

# BPM

BIRDIE PROMOTIONS MAGAZINE

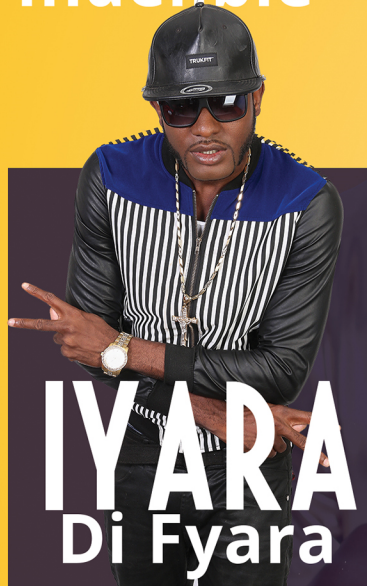
August  
2017

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## VIBESMASTER G NICE

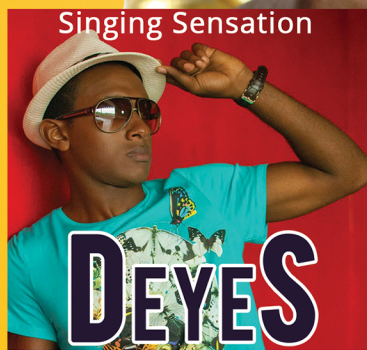
Tells us about MD/DC  
dancehall history

## The Indelible



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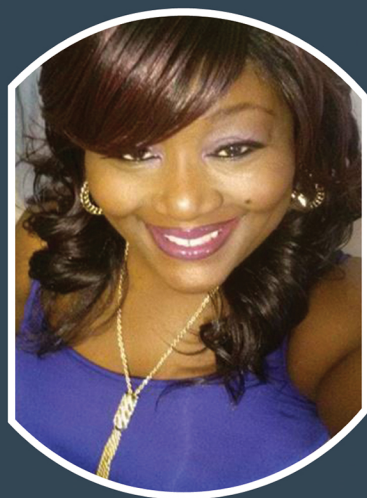
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### EDITOR'S MESSAGE

*Welcome to the August 2017 Issue!*

Greetings to all our readers! It's been a little while since our last issue but we are back in full effect once again! Thank you for your patience during the downtime. As always we keep an eye out for the hottest new artists on the scene and definitely bring awareness to their hard work and dedication to their craft. This issue is filled with, but not limited to, fresh talent that definitely gets the BPM stamp of approval! A special thanks to our contributors and supporters near and far. The strength is definitely appreciated! Now let's get to reading! Enjoy!

*Birdie*

06

### Bad Weather Limits Top Notch Turbulence

*Across the globe to Zimbabwe yet once again! Check out this article about the performances.*

By -Tsitsi Ndabambi-

08

### The Vibesmaster G Nice's Interview

*One of MD/DC's veteran selectors took the time out to give us some insight on the history of dancehall in the local area. What a detailed and eventful story it was!*

13

### Young Prezi Releases Hot Single "My Life"

*Available on all digital outlets. Get your copy today!*

18

### If It's Worth My Highlighter

*Step into the mind of Dwight "Zylan" Atkins as he shares his highlights of what's been going on around the world that is worthy of that yellow.*

By -Dwight "Zylan" Atkins-

30

### R&R Entertainment

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## PROHGRES

Interview

ON PAGE 14



## IYARA DI FYARA

Interview

ON PAGE 20



## DOUBLE DDEE

Find out more about this talented driving force.

ON PAGE 26

## DeyeS

Compared to singers like Chris Brown, John Legend, Beres Hammond and Dennis Brown this artist's melodies will definitely sooth the soul.

ON PAGE 28







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# BAD WEATHER LIMITS TOP NOTCH TURBULENCE

*Photos by Tsitsi Ndabambi & Winnie Kamoto*







**T**urbulence, Mega Banton and Ghanaian artist Epixode were the major highlights for the Zimbabwe celebrations where they toured three cities.

