to shine is very cool of you.... It was long overdue for bobby, the Piggly Wiggly Cashier, to get his chance to spit a Hot 16... But seriously, you work with a lot of underground groups. So what do you look for in an artist?

That hunger!! I look for those artists who are ready to eat and work hard. Plus, they need to have the look of a star. With some artists, you can tell whether or not they are star quality with just once glance. All in all, they need to look like they deserve a record deal.

Ok, but let's clarify that a little... That doesn't mean that unsigned artists should be walking around town wearing mink furs and walking a leopard on a leash, right? Just thought I'd throw that out there... Lastly, who were some of the producers you looked up too, before you became established?

There are probably too many to name right now. Just think about all the great songs thru the years, there's been a mastermind behind the sounds of each one of those. However to get specific, T-Mixx is someone who I take my hat off too. Plus of course I have to mention Dr. Dre, Jermaine Dupri and Quincy Jones. There are a lot of great producers who have paved the way and I'm gonna continue to try my hardest to work my way to their status.





Sean B

Evolution Of M.C. To V.P.

Most Emcees have a life expectancy shorter than an NFL running back. The list of rappers on the "where are they now" list is constantly expanding, with more spots opening up as I pen this story. One name you won't have to add is Sean B, one third of the group 7A3. He helped make history when the group became the first West Coast act signed to a major label (before NWA).

Comprised of his brother and DJ Muggs, their release "Coolin in Cali" set it off for California. Since then, Sean has experienced all the ups and downs the industry could throw at a person and still came out on top. At one time he pondered getting out of the game all together. After signing to Geffen, he would see them go on to merge with MCA, causing a shake up in the HipHop department, one that saw his groups' sophomore album shelved. "When they merged, all the HipHop acts went to MCA and they didn't have any idea what to do with HipHop. So subsequently we got shelved."

stop Emceeing. I didn't like the industry anymore. I thought it was real shallow at the time."

"I look for professionalism, dedication, style and performance, but above all, discipline."

That album would have been a classic for simple reasons including the fact that it featured contributions from then unknown acts like Funk Doobiest, Cypress Hill and the first production from DJ Muggs. Sean was devastated. "I chose to

But something kept calling him back to the culture that he fell in love with as a youth. This time, instead of rapping, he decided that his impact could be felt more behind the scenes. "It was in the 1990's that I decided to get back in the business. However, I didn't want to ask for any favors, so I came in as an intern. Ironically, the first artist that I worked for was Son Doobie, the same dude I taught how to rhyme, years earlier."

Sean later moved onto Interscope where he did promotions during the Death Row days. He had the honor of working records for Dr. Dre, Snoop Dog, Tupac and Eminem. Sean looks at his early work as something that directly led him to where he is now. "When I was an intern, I knew things that some of the people working over me didn't know yet. I was answering questions about BDS and they would sit back like, 'how did you know that?'"

Now in 2007, Sean runs the rap department at TVT records, using the knowledge that he gained at Interscope and starting his own ventures to help up and coming artists. For some people in this industry, coming from a major label like Interscope to a mid major like TVT would be a stretch. Yet Sean saw an appeal in TVT that would've drawn him in back when he was a

struggling artist trying to get on.

"The allure of TVT for me was the fact that they didn't have a major label mentality, meaning they didn't focus on just one kind of promotion. Major labels only worry about radio. TVT is more interested in making sure that you become a better artist and that's something I like, due to the fact that I'm a former artist myself.

On the daily, if Sean isn't checking to see if DJ's are giving his artist a fair listen, or coordinating promotional plans, then he's looking for the next big thing. "I look for professionalism, dedication, style and performance, but above all, discipline. I've worked with a lot of great artists and the one thing they all had in common was an intense work ethic. I would rather have an average hard working artist, than a talented lazy artist."

THE FIXXERS: HANDYMAN TO THE RESCUE

INTERVIEW BY TAZZ DADDY

WHEN PEOPLE TALK ABOUT THE WEST COAST HIPHOP MOVEMENT, EDUCATED HIPHOP HEADS WOULD HAVE TO MENTION DJ QUIK AND AMG. HOW MANY PEOPLE BANGED, "BITCH BETTA HAVE MY MONEY" AT LEAST 100 TIMES? DJ QUIK IS AN EXTRAORDINARY PRODUCER AND ARTIST SECOND TO NONE. FROM THE CLASSIC "BORN AND RAISED IN COMPTON" TO MAKING HITS FOR R&B ARTISTS LIKE TONY! TONI! TONE?!, QUIK HAS CHANGED THE FACE OF HIPHOP FOR THE BETTER. WHAT WOULD HAPPEN IF THESE TWO WEST COAST FORCES CAME TOGETHER? YOU'D HAVE THE NEW HIPHOP SUPER GROUP, THE FIXXERS!

WHETHER YOU REALIZE IT OR NOT, IT'S MORE THAN LIKELY YOU'VE HEARD THE FIXXERS? FIRST OFFERRING, ?CAN U WERK WITDAT? ON THE INCREDIBLY POPULAR HBO SERIES, ?ENTOURAGE?. RADIO STATIONS ALL ACROSS THE COUNTRY HAVE JUMPED ON THE RECORD AND THERE HAVEN'T BEEN MANY MIXTAPES THIS SUMMER THAT HAVEN'T FEATURED THIS INFECTIOUS JOINT.

How did the whole Fixxers concept come about?

AMG: We spent 10 years just conceptualizing and talking about this shit and finally it just came together. It wasn't like we woke up one morning and said "Let's start a group". We really just decided to get together and form a production company.
Quik: I think it's important that people know that we're trying to give back. We came up with the name "The Fixxers" because I'm a fixer. My tools are all over the place. I've got people tripping over 3/8" drill bits and titanium bits. People need to understand that HipHop is about making what you need out of what you already have. That's what we've always done. We're constantly fixing things up. There's a reason I keep my swiss army knife handy.

Yea, I use mine to open up soup cans... Ya know a playa's gotta eat good!!! Hey that first single "Can U Werk Wit Dat" is still doin' pretty good on the charts. Is that the direction of the rest of the project or are you going after a more "Gnarls Barkley" vibe?

AMG: To be honest, it's whatever we want. A lot of people don't know that I was born in NY, grew up in Ohio and then moved to California. That's a lot of influences. This place is a melting pot and it's so big that you really don't have to go anywhere else. So many people come out here to get some of what we have and so we all just rub off on each other.

Quik: Believe it or not, we're still putting the album together and it gives us the opportunity to pour all of our experiences out into something that's going to be truly meaningful. The chemistry is wild and it's such a team effort.

Ah yes.... Caring is sharing.... So be honest, who would you say is the bigger workhorse between you two?

AMG: The answer to that is Quik, without a doubt. You have to get up pretty early to compete with his schedule. That's why there's no question to the fact that he's one of the greatest Producers, Mixers and Engineers of all time.



PHOTOGRAPHED BY MARCUS RED

Joell Ortiz

"BRINGIN BACK THAT OLD NEW YORK RAP"

Joell Ortiz is being hailed by many of HipHop's elite as a breathe of fresh air. Although the Brooklyn Born Emcee has the weight of a ton of bricks on his shoulders right now, he feels that he's the perfect man for the job. "I like to paint pictures with my rhymes. I feel that HipHop Heads deserve better music than most of the choices available right now. I want to make people feel excited about hearing songs again."

Although Joell is now aiming towards the goal of being a high ranked Emcee, it wasn't long ago that he was just trying to survive the hard streets that raised him. "My mom was on drugs for most of my life and I had no real Father figure. So when the time came to start thinking about college, I was faced with a big decision to make." It was one that had him torn between taking advantage of a full scholarship based on both his basketball and academic skills and staying in the neighborhood to take care of his mother.

"My scholastic future was set, on the real; I got a 1400 on my SAT's. However, I decided to pass on school and stay home and watch out for my mom. Before I knew it, I found myself rapping for fun and selling the same drugs that hurt my mom for all those years." Staying home also led Joell towards becoming a father himself. Feeling as if there was very little positive opportunity around him, Joell found comfort in spittin' rhymes. "I would always give my best when rhyming; no matter if it was a freestyle or a written verse. As time went on, I knew that this was what I was destined to do."

While confident in knowing that he had secured his life career, Joell knew that his personal life still needed much improvement. "One day, my mom decided to clean up and get sober. I was extremely proud of her, but I was still slinging drugs. It was at that moment that I knew I had to make a better life for us and my child. That's when I seriously started going to a local studio around my way and recorded songs that were relevant to my life."

With natural hustling abilities embellished within, Joell started hustling his style. "I used to stand outside Hot 97 everyday for months and months, just handing out my demo. In the beginning, I knew that the DJ's were just taking my CD to be nice, but probably not actually listening to it. Then eventually, Cipa Sounds called me up and said he was feelin' it." So, once DJ's start liking your music, you're good to go, right? Uh No!!!! Joell wasn't gassed.... He already knew that nothing was gonna come easy. In fact, he was prepared to travel on that long road that got him where he is today.

Next, record deal offers started to come in slowly, but surely. It was a period that included a brief beef with Jermaine Dupri over a contract that was supposed to be awarded to him. Joell assures us that the beef has been settled, but credits it to giving him the thick skin needed to deal with the entertainment business. His grind of looking for a record deal eventually caught the attention of Dr. Dre who jumped at the opportunity of signing Joell. Even as an aftermath artist, Joell continued to release a mixtape through Koch records. Many artists struggle their entire life to land a record deal, Joell Ortiz has two!!! However, his first official in-studio album will be released on aftermath!!! It's a project that's backed with Joell's promise of giving true HipHop Heads a classic album to be proud of!!!!

Words by: Marissa J. Lonardo aka MJ

Latin Prince

**BUM
RUSH
THE SHOW**



Becoming a world traveling DJ is something that Latin Prince says he never would've thought for himself, back when he purchased his first set of Technic 1200's. As the founding father of the "Bumsquad DJz" crew, LP has his hands full, working with DJs from all over the world, making sure they are getting exclusive music from his website, www.bumsquaddjz.com. As if that wasn't enough, he also holds the title of National Director of Urban Mix Show for the West Coast for Universal Records/ Motown, owns a magazine and of course hosts his own radio show

For all the DJ's who think DJing at their local Elks club is big time, tell us how you became an international DJ?

Actually, it all pretty much came from networking with other DJs on my site. DJ's from all over the world liked what I was doing and wanted to be a part of it. In return they wanted me to be a part of what they were doing in their local areas. Now I go to Europe at least once or twice every month. It's a lot of fun, but it really messes up my sleeping patterns when I come back to the states.

Doesn't all the back and fourth traveling become a lot to deal with after a while?

Yea in a way it does, but I'm thinking in the future I may live out in Croatia for six months out of every year. It's a different environment out there. As a DJ you get treated like a celebrity from everybody. Where as here in the states, there are a lot more DJs, so the vibe isn't the same.

That's so true, my cousins' sister's friend's Aunt Tilly just started DJing and nobody gives a crap about her. So what records do you bring when you go out of the country?

I only bring a couple of records, my Serato and needles. I hook up with other DJ's from the country I'm going to, most of the time they're the ones who set my gigs up. I ask them what the hottest songs in their country are at the time and then I just make sure I have them with me.

INTERVIEW BY:
MARISSA J. LONARDO A.K.A. M.J.

So how do you find the time to manage a website, have a DJ career, be a label executive, yada yada yada...? Is there anything you can't do?

There are plenty of things I can't do. The reason why I'm able to do all of that is because I have the drive to do so. It comes from loving what I do, that's the secret to success. I also surround myself with great people and they all play an important role in the day to day operations.

Sometimes I wish I could clone myself, mostly because it would be cheaper than hiring other people, but anyways... Your website gives DJs a lot of great music to download. But it's free, so how does that make you money?

We don't charge DJ's because of RIAA practices and the legalities involved. However, we do charge labels for advertising on the site. It's a great source of income, which is good, because running the site is very expensive. Just the monthly server fees alone equal a car payment.

