

J U N E
2018
I S S U E

B P M
BIRDIE PROMOTIONS MAGAZINE

LYRICAL TALENT
Ed Bellamy

BAWL OUT QUEEN
Dovey Magnum

Winky D
Resurrects
ZimDancehall

BREAKOUT DANCEHALL ARTIST

Giovanna X

Check out the
Gold Chain
Riddim

KIRK SHERLOCK'S GEMINI BIRTHDAY BASH JUNE 9TH 2K18



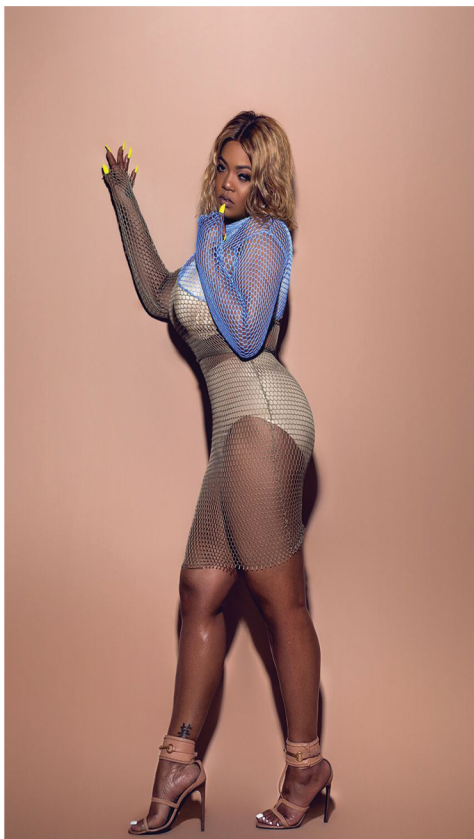
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ANNIVERSARY

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Ready for the World





AVAILABLE



K3L



NOW



WINKY D RESURRECTS ZIMDANCEHALL AT ALBUM RELEASE EVENT

BY: TSITSI NDABAMBI

PHOTO CREDITS:

TSITSI NDABAMBI, ZIMBUZZ &
BUSTOP TV

WINKY D SHOW OVERTAKES THE PACK

Zimbabwean and African top reggae dancehall star Wallace Chirimuko aka Winky D who is famous for stealing the spotlight as a supporting act at international shows in the country broke his own record of filling up the Harare International Conference Centre which even Tarrus Riley and Morgan Heritage failed to attract that much of a crowd.

The largest indoor entertainment venue was filled above capacity with more than six thousand audience that the organizers Two Kings Entertainment had to turn away thousands of Winky D music lovers.



Not only that, he also succeeded in keeping the audience engaged throughout his whole performance which guest artist South Africa based Buffalo Soldier who did a set of about four songs failed to impress.

WINKY D'S CD SALES MAKE

RECORD BREAKING HIGH!!



The 35 year old Winky who was also celebrating his birthday on the same day, was awed and shocked at the same time when local businessmen and socialite Genius Ginimbi Kadungure bought the first copy of Winky D's latest album titled "Gombwe" for a whopping \$40,000 US Dollars and Chief Albert Ndabambi took the second cd for \$30,000 US Dollars a record sale ever made.

GOMBWE CHIEXTRA



Gombwe
performance
takes the show!!!

Gombwe, a native Shona language word, which means guiding spirit, ignited a huge spark at the show because of the rich lyrical content in the tracks especially the song "Ngirozi" meaning angels which he collaborated with Vabati VaJehova a religious sect acapella group.

The track "My Woman" which he sang together with reggae, dancehall artist Beenie Man has already hit the top charts and is promising to rise just like his previous hit "Disappear" which made the top on BBC Radio 1 Xtra Destination Africa Top Five.

The video to the song "My Woman" was voted the Coca Cola Viewer's Choice top video of the year earning him another \$4,500 US Dollars.

Winky D is becoming a force to be reckoned with pushing his way up to the international scene after making a mark in the African continent. He was the main attraction at the SAMA festival in London on the 25th and 26th of March 2018.

The new album is maintaining top positions on the local charts.





What is the current goal of the reggae music as an industry?

Recently we followed along as various members of the fraternity were nominated for Grammy awards, among the big names were previous winners Morgan Heritage and Jr. Gong and first time nominee Chronixx who is the current face of the so called reggae revival. After the winner had been revealed and the award handed out, Jr. Gong was named winner of his 3rd Grammy award. Being a Marley, the biggest name in reggae music, it was quite a shock to know that the winner of the best reggae album award only managed a paltry eighteen thousand in sales worldwide for the winning album. Reggae music isn't selling in the stores which has me asking, where

are the fans of the music? The same music that constantly sees Chronixx and Jr. Gong selling out packed venues globally only being made to incite concert sales. Where is the support in sales for the music? Are there too many avenues where the music is being given away for free on YouTube and other social platforms where fans don't have the need to buy?

As an industry it's my belief that the reggae music business module is broken and is in need of desperate repair. Reggae music is globally accepted but we lag behind in how the business of music is conducted. People do not buy what they can get for free. Many of the practices which we hold dear needs to end; such as producers releasing material before an album is in stores. It's only in reggae we hear a new song one year before an actual album hits the stores, at that point the songs on the album are no longer fresh. Another thing that needs to end is the ability to get a mix cd with 70 brand new songs monthly. Again if it's free why should anyone buy?

The reggae music industry needs to adapt to the times at hand and function more as a business than an industry based on hype and likes. In any business which hopes to be successful it comes down to supply and demand. There is way too much music readily available to the market for free. In order for the reggae music industry to be



economically viable for the producers and the artists in the genre changes must be made.

Age old practices must be discontinued, the first has to be the releasing of music with no copyright attached that makes it easy to download on any social media platform without a sale. Another area of concern that needs to be addressed is the release of material by the artists; one song doesn't get a chance to take hold before another is released. Jamaica has copied a lot from the American music scene as of late but what it desperately needs to do is adapt the model of the music business which leads to sales if the material is controlled by the makers.

~Drew H.I.M~

SUGA ROYALE

brings to you



FRESH LOOK

Tropical House – Dancehall Warmed Over

The new trend in the past few years has been reggae inspired songs called tropical house. Today when turning on the radio, you're likely to hear Justin Bieber singing "Sorry", Sia "The Greatest" or Ed Sheeran "Shape of You." Collaborations have always been done with reggae and dancehall artists like Janet Jackson & Beenie Man, No Doubt & Lady Saw, Ja Rule & Sizzla, Shyne & Barrington Levy and Sean Paul with everybody, to name a few.