The One Unity One Reggae Tour kick started on April 13 in Kwekwe at the Golden Mile Motel grounds. Soon after the first act by the popular and trending Boom Beto it started raining heavily so they had to move indoors into a smaller space which was a limitation to the artists. For those who made it they surely enjoyed.

The following evening the weather wasn't kind to them when they took their act to

BAC Leisure Centre where the stage was also set up in the cricket grounds. Due to the fact that the rain kept drizzling, the turnout was limited to half capacity but this did not stop the artists from delivering a top notch performance.

The final show was then held in Harare on Independence Eve on April 17 at the Zimbabwe Agricultural Show's main hall. The all night long gig included local artists; the likes of Mbeu, Trevor Dongo, the lady chanters Kadija and Lady Bee among the rest.

This was the second return of Turbulence after four years yet he still attracts a multitude of fans. Mega Banton who is known to a

few succeeded in drawing new fans by his performance.

While speaking to the media show organizers Pacific Storm and Red Fox Entertainment represented by Robert Zhuwao said, "As we celebrate this country's independence this show was fashioned to unify local and international artists with the people thus celebrating love through music the common language that everyone understands."

*-Tsitsi Ndabambi-*





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# VIBES MASTER G NICE

*Knowing the history of dancehall in the DC area seemed to be an important factor to me being a promoter and patron myself in the area. Who better to tell some of the story than G Nice who has engraved his print in the MD/DC dancehall community over the years? As many years as he has put in he still until this day manages to stay relevant and current in a business that continues to change with time. Sit back and learn some history with the Vibesmaster!*

BPM: When people say MD/DC dancehall veteran, you can't even think to not mention G Nice from that roster. Please tell our readers a bit about who you are and how you started in the music/entertainment industry.

G Nice: Ok, where do I start?...Gary Tucker aka Vibesmaster G Nice was born in Kingston, Jamaica (Lincoln Crescent to be exact). While growing up in Jamaica I got exposed to the music/entertainment industry at a very young age. My dad had a bar in Ocho Rios that had a jukebox (for those who don't know what that is Google it...lol) and I used to listen to the songs that people selected/paid to hear. However, I can remember falling in love with deejaying while attending a wedding (Elaine Wint – TV broadcaster and Colin Leslie – manager of the reggae band Third World) with my mom. I was totally mesmerized by the DJ's ability to play songs that had people dancing and singing for hours. The ability to control the crowd was intoxicating. I was hooked and it was that day that I said to myself I want to do that!! As I grew older I was always drawn to listening to music (all types of music) while in the car with my parents, at parties that my parents would drag me along to etc. Little did I know that I was a DJ in training and how much that initial exposure would help me later on in life.

The second phase of my exposure took place while attending Wolmer's Boys School in Jamaica in the 80s. During that time, I was fortunate enough to be in the midst of the "day fete" movement. A day fete was usually held at some of the more popular all girl high schools in Kingston, Jamaica like Immaculate, Queens, St. Andrews, Holy Childhood etc. Some of the best sound systems supplied the music - Soul Sensation, Enforcers, Colossus and last but not least, the undisputed king of the day fete movement, DJ Squeeze from Peacemaker. Trust me, in the 80s Squeeze was the man!!! He made playing disco, yeah I said it, disco music popular in Jamaica. He was very influential in my growth. I learned from him the importance of preparation, the ability to read a crowd and adjust accordingly. He made beat matching popular. Going to parties in Orange Grove, Stoney Hills, Cherry Gardens etc and listening the sound systems listed above gave me more than enough material to listen to plus being able to watch and learn from some of the best in the business was priceless.