A good car or a dumpy old bucket that requires you to keep the alternator on the front passenger seat? Not that I drive a car like that, I'm just saying... So how does a DJ become a Bumsquad DJ?

Anybody can be associated with us in regard to our website services, downloading music, etc... However, to become an official Bumsquad DJ you have to be asked. We're very selective because we're relatively small; we only have around 120 DJ's that are official Bumsquad DJz.

PAPA SMIRF



Southern Grind

DJ Papa Smirf may be one of the youngest Def DJ's, but that doesn't mean he isn't one of the hardest working. Smirf juggles college with his main job of making as he calls it "The Most Exclusive" mixtapes available. He also grinds out for Po Boy Entertainment, as their promotional "go to" man. "I found out early on in this game that you really have to hustle hard."

Smirf, who came up in the game during the digital era, rarely spins at clubs, but when he does it's only for special occasions. "When I first started out, I was getting exclusive music from one of my friends. He was always in the studio and had access to never heard before joints. Since I was getting all of this exclusive music, becoming a mixtape DJ made perfect sense. I started out using Adobe Audition to make all my mixes. Then I would post links on message boards to get the word out about them."

With the help of daily downloads, Smirf started making a name for himself. "People were feeling my mixtapes, so I started networking and attending as many industry events as I could, in order to create a buzz. People around my area started noticing my grind, which lead me towards doing promotional work for artists including Sharefa, Big Boi, Rick Ross and more."

Now as a Def DJ, Papa Smirf has been able to fill his mixtapes with even more exclusives. "Being asked to be a Def DJ was a great thing for me. I was brought into the movement by my former manager and fellow Def DJ, DJ Sosa." Although Smirf is proud to be down with the Def DJ crew, he is also a proud member of the Bumsquad DJ's. "Being part of two DJ groups has really opened doors for me. Yet, no matter what crew I'm down with, my networking skills are what have really helped me out. This business is hard and you have to be tough or it will eat you alive." Smirf also stresses that having the right connections and constantly keeping in touch with people is key. "Everyone has some type of a two-way device or email account these days."

Smirf is also always making sure that his product, the mixtape, is always on point. "The most valuable advice I ever received was from DJ Drama. He schooled me on the importance of making sure that my recording and transitions are always on point." Currently Smirf is working on his newest mixtape, finishing college and running his company, Southern Grind Entertainment. Like mama always said "in order to get to the top, you can never stop".

Well, with the drive that smirf has, we don't think anything can stop this Def DJ.



Welcome To Miami...



Words by: Marissa J. Leonardo aka M.J.

THE ART OF KICKING ASS



It's one thing to be a big man. It's yet another to be a big star. In the shadow of his current employer, Katt Williams, Grizz is determined to cast an even larger shadow on the entertainment industry. If you haven't heard of him, you've probably seen him and never knew his name. From commercial work to videos, to his hilarious self-titled character on NBC's hit sitcom, 30 Rock, Grizz is only getting bigger.

Other than grabbing the necks of lil' pip squeak industry exec's, how did you get your start in this business?

I'm a bodyguard/actor by trade. I started doing little bit parts here and there. It's such a never ending grind. There are a lot of auditions to go to, not knowing if you're even what they're looking for. Yet in the beginning, I did a lot of observing. I'm lucky as hell to be around someone like Katt. You know how some people will give you advice and you can tell that it's coming from a place of bitterness? Well Katt's advice is never like that at all. Every word of it is pure, everyday he teaches me something new. It's like being in school.

Gross.... School sucked... Yet, I'm sure Pimp School is much different than the dump I went to. But honestly, does "A Pimp named Slickback" really need a bodyguard as big as you?

Yeah he does honestly. There are a lot of crazy people in the world. It has nothing to do with Katt being scared. It's more to protect him. Trust me; I've seen Katt fuck up people three times his size. However, the last thing he needs is a lawsuit, so I'm there to make sure that nothing crazy goes down.

Does that mean they just sue you instead, if and when you find it necessary to kick the living crap out of some creepy freak stalker? So wait, do you have to go everywhere he goes? Even the bathroom?

Yup, I'm right there!

Whoa... My night job at the quirky mart is sounding better and better by the moment. Hmm, well I just hope you got a hell of a 401K; cause there's no way I'd be in the stall with another grown man!

Nah Nah Nah!!! I stand outside of the bathroom and wait until he finishes. He's on his own with the rest.

Fair enough... Well for what its worth, thanks for clarifying that and of course thanks for not beating my ass for asking stupid questions. So let's talk about your role on the show 30 Rock.

It's crazy!!! At first I was just supposed to be a part of the posse that follows Tracy Morgan's character, but with every scene, I would do something different. For some reason they liked what I was doing and started giving me lines. The funny thing is, I was just doing things that I would normally do, like stand up and eat a bowl of cereal or play video games.

Yo!!! All I do is eat cereal and play video games.... When am I gonna catch the big break? Oh well... So what is the one misconception people have about a man your size and in your line of work?

Sometimes people just stare me down like I'm some kind of freak. I'm not a mean dude at all. If I'm in a restaurant and you stare, at least don't look away when I look back at you. Come over and speak to me. I'm sick of people thinking that just because I'm big and I'm a bodyguard, that I'm automatically dumb! Would you call me dumb? Come on, I dare you...

WRITTEN BY: TAZZ DADDY



1/19/07



"Zion baby" the famous phrase that Zion says in most of his songs has been blaring through the speakers of the tour bus that he's been calling home for the past few months. The Puerto Rico native is currently promoting his first solo album "The Perfect Melody". His first English single featuring Akon, "The Way She Moves", found a very comfortable position on the charts. "My rise to where I am today wasn't as easy as it looks. I've made a lot of mistakes, but I've also learned a lot about how to grow as an artist." Before Zion ventured out on his own, he was part of one of the biggest Reggaeton duos alongside his former partner, Lennox. "We had a great run together, but after our deal was over with White Lion Records, we decided to part ways. We both had different ideas on what directions we wanted to take our careers."

Aside from his passion to make music, Zion has also always had a great desire to be a successful businessman. Early on in his career, that desire led him down a path of financial mistakes, a time which he chalks up as part of the learning process. "Creating my own label was something I always wanted to do. The fact that my last deal wasn't a great one, gave me the inspiration to put myself into a position in which I wouldn't have to answer to a large list of label reps. My label, Baby Records, is distributed through Motown/Universal. Aside from myself, I'm also developing two new Reggaeton artists by the names of Arcangel and DeLaGhetto. I believe they're offering a fresh new flava to the music. I have a lot of confidence in them."

Through persistence, Zion has come a long way from his days of working at the San Juan International Airport. "I feel that everything that I've accomplished since I started singing has been a blessing. I never even took a single lesson. At first I was trying to rap, but I was really bad. Plus I noticed that it was the singing that got the girls to pay attention to me. However since Reggaeton still wasn't totally accepted as a genre yet, older people didn't understand what I was doing. There were many times when I was about to give up, but I kept on persuing my dream." It was a pursuit that has allowed Zion to travel the US and all of South and Central America. "My career really didn't take off until 2004; it had already been 8 years in the making. Traveling to all the different Latin nations really showed me how my music was touching so many people."

The internet has also played a key role in helping Zion to keep in touch with his fans. He acknowledges that it's a big reason why he's now able to cater to fans that don't even speak Spanish. "I realized a long time ago that if I wanted to be a great musician, I'd have to reach as many fans as possible. The language barrier has always been a big obstacle for me. So I've been spending a lot of time trying to learn to speak English better, that way my music will be for everyone. Zion says that he'll continue to live his life day by day and is anxious to see what else the world has in store for him. No matter what it is, he'll continue to be perfecting his melodies for the entire world to enjoy.

Words by: Marissa J. Leonardo a.k.a. M.J.



H.U.S.HH COUNT YOUR BLESSINGS

Story and Interview By: **Katelyn Nudo**

By a show of hands, how many of you have 24 inch rims on your Cadillac Escalade? Most of you probably don't even have the funds to test drive an Escalade, never mind throw some D's on that bitch. As million dollar rappers continue to hype up candy cars, Connecticut's limbless rapper is hittin' the streets, rolling high on 40 inch plastic wheelchair rims.

Diadem is known as "the limbless rapper", having been born without arms or legs - a rare condition called "Amelia Focal Melia". "I consider myself disabled at times, but never handicapped. However, it's been more of a blessing than a curse when it comes to my music." Today, his positive attitude about life has given him the strength to do anything you can do... perhaps even better. He uses his mouth, shoulder and foot to write lyrics, graphic designs, make beats and break dance. Just so you know, ya boy can even roll blunts with his mouth.

Dia met DJ Status through a mutual friend in 2000. Their common bond in music, gave them the foundation to build H.U.S.H.H Entertainment (an acronym for Help Us Save Hip-Hop). Since the start of their partnership, they have performed on both the Maury Povich and Howard Stern shows and had their mixtapes hosted by the Wu-Tang Clan.

With persistence, they have gained the respect of and formed good friendships with Method Man and Ghostface Killah. "They've showed us so much support. We were always in their face, shoving' them our shit." Their schemes to get backstage without any credentials, has allowed them to become household names in HipHop studios. "Everyone has their own route of making it in the business. We make relationships with artists right from the beginning."

The goal of Dia and Status in their slogan "Help Us Save HipHop" is to educate the new generation about the true meaning of the Kulture. "Kids are brainwashed by the radio, so we want to bring conscious HipHop back to the commercial level."

Both Dia and Status are serving HipHop a reality check, with middle class American rhymes. Even though they give proper credit to legends such as Big L, Cannibus and the Wu, their influences are deeper than the music, Dia credits painter Salvador Dali for his unordinary art. "It just shows whatever channel you're in, there's never a limit."

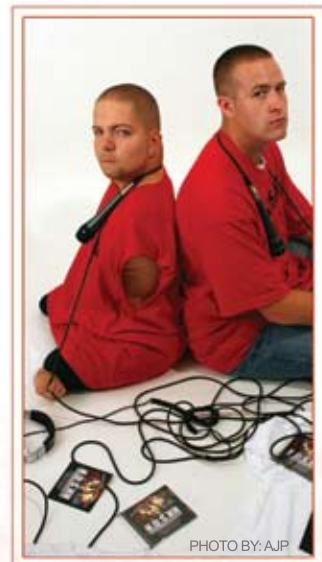


PHOTO BY: AJP

As of 2007, Dia and Status released their most recent mixtape, "Respect the Grind - Volume One" hosted by Mobb Deep. The record features hundreds of drops and collaborations with Havoc and Wu-Tang's French rhyming rappers, "Co-dependents". "We're trying to reach everybody. People who don't even like rap, think we're hot."

Through each individual struggle, both artists agree that they "wouldn't change anything." Even when the press tries to exploit Dia for his disability, he just "spits in their face." "Failure is the key to success. If we fail, fuck it. Learn from it until you get it right. The more you put in, the more you get out."

Because of their unique story, "Butter Flavored Films" has been filming a documentary on them since March of 2007. The film crew follows H.U.S.H.H on a day to day basis recording their career and personal lives. The artists want to spread affirmative music to people who want to be motivated... or just chill with friends and pass the blunt, "I'm a pothead," admits Dia. "Blunts, bong, gas masks, whatever... let's just say I'm good with my lyrics and my tongue," he laughs.

The boys from Connecticut continue to prove that if you keep pushing for a dream, despite obstacles, or missing limbs, anything is possible. Their daily lives are examples of what the term "grind" truly stands for. Trust us, Dia could run circles around some of these "reality-show" rappers today and he doesn't even have the legs to do it.

"Kids are brainwashed by the radio, so we want to bring conscious HipHop back to the commercial level."