The debate over dancehall versus tropical house is not new. Many feel that pop artists using dancehall beats and rhythms are not giving the dancehall genre any credit, and are renaming or whitewashing it to tropical house. On the other hand, reggaeton, music rapped or sung over reggae

beats in Spanish, is exempt because “reggae” is part of its name, thus giving credit where credit is due.

Drake, who is from Toronto which has a dense Caribbean population, has also done music with dancehall themes. Not only does he use some patois in his songs, he’s collaborated with big dancehall artists Popcaan, Mavado, Wizkid (afrobeats) & Rihanna.

Dancehall beats have evolved from the simple beats of dembow, a sub-genre of reggae, to more elaborately constructed beats more similar to hip hop. Some may argue that recent dancehall songs are sung over hip hop beats.

Spice, the top female in dancehall, announced that she will be doing songs that are half dancehall, half trap music (a sub-genre of hip hop that originated in the South) which she has called dancehop. She is hoping that this will expand dancehall more into the international markets. Her first effort towards this was “Duffle Bag” that was released in January 2018. One thing that has been thought of, but no one really ever mentions, is that tropical house is missing the reality of dancehall. It does not

have the lyrics that describe the harshness of living in Jamaica or depicts anything of Caribbean culture. It just has a nice beat that one can dance to. It is unjustifiable how non-Caribbean or non-reggae/dancehall artists are reaping from this form of music and not acknowledging where the sound originated.

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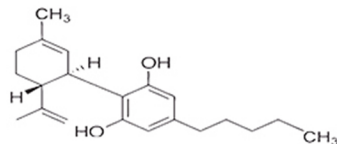
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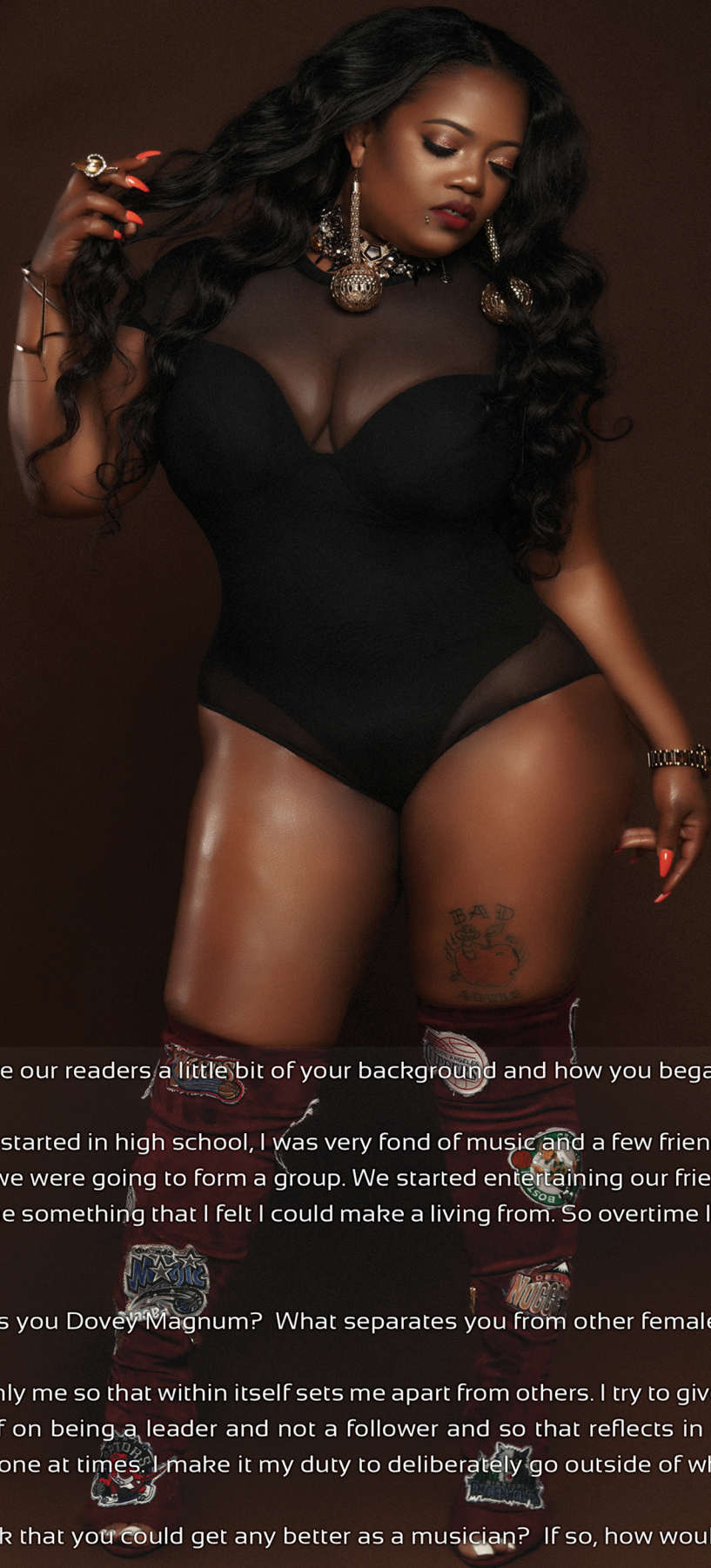
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Dovey Magnum



Simsy Kimberly Harrison, stage name Dovey Magnum, hails from Spanish Town, St Catherine. Dovey Magnum, who now resides in Atlanta, GA, love for music started at a very tender age while growing up in Jamaica. We had the pleasure of speaking with her about her background, goals and views. Enjoy the read!



BPM: Can you give our readers a little bit of your background and how you began your music career?

Dovey: My career started in high school, I was very fond of music and a few friends and I came together and decided that we were going to form a group. We started entertaining our friends at school and then gradually it became something that I felt I could make a living from. So overtime I perfected my craft and went solo.

BPM: What makes you Dovey Magnum? What separates you from other female artists?

Dovey: I am the only me so that within itself sets me apart from others. I try to give listeners my perspective, I pride myself on being a leader and not a follower and so that reflects in my music because I'm really in my own zone at times. I make it my duty to deliberately go outside of what is popular.