The third phase of my exposure was when I saw Rory from Stone Love play for the first time at a bar called Winners on Waltham Park Rd in Jamaica on a Monday night. That was amazing, I remember it like it was yesterday. I said to myself this guy is miles ahead of everybody I have ever seen. First of all, in my opinion, he was the best DJ that ever hit the dancehall scene.....don't debate me!! His ability to control the crowd, unique/distinct voice and music knowledge was the perfect combination to couple with Stone Love. After that I became an avid Stone Love fan....those were the days!!! During that time, I refused to join or start a sound system because I felt I was not ready. I always wanted to watch other DJs because I felt that there was so much to the craft that I needed to learn.

However, when I came to Maryland in the late 80s I joined Love Power Sound System (with Kevin Schwapp – former owner of Legend Nightclub) and proceeded to build a name for myself in the DMV as DJ Gary. I learned a lot from Kevin, mostly on the business side. Respect for the experience boss!! We were the mainstay at local parties in the area, house parties, Howard University parties on Kenyon Street NW DC, Days Inn on Rockville Pike and the infamous garage parties in Rockville called "Kingston 13". For the record we were the first to do a party in a garage...#-facts. Since then I have played at Kilimanjaro, Reggae Clubhouse/13th & Upshur Street, Settings, Crossroads, Ritz, DC LIVE, V.I.P., Zanzibar, H2O,



BPM: Growing up in the MD/DC area myself, as a youth I would always remember the days when my mother would go out and I would hear of her going to something called "13th & Upshur" aka the Reggae Clubhouse. For those who are unfamiliar with what this is can you tell us about it and your experience with this classic event in the 90s era?

G Nice: The Reggae Clubhouse was a unique experience one I will never forget. When I joined the Clubhouse team, I felt like I had to prove myself to the dancehall community because I came from an "uptown sound" (Love Power). Based on feedback over the years, I felt like I accomplished that goal. It was at the Clubhouse that both myself and Super Slice decided that I needed a DJ name change, hence DJ G Nice was born (I later added Vibesmaster to my DJ name when I started playing at the Crossroads). The Clubhouse DJ line up at the time was Super Slice, Blur Bee Gees, Diver D and I. Also, with the addition of The Funk Regulata DJ Celo we were able to introduce hip hop and go go to the dancehall scene in the DMV.

The atmosphere at the Clubhouse was always electric so as a DJ you had to be on your "A" game every night. We used to average over 1000 plus in attendance every Friday and Saturday night plus the sound system was BANGING!!! Real talk, it is kind of hard to explain, the best I can say is, you had to be there to understand why 13th & Upshur has so much respect in the DMV.

I have to big up Alton Gayle (owner of Clubhouse and Crossroads) for putting me on the Clubhouse DJ team because that had a HUGE impact on my DJ career. Forever grateful for the opportunity!!! Also big up Richie from Star Plus Promotions. He was the first dancehall promoter to show me respect by putting me on one of his dances with Love People at W.U.S.T. Additionally, respect goes out to Abdul (owner of DC Live, V.I.P., H2O, LUX Lounge and Bliss DC). He always made sure that I played in the reggae room in his clubs. Mad respect for that!!!!

BPM: What would you say you love about being a deejay and why?

G Nice: Trying to please the crowd is always at the top of my list. Being able to effectively communicate with people from different walks of life through music is a unique skill. To see people having a good time and in some cases taking time to tell you that they had fun is very rewarding. However, there are times when your DJ set does not work because you did not connect with the crowd but no one is perfect.

BPM: What is your opinion regarding the difference between old school deejaying where everything was restricted to vinyl and deejaying today where tracks are on a laptop? Which do you prefer and why?

G Nice: Actually I am glad that I grew up and was exposed to deejaying during the vinyl era because that helped me to appreciate and treat the craft with respect. Lifting record crates was no joke. I was always proud of the fact that I never had anyone carry my record crates. I did that to keep myself in check. As with everything in life, times change so with improvements with technology I welcomed the change to CDs (less stuff to carry) and now to laptops. You have to adjust with the times or you will get left behind. The laptop era has its pros and cons. Some of the pros - you can carry/store more music on your laptop, carry less equipment. Cons, the software has made some DJs (not me...lol) get lazy. Also, reduces creativity because some DJs play from the same folder every time. However, I will give the nod to the laptop era...trust me, I don't miss lifting those crates!!!