When you mention Legendary DJs, you have to include The Original Jazzy Jay. His career started in the Bronx, under the guidance of Africa Bambaataa. From jams in the park, to a role in Beat Street, to now having his own Limited Edition mixer, Jazzy Jay has done it all. His record collection is extensive, to say the least. But moving all those records to and from parties is soooo yesterday!!!! As a DJ myself, I say all praise Serato's Scratch Live... I thank you and so does my back...

However, Jazzy Jay took using Serato a step further!!! Yup, he got the company to give him his own limited edition mixer, with the program built in to it. Therefore, allow me to proudly introduce to you, the Limited Edition JJ57SL mixer by Rane!!!

You've seen every transition that our music has gone thru... So how do you feel about the heavy usage of MP3's today? When and how were you first introduced to them?

It all started with vinyl!!!! I used to carry crates and crates of records to every party. Then DJs started to use CDs as a way to lighten their load. I skipped over the whole CD DJ thing. I'm not knocking those who did use CDs, it just wasn't my thing. When Serato introduced Scratch Live, it was ideal for me, because it still allowed me to use my turntables. So I embraced that immediately. DJ Craze was the first one to put me up on the technology. At the time, he was using a less advanced program called "Final Scratch", but it was still incredible. So nowadays, I rock parties and don't have to carry any crates. But don't get it twisted; I can still rock a party with vinyl, cds, cassettes or even 8 track!!!

What the hell is an 8-Track? Just kidding, I've been to the Smithsonian, so I know what it is!!! So I speak for every DJ out there.... How did you get Rane to create your own Limited Edition DJ Mixer, the JJ57SL?

Have you ever seen a girl with the perfect body, but she just doesn't want to talk to you. You chase her around the club and eventually...she's your wife! That's basically the situation between Rane and me. First I knocked on the door, then I banged on the door, then I had to kick the damn thing down. In the beginning, they were looking at other DJs, but after a few in depth conversations, they realized that I would be the perfect spokesperson.

Oh Jazzy, you sounded like Clint Eastwood just now... So what are some of the features on your Limited Edition JJ57SL mixer?

Let's see, there's so much to it. It has a phono / line switch, so you're not stuck with an input as a dedicated phono or dedicated line. Its also complete with Full crossfader contour control, as well as both XLR & 1/4 inch outputs. The faceplate has controls that allow you to control your computer completely by the mixer, without ever having to do so much as even touch the computer. You can loop tracks, auto cue, add effects and even scroll through your MP3 library and pick songs. The faders are lifetime faders, so they will work the same way 10 years from now as the day you buy it. So all in all, the future of mixers is now here... So DJ's go out and buy my Limited Edition Rane JJ57SL DJ mixer today!!!

.....WORDS BY
DJ MOR - THE UNDERGROUNDARMY



IT'S ALIVE

HIPHOP IS DEAD... HIPHOP IS DEAD... HIPHOP IS DEAD...
If I hear that one more time I may go ape shit!!! Of course shout out to Nas for sparking that question, because it definitely provided conversation pieces this past year... So is it dead? How could a Kulture, not just a style of music, but a multi-billion dollar Kulture be dead?

Now some emcees use that phrase as their selling point. As if their style is what's been missing and that they're gonna resurrect the kulture. Discovering new artists that have a style never heard before is near impossible. People complain about always hearing the same few songs on the radio and how it's not fair. The bottom line is that radio is a business. The only reason the music is even there is to bridge the gap between sponsored commercial breaks.

To make great radio and club songs, there's a certain formula to follow. Not every artist can grasp that concept. Artists like LL Cool J and Naughty By Nature have mastered it. Every Naughty By Nature album had at least one or two anthems on it. O.P.P. is an anthem; HipHop Hooray is an anthem... So don't blame the artists who are able to get radio airplay and attention for the lack of success of others.

In fact, if you feel that's the case, then make it your responsibility to expose the talents of the overlooked artists. Let people know about the websites they can be heard on, the clubs they're performing at, etc. Become their voice that you feel is so strongly needed. Help those artists attack the grassroots and inexpensive outlets that are readily available for them to spread their message. Do something, just don't sit back and complain, because that accomplishes nothing.

One reason why you don't hear more Indie artists on the radio is because the listening audience as a whole is too critical. Be honest with yourself, how many times have you gotten a CD from an unknown artist and cracked a joke about them just because their music was unfamiliar to you. Society is very hypocritical. Every artist wants to be on the radio, but most of those same artists will be quick to hate on other artists on their level, who get that big break.

Take Fifty for an example... When he first came out, everybody rallied behind him because he was considered the underdog. Once he elevated to full "star" status, the jealousy began to surface. Fifty's at his level, because he's a brilliant writer and composer. Aside from his musical abilities, it's his "out of the spotlight" attitude that gets him respect in the business world. He's a down-to earth, humble individual and definitely not on some "Hollywood Bullshit". People need to realize that his incredible success in business is a huge contribution to HipHop. The reason why is simple; the more money he earns for the corporations he's involved with, the more money and opportunities those companies will bring back to the community. Remember, it's much bigger than just the music.

HOW COULD A KULTURE,
NOT JUST A STYLE OF MUSIC,
BUT A MULTI-BILLION DOLLAR
KULTURE BE DEAD?

The biggest debate that HipHop music faces is the value of its lyrical content. Well what about the content in movies? An actor is able to play the role of a violent villain in a film and probably won't be criticized for it. However if a rapper depicts that same violent act in a song, he or she will catch heat for it. Artists like Fifty make what I call "theme music". They're songs that allow the listener to escape into the fascination of living a lifestyle that revolves heavily around partying and spending money lavishly. It's a lifestyle that most of us will never realistically experience. The drawback to this style of music is that everybody wants to point the finger at the artists and blame them for all random violent acts in the world....

So is musical success solely based on what you say? Maybe it's based on how loud you say it? So let's get back to the original question of this article. Is HipHop dead? HELL NO!!! Not at all... HipHop is alive, but true fellowship throughout a community who all claim to share the same love for one kulture is about to take its last breath!!!

WORDS BY:
THE WONDER TWINZ

WHO-GOT NEXT

ILLA GHEE

www.MySpace.com/ILLAGHEE

Reppin' "Outta Bounds" NYC, Illaghee's certified veteran status comes second behind his skills as a professional Emcee. For those out-of-towners, "Outta Bounds" aka Sumnerville, is the 13 building housing project in Bedford-Stuyvesant (Brooklyn, NY). This environment helped shape Illaghee's efficient work ethics. "I'm walkin' thru the door as a dude who survived the game and my angle is that of a regular dude, not a gangster. I'm just takin' it back to 'ego-trippin', ya know the old school style where words would knock you out."



A self-contained independent indeed... His initial arrival onto the scene was first complete with a hot 16 on Mobb Deep's classic album, "Hell on Earth." Even though that appearance entitles him to bragging rights, Illaghee admits that there have been times that industry politics have stung him for being affiliated with Mobb Deep. Who would've thought this would be a hindrance? wtf?! (Industry rule #4080!!!).

Regardless, Illaghee stayed on his grind catching real good looks in the mixtape circuit. Kay Slay's "Streetsweepers", DJ Onpoint's Exclusive "Radio Mixtape vol. 1" and Howard University's own P-Cutta's "Street Wars", just to name a few. Illaghee has worked with world-renowned producers, as well as many aspiring producers, treating each project with a fervor that is reminiscent of the days when HipHop first burst on the scene. With the type of work he puts into this game, you can expect new material from Illaghee this year!!!

Written by: RBI

AD THE GENERAL

www.MySpace.com/NothingAssNiggaz

The stature of General AD is a doo-wop shorty rock but don't get it twisted; she can hold court when the time calls for it. This 5 ft. Italian/Puerto Rican female is no slouch when it comes to business. The proof is in her TV show, "NAN TV". The show's name, concept, storyboard and music production are provided by General AD herself. Working in just one of those fields alone is no joke. So how does she manage balancing all the acts in the mix??? "NAN TV doesn't follow anybody...we lead. My company is all about providing an alternative media outlet where peeps in Brooklyn and abroad can tune in and experience."

Located deep in Brooklyn, General AD's studio is reminiscent of the 70's when the Funk Brothers would put it down. The ambience...the ill lamps, the large mixing board, silver electric guitars and drum set, all set the tone... The mini dv-recorder kept it current with its constant recording.



General AD's production skills are noteworthy...with the hustle and bustle of having a large crew, knobs could get readjusted, tracks erased, etc... However, General AD sees all and will continue to have a firm lock on her controls. Searching for a team that is about 'nothing' and 'everything'? Well then give General AD and the NAN a listen... From the TV show, "all female" open-mic events, to her hyped up Myspace page, AD is a Monster!!!

Written by: RBI

PROLIFIK

www.MySpace.com/Prolifik

"HipHop has changed a lot. It's no longer just the rebellious music that it once was. It's a wide spread Kulture now." Those are the words of Bridgeport Connecticut's own Emcee, Prolifik. The underground wordsmith and long time fan of the Kulture is ready to show the world what he can add to the game.

Currently he's shopping his mixtape, "Breakin Dollars" with DJ Bedtyme 357 throughout the tri-state area. "The name means, making change. I made an effort to fill that CD with a lot of versatile music."

With the current state of HipHop mostly being concerned with making danceable tracks, Prolifik is coming from a different angle, backed with confidence that his style will be rediscovered. "I have them feel good tracks, but I also have tracks with a little more substance. People say HipHop is dead, but if you look below the surface, it's still very much alive. Trust me; there are plenty of real lyricists getting record deals!" Hoping to be one of them, he's busy in the studio putting the final touches on his still untitled debut full-length album.



"The vibe of HipHop has always been carried out through many different styles and fashions... That's what has allowed it to continue for so long. If used correctly, HipHop can be very powerful. There will always be gangsta songs, but at the same time there will always be artists like Common and Lupe Fiasco's out there as well. It has to get worse before it can get better, because everything moves in full circle." So when it does, Prolifik will be there ready to catch his

Written by: Mehka

TUM TUM

In less than 2 years, Tum Tum has gone from small independent rapper, to the person poised to put Dallas on the map. As part of DSR, Tum Tum is known for making it happen in the streets of Dallas the old fashioned way, with mixtapes flooding the concrete. "To this day, I use mixtapes and Myspace and beat up the block. Numbers (sales from a major record release) just don't matter anymore. If the critics an In less than 2 years, Tum Tum has gone from small independent rapper, to the person poised to put Dallas on the map. As part of DSR, Tum Tum is known for making it happen in the streets of Dallas the old fashioned way, with mixtapes flooding the concrete. "To this day, I use mixtapes and Myspace and beat up the block. Numbers (sales from a major record release) just don't matter anymore. If the critics and the haters say I fail, but the streets say it's a classic, then I've done my job."



In Dallas, it will be extremely hard to go anywhere without hearing Tum Tum's tribute to his favorite classic car, 'Caprice Musik'. It's a bass heavy single that gives even the most passive car collector a reason to worship the classic Chevy. Tum Tum's album was released this past June, but it wasn't the easiest experience to record for him. "I ain't got your average 'girl song' or 'stripper song'. I was trying to make a classic for the streets." The problem arose when 'Caprice Musik' was leaked to the radio. "My back was against the wall because I had to put out an album faster than I expected to. I had lots of stuff recorded, but not exactly what I wanted. I wanted a complete story, not just a bunch of bullshit." Luckily, Tum Tum hooked up with some incredible producers like Play & Skills, Mannie Fresh, Yonni, Scott Storch and Jus Beats and turned out his masterpiece, "Eat or Get Ate". Soon we'll see how hungry the public is for what Tum Tum is serving. If the haters say I fail, but the streets say it's a classic, then I've done my job."

Written by: Tazz Daddy

WHO-GOT NEXT?



LIL' OZ

www.MySpace.com/TheBoyBoyOZ

Lil' OZ has been blazing up his hometown of Miami with hot freestyles and precise written verses since the age of 11. Then two years later, he was heard rhymin' at a basketball court by some of Trick Daddy's people. It was a session that landed him a record deal on Slip n Slide records soon after.