BPM: Do you think that you could get any better as a musician? If so, how would you achieve that?

Dovey: Music is like a sport and so you have to continue practicing and reinventing yourself. I did not always have this same sound; however over time I developed new melodies and ways to articulate my

point better. So over time I will definitely grow as I put in more work. I am already doing both reggae and dancehall simultaneously and that shows that I'm always growing.

BPM: You are based out of Atlanta, Georgia. Do you find it harder to "buss" in the U.S in the dancehall arena? What are some of the challenges you have faced on your journey to success and how did you overcome them?

Dovey: Yes it was definitely a challenge. Dancehall and reggae music thrives in the island and then usually spreads to other countries. So if you are based overseas it usually takes longer to launch your career. Kingston is the melting pot, but I have managed to tap into social media and that has helped to spread the work like a wild fire. However, I must say that as overseas based Jamaican acts we have to work twice as hard.

BPM: I always say that music is the one language that we all understand. What are your views on the recent escalation of violence in Jamaica? As an artist do you feel that the messages in some of the music being released play a role in contributing to the spike in the crime rate?

Dovey: Music is a universal language and I do think crime in Jamaica is a serious thing. I hope the security forces will manage to get things under control swiftly. The music is entertainment and is affected by society because it tells stories, but it does not influence crime. Crime has existed from Jesus was on earth walking and even he died violently. Mankind has always had an appetite for violence and I doubt that will ever change.

BPM: You have done some collaborating with other artists. If you could do a collaboration with an artist you haven't done one with before who would that be and why?

Dovey: I have a lot of acts I would want to collaborate with both local and international. I am just waiting for the right opportunity to present itself.

BPM: Musically who would you say is your idol and why this person?

Dovey: Tracey Chapman and Lady Saw are my idols; Lady Saw for her performance and dominance on stage and Tracey Chapman due to her vocal ability and melodies.

BPM: In Sept 2017 you released your first EP titled "Unrated". What was your experience like working on this project? Were you a part of the decision making for the chosen songs in the 7 track compilation?

Dovey: Yes I was very much involved in the selection process. It was my first EP so I wanted to make sure that it reflected my growth and show fans that I am a rounded artist. I got my break

with a hardcore record, so I wanted the EP to show that there is more to me and I feel like we successfully did that with the song selection.

BPM: What do you feel is the best song you have ever released and why? How did you come about this song? What was your inspiration?

Dovey: I feel all of my songs are my best songs. I try to make music at a high standard and I do music that I like. I draw inspiration from my personal life and things that I see in society. However, I couldn't just pick one song because music is subjective. I would rather the fans make that distinction by listening and purchasing all my work.

BPM: Your track "Bawl Out" on the Rum & Boom Riddim produced by Journey Music has become an all time favorite that is on high rotation locally and internationally. What was your motivation for this song? Did you think that it would reach the levels it has reached thus far? How does the overwhelming positive feedback make you feel?

Dovey: This song is based on a sexual fantasy and basically letting men feel special about the way we are treated by them in the bedroom. It is loved by both males and females because both genders feel good about themselves listening to the record. I am proud of the success and I am a bit surprised it blew up this big especially from an artist that is not based in Jamaica. I am hoping it will eventually land on Billboard.

BPM: Your fans, Bawl Out Nation as you like to refer them to, have increased tremendously over the last year. If it's one thing you could have them remember you by what would that be and why?

Dovey: I always want them to remember me as a jovial person who speaks her mind and makes good art.

BPM: What advice do you have for someone who is trying to pursue a career in the music industry?

Dovey: Just focus on your goals and push the envelope. This industry can break you mentally and so you also need a good team in your corner that supports your dreams and will go to the extra mile to see your goals realized. Also never be disloyal.

BPM: Where do you see yourself in the next 5 years as far as your music career is concerned?

Dovey: I just want to be a staple in dancehall, I want to continue making hits, land deals with major labels, climb the charts and basically maximize my fullest potential as an artist.

BPM: What's next for Dovey Magnum? Do you have any upcoming projects that you would like to highlight with us?

Dovey: Right now we are focused on getting the EP fully circulated, we have not done the four corners of the earth as yet and so we are still promoting. That is our main goal, the video for "Bawl Out" was delayed due to an accident I was involved in and so we are looking to release that soon. That will also give the song a new life.



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Govana Govana

Our interviewer Teeann had the pleasure of sitting down with the multi-talented Govana out of the 4th Generation camp. He elaborates on his rise to stardom, the name change and much more in this exclusive detailed interview!

Enjoy the read!

GENNA
GENNA



Teeann: Good day ladies and gentlemen. This is your girl Teeann once again representing for Birdie Promotions Magazine. Now today I have the immense pleasure of sitting down with an artist who is taking the dancehall scene by storm with songs such as "Gyal Clown" and "Gal Thief". He has managed to grip the attention of the masses. I'm talking none other than Romeo Nelson formerly Deablo now going by Govana. Welcome Govana.