BPM: Would you say that you have a unique style of playing music and if so what do you feel it is with that style that separates you from others out there deejaying?



G Nice: Yes I do. My main focus in addition to trying to please the crowd is beat matching. In my opinion, a major part of any vibe or mood you are trying to create hinges heavily on beat matching. Beat matching is the ability to seamlessly transition from one song to the next without causing your patrons to “skip a beat” while they are dancing. I go by the rule – timing is everything. As a DJ, beat matching is one of if not the first thing you learn to do. In addition, I try to make my music do most of the talking, less mic more music. Yes, there are times when you have to introduce a song or “mek a speech” before you play a song but sometimes too much talking over the music can become a distraction. Advice to some DJs – stop trying to make it about you and focus more on satisfying most if not all of the audience that you are playing for. Over the years the role of a DJ has evolved a lot, nowadays you have to be well versed in all genres. As I mentioned earlier, while growing up in Jamaica my exposure to music and the party scene was not limited to just dancehall/reggae. Therefore, I have been able to use that knowledge to my advantage.

BPM: With you being in the entertainment industry for so long how do you keep up with the modern techniques of deejaying and how things are done now? Are you open to the change in today’s technology as it goes with music?

G Nice: I welcome the improvements and changes over the years. I am a tech geek at heart therefore the changes are not too intimidating. Also, I have used the improvements to carve another niche, doing remixes. The feedback that I have received so far is very positive, especially when it comes from people in the industry that are known for doing remixes. Look out for more from me in this category.

BPM: You are definitely considered a master of your craft in the MD/DC dancehall community. Since you have so much knowledge of the scene from back in the day, what are your thoughts on the dancehall scene and where it stands to date? Where do you think it’s heading one year from now? Five years from now?

G Nice: In the DMV you have a lot of talented DJs trying to find their way. Yes everybody’s style is different but the overall delivery has changed a lot. Currently the focus for some DJs is to play snippets of popular songs and a lot of talking on the mic over the music. In some cases, I feel sorry for some of the “new dancehall patrons”. They are not being given a fair chance to hear enough of the song to enjoy it because some DJs ah “shell down the place”. Yes, times have changed but some DJs can do better than just play the same Top 10 songs every night. Also, the creativity has decreased a lot because some DJs are playing for “money pull up” instead of trying to please most of the crowd. Money pull up is when a person or group of people hears a song that they like and in an effort to get the DJ to start over the song, they throw down any amount of money on the DJ’s laptop for him or her to restart the song. In most cases “money pull up” songs are catered to the male audience so the ladies are left out. Then when the ladies get their chance, some DJs have to say derogatory statements directed at the ladies in an effort to get the crowd involved. That is not and has never been my style. In addition, I never considered myself a dancehall DJ. I try to stay in my lane....not everything is for everybody...find your niche and stick to it.

BPM: When playing out what do you try to communicate to the audience through your vibe?

G Nice: My vibe is always positive and fun-filled. I usually use the first part of the night to try to figure out what might work and build the night accordingly. I take advantage of themes (Valentine’s etc.) but I always try to make the music do most of the talking.

BPM: What would you say is your quest in your music career?





G Nice: Main priority – spread a positive vibe through music. Deejaying is and has always been a hobby and I will walk away from it when I am no longer having fun. Currently I am dabbling in event planning and hosting live shows. I've already hosted several shows in the DMV featuring the likes of Beres Hammond, Capleton, Luciano, Mavado, Charly Black and Chronixx just to name a few.

BPM: Do you have any weekly events where one can take in “The Vibesmaster” G Nice in person?