"When I met Trick he made me freestyle for him and then he immediately offered me a deal. He couldn't believe that I had the skills I did, at the age of 13. It was cool being signed to the label. Unfortunately at the time, there was a lot of drama goin' on within the label and my family wanted me out of that environment. Since I hadn't recorded any albums for them yet, I was able to get out of my contract with the label's blessing."



Many emcees would've given up after that, but Lil' Oz just

kept on grinding. Soon after, he hooked up with new management and production by 'Jay Got Beats'. "Through Jay, I began working another producer by the name of 'Kreep'. He had a relationship with Vin Rock from Naughty By Nature who asked Kreep if he knew any young, fresh emcees. He said he was looking for somebody who wrote all of their own music and could spit a good freestyle. Kreep told him all about me. Eventually, he sent Vin a bunch of stuff that I had recorded and the rest is history." Now with the help of a veteran such as Vin Rock, Lil' Oz is hoping that music fans from all over will realize that he's a real emcee, making real music for the next generation.

Written by: Marissa J. Lonardo aka MJ

BUFF 1

www.MySpace.com/Buf1der

They say HipHop is dead!!! Well, if it's truly dead, then we just need a few dedicated practitioners of the art to pump life back into it. So here to resurrect the art is Buff 1. The Ann Arbor, Michigan native cut his teeth on the Motor City underground circuit. During his climb, he has opened for acts like Slum Village, Jurassic 5 and Talib Kweli, showing off his ambidextrous and entertaining style.



"I stay true to myself. I can only be me and I try to be the best me I can, on and off the mic. I do a lot of things well, I'm not one dimensional. No human is one dimensional or at least they shouldn't be. Neither is life and that shows when I rap."

He got his first love as an Emcee as part of the 7 man underground clique, "The Athletic Mic League". After appearing on numerous Mic League EP's, he branched off on the solo tip and released "The One and Only" mixtape in 2005. After selling out copies of that mixtape, he began to work on his current project, "Pure".

"There's talent out there, mainstream and underground, but even if you're a good 'dope dealer' rapper, I don't want to hear it all the time. Switch it up!!! Same goes for 'real emcees'... we get it, you're a 'real emcee' ok that's fine, but tell me something else." Inspired by artists like Outkast, Nas and Ghostface, Buff1 is dedicated to bringing only quality music to the table, as well as bringing back up the Kulture he loves, HipHop!!!

Written by: Mehka

ILLZ BILL

Born and raised in Brooklyn, life wasn't always easy in the street for Illz Bill. In fact, his experiences both in and out of jail are packed in the words of his rhymes. After being locked up for robbery, assault and selling drugs, Bill put the pen to the paper in '96 and wrote his first rhyme behind bars. "I was in the box at Orleans correctional facility, and there was nothing to do." After he came out of jail, he performed the raps he had written and the rest was "golden".

Before Bill knew how to rap, he stood around and watched the



greats express themselves verbally in the Kulture. Influenced by artists that constantly pushed the envelope like Big Daddy Kane, Rakim, Biggie and

Outkast, Bill eventually found himself on stage with Junior Mafia and Bad Boy artists. Writing collaboratively with a few of HipHop's heavy-hitters, Bill also toured with Lil' Kim and Lil' Ceas.

As talented a writer as he is a rapper, Bill can sit down to write a song, freestyle, book, or collaborate with any artist. He's already made a name for himself with his collection of promotional street Mixtapes and DVDs: "Cocaine City", "Real Talk" and "SubZero". With those releases acting as his audition tapes, Illz Bill is now working on his debut full-length album. Bill's attitude separates him the most from other artists. By bringing his story to the forefront, he's creating a new path as a force to be reckoned with.

Written by: Katelyn Nudo

UPPER ECHELON

www.MySpace.com/UEHome

When faced with the reality of losing one of the most important people in your world, everything slows down. Hope is bleak, trying to find the strength to go on. For the members of Upper Echelon this strength came in the form of friendship, words and music.



Tunde and Caliph met at Seton Hall University while building their names around campus as emcees. They detected a chemistry they never felt before in HipHop, so they continued to rock together. Respecting each others' style, they merged their talents to create Upper Echelon. In the midst of finishing their first mixtape, Tunde lost his father and Caliph lost his mother, slowing down the momentum they were building. With such great losses, Upper Echelon picked themselves up and made a commitment to go full force, all or nothing.

They hit the studio to put together their debut album "Tragedy 2 Triumph". Tunde and Caliph worked tirelessly and meticulously, putting together a proper representation of who they are. Rising from the ashes, Upper Echelon are ready to take flight in a sky with no limits. Each with a separate story, they were destined to meet to show each other the way to a brighter outlook in a time of darkness. No matter where they end up, Tunde and Caliph can take pride in their resiliency, strength and character. All of these qualities reflect in their music and that's why Upper Echelon will always experience triumph.

Written by: David Medina



THE OWNERS

Words by: Katelyn Nudo

COKE LA ROCK



Recognized as the first HipHop Emcee, Coke La Rock created crowd moving lines that soon became the foundation of the Kulture. "Yes Yes Ya'll," "Ya Rock, and Ya Don't Stop" and "Put Ya Hands in the Air" originated during the break-beat sets at Kool Herc's parties.

As a hype-man Emcee for the 1970s Bronx HipHop Heads, Coke La Rock was known for his smooth dark sunglasses and sideburns. As a member of Kool Herc's group, The Herculoids, Timmy Tim, Clark Kent and Coke La Rock rocked at spots like the Stardust Ballroom, Hoe Ave Boys Club, PAL, Celebrity Club, Harlem World and Black Door. Originally a member of the Zulu Nation, Coke La Rock is one of the Godfathers of HipHop and paved the way for modern day Emcees and hype-men. His rhymes and chanting over the funk, soul, disco and dub music allowed him to become one of the most prominent innovators on the 1970's New York City scene.

MELLE MEL



One of HipHop's lyricist pioneers, Melle Mel spent most of his career as the lead rapper for Grandmaster Flash and The Furious Five. Popular first on the R&B charts, the group turned to social conscious music in 1982

with songs on Reaganonimcs, drug policies, and the black community. Mel went on to win three Grammy awards, including his work on the Chaka Khan joint "I Feel for You" and made a cameo and song on the movie "Beat Street." His records have been covered by artists: Ice Cube, The Dogg Pound and underground legend, Mr. Voodoo. Mel calls himself the "A-Z of Music." His discography ranges from 1979 to 2006. In 2006, he released the children's book "The Portal in the Park." In March of this year, The Furious Five became the first rap group ever inducted into the Rock & Roll Hall of Fame. Melle Mel, HipHop's most renowned Emcee and one of the biggest influences on the Kulture today.

SONGWRITING A TO Z

Written by: Miss Nudo

VERSE 4

Copyright that track before it hits Myspace.

"Of all the creative work produced by humans anywhere, a tiny fraction has continuing commercial value. For that tiny fraction, the copyright is a crucially important legal device." - Lawrence Lessig

Welcome back to business. After you've recorded your master song, complete with a catchy hook, ill lyrics and three part harmonies, it's time to protect your work. Copyrighting can be a bit difficult if you don't know where to start. There's always the old school way of mailing it to yourself and keeping the sealed letter. That holds up in court, but with the continued growth of the internet, songwriters are fighting for their royalties.

Yes, it does cost money, (\$45) to copyright even one recorded song. It may be a better idea to wait until you have a few songs recorded and then go about the process as copyrighting a "collection of music (It costs the same)." Before filling out any forms and sending in your work, you need to READ ALL INSTRUCTIONS. The US Copyright Office website provides all forms and information on registration, licensing, and laws. For recorded music, you'll need to download and print out an SR Form. Currently the Copyright office does not accept on-line submissions, so you'll have to buy a stamp and mail your form and EP to:

**Library of Congress
Copyright Office
101 Independence Avenue, SE
Washington, DC 20559-6000**

Once you've registered your work, it may take up to five months before you receive your certificate of registration. For any questions on the progress of your submission, or any other concerns you have, you can go to www.Copyright.gov or call them at (202) 707-3000.

I can't stress enough, the importance of protecting your music, or any other original work that you have. Anyone can steal your music and pass it off as their own... Especially all of those mp3s you have up for downloading on your MySpace page. Don't screw yourself.

In the mean time, keep writing and making melodies. Spend the time in the studio, piecing together last night's extravaganza for tomorrow's hot new song.

Keep on doin' whatcha do to stay on top.

Much Love,
-K

DJ SOULEROS' TOP 10 BREAKS TO CATCH

Soulero2001@Yahoo.com

Peace record fiends... It's ya boy Soulero back for another round for all you producers out there. This time I brought my man Dragon who's one of the illest record collectors ever to come out of the Bronx. HipHop heavyweights such as Biz Markie, Greg Nice of Nice & Smooth, Grandmaster Flash & UTFO are all very familiar w/ this dude and his vinyl coalmining skills. Any beatdigging questions that you may have, just shoot him an e-mail at: Blkaret@yahoo.com. Eitherway, just check out this issue's list of drum breaks he laid out for you. Good Luck!!!

- 1) Dells vs. Dramatics :
"TUNE"
- 2) Nite :
"FUNKY DOO"
- 3) Azu Quita :
"GUAJ IRO BACAN"
- 4) Jose Manuel :
"VIVO DE ROSA"
- 5) King Floyd :
"DO YOUR FEELING"
- 6) Wanda Robinson :
"BACK HOME"
- 7) Sonny & Cher :
"WHAT NOW MY LOVE"
- 8) Jimi Hendrix :
"9 TO THE UNIVERSE"
- 9) The Neighbor Hood :
"HE SAID SHE SAID"
- 10) James Brown :
"FUNKY PREZ" (IT'S BAD)

Where my Ladies at?



While fashion is seen as a form of self-expression, Carolyn Jones takes it a step further with "Privacy Wear". It's a life-inspiring clothing line, committed to finding a cure for breast cancer. Carolyn lost her mother to the disease in 2000. When her mother was first diagnosed, Carolyn's family, like many others, had little knowledge of the disease and its effects. After realizing that information and research are vital elements to fighting breast cancer, Carolyn designed her company to support medical research and educate women on early detection.

Although breast cancer is commonly known as a women's disease, men suffer from breast cancer too. Statistics show that 2,030 men will be diagnosed with breast cancer this year. You can find more breast cancer facts by visiting the clothing line's website, www.privacywear.com. The company donates a percentage of their sales to breast cancer research and coordinates free mammogram exams for underprivileged women across America.

With all that said, you're probably wondering how the actual clothes look. Well, I got a sneak peek of their newest line and it's definitely hot. So, no matter if you like bright colors, neutrals that compliment your skin tone, or even if you just want to switch your look up a little, Privacy Wear is the brand for you. With a collection ranging from handbags, baseball caps, polo tees, cargo jeans, hoodies, sweat suits and jean suits that sport the popular crystal encrusted "Privacy Lady" signature, Carolyn Jones is ready to take her company to the next level, while still appealing to the HipHop community.

Privacy Wear isn't just another ordinary clothing line. They're a movement that adds a philanthropic appeal to their consumers. While other clothiers choose celebrities as their nitch to push their new lines, Privacy Wear chose a purpose... to find a cure for a worldly problem, through quality clothing.

Written by : DeeVazquez

CLASS IS IN SESSION

PROFESSOR: DJ SONIC

5 POSITIVE HIPHOP SONGS YOU NEED TO HEAR.

LESSON 24

“DEAR DAD” - BY: SUBCONSCIOUS

From the 2005 album “DON'T JUDGE A BOOK BY ITS COVER” on Subconscious Music

The bond between father and child is very precious. However, it's a bond that a large percentage of children will never experience. No child should be denied certain character building qualities that can only come from a father. At the same time, if you do have your father in your life, cherish that relationship. Don't let the stubbornness of youth keep you from enjoying that luxury while you still have it.