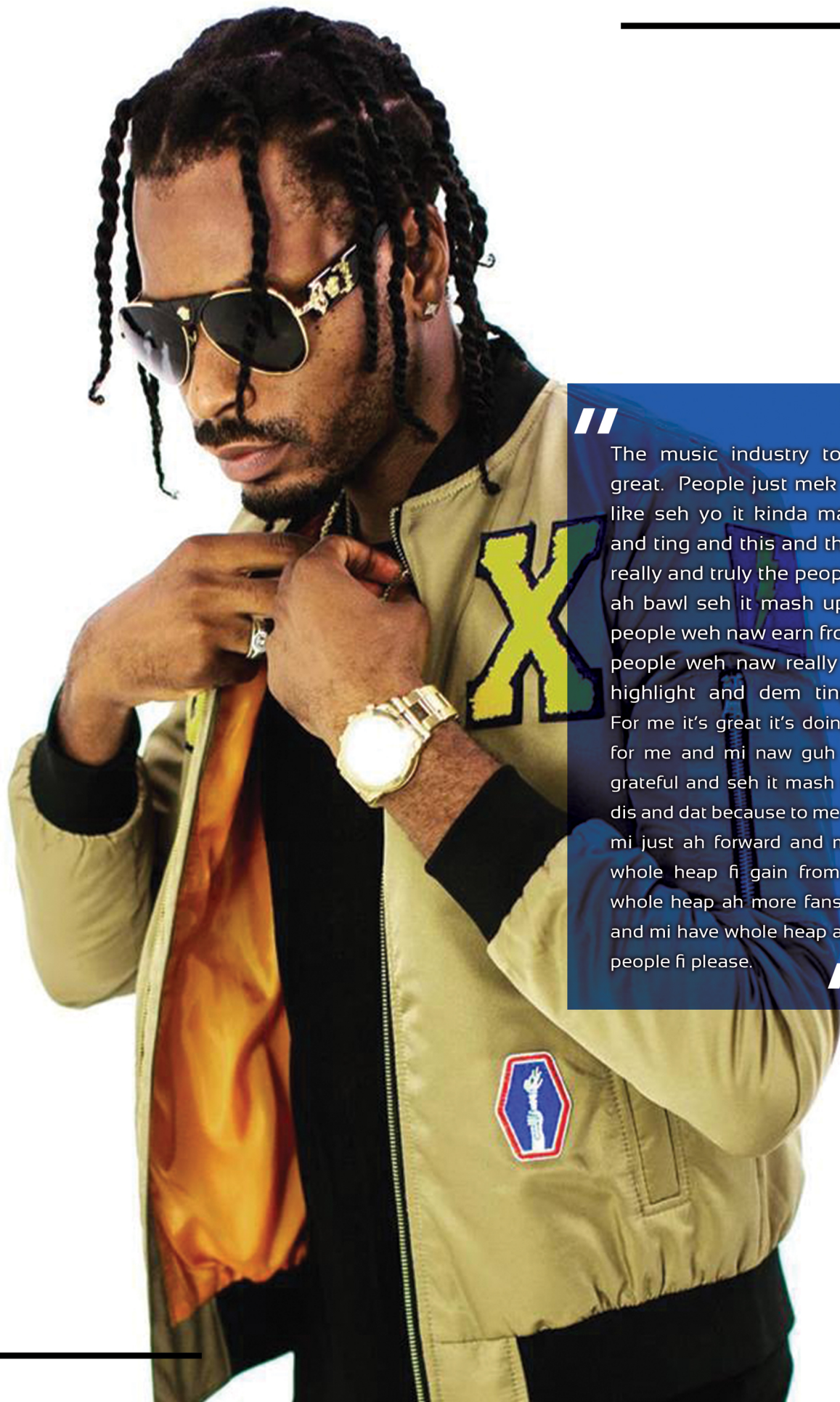
Govana: Yeah mon thanks for having me.

Teeann: Tell us a bit about who Govana is.

Govana: Govana is ah real fun person just love music, love sports, love family. Mi love pleasing the fans. Just love having a nice time; otherwise from that very humble, very patient, very honest, very hardworking and determined. I don't really go for the jokes and stuff like that. I'm really and truly just a straight up type of person. Born in Jubilee Hospital and raised in Spanish Town. Big up Bruk Weh; that is in St. Andrew that's where my father is from, my mom is from Clarendon.

Teeann: Would you say there has been a musical background growing up?

Govana: Growing up yeah definitely. Mi father is a real lover of music; like most households you have love of dancehall and reggae music. Mi father usually buy the tapes dem; the Sizzla, the Beenie Man dem. Dem man deh was him two favorite artists and me grow to tek to Sizzla. Mi really love and respect Sizzla growing up even now sed way. The musical background start from deh suh and den like from age 10 to 11 mi start play like sound system inna mi community. As a yute inna primary school wi ah play sound and ah tief out ah guh dance and dem ting deh. Learn music and learn the different tings of music and different songs and understand a lot of stuff and tings. That was the musical background growing up in Spanish Town.



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The music industry today is great. People just mek it look like seh yo it kinda mash up and ting and this and that. But really and truly the people weh ah bawl seh it mash up ah di people weh naw earn from it or people weh naw really get di highlight and dem ting deh. For me it's great it's doing good for me and mi naw guh be ungrateful and seh it mash up and dis and dat because to me it's like mi just ah forward and mi have whole heap fi gain from it and whole heap ah more fans fi gain and mi have whole heap ah more people fi please.

//

Teeann: I noticed you have changed your name from Deablo to Govana. What was the reason behind that change?

Govana: Well the reason is I think that the altitude that I needed in my career I think that Deablo kind of restricted that in a sense because of the Spanish meaning. Even though I changed the spelling from D-I to D-E-A-B-L-O it still had the same pronunciation. I tried to change the spelling to just kind of different from that but people still ask question why the name is devil. Because of that I just basically get tired of that and really and truly I am a god-fearing yute. That name was bestowed on me from primary school because I just usually get a whole heap of trouble and a whole heap of things you know you are a little devil like the mountains in Jamaica. Mt. Diablo and she you know Diablo means devil and she started calling me that from a younger age. I have that name from a younger age and just took it and just like how it sounds. I never did know the meaning behind it and then. The older I get the more uncomfortable I get and I start to pre-empt and see you dawg at the end of the day is not like I only do street music. I do predominantly street music but I do other music we can meditate to and like fun music for the whole household and these things. The name Deablo just never makes sense because I am Jah and these things. I just see you it never makes sense and people know you are serious. So I see you know what just go and change the name and change the image; never really change the image because the image is still there but I reinvented myself and I kinda ease off on the street music on a level and I kinda do more to balance now. You have the street music but you have other music we can play without skipping because there is not a bad word in it.

Teeann: That's good so the kids can listen as well.

Govana: Exactly that's why "Gyal Clown" and "Breeze" and these songs are big now because it's so clean.

Teeann: What are your views on the music industry to date and what are the pros and cons?