G Nice: Society Lounge in Silver Spring, MD every Thursday on the main level and on the rooftop every second Friday and Saturday

- Oasis Lounge (second floor of The Jerk Pit in College Park, MD) every first Friday and some Saturdays
- Reggae on the Rooftop at Eden Lounge in DC every Sunday night
- Grace Jamaican Jerk Festival DC – annual event on Father's Day
- Carifesta DC Reggae Festival – annual event (first Monday in September)

I'm also working on a major project for next year....details to follow . Special thanks to all the people that have used my services over the years and to all the people who have partied with me. I am truly humbled and will always appreciate your support....#vibescantdone







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*As always it's a pleasure to showcase new talent in our issues. We had the opportunity to interview Prohgres who is definitely on the rise and already making a mark in the industry. His single "Strength" followed by "Memory Lane" has been so uplifting and inspiring that they quickly became a favorite not only in the streets but gaining regular airplay on top radio stations across the world! Enjoy the read.*

BPM: Can you tell our readers a little about your background and who is Prohgres?

Prohgres: My biological name is Richard Gordon. I was born and raised in Farm Town, Discovery Bay, St. Ann by my mother and father until I was 11 years old due to the separation of my parents. I then moved to Queen Hythe, Discovery Bay, St. Ann where I attended the Discovery Bay All Age School. After passing my GSAT I moved on to Ocho Rios High School. I then had to go live with my father, step mother and 3 step sisters because it costs less, better transportation and was easier to reach school on time. I graduated with 5 subjects. I then moved back to Queen Hythe, Discovery Bay and attended Cornwall Automotive Institute in Montego Bay where I gained a certificate in auto mechanics. My first studio experience was at age 15. My stepsister was the one that brought me to one of her friend's home studio; from there I continued recording songs and honing my craft. I am a humble person determined to fulfill my dreams. I am also God-fearing and believe in prayers 100%. I go by these two laws: "time is the master" and "patience is key"...I believe in law of attraction.

BPM: You grew up in St. Ann, Jamaica. Do you find it harder to elevate in the music industry not being in the city? If so, what has been your biggest challenge that you have faced?

Prohgres: Yes I find it more challenging because all the major links and connections are in Kingston City. One of my biggest challenges was getting my songs to be played on the radio. Since I have started working with Hustledan Entertainment, who has the links and connections, it has been less challenging to get my songs to rotate on the major radio stations and street dances.

BPM: Rejection is something many young artists have encountered. How do you handle this when it happens?

Prohgres: Rejection lets me feel depressed, confused and sometimes even lets me lose confidence in myself so as I go along I learn not to put myself in any situation to be the one getting rejected. Simply by working with who is willing to work with me.

BPM: Over the years you have sang different types of tunes but it appears that you have recently identified your niche with uplifting music. Your song "Strength" sends such a powerful message and in my opinion has definitely been the track to heighten you to the next level of your music career. How do you feel about the sudden wave of success and what inspired you to write this song?

Prohgres: Honestly from the beginning of my musical journey to feed people's soul with uplifting music was the aim so

I am really grateful that it came right back around to where it is an uplifting song that's making waves for my career. I wouldn't say sudden wave of success because my team and I have been putting in years of hard work for my career to reach to this level and for us the work has just began. This song was inspired by some of my past experiences.

BPM: What has been your biggest motivation thus far on your music journey?

Prohgres: My biggest motivation is to prove to all the people that are saying I can't that I can. I am also motivated by my friends and family because I have to make them proud.

BPM: What are your aspirations as an artist?

Prohgres: As we all know the sky has no limits. Therefore, I wouldn't want to put a limitation to what I would like to aspire. I believe that hard work can lead to unlimited success that I didn't even imagine of aspiring. So for now I am just working and letting nature takes its course.

BPM: With technology changing daily, how do you feel about the internet and the music business? Do you feel it has assisted you in your career? If so, how?