“UNCLE SAM GODDAMN” - BY: BROTHER ALI

From the 2007 album “THE UNDISPUTED TRUTH” on Rhymesayers Entertainment

America the beautiful... Yes, this is definitely a great country to live in. Every single American has opportunities at their reach that people from some other countries will never have. Yet, with all the freedom and opportunity at hand, why are we still surrounded by so much hatred and prejudices. The root of these evils are the traits and ideas that unfortunately have been passed down from generations. Yes this country is great, but it's the efforts of ALL of its people that have made it that way.

“CHASING MY DREAMS” - BY: GRANDADDY SOUF

From the 2007 album “CHASING MY DREAM” on SRC Records

Why is the entertainment biz so hard to break into? It's probably because there are so many people who want to be a star, but there are only a certain amount of openings. This song shows the reality of what it's like to go from just having a dream, to actually getting a record deal with a major label. There's a lot more to it than what meets the eye. It's an around the clock job, which may even be the hardest job you ever have. Aside from the pressures of making a hit record, you still have to promote it, battle with the personalities of decision makers at the label, etc.... Even after you put in all that work, success is still not guaranteed

“THE PEOPLE” - BY: COMMON

From the 2007 album “FINDING FOREVER” on Geffen Records

Music is a living organism. It has the power to shape minds and communities. So when you sit down to create a song, you have to keep more than just your best interests at hand. In fact, you should also be thinking about the interests of your listeners and everybody around you. The words can and will have an effect on other people. So how will you handle that? So as a writer, you should always ask yourself why you are writing certain songs. The combination of the mind and pen can be very powerful.

“KILL A RAPPER” - BY: KRS-ONE & MARLEY MARL

From the 2007 album “HIPHOP LIVES” on Koch Records

Death, there's no coming back from that... We live in a time in which we've brainwashed ourselves with foolish notions of what's truly right and wrong. According to popular belief, it's ok to kill somebody, yet it's wrong to work with the authorities, if you witness a murder or any other type of crime. Think about if somebody hurt someone you personally care a lot about... What would you do then? The stop snitchin' campaign is bullshit!!! All that is doing is leading our communities down a path where nobody wants to preserve justice!!!

PUBLIC ENEMY



*20 years later...
Still Here !!*

Words by: The Wonder TwinZ

Where were you in 1987??? Were you on line at a local record shopping anticipating cracking open the album from one of the most controversial groups of that era, Public Enemy??? Actually, there's a good chance that some of you reading this right now, weren't even born yet.... Wow, how crazy is that??? Either way, it's hard to believe that it's been 20 years since the release of Yo!!! Bum Rush The Show.

In fact, artists within HipHop average about 3 albums and five years of popularity, if they're lucky... So with that in mind, let's compare that to Public Enemy's career. To date, the group has embarked on over 58 tours, performing over 1,500 concerts to fans in 55 countries. At the close of 1999, The New York Times named Public Enemy's music to their list of the "25 Most Significant Albums of the Last Century" and in May 2005 The US government's Library of Congress included Fear of a Black Planet in a list of 50 recordings worthy of preserving in the National Recording Registry. Rolling Stone magazine called the group one of the fifty greatest artists of all time, and in 1999 Vanity Fair profiled the group in their Icons of Rock special section, while Spin magazine chose two PE albums for their "100 Greatest Albums (1985-2005)" list, with It Takes A Nation of Millions to Hold Us Back coming in at #2 and Fear of a Black Planet at #21. Honestly, that is only a small portion of their incredible discography...

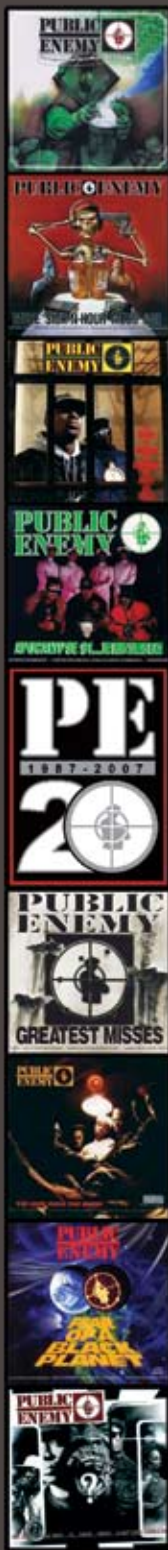
Now in 2007, we proudly announce that Public Enemy returns with their brand new album, "How You Sell Soul to a Soulless People Who Have Sold Their Soul." The group reunited with Bomb Squad member Gary G-Wiz to handle all of the production. The album features KRS-ONE on "Sex, Drugs and Violence". On this track, KRS, Chuck and Flav encourage young fans to enjoy their favorite songs without taking lyrics literally. Redman also appears on the album as special guest producer of the song "Can You Hear Me Now."

I remember being a young teenager, listening to Chuck's words and realizing that his views were as real as they came... Then I would watch TV and listen to reporters bash and attempt to discredit PE's work. I would always sit back and wonder why it was like that. I quickly realized the reason was because what Chuck spoke about was the truth. Most people would rather walk around and pretend that diseases like racism and segregation don't exist. Public Enemy's music taught me life lessons that I would've never learned in school... Especially, when the books used in school back then were first published in the 1950's. So as a True HipHop Head and fan.... I would like to say thank you to Public Enemy for turning music into words and lessons to live by.....

New Public Enemy Album in stores everywhere... NOW!!!!

"HOW YOU SELL SOUL TO A SOULLESS PEOPLE WHO SOLD THEIR SOUL."

www.PUBLICENEMY.COM





Inspect Da Gadgets

SONY NAV-U NV-U92T - PERSONAL NAVIGATION DEVICE

Never again worry about where you went wrong and how you ended up in the middle of nowhere. With the "SONY NV-U92T" you'll never worry again. This sleek and sexy personal navigation device has a soft touch 4.8" 16:9 wide screen color display and can be viewed from almost any angle while you're driving. Equipped with 2GB's of flash memory, the new memory stick slot makes it easy to quickly add new maps and tourist destinations. You can use this device to find routes, gas stations and nice country roads. You're on your own for the local hole-in-the-wall bars and "Gentleman's" clubs.

www.SONY.com



BLACKBERRY CURVE 8300

The "BlackBerry Curve 8300" smartphone is the smallest, lightest blackberry smartphone to ever have a full QWERTY keyboard. With all of the wonderful features that its baby sister "Pearl" has to offer, the Curve is designed for those individuals who need something small, smart and sexy, but can't deal with more than one letter per key. With its sexy curved corners (hence the name) and its thin profile, this PDA is the latest in the long conga line of PDA's. It resembles a Treo, only flattened and widened, but offers much more smart technology than its competition. With its 2-megapixel camera with built-in flash and 3X digital zoom, you can almost become the next Spielberg of photography. It's 320x240 pixel screen has amazingly vivid colors and its backlight feature automatically adjusts to its surroundings. The Curve's lack

of true 3G or Wi-Fi support leaves a little to be desired, but it's ever popular trackball technology more than makes up for any disappointments. All in all, the "BlackBerry Curve 8300 smartphone" is the answer to your quest for something hot-n-sexy, but we still think you just need to get out more.

www.BLACKBERRYCURVE.com



TV B-GONE - KEYCHAIN REMOTE

Are you tired of watching TV shows you don't want to watch, simply because you don't have the remote? Do you live by the motto "If I ain't happy, ain't nobody happy!!" Do you sometimes wish you had the power of the remote no matter where you were? Now you do, well kinda!!! With "TV B-Gone", you have the power to shut off almost any TV within 40 feet, whenever you'd like to. Although this gadget is really more of a novelty toy than a real piece of electronic ingenuity, it truly is a great idea. Next time you're at the bar, try pointing this sucka at the TV and shutting it off. HAHAHAAAA!!! You'll have hours of fun watching people try to figure out what's wrong with the TV. But don't get caught, I don't believe they've developed a keychain yet, that'll stop those 5 big, fat, drunk guys, from kicking your ass.

www.TVBGONE.com \$19.99 USD.



ION AUDIO - IPOJECTOR

These days it almost seems like life is not complete unless you can plug your ipod into it. From the boombox, to the TV, to your family members, everything is better when you hook it up to an ipod. Ion audio has taken that theory and applied it to their line of video projectors. Finally you can take any ipod and plug it into the port on top and project your movies or pictures in Hi-Def (1024x768) up to 30"x90" on a blank wall. Even though video ipods come equipped with a cute little screen, there's nothing like watching it on the big screen. The iProjector also charges an attached ipod and features extra video inputs for your VCR, DVD or game system. Just be sure you're aware of all the weirdo videos and photos you got on your ipod before you shoot 'em up on the wall for the whole world to watch and that goes for you too grandma!!!

www.ION-AUDIO.com \$149.99 USD.



ARCHOS 604 WIFI

The "Archos 30GB 604 WiFi" is much more than a simple audio and video player. With the ability to access the internet and email, this device makes it easy to stay out of the office. The bright soft-touch 4.3" widescreen display makes it convenient and comfortable enough to watch movies on and yet its compact size keeps it portable enough to fit in your pocket. The built-in speaker and kickstand make it ideal for planes, trains and automobiles and the 30GB hard drive gives you plenty of room to store all the instructional videos for the work you're supposed to be doing, just in case you get a little guilty from turning your desk into a tanning bed.

www.iON-AUDIO.com
\$199.95 USD



Key 8

BUSINESS PRODUCTS & NETWORKING TOOLS

SONY HDR-CX6E CAMCORDER

SONY'S new pocket sized camcorder is breaking records right and left. The "HDR-CX6EK" is the world's smallest and lightest HD camcorder on the block. You can record hours of "HD 1080i" video or shoot amazing 6 megapixel HD still images with unbelievable detail. It saves all the wonders of your epic film debut or perverted photo shoots onto a small removable memory stick, so go ahead and leave your tapes, discs and reels at home. The new software, along with the memory stick and touch screen make finding specific scenes from your adventures easier than ever. This incredibly compact camcorder is the first of its kind for SONY and will be the last of its kind for you, if your girlfriend catches you taping her in the shower... again. www.SONY.com \$1240.00 USD.



NOKIA N800 INTERNET TABLET

The "Nokia N800" is one of the newest internet tablets available. You can make phone calls, surf the internet and return emails all from the palm of your hand. It features a 320Mhz TI CPU, two SD slots, 128 MB RAM, 256 MB flash memory, 4.1" 800x480 touchscreen, WiFi, Bluetooth, headphone jack and a mini-USB port. With the Nokia N800, you'll find that its WiFi reception is exceptional. And check out this neat trick...



From the side of the unit, a retractable VGA video-call camera pops out so your friends can see you talking junk about them and their played out devices from last year. There are tons of options out there for mobile devices, but the real decision is finding one that really fits your needs. Although the "Nokia N800" lacks the popular 3G technology, it's still a device that will make train time bearable, by no longer having to pay attention to anyone around you, including that piece of work next to you right now. www.NOKIAUSA.com \$399.99 USD.

SANDISK IMAGEMATE 12-IN-1 USB 2.0 CARD READER

This little card reader will allow you to read any digital memory card from any digital device. Gone are the days of filling up your device with no place to store the pictures. Now you can simply eject the card from the device and insert it into this universal card reader. With true plug and play capabilities, there's no need to install a driver on your computer to run it. It's compatible with both Mac and PC, so everybody can enjoy a fast, reliable way to transfer digital pictures, music, video and data between an array of memory cards and your computer. Wait... it even includes a docking station for quick connection to your computer. Geeks worldwide all agree that this reader is an excellent addition to all the super-neat doodads for your computer. www.SANDISK.com \$41.99 USD



CASIO EXILIM EX-Z77 DIGITAL CAMERA

Casio has finally proven that they aren't just the stuffy corporate type; they spend all day surfing fart videos on YouTube just like you.... Come on, you ain't got to lie Craig... They've announced the release of the "Exilim EX-Z77" digital camera with the cutting edge Exilim Engine 2.0 image processing module. This 7.2-megapixel camera features a 3X optical zoom, 2.6" widescreen LCD display, max. 5 shot/second high-speed continuous shutter speed, Motion analysis and anti-shake features. Available in silver, black, blue or pink this new model introduces their newest technology, YouTube Capture. This feature provides ideal settings for recording and uploading videos onto YouTube.com, for the entire world to see. With this new YouTube Capture mode, Casio has made it so easy to shoot and share your videos on YouTube that a moron could do it, trust me.....



www.CASIO.com \$229.00 USD.