Govana: The music industry today is great. People just make it look like you are kinda mashing up and then and this and that. But really and truly the people who are bawling see it mashing up and the people who are not earning from it or people who are not really getting the highlight and these things. For me it's great it's doing good for me and I know you are not ungrateful and see it mashing up and dis and that because to me it's like I am just forward and I have a whole heap to gain from it and a whole heap of more fans to gain and I have a whole heap of more people to please. The music now is kinda getting more digitalized than from back then where it was more analog and now it's more hands on and people learned the mistakes from our forefathers and then. People are more hands on. Most of the artists are managing themselves nowadays. People are more hands on in their career, people are more into what's going on, the videos are getting better, the productions are getting better even though the music seems kinda flooded now because these things are getting so digital. Everybody has a studio in their house and these things but at the end of the day they are always the cream of the crop always rise. The better songs are always more accepted or easily accepted and more predominantly out there. Even though all the whole heap of songs out there the best still reach up to the top because at the end of the day they know you are not accepting foolishness. This is dancehall, this is Jamaica culture we might accept foolishness for like two days but by the 3rd day we know you are not taking it. At the end of the day these things are still going good.

and dem ting deh. Ah whole heap ah young yutes ah rise. It's just that the yutes dem want ah chance and just want ah listening ear and dem really ah get it now and wi just give thanks fi everything sed way and big up Jah and big up all di forefathers weh set it before us.

Teeann: You're never too young or too old to learn. What do you feel has been your biggest lesson thus far that has stuck with you on your rise to success?

Govana: My biggest lesson thus far is never write off nobody. Yeah dem seh "weh nuh dead nuh dash it weh". It tek 10 years fi break inna di industry. Ah nuff people call mi iron balloon and ah nuff ting dem call mi. Dem call mi whole heap ah name. Dem ting deh kinda motivate mi. Mi learn seh if yuh waan somebody fi fail ah betta yuh just lowe dem mek dem fail. Especially ah Taurus don't try taunt ah Taurus wi will mek yuh eat yuh words ah just suh wi stay. Mi kinda learn dem ting deh and realize and learn seh nuttin happen before its time. The music teach mi dat. Even if yuh pree even like Nesbeth; Nesbeth have songs that have been bubbling for years and him find "My Dream" ah year now maybe two; the biggest song in dancehall reggae music it was such ah universal song and all dat. Bugle tek whole heap ah years fi reach weh him reach too. Ah whole heap ah artist; mi nuh even waan call whole heap ah artist name but ah nuff artist out deh tek whole heap ah time and ting and when yuh really pree it dem ah di artist weh last longer. Dem have ah foundation. Suh mi glad seh mi build my foundation. Mi guh certain stage show and deejay some song mi ah tell yuh seh like quarter ah di crowd have mi like yo mi nuh know none ah dem song yah how dem people yah ah sing dem?

Teeann: The dancehall arena has a ton of rising talents right now and you were recently nominated, congratulations on that by the way, for 'Breakout Celebrity of the Year' at the 2018 launch of the Your View Awards (YVAs) formerly known as Youth View Awards. How did you feel getting that nomination?

Govana: Well mi nuh really have the accolades enuh really ah fi di fans but give thanks fi Your View Awards and give thanks fi everybody who consider nominating mi for future awards or will consider to nominate me for future awards but all ah dem ah fi di fans. Di whole ah dem ah fi di fans mi just deh yah fi do di work fi di fans and just do Jah work and just gwaan mek mi community proud, mek mi fren dem proud and mi self proud and help who mi can help while mi doing it. Mi nuh really haffi like all di medals and dem ting deh honestly. When mi get dem mi get dem and mi gi dem to di fans. Dem all fi di fans. Mi put dem pon ah trophy stand fi di fans so yuh know seh it fi pass on caw none ah wi ah guh live forever yuh ah guh see ah Govana museum wid all ah dem and di fans ah guh view dem. All ah dem ah fi di fans really and truly so dem mek di fans proud. Ah whole heap ah Govana fans out deh fight it out over the years weh bringing mi and seh yo dah yute yah bad and nuff people usually laugh offa dem and taunt dem so dem ting yah ah fi dem.

Teeann: What do you look for in ah riddim that you consider to voice on? Something that you're considering to use what do you look for in it?

Govana: Mi go offa groove and mi love pianos, mi love percussions, mi love flutes and dem ting deh too. Ah riddim haffi talk to mi. Yuh see if it ah battle mi head and mi and it ah war mi just know seh mi just lowe it. Mi hardly record from even like the last two to three years mi kinda cut dung pon di

recording. But even from ah longer while from it play one time and mi nuh hear weh mi waan hear mi just know seh mi and dis ah guh war suh might as well mi lowe it caw mi naw guh put out mi best on it. Big up di producers out there weh sending riddims but at the end ah di day you ah producer is not every artist yuh hear yuh waan voice and is not every artist weh voice pon ah riddim yuh ah guh like. Not because yuh send di riddim and mi doan voice is not because mi doan rate yuh and mi doan like di riddim, is just dat di riddim naw tell mi weh mi waan hear and mi nuh waan voice sumn fi yuh just because yuh name dis or yuh name dat or because yuh beg mi ah strength. At the end of di day me feel shame and mi let dung my fans. Mi haffi feel seh mi believe inna dis and believe like it ah guh reach some weh. So it's not like seh mi ah try style any producer or anybody out there it's just that it haffi talk to mi, from di riddim naw talk mi just walk.

Teeann: Ok that's understandable. What are your long term goals going forward?

Govana: My term goals is that mi like help people honestly. My goals is that at the end of my career mi waan know seh mi help some yutes fi help better dem self and mi nuh waan nuttin from dem. Mi just waan dem fi go help some other yutes caws dat ah di only way all ah us ah guh reach out. Mi cyaan reach out and mind nobody. Mi can help ah yute fi come help somebody. If we all help each other and fi build di link to di chain the chain ah guh be bigger and more expensive. The whole ting is dat my aim at di end of all of dis and all ah my reign is that mi can sit back and seh yeah mi help ah yute and ah yute ah help ah yute. All of these communities weh full ah zinc fence and all ah dem ting deh can end up have walls and slaptops and all ah dem ting deh and every yute can live dem dream. Mi wish mi coulda bring every yute pon ah plane caws my fren dem weh mi ah bring pon plane right now the type of words what people usually class dem as and ting dem never see dis coming in ah million years. Criminals and all dem ting deh. Mi just waan can help better people. Mi cyaan help everybody but mi ah try help everybody who mi can; at least one or two or three.

Teeann: How would you say your music has evolved since you started out?