Prohgres: Yes it does. It is much easier to advertise my music or talent to the



# PROHGRES



Richard Gordon better known as Prohgres hails from Discovery Bay St. Ann, Jamaica. He was introduced at a tender age to music by family members. During his teenage years he ascertained the knowledge in car mechanics however quickly realized that music was his dream. His musical journey was faced with many tough times but despite the naysayers and the disappointments he continued to pursue his vision for music.





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world via the internet. I don't really have to depend on television alone for people to see my music videos or radio stations alone for the world to hear my music.

**BPM:** As an upcoming talent is there any change you would like to see in the industry that could possibly help another individual trying to get in the business?

**Prohgres:** I would love for some of the main players in the industry to focus more on the talent than just controversy or who has the most money to offer.

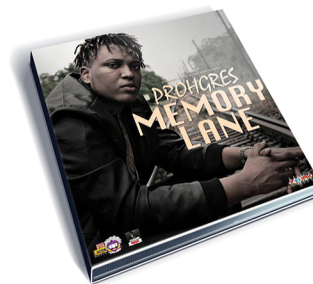
**BPM:** In the years to come how would you want to be remembered and why this way?

**Prohgres:** As I said earlier hard work leads to unlimited success, but I would want to be remembered and known as

an artist that played an integral role in motivating and inspiring people from all over the world to be a better individual and also for bringing dancehall/reggae music to another dimension.

**BPM:** What's next for Prohgres? Are you involved in any upcoming projects or major events you would like our readers to know about?

**Prohgres:** We just shot the video for my fast rising single "Memory Lane". So the world can look out for that. I'm currently waiting on confirmation for some shows in the U.S, U.K and Canada. Additionally, I also have a lot of shows locally that I am to perform on. For all my fans out there thanks for your support and keep supporting Team Prohgres A.K.A (No Gravity Movement) NGM.



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# BPM

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*Sound Clash is a passion of mine that is shared by thousands if not millions of people globally. In recent years we have seen more and more sounds entering the clash arena all armed with pricey dub plates, some are even armed with what we call spliced/fake tunes when they can't afford the actual song. For those who do not know what a splice is, it's when an engineer and/or soundman takes the voice of an artist and digitally places it on a recording for another song for a cheaper price.*

*Another problem plaguing the industry is the price of dub plates. Which depending on the artist, how new or hot the song is, can run anywhere between \$700-\$1500. Dub plate voicing is now a revenue source for artists with a global outreach of income. How this has affected the game of sound clash is most sounds now rely on who has the bigger budget more so than who has the most talent to entertain a crowd which was how it used to be. If a sound has the budget nothing is unattainable, it creates an uneven pool.*

*Placing 45's back into the sound clash arena would bring sound clashing back to the essence where the emcee has to be able to talk up the song he's about to play more so than just yelling the name of who he's about to play and the entire crowd knowing the price tag of the song forwards it. This creates the issue of the price of the song getting the forward not the speech connected to it.*

*For the talent to once again rise and new stars created we need to filter the game and resolve the issue that currently exists which is of overpriced songs that have no staying power. Doing this will release the chokehold that the artists have in the sound clash game if prices are lowered and seeing who the real emcees are. This will return clash to its former prominence in an oversaturated clash market.*



IF IT'S WORTH MY HIGHLIGHTER

...desire to gain  
...job and study  
...or **success**  
...and a lot of lab  
...Learn