HTC ADVANTAGE

The "HTC advantage X7501" is like rolling up your entire office and taking it on the road with you (minus the sexy secretary of course). Stay connected at all times through its 3G, Wi-Fi and Bluetooth 2.0 capabilities. The 624Mhz CPU is powered by Microsoft Windows Mobile 6 with Direct Push Technology, so you should be set with everything needed to make people think that you're hard at work in the office. The 3-megapixel camera allows you to take pictures on the run and the TV or VGA output allows you to connect to a monitor, TV or projector, if you choose not to use the huge 5-inch touch screen that it comes with. It also has a detachable QWERTY keyboard so you can surf the internet, return emails



or type love letters to the portable device gods. It boasts an 8GB hard drive with a miniSD card slot to add even more space, if you need it. With the built-in GPS feature you'll never get lost... But be smart about it slacker... because there's a good chance that with the GPS feature, the big bossman will be able to see that you're on a ski slope in Aspen and not inside the walls of your plush cubicle. www.HTC.com \$899.99 USD.

The Good Life

A Glance at The Finer Things in Life

CAN-AM SPYDER

Remember the days of your childhood when your best friend would show up at your house with the old school three-wheeler and your mother would scream and yell at you as you ran out of the house to hop on it? "Your gonna flip over and kill yourself on that thing!!" Ahhh... those were the days... Well it seems like some of the little rugrats from back then grew up and redesigned the three-wheeler to make dear ole' mom proud, by sticking the two wheels in the front. While the two in the front and one in the back wheel design has caught on fairly well overseas, here in America it's never really become the norm. With some serious ingenuity and modern technology Bombardier hopes to change all of that on this side of the lake. Aside from anti-lock brakes, traction control and stability control, The Vehicle Stability System uses four computers to constantly monitor variables such as engine speed, wheel speed and how fat you are, in order to make adjustments to the power and braking systems. While it takes a little bit of getting-use-to, especially the lack of hand brakes (single foot brake only), the 998cc "Rotax V-twin" engine that kicks out 106 horsepower makes highway cruising as comfortable and smooth as you'd expect. For a company that has undoubtedly dominated both the water and snow playing fields, bombardier hit the streets hard for their turn around the block and it looks like they've got a good chance at dominating that playground as well. www.SPYDER.BRP.com \$14,999.00 USD



2007 MERCEDES CL65 AMG

Benz has done it again. They've taken what they've made and made it even better. The "SL65 AMG" is the sexiest, most powerful baby to take its top off yet. As the fourteenth model in the AMG family, the "SL65" is as phenomenal as they come. With style and grace, power and balls, this ride is far more than what we've come to expect from a Mercedes-Benz. The 604 horsepower, 6 liter, 36 valve, V-12 engine behind the grill is like having an SL500 with two engines. Around town, this V12 will shut down to a V8 for better fuel efficiency, but if you give it a little lovin' she'll open up fully, giving you the ride of your life. The interior is spacious and has leather and wood wrapped around everything. From the digital dashboard, to fingertip speed shift controls on the steering wheel to the ventilated massage chairs, the Benz SL65 AMG is the answer to the age old question... Who's Your Daddy?. www.MBUSA.com \$186,000.00 USD.



RESERVOIR DUCKS



I don't care if you're as rich like Bill Gates, sometimes you gotta take it back to the old school days of sleepovers and a bubble bath with your best friends mom. What? When you were 4 she didn't have a problem with it. So what's the difference 30 years later? Well, maybe if you brought these six rubber ducks with you, she might be more inclined to help you wash up for storytime. Ok... here are their names... Mr. Brown, Mr. White, Mr. Blonde, Mr. Blue, Mr. Orange and of course, Mr. Pink. They're back to bring a little gangster to your, not-so-gangster, bubble bath. To hell with dogs, ducks are much more retro and sexy... so they say. Each duck has a white body, black shades and a slick black tie. When placed in water, the LED's are activated to light up and change colors. They say these are suitable for ages 8 years +. That would stick you in the "+" category, which makes it OK, so play on playboy. Go ahead and spend hours with Mrs. Jones in the bath tub trying to line them up in that iconic group formation from the film "Reservoir Dogs". Collect all six ducks and choose your favorite color, but don't complain if you end up with Mr. Pink. www.TOTALLY-FUNKY.co.uk \$12.99

SEA-DOO - SEASCOOTER GTI

The "Sea-Doo Seascooter GTI" is the perfect solution to under water exploring. This unit is light enough for you to carry in one hand and powerful enough to pull you up to 100ft under water. Traveling at speeds up to 2.5 mph, this 18 pound sea creature will help you dive further than ever. Use the variable speed to control how fast you go; simply pull the right trigger for normal speed or pull both triggers for the higher speed. Whether you want



to dive deep underwater or simply let it pull you across the surface, the "Seascooter GTI" is the perfect friend to have at the beach or in the pool. Take this bad boy to the local public town pool and harass all the parents and kids as you go zooming past them in the kiddie pool. Just be careful, the "Seascooter GTI" doesn't operate well in yellow water. www.SEASCOOTER.net \$399.99 USD.

CANNONDALE CARBON RUSH

Tired of the same old commute every morning to work? Tired of the carpool with co-workers who do nothing but talk about work? Tired of leaving work at the end of the day and battling rush hour traffic for an hour? Well then, why not hop on your award winning "Cannondale Carbon Rush" mountain bike and battle some off road trails back to your cabin? With its innovative full suspension, patented Lefty "S.I." fork assembly and "Fox RP23" shock system, the downhill on this baby should be a hell of a lot better than the bumper to bumper crawl on the highway. Hailed by some of the world's top riders as one of the best trail bikes available, the "Cannondale Carbon Rush" is designed for the true endurance racer. Not to mention what it'll do to those love handles..... www.CANNONDALE.com \$6999.99 USD.



THATS WHATS UP!!!

ALBUM REVIEWS...

REVIEWED BY: THE WONDER TWINZ

K. BANGER : "TRUTH BE TOLD" - SHAMAN WORK REC.

New Jersey comes back with another one... K-Banger holds it down for Perth Amboy with this 10 track EP... Every track on this CD bangs, bangs and bangs again... K has an unstoppable flow which is evident all over this EP. The first track, "All I Need" puts everything into perspective. No matter what life brings you, good or bad, remember all you need to get by is love for yourself and others. Plus, if your boss or somebody else pisses you off, K gives you artillery to stomp to. Word, just put on "Freedom March" in your Discman and kick their door down... All the guests that came to rep on this CD did their thing too, making this an EP to look out for...

www.SHAMANWORK.com



JAK DANIELZ : "BAR HOPPIN'" - BOMB HIPHOP REC.

Bringin' back that ole' boom bap!!! Yup, that's exactly what Jak Danielz is doin with this album... Plus guess what? His DJ is DJ JS-1... So you know what that means... There's gonna be trouble!!! The first track is a great introduction to what this emcee's got in store for ya... "HipHop Manual" is dope and it even comes complete with a verse by Craig G that is so sick... The beat is like some type of star wars shit for ya young padawan ass... And if you're in the mood for more guest appearances, you gotta hear "Bullseye" featuring Buckshot, Sadat X and of course DJ JS-1. This is that New York flava that you've gotta add to your collection!!!

www.BOMBHIPHOP.com



KNOBODY : "THA CLEAN-UP" - HIERO IMPERIUM

Nobody ripped it on this CD... What does that mean, it sucks? No, pay attention, what I mean is that nobody did his thing, oh, my bad... I mean Knobody... There, does that make it clearer... That's the dudes name... Yup, he's another Cali cat spittin' for the masses. "Sacrifice" is a great joint. It's dedicated to everybody who goes out of their way to follow their dreams. "On my Job" is another dope track that definitely bangs. All in all, after listening to this album, you'll be needing bengay for ya neck... If you're saying, "what the hell does that mean"... Then we say, wait... you'll see...

www.MYSPACE.com/KNOZ



MADI B : "STREET G.E.D." - ANYTIME REC.

Some get their G.E.D. while in the bing, while others get theirs off of TV, thanks to Sally Struthers. Well Madi B. got his straight from the streets. Damn, this CD is filled with more action than Die Hard 4... No wonder Bruce Willis makes an appearance on here... Just kidding... Just wanted to make sure that you're paying attention. Madi B is from California and this album is the digital bio of his life so far. "Ryder Muziq" is perfect for the parking lot pimps... A few other attention grabbers on this album include "My Money's Long", "Snitches" and "California". The production on a lot of the songs started to sound the same after a while. I guess that can be passed off as calling it that "classic Cali style".

www.MYSPACE.com/MRMADIB



MUSAB : "THE SLICKS BOX" - HIERO IMPERIUM

Hiero Imperium is the home to some of the best who ever did it: Del, O.C., Casual and now Musab is on the scene with an attempt to add his name to that list. Musab hails from Minnesota, proving that HipHop's spirit is everywhere. Musab's strong and steady flow is matched perfectly on every track with instrument heavy, powerful beats. One of our favorite tracks on the album is "Please do not Assume", the Marvin Gaye sample brings it to the next level. "Family Ties" is a great song to dedicate to those close to you, who always ride for ya. Alex P. Keaton in the house!!! Although Musab isn't the first emcee to rep for Minnesota, he's definitely coming thru with another hot joint from a place that's colder than a mutha..... shut yo mouth!!!

www.MYSPACE.com/MUSABMACKMUSIC



INTERNATIONAL SPIT

TEWU : "WYRWANI ZE SNU"

Yo, this is America Jack!!!! I don't even speak a lick of Polish and even I can understand that this CD is dope... My friend's grandma is from Poland and I was gonna let her translate it for me... But then I thought "what if she starts beating my ass, if the emcees got really trashy potty mouths"... On the real, that's what's so crazy about the music of our Kulture; it truly is universal... The production on this album ranges its influence from premier to the roots. The incorporation of the DJ is very much present on this CD, which is something that far too many American groups have steered away from. Some of the emcees clearly have much stronger flows than others, but they all hold their own nonetheless. We recently went to Poland to do some shows with Naughty By Nature and the scene was incredible. At the show there were 15,000 screaming fans, most of whom didn't speak any English, but we were all still connected.

www.TEWU.PL



THATS WHATS UP !!!

DA ORIGINAL MIXTAPE MADNESS...

Words by: Tapemasta, The Mix Tape Librarian /// Tapemasta@gmail.com

See other reviews at:
www.TapeKingz.com
&
www.RapMullet.com



DIRTY HARRY : "WARLORDZ"

Reviewed by: Tapemasta

Once again, guess who's back on the scene? I remember back in the days in Queens (Pop's Flava Spot on Jamaica Ave) this DJ, unknown at the time, used to come into the store with 60 minute tapes without track listings. The Store owner would rock these tapes all day. Well somethings never change, cause here's another one to bump. On this CD, he takes some of the old mixes & puts em with today's music. Believe me, it's something special to hear. Now you get to hear certain classics joints with a new twist to them. If you're cool, I'm sure you already got this CD and it's in rotation in the ride, right?



CRAZY CHRIS, DJ SWINDLE, FRANK LYON, DUB FLOYD, DJ UNEXPECTED & CHONG WIZARD : "MASH OF THE TITANS"

Reviewed by: Tapemasta

What do you get when 6 Mash up titans get together for 1 CD? You get a creative masterpiece like no other. On this CD, there's 6 DJ's from around the world combining their skills & showing you what can happen when creativity has no limits. To be honest with you, Rap Phenomenon has no life next to this CD & that's not taking anything away from Vlad on his past release. Once u hear the intro & watch how all 6 DJs work together, you'll agree that this is a timeless classic for the masses. So jump on it, when u see it!!! Fellas, u did a good job with this CD!!!