Govana: It evolved greatly. At first when mi just start out mi have one ting weh mi couldn't get and mi couldn't understand di concept of key. Big up Equiknox. Equiknox was di first weh tell mi seh bredda yuh off key yuh need fi learn key and him tell mi seh mi fi buy ah piano and play it and sing to it. Mi usually cuss and mi tell Di Di seh Di Di dem nuh like mi dem nuh voice mi ah lie dem ah tell mi nuh undastand mi ah dj weh yah tell mi bout key ah singer fi know key. Mi guh back ah Spanish Town and ah yute name Black Spyda seh listen to mi, mi ah guh teach yuh how fi voice inna key; just do dis sing inna auto-tune. Mi seh auto-tune mi nuh use auto-tune mi ah dj mi naw fi use auto-tune. Him seh no mon dj inna auto-tune just dj inna dis. Yuh ah guh know when yuh wrong and yuh ah guh know when yuh right. Mi seh how and him seh yuh ah guh just know just sing inna it. Mi dj inna it, dj inna it, it tek mi bout two months and mi grasp dat. Den mi usually dj wid whole heap ah lyrics and whole heap ah ray and dis and dat widout punches and widout di line forward. From mi seh it "watch di man ah watch di gyal but she still ah come gi di national" that's ah punchline. Mi did ah just dj wid just lyrics, lyrics, lyrics caws I am ah lyricist. Mi just a dj wid just lyrics and ah seh every line and just tough and talk bad and ray mi naw dj di melody, mi naw dj di punch dem, so mi learn fi evolve and mi learn fi simplify certain tings and realize seh bredda is not every riddim ah guh tek di one bag ah lyrics. Big up Aidonia, big up Vybzs Kartel two ah di baddest lyricist dem ever but when yuh pree dem di bigger dem get and the more experience dem get yuh realize seh dem use less lyrics and use more melody. Less is more more times. When yuh pree the biggest records ever



dem have less words and more melody trust mi. Suh mi learn dat and it evolve and it kinda bring mi to weh mi deh right now. Mi use more melody and less lyrics to ah sense. At time mi just gi dem ah lyrical and just fire some whole heap ah lyrics something fi remind dem fi nuh feel like seh ah stop mi stop. Just remind dem at times seh ah still Govi dis mon di lyrical machine ah just mi ah gi dem sumn different.

Teeann: I heard you mention a few names just now. Is there anyone else you'd like to acknowledge that has played a key role in your journey to where you are now?

Govana: Well Aidonia play di biggest role. The real major role because at di end ah di day di yute dem more while just need one chance and Di Di just gimmie di listening ears and him seh yute mi ah guh help yuh. Helping mi was directly and indirectly. Mi learn whole heap offa him and just being around him without him saying and dat ah one ah di ting dem him respect mi fah up to dis day. Whole heap ah tings him did think seh him did haffi guh teach mi mi catch on. Aidonia is ah yute weh at di end ah di day him naw look forward fi nuttin from mi. Him naw look forward fi seh him ah tie mi dung inna nuttin or dis and dat and ray him just do all ah dis from him heart. Mi know seh at di end ah di day ah whole heap ah yutes leff inna di camp and mi know seh one ah di role dem weh mi ah guh help play is bring dem to weh me reach caws him help bring mi suh mi haffi help him bring the rest of the journey as 4th Generation as ah movement as ah family. Me know dat and dat ah one ah di ting dem mi ah do right now so big up Di Di fi all weh him do and him still ah do sed way. Mi glad seh mi reach right yah suh so him can siddung pree and feel proud and know seh yeah mon ah mi artist dat.

Teeann: You mentioned 4th Generation. How long have you been a 4th Generation recording artist and do you feel that joining the label made a significant impact in your career? If so, how?

Govana: 4th Genna..it was from JOP days from like 2006 in high school. From high school mi and Di Di ah parr. O6' JOP days inna high school den out high school. Wi did tek ah break fi bout 2 years or so. Mi ah do my own likkle ting. Ah whole heap ah ting did gwaan wid me personally and mi did haffi tek

ah break from music ah try sort out dem ting deh. My life weh mi did ah live neva conducive to music suh mi couldn't do certain tings. Mi haffi just tek weh and behind di scenes ah do my likkle own ting and just ah easy and ting and even though mi still ah pree music and music inna mi heart mi just couldn't live the life. After ah while mi and Di Di start link up back and start tek on back di world and start parr again and contin- ue back di musical journey



caws ah deh suh di heart really and truly deh. Wi start link from dem time deh and all ah dem summa deh and know seh yo ah it dat. Wi do di first official single right round here inna Big Ship Studio; ah song name "Head 9" wid di whole 4th Gen...JOP dem time deh. Me, Size 10, Inium, Suhverto. Di Di do like di intro and all ah dem ting deh and dem time deh mi inna high school inna St. George's College when dat release. That was like crazy because at that time Aidonia was di hottest ting in dancehall and fi know seh mi and him deh pon one track inna high school dat was crazy, crazy ting! It was ah big jump. As mi seh wi kinda tek ah break afta dat afta wi leff school but wi link up back and nuttin neva break and mi just come get di break now.

Teeann: Your collaboration titled "Breeze" with Aidonia has recently gone mainstream. What would you say is the motivation behind that track?

Govana: Alright "Breeze"... "Run Road" was the first official ting wid mi and Di Di. "Run Road" was released 2012 I think. "Run Road" was great and mi just feel seh mi and Di Di just need fi do ah next song to how dis gwaan great and ting. Di riddim fi "Breeze" was created 2013, big up Jayds. When wi get di riddim ah di studio, Di Di get di riddim, mi get di riddim and mi deh ah Spain now ah listen di riddim and ting and mi hear "Gyal ah seh mi fresh, ah weh yuh bathe wid breeze? Neck full ah ice yuh nuh fraid it freeze?" Mi find dat and mi ah seh yo dis bad enuh and mi seh alright dis ah work mi ah guh build pon it. Mi deh deh and mi ah build and ah mind just seh yo dis fi be ah collab wid yuh and Di Di enuh. So when mi link Di Di now this was like 2014, mi link Di Di and seh yo mi have ah idea mi feel like seh dis fi be di next "Run Road" enuh and mi stay suh and voice note him it. Mi tink dem time deh mi nuh even memba if ah BB days still ah voice note mi voice note him and when mi voice note him him just reply and seh "yo yah wicked" and him laugh and nuh seh nuttin more. Mi ah seh yo look like him nuh like it, jah know come een like him nuh rate it and mi figet bout it. Then like ah year afta him seh "dawg yuh memba dem ting deh yuh did send mi dat bad enuh". Mi ah seh yuh memba dat and him ah seh "yeah mon" and that was like 2015 now. Him ah seh "yeah mon wi fi dweet enuh" and mi seh yeah mon wi ah guh maths it up and ray. Still ah travel tek on di world wi nuh get no time this and that. 2016 now him link back and seh "yo yuh memba dah song