BY: DWIGHT "ZYLAN" ATKINS





# YELLOW! YELLOW! YELLOW!

Oh my, you could use those as my hello where are my manners lol. I'm so excited about how well our good old Jamaican people are doing across the globe today beginning with dancehall. Ooosh! Alkaline doing big collaborations with two of our biggest superstars in dancehall today. When I say biggest I'm talking Shaggy and Sean Paul big. Yes, "Gyalis Pro" featuring Sean Paul and "That Love" with Shaggy are big moves for the young deejay. Sean Paul then turns around and shows how big he can be linking up with another very successful Jamaican producer Don Corleone for his latest big hit featuring hip hop's newest stars Migos. The song titled "Body" doing 17 million views in a month on YouTube. Folks, I would be crazy to be making dancehall highlights and not talk about the most recent diamond hit by the country boy himself Charly Black. The single titled "Party Animal" produced by Fame FM's disc jockey Kurt Riley has officially topped the Latin American billboard charts and created history as no other dancehall artist has ever sold over 600,000 units in the region, yellow fi Chaaaarlyyy! In previous writing I highlighted one of dancehall's most successful deejays and his 20/20 foundation, this guy still manages to earn more yellow today I tell you. Busy Signal had the entire crowd in New York booing the organizers for cutting his performance short to put on R&B legend R. Kelly. (The black part of my eyes instantly starts looking top left.) Now, can someone please tell me what R. Kelly's performance was like after the incident? Ladies and gentleman this confirms the power of our dancehall music and our Jamaican culture whether they like it or not. Hand me a new marker this one is finished on Busy. Hothead!

In 1837 James McCune Smith became the first African American to obtain a medical degree and operate his own practice in the United States. In 2017 I'm proudly highlighting Ms. Ava Roberts who became the youngest African American female doctor at 23 years old. This might not be the most popular story in the news but definitely worth some ink from my highlights from me. Just imagine the kind of effort it took this young lady to achieve this at such a young age, yellow!

Over 35,000 people were present at the Jamaica National Stadium to witness one of the most memorable moments in our history. The Rt Hon. Usain St. Leo Bolt put on a very emotional show in front of his home crowd. On June 10, 2017, our living legend himself ran his 84th and final race of his career. I will make sure this highlighter is empty after I'm done talking about his record filled, dominating years of competitiveness with not one issue of any boosting substance as opposed to other sprinters. Just the simple humbleness of his character is priceless. I hope the majority of young men will take on the traits of Mr. Bolt; I promise you I will start manufacturing my own highlighters. I personally want to say thanks for proving to the world that we still have the strength and personality to create heroes in today's world like we have been doing since the days of Marcus Mosiah Garvey. Mr. Bolt....all yellow!

Birdie Promotions thank you once again for creating this platform for me to highlight these positive moves made by my country men and women in today's negative world. I am encouraging togetherness and strong faith to bring more blessing to our fun-filled culture. Yellow!



# THE INDELIBLE IYARA FYARA

*Our representative Tee-Ann received the chance to sit down with one of Jamaica's rising talents Eric Somers more widely known as Iyara and get a breakdown of his background and the impact he has made in the music industry thus far. Enjoy the read!*

Tee-Ann: Good day ladies and gentlemen this is your girl Tee-Ann representing for Birdie Promotions Magazine. We're coming at you with yet another one of Jamaica's top acts. He was born and raised in Bellevue, Portland but decided to move to Kingston to pursue his passion for music. His talent caught the attention of one of Jamaica's icons in the business Bounty Killer, who signed him to Alliance Next Generation better known as A.N.G. His name is Eric Somers more widely known as Iyara. Welcome Iyara.

Iyara: Welcome! Yuh know how di ting guh. Birdie Promotions big up unnu yuhself enuh. Yuh know Iyara live in the building doan?!

Tee-Ann: In the building that's for sure!

Iyara: Straight up!

Tee-Ann: So Iyara tell us when and how did you first become interested in music?

Iyara: Well alright it's a long story you know but I'm going to try my best to cut it as short as possible. I met Bounty Killer like in 2009 but I was trying to do my own thing like from school days back in the country side in Portland. As you said in the bio I was born and raised in a little community called Bellevue where you know mad people live (laughs). Having the talent and in the rural area it's kind of very difficult I have to try and find a way to get myself in the city which is Kingston. My mother always lived in Kingston.