BRANDI GARCIA : "SOUTHERN STILETTO'S V.7" HOSTED BY : HUEY

Reviewed by: Tapemasta

Okay, I'm not going to front, I always find myself waiting to see what's next to come from Brandi. Her series is something special to hear. This joint was kinda slow, but it served its purpose. On this CD, you can hear her skills on a constant flow. Now I can see why people take this style of music to heart in the south. Imagine flowing with songs like "Ay Bay Bay", "Shawty" (rmx), "Yeah In My Whip", "When I Hustle" and "We Takin' Over" (rmx). You did good baby girl, but next time hit us with some harder joints and the masses will enjoy it even more.



DJ 4SHO: "CASH CLAY" (CASH ON DELIVERY)

Reviewed by: Tapemasta

Before we even get into this review, I've got to shout out 1st Seed Recordings because I've been hearing good things from this Virginia based crew for a while now. My family is getting real big this year, possibly making this the year for the "underdogs". This mix tape had constant flows and the potential for the public to accept it. This is especially true once they hear cuts like "Find You", "So Official", "Serving Notice", "U Ain't Nice As Me" and "I Do Me". So DJ's, check for Cash Clay and let him do his thing on your next mixtape. Believe me; you won't go wrong. Especially if you're a true HipHop Head!!! Team Afficial & 1st Seed are in the building, so watch for more people to come out of this camp.



DJ DRAMA : "GANGSTA GRILZ V.16"

Reviewed by: Tapemasta

This was one of the most anticipated mixtapes worldwide. Mr. Thanksgiving has been putting in work for the heads who always want to hear that new shit. I personally have been playin' the background for years for mix tape DJs and I was one of the first people who came out publicly to defend the Aphilliates during their troubles last year. Sometimes I have a bad taste in my mouth for the "labels", but I'm sure they understand why. The power of the mixtape is stronger than most albums today, which is kind of crazy when you think about it!! This CD had most of the bases covered on what we as listeners had been missing and it didn't have a track by Lil Wayne. I can't front though; I was hooked on "Takin' Pictures", "2 Of Americas Most Wanted", "Cockin' Them Thangs" and "I Bang". Overall this mixtape will have you on overdrive for more Drama. Welcome back, playa!!!

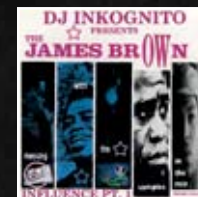


DJ INKOGNITO : "THE JAMES BROWN INFLUENCE"

Reviewed by: The Wonder TwinZ

There ain't one true HipHop head that won't agree that James Brown is, was and always will be HipHop. Without a doubt, there's no other artist out there that influenced as many artists as James Brown has. This is a man who stayed on the road performing live well into his 70's. So in this collection, the hardest workin' man in showbiz was praised properly by one of the hardest working DJ's, DJ Inknogito. Also, notice how I said "this collection". Well that's because this is a multi CD set... Track after track, you'll start to realize how many emcee's have used James Brown's music through the years. Everybody needs to experience this collection. So thank you Inknogito for helping ALL HipHop heads say Thank You to the Late, Great James Brown!!!

www.MYSPACE.com/DJINCOGNITO



SCRATCH BASTID: "GET UP"

Reviewed by: The Wonder TwinZ

All DJ's here this... Sharpen your needles, barrel asses!!! Skratz Bastid is one sick Bastid!!! Right from the intro, this CD grabs your soul... Thirty six tracks and none sound the same... It's a superb blend of semi new joints and plenty of classics, but these classics include much more than just dope rap jams. In fact, track #5 is called "Pink Floyd meets P Funk" that should say it all right there... There's no question, that the kid can pick the right records to play, but can he scratch and blend??? What??? Does Rosie O love chocolate cake and chicks with fat asses??? Well whatever... Yo this kid is nasty... This CD is incredible so grab it if you can and play it till' it can't be played no more!!!

www.SKRATCHBASTID.com



DJ CUBE & DJ SMOOV B: "BORN TO ROLL"

Reviewed by: The Wonder TwinZ

Ah yea... We found another one!!! Here is a CD for all you lazy DJs that like to get paid to rock a party, but don't actually like DJing... You can put this in the CD player and then go take a nap... This CD has 39 tracks on it, including everybody from Ice Cube to Salt-N-Pepa to the Bee-Gee's, yes I said the Bee-gee's... The selection is so wide spread, but yet the blends between all the tracks are flawless. The combination of classic funk records and some of the most recognizable rap records is incredible... This CD will be perfect for any age group, even the golden girls...

www.BORNTOROLL.com



TECH TALK

IN STUDIO RECORDING TIPS

Written by: Dre (Capital "X") of MeM Recording Studio // IGWTEntertainment@GMAIL.com

Was real peoples? I'm back once again. I believe last issue I said I would cover backing things up. Now is as good a time as any to get used to backing up and keeping track of your data. From past experience, I can tell you of at least 2 separate occasions in which I ran into some serious problems. At the time, my studio was crazy busy and I had two full albums that I was mixing for releases. The projects kept me so busy, that I didn't take a moment to back up the data and sure enough, my system crashed.

In most cases, it's the responsibility of the artist to back up their projects, or at least ask for their sessions to be backed up. Getting an audio CD of the track you just recorded to bump in your ride on the way home doesn't really count as a back up. Even though technology has soared in the past decade, one thing computer manufacturers haven't succeeded in yet is conquering the inevitable hard drive crash.

In my situation, I was fortunate enough to know a computer forensic expert for the District Attorney's office who was able to retrieve my data, which was literally worth thousands of dollars. Some of the files were damaged, but I was able to piece it all together for the artists in time for their already scheduled release dates.

At this stage of the game, backing up your data is simple and very affordable. Back in the day it was very expensive. Depending on the size of your project, there are a variety of ways to back up your sessions. If you're just doing demos, you can burn your sessions onto a disc, or a DVD. I recommend that you bring your own if you're going to a studio, because you will get over charged if you buy the discs at the studio.

If you're in and out of the studio, discs can start running your bills up, plus they get scratched, scattered and lost. I recommend buying a memory stick. You can find 2 GB memory sticks for as low as \$20.00 on sale. If you're working with Pro-Tools, that's equal to 2 to 4 sessions, depending on what you're working with. I've had some sessions that were over 30 tracks, 4 GB's in size.

The next step up above that would be to use an external hard-drive. They come in all sizes and vary in price. Just about every computer company has their own line of external hard-drives, I recommend Seagate. Their prices are always within my range and I've never had any problems with them at all. Well except for losing files, but that's my fault. Yea I'm guilty; I slack on the labeling of files, which is definitely not a good habit to get into. The better organized you are, the better off you'll be. In the long run, being organized will save you a lot of money.

As I said, external hard-drives come in a variety of sizes. You can even buy an 80GB portable external hard-drive, if you've got the money for such a luxury. 80GB's is more than enough storage space to keep an entire project or album safe. Seagate's are so inexpensive, you can keep multiple units filled with your entire works. As with all my suggestions, do your homework and find what best suits you for your particular situation. Ask questions, hit me up and we'll make sure you're covered.

Till next time. Peace and much progress.

- "X"

VIDEO LIFE 101 LIGHT IT UP

Written by: First Be
www.3rdEyEunlimited.com
PutOutTheWord@YAHOO.com

Whether you're shooting with a pro HD camera or a Hi 8 dinosaur, lighting still remains paramount and makes a world of difference. Lighting can make or break a video. We once interviewed Krs-One on "Put Out the Word!" at a college after a show and because the room was naturally well-lit, it looked like a pro interview. It was shot with a SVHS camera (not manufactured any longer) and no extra lighting was used.

Some type of additional lighting option is highly recommended though, especially for those times when you're outside ready to catch a dope scene and there are no street lights around to save you. There's an impressive yet affordable camera light that Sony carries, running under \$300 with all the accessories. It attaches directly onto your camera and is very light weight. The large battery lasts up to four hours. It can be left on during a live performance to better highlight the show and can also be used to provide last options for low end video shoots.

Ideally, videographers should have their own three piece lighting kit, which can ultimately light any angle in multiple ways. You can get a good kit for under seven bills these days. You can clip colored gels on the lights which create dope effects to your scenes and make them seem more cinematic. This is especially true when you're working with cameras such as the Panasonic DVX 100B, which has a 24P cinema setting, resembling film. If you plan your shot right and experiment with the lighting to find the sweet spot while you're shooting, you'll find that you can manipulate an appealing shot.

Bottom line, get some lighting. Ultimately, you'll be glad you did. If you don't have the funds right now, most public access stations have lighting kits and camera lights. It may be more of a pain to set up, but if you're doing serious work, you can only go so far without good lighting.

Keep your camera irises open and your 3rd EyE's focused.

BEAT SCIENCE BACK IT UP !! BACK IT UP !!

By: BobbySkilZ

Operating systems these days are way too complicated for the average person to troubleshoot when something goes seriously wrong. Plus the fact that huge external hard drives are so inexpensive these days, it makes little sense to even try. Instead the best strategy is to make a clone of your system drive while it's in good health. Then if something goes wrong, you simply restore the drive from the clone and go back to work. Who cares what went wrong.

You can use an internal drive for this, but an external Firewire or USB drive that you can take off-line is probably safer. Taking it off-line prevents you or the operating system from getting confused and reading or writing something to the back-up instead of your system drive. Now, dragging everything off your system drive to the back-up won't work because there are lots of hidden files that don't get copied. More importantly, a lot of music software is protected with hidden files. You need a real bit-for-bit clone of the drive to ensure that your authorizations are intact when you restore them.

PC users can use utilities like Norton Ghost to do this procedure. Mac OSX comes with Disk Tools (inside the applications folder), which will make bit-for-bit copies that should restore all your disk-based software. It takes a while to make disk images. For daily back-ups, you just need a program that makes incremental back-ups, which means it will only copy the files that have changed since your last back-up. "Norton" will do the job for a PC and "SuperDuper" is a good program for Mac OSX.



TAKING OVER THE AIRWAVES

It's probably safe to say that every DJ wants his or her own radio show. Unfortunately, there are too many talented DJ's and not enough time on the clock. However, technology keeps making it easier for DJs to be heard. Honestly, there's no reason why a DJ can't create and even syndicate his or her own radio show. So do you wanna know how?

First, figure out the angle of your show. What will it be known for; freestyles, exclusives, forgotten classics, etc? The more unique the show is, the greater the demand will be. Remember, this is radio, so playing clean versions is a must. Next you'll want to start gathering sound bites. Whether you use vocal drops from artists or even funny skits from movies, they'll all definitely add to the show's chemistry. It would be best to gather them all up and put them in one folder in your computer. That way they'll be ready to be used while you're mixing. You'll also want to make sure you have the right equipment. The basic elements should include turntables and/or CDJ's, microphones, a CD recorder or some other type of digital recorder and at least two computers. Having two computers is necessary if you're gonna use Serato. That way the second computer can be used for drops, etc.

Having at least two people involved with the show would be best. While one person is DJing, the other can monitor recording levels, fire off drops and log in what's being played. Creating an accurate playlist is a must in radio!!! That's how stations keep account of who's getting played. So having more than one person at hand will simply make for a much tighter sounding show. This is especially true, if you're going to do any kind of talking during the show, better known as voice breaks.

One way to do voice breaks would be to do them live during the mix. The second way would be to leave a few instrumental sections throughout the mix, no more than 30 - 45 seconds each. Afterwards, you can record dry voice breaks onto a CD. This method is better if you're going to be on more than one station, because you'll be able to make specific voice breaks for each station. Then all you'll have to do is go back and drop the vocals over the instrumental periods during post show editing.