deh” mi ah seh dawg yuh still memba dat? Him ah seh “yeah mon mi still memba it”. It still neva happen 2016. 2017 now him ah seh “yo yuh memba dat”? Mi ah seh dawg yeah mon but mi ah seh yo him just ah seh it and mi ah seh yeah mon when yuh ready mon. Wi just link up one day and wi just deh deh and di night him ah guh some weh di following day and mi ah guh some weh di odda day afta. Wi have two flights fi guh ketch and wi just deh ah di studio and wi ah maths it and wi ah meds it and meds it and meds it and just voice it. Wi just voice and him cut and mi cut and wi nuh talk nuttin bout it and den anedda week afta wi just link and ah seh yo di song wi did voice yo it bad enuh. Wi deh deh and just play it and ah seh yo it bad fi real. Then wi come back ah Jamaica now and siddung and pree back through it and everything and seh yo ah it dis now mon. Get it mix, get it together; big up Red Boom pon di mixing and all ah dem ting deh and just release and it deh weh it deh right now. Ah di breeze nuttin cyaan stop di breeze. Not ah ting can stop breeze. Not ah ting can stop breeze yuh undastand?

Teeann: Are there any upcoming projects that you would like to tell us about? Any shows to look forward to? Any new singles?

Govana: Ah whole lot ah tings..ah whole lot ah tings.

Teeann: Any you can mention?

Govana: You can look out for couple collaborations. We have couple albums that are coming out from couple Jamaican artists that mi ah guh feature pon. Mi have couple singles well, couple visuals well, performances a whole lot coming up. It’s gonna be a real festive Easter into summer. The bookings dem ah come in like crazy. Wi deh yah skeptic about certain tings and mek sure di ting run smooth and mek sure wi mek di right decisions and dem ting deh. But ah whole lot ah tings coming up. Di EP ah work pon it probably reach bout 80 percent right now. Wi put it togedda real nice, real clean music. Wi ah try find ah name to it and all dem ting deh. Yuh can look out fi dat also. So just ah whole lot ah tings coming right now fi di 2018. Mi just ah guh hard inna di 2018.

Teeann: We ask these questions in regards to persons coming into the music industry what advice would you have for them being that you are fresh on the scene or refreshing the scene with your presence? What advice would you give?

Govana: Be prepared and mek sure ah sumn weh yuh love. Mek sure yuh naw come dweet fi ah hype. Yuh cyaan come dweet fi come buy ah house and come get ah new car and get whole heap ah new girls and ting. If ah dat yuh ah dweet fah ah betta yuh guh find ah 9 to 5 or try be an entrepreneur or some other type ah ting. Yuh haffi do this thing as weh Chronixx seh “dweet fi di love”. Yuh haffi love this yuh haffi dweet from yuh heart. So at di end ah di day if yuh nuh do di music from yuh heart it naw guh really reach honestly speaking. Yuh do music from yuh soul ah dem time deh it really reach people and it can resonate to people and dem ting deh. So if yuh ah guh just dweet offa yuh just ah come look ah hype and yo ah seh mi see him dweet suh mi must can dweet. Yuh ah guh see mi ah tell yuh dat from now. Yuh might find ah one song but it’s not much yuh ah guh find after dat. Whenever yuh reach in and dem ting deh nuh mek nobody tell yuh weh fi do. Do weh you feel like, do weh your heart tell yuh. Caws everybody interpret music different. Not because you hear it like that mi ah guh hear it like dat. The first ting wi have four different ears so whatever yuh

ah hear bredda mi nuh must ah hear it. Just know fi pick out di sense outta nonsense at times caws yuh have some whole heap ah people will derail yuh at times. Get some proper management and mek sure ah Shadow ah yuh PR (laughing).

Teeann: Big up Shadow.

Govana: Ah whole lot of work. From yuh love it yuh naw guh give up so mi haffi tell yuh seh doan give up caws from yuh love it yuh naw guh give up.

Teeann: What can we expect from you in the future?

Govana: Wi just working right now honestly. Wi just ah do di work. Wi just ah tek it ah day at ah time. Wi just ah dweet and just be calculated about everything weh wi ah do. Wi naw mek no wild move, wi naw fire nuh wild shot at di moment right now. Wi ah aim and di binoculars on and plus wi have di scope on so wi making sure yuh know..CENTER! Dat ah di whole ting right now wi just ah mek di calculated move and mek sure seh wi do di right ting right now and dweet fi fans. Big up di fans. At times unnu get greedy fi work and ting but at the end of the day memba seh it's quality over quantity at times. Wi cyaan have songs ah kill songs. If yuh really pree it di artist dem weh put out less at times get more. Yuh put one million song at the end of the year and yuh memba one dat nuh mek nuh sense might as well yuh just release one. Wi just ah mek di right moves and and ah sow what wi forefathers do di one weh ah legends now. Di Buju dem, di Sizzla dem, di Beenie dem di Bounty dem wi ah mek di right moves and just ah do di ting. Nobody nuh perfect but wi ah try be as perfect as possible and reach as close as possible. So wi just ah dweet and just ah dweet from wi heart and just ah continue dweet. Wi just ah gwaan work right now dats all wi can do work and pray dat ah my motto.

Teeann: For persons looking to get in contact with Govana for bookings or dubs or anything like that what is your contact info?

Govana: You can contact Raymond "Shadow" Small at @teamdarkcide on Instagram. Bookings Govanabookings@gmail.com and you can still contact Shadow for bookings because he is part of the management team also. Prism.marketing.consultants@gmail.com. Subscribe to di Govana Vevo and look out fi di new music and di new ting dem and just ah whole lot of new work. Just big up all ah di gennas dem, all ah di thugs dem, all ah di ladies dem all ah di yute dem and just trod safe.

Teeann: Alright ladies and gentleman there you have it another talented individual making new moves to cement his name in the music industry. As always you can get this and other interviews at www.birdiepromotions.com. Contact us for any event planning, all of that we have you locked. See you next time!