Yes, there will still be more work to do once the show is complete. Editing will bring a world of difference to the sound of the show. You'll be able to clean up sloppy blends, adjust the volume in certain spots and more. Remember, it's not a live broadcast, so take advantage of the fact that you can tweak things up a little bit. There are numerous programs to use for editing. We use a program called Adobe Audition.

Once the mix is complete, what are you gonna do with it? First, hit up all the radio stations listed in this magazine. Aside from them, its time to Google!!! Just look up stations in various markets, of course the smaller markets will be much more obtainable. Simply call or email them and pitch the idea of airing your mixes.

Once you land a station, find the quickest and most cost effective way to send them the mix. Sending it over the internet will be the best route. You'll just need to save the mix as an MP3 and then email it. Two great sites to use for emailing large files are www.yousendit.com and www.box.net. We use both of them all of the time.

Of course there's much more involved with the day to day operations of running a radio show, but the advice given here will at least give you an idea of how to get started. Getting stations to give you a chance won't be as easy as just one phone call or email, but in time, they may decide to give you a shot. You just need to produce the highest quality show that you can and be persistent. Most importantly be patient and polite, because nobody likes an annoying asshole... Am I right?

Words by:
The Wonder TwinZ

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PLEASE BEWARE

The names & businesses listed in the Yellow Pages of this magazine have been researched for credibility, to the best of our ability. However, please do not solely rely on our recommendations. We encourage everybody to do their own research before committing to anything. Always use your own intuition, if you feel that somebody is trying to take advantage of you, do not deal with them. Please thoroughly read any documents and/or contracts that may be presented to you before signing. If you don't do this, you may find yourself obligated to something that you are not ready for. If any of the participants from this list treat you unprofessionally, please let us know. That helps us keep The Connex List filled with the right people only.

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(Ask these cats about rockin their gear at some shows or for photo shoots.)

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
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(Ask these cats about designing some artwork for your project or getting some flyers, stickers or promotional materials made for your next show.)

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Ask these cats about sending your music for a review or write-up.

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TAPEMASTA

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Writes for different pubs/websites;

Mixtape outlets worldwide.

Brooklyn, NY

THE MUSIC SHOP

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NYC

OKTOBER ZERO

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Conducts interviews that are published in various magazines

South Bronx, NY

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HIPHOP 101

- 1 Who produced Young Joc's smash single, "It's goin' down"?
- 2 After the release of "Enter the Wu-Tang (36 Chambers)", who was the first Wu member to drop a solo album?
- 3 What was Kid Capri wearing on his head on the cover of his album, "The Tape"?
- 4 What is the name of P. Diddy's cologne?
- 5 Latin Prince is the founding father of which DJ crew?
- 6 What company manufactures Jazzy Jay's Limited Edition Mixer, the JJ57SL?
- 7 Glaceau, the parent company of 50 Cent's "Formula 50" VitaminWater, was just purchased by Coca-Cola for how much?
- 8 What is the name of Swizz Beats' Toy Company?
- 9 Dallas based rapper Tum Tum is a member of what crew?

TRUE OR FALSE

- 10 Mel Melle won a Grammy for his involvement on Chaka Khan's record "Through the Fire".
- 11 Underground Emcee "Oh No" is the younger brother of Madlib.
- 12 The last Naughty By Nature album was released thru Tommy Boy Records.
- 13 DJ Quik dropped his first album in 1991 entitled "Quick is the Name".
- 14 Common was confessing about his love for Erykah Badu in his song "I Used To Love Her".
- 15 Rick Ross' hit single Hustlin' was produced by the Orlando, Florida based production duo, The Runners.
- 16 Reggaeton artist Zion used to be part of a duo called Zion-I.

WORD SCRAMBLERS

18 _____ is the name of the hit single by this _____ born Emcee?
 ebauiflut rlig naaicjma

ANSWER:

19 _____ released the diss record called _____ in _____
 sar saks oemh tsewe mheo
 which he was going after what producer?

ANSWER:

20 Once a member of both _____ and _____, what artist recently
 dod qdsua cefa omb
 released an album with his new group The Coughee Brothaz?

ANSWER:

21 What independent label was credited for bringing fame to _____ and _____?
 rhapoaeh nhomc osm fde

ANSWER:

22 The line "chumps pull guns when they feel afraid" was from who's verse in the song _____ featuring _____ & _____?
 ywckd argantsrg enci n otoshm

ANSWER:

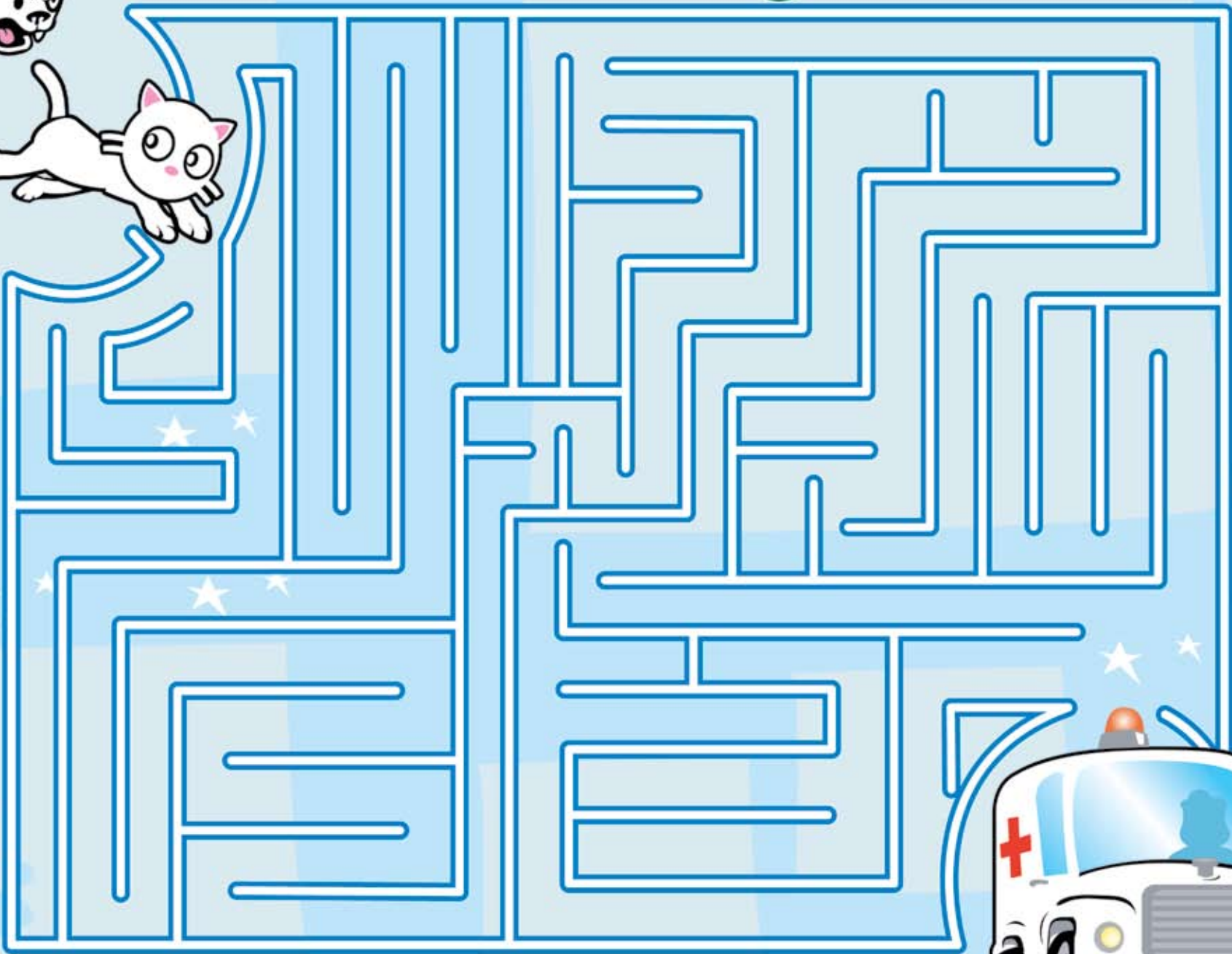
23 ED OG told guys to _____ on what album?
 eb a erhfat ot uryo lhicd

ANSWER:

ANSWERS

01. Nitti
02. Method Man
03. A Chief's Hat
04. Unforgivable
05. The Bum Squad
06. Rane
07. 4.1 Billion Dollars
08. Kid Robot
09. Dirty South Ryders
10. False - I Feel For You
11. True
12. False: TVT
13. True
14. False - HipHop
15. True
16. False - Zion y Lennox
17. Beautiful Girl, Jamaican, SEAN KINGSTON
18. Ras Kass, Home Sweet Home, THE ALCHEMIST
19. Odd Squad, Face Mob, DEVIN THE DUDE
20. Mos Def, Pharoah Monch, RAWKUS RECORDS
21. Dwyck, Gangstarr & Nice N Smooth, GURU
22. Be A Father To Your Child, LIFE OF A KID IN THE GHETTO

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WONDER TWINZ



strong island - new york



The Wonder Twinz are here to add their style to the world of HipHop. Their unique personalities definitely know how to move a crowd.

These look-alike brothers were born to entertain. Growing up, The Wonder Twinz turned their basement into a showcase, entertaining anyone who came downstairs.. They created a radio studio with milk crates and all the electronic equipment they could get their hands on.... a tape deck, CD player, microphone, even a record player. Anyone who came over was fair game for an interview!

It was their inseperable bond and love of music that gave them the nickname, "The Wonder Twinz". They've gone everywhere together, and friends just started saying, "Here come The Wonder Twinz". The name stuck.

After high school, they both took a shot at college. However, they noticed they were spending more time around music and DJ-ing and decided to pursue their real love... entertaining! While looking through the ads in The Village Voice, The Wonder Twinz saw an opportunity to go out on the road and perform on the college circuit. They gave it a try and never looked back.

Since 1997, these guys have toured the U.S. and DJ'd at hundreds of Universities across the country. They've performed in almost every major city and small town from Maine to Texas and Seattle to Florida. The Wonder Twinz have also left their mark on the HipHop Kulture in dozens of other countries around the globe. They're currently touring the world with Naughty By Nature holdin it down as their tour DJ at each show. They've rocked packed crowds from 150 to 1,500 to 15,000 kids in Germany, Poland, Norway, Amsterdam, London, Switzerland and of course New York City.

The Twinz have also participated on radio panels for dozens of music conferences and educational events. In addition, they broadcasted their radio show on the FM dial in New York City for many years and despite the lack of permanent facilities, The Wonder Twinz managed to be "On-The-Air" nightly.

Since the summer of '97, The Wonder Twinz have hosted their own radio program, cleverly titled... "The Wonder Twinz Show". They took this show from their mom's basement to Rockerfella Center and Beyond. In 2002 they were brought into the stellar DJ line-up of Sirius Satellite Radio and shortly after that, brought their world reknowned mixshow to AOL Radio's "Mixtape" HipHop channel as well. In the spring of 2007, The Wonder Twinz signed a non-exclusive syndication agreement with the radio network, SupeRadio. Through SupeRadio's matrix of 2,500 radio stations The Wonder Twinz' infamous mixshow is broadcasted weekly on the FM dial in over 30 markets across the U.S.



The Wonder Twinz are extremely proud to have these broadcasting opportunities. "We truly believe in the power of the HipHop Kulture, its strength and how it can change society for the better. We want to build an empire that understands HipHop so we can give back to the community. We understand the responsibility involved as part of the next generation of HipHop".

As part of Jermaine Dupri's "Def DJs" DJ Squad, these two Brothers from Long Island are excited about what the future holds for their long journey as The Wonder Twinz. Family has always come first and even if they argue like brothers, they'll always continue to spread their brotherly bond to the entire HipHop Nation... W O R L D W I D E.





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