GOVANA SOCIAL MEDIA INFO:

VEVO: [Youtube.com/GOVANAWEVO](https://www.youtube.com/GOVANAWEVO)

INSTAGRAM: [@GOVANAGENNA](https://www.instagram.com/GOVANAGENNA)

TWITTER: [@GOVANAGENNA](https://www.twitter.com/GOVANAGENNA)

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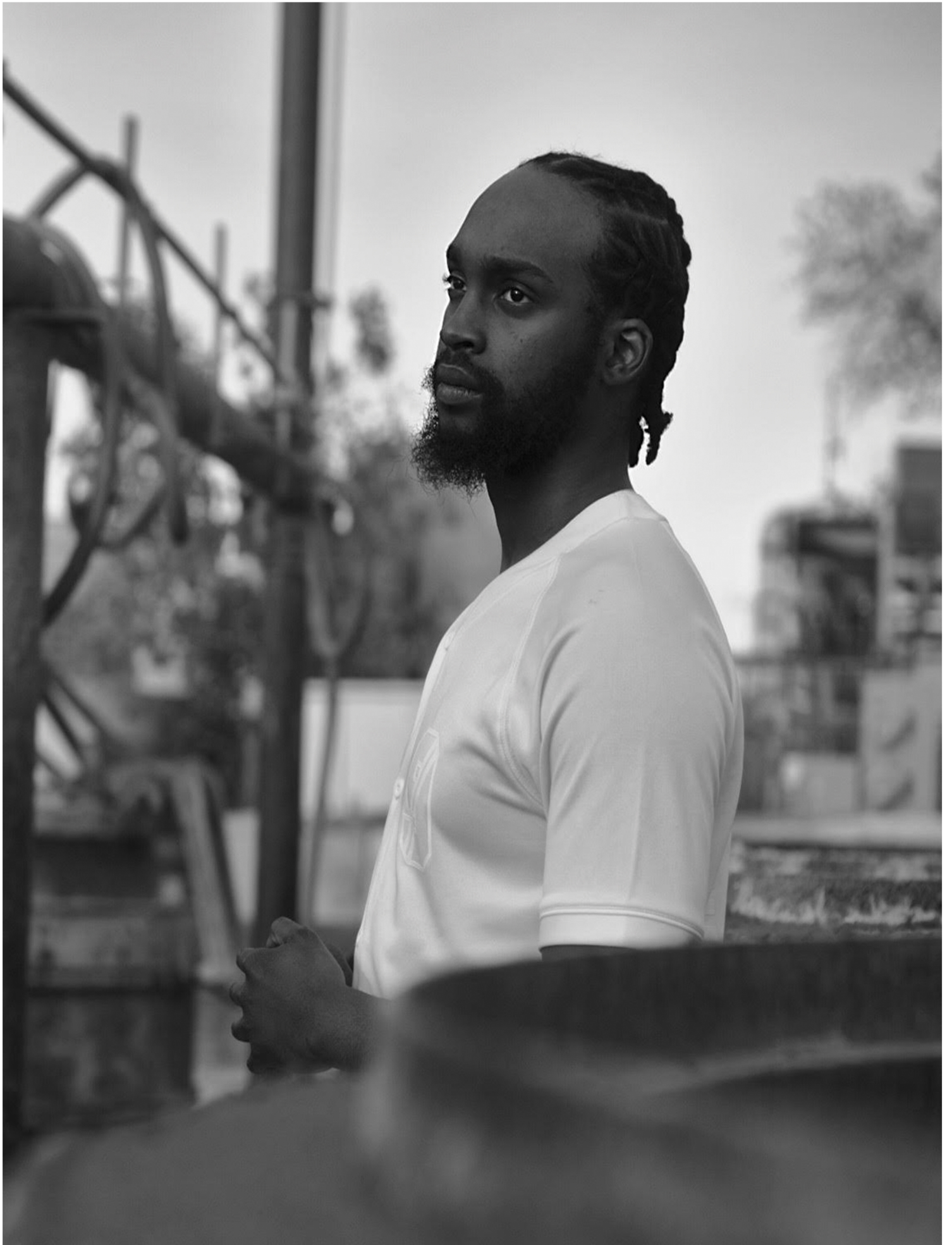


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Ed Bellamy, born Edhino Hutton, is a crafty lyricist with catchy wordplay inspired by the likes of 2Pac, A Tribe Called Quest, Lauren Hill, Jay Z, and other great MCs that paved the way before him. Ed was born on June 11, 1990 on the island of Jamaica where he grew up in a rich musical and dance culture. Ed moved to the states when he was around 6 years old specifically Hyattsville, MD and was drawn instantly to the hip hop culture. When he was about 10 years old he moved to Queens, NY where he gained a love for the sport of basketball. While he had dreams of being a professional basketball player he still loved music but never tried his hand at it. Soon Ed realized that his dream of the NBA would be extremely difficult and after years of listening to music and writing his own remixes/free-styles in which he kept to himself, Ed recorded his first actual song in July of 2011 and from there it was history.

He is bringing a fresh new hip-hop along with a new school R&B sound that is sure to catch your ear. Since Ed has started his foray into music he has performed in places such as Manhattan, Brooklyn, and Long Island, New York, as well as Atlanta, GA. Ed currently has two dope tracks circulating and picking up steam online on platforms such as YouTube, Apple Music, and Spotify. In June of 2017 he dropped the first of these 2 songs "Throw It" which currently has up to 9,000 plays on YouTube and is still rising, "Throw It" is a melodic club song that is an ode to the females working hard in the clubs to bring home a check. It is a very catchy song that without a doubt will have you bopping your head and throwing some dollars. Additionally, he dropped a second single in December of 2017 called "HeartDrop" which is a totally different vibe than the club banger "Throw It". "HeartDrop" is a ballad to anyone that has ever been in a frustrating up and down, hot and cold relationship with their significant other. Now at about 4,200 plays on YouTube and still climbing, "HeartDrop" hits with hard 808s pairing with its smooth vocals that will definitely put you in your feelings. In 2018 Ed plans to continue releasing dope music for his fans and supporters meanwhile continuing to solidify his mark on the industry. Stay tuned for many new projects to come from him as he is as ambitious as ever!

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Twitter: [Edbellamy_RMNG](https://twitter.com/Edbellamy_RMNG)

Youtube: [Youtube.com/RMNGRECORDS](https://www.youtube.com/RMNGRECORDS)

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