Tee-Ann: Ok so you had some form of ties in Kingston?

Iyara: Yeah so that was my ties in Kingston. From I was going to school I was back and forth from Portland to Kingston and Kingston to Portland because of my mom. In the street now in Whitehall Avenue, because that's where my mother used to live, I linked up with Bounty Killer's nephew his name is Advance. Him hear mi and ah seh yo dah yute yah him bad and ah Alliance him ah seh. Advance ah seh "mi haffi guh mek Killer hear yuh" and him text Killer and seh "uncle one of di baddest likkle yute deh yah whey name Iyara". Killer said "yeah..bring him in". Suh mi haffi big up Advance and the reason why mi gi Advance even an extra big up at the moment he was an artist. Even now he is an artist and the fact that he is an artist and hear mi and ah press so hard fi Bounty Killer hear mi. Mi haffi gi him dah forward deh...real yute. Him ah one ah di main column dem inna mi career. So Advance big up yuhself again. So I linked up with Payday Music now about two days before I linked up with Killer. Payday hear mi and ah seh "yo yuh have talent enuh". Then the Sunday mi guh linkup wid Killer and when Killer hear mi di man ah seh "yo dah yute yah bad". Him bring mi to Champion in Action and that was it.







Tee-Ann: You've mentioned Bounty Killer a lot so I'm guessing that he is one of your influences. Are there any others?

Iyara: Well my uncle. Mi have ah uncle whey name Shipment. To how rural my country is I didn't have music that close to me. I have it in my heart but the city was like a distance away from me. So my uncle he was the one that used to dj around mi a lot. So he is the one who really forced mi to love this thing. Then now mi start listen the music and some records and things and start hear Bounty Killer dem and ah seh yo mi naw lie mi rate how Killer dj. From there it stepped up. So Bounty Killer ah really mi mentor. Ah him mi seh from day one. It happened that ah him ah push mi talent to the forefront..so big up the boss!

Tee-Ann: Describe yourself using one word and why that word in particular.

Iyara: I would say indelible enuh because ah my word dat whey mi ah run wid. Indelible! Indelible really means a mark that cyaan rub out. Yuh understand? Yuh set an indelible mark. Mi feel like seh I'm an indelible person in everything whey mi do because if you notice mi sound different from everybody. But mi sound really stay. Whenever time mi do anything it stay. Yuh understand? It stands out. When mi perform everybody talk about my performance. Mi always do an indelible performance. Mi have an indelible energy so any whey mi deh it always leff ah mark so Iyara..INDELIBLE!!

Tee-Ann: What is your fondest memory musically growing up?

Iyara: My fondest musical memory growing up I would say Sting 2011. It was my greatest challenge still because it was a lyrical battle with me and a next artist. To be in a lyrical battle and come out victorious it was fun in the end. Even though it was very challenging the fact that you stepped up to the challenge and came out victorious it was fun in the end. That was one of them but there's a lot.

Tee-Ann: They say that an artist has to find that one hit that will push their career to the next level. What was that song for you and how was your reaction? What did you feel like?

Iyara: Alright..that one hit..to some people dem seh Iyara..it's like dem categorize different different song as a hit. I don't know what most people call a hit still but whey mi call ah hit is a song that really put you on the forefront as it makes people know that you have talent. The song whey mi seh "pressure like ah pressure cooker" ah it mi really see dem tek and seh "yeah". But to me Iyara the individual person hit before a song. It's like people know mi more than my songs. So if you seh Iyara to somebody it's like dem know the person dem know him name and you have some people whey still don't know a song that I sing but ah mi ah di hit. Mi ah di first hit. Den now you have a lot of songs like "Pressure Cooker", "Never Kill Ah Fren", "Haters Ah Pree"..yo ah whole heap caw yuh dun know we and Payday Music always in the studio ah do stuff.

Tee-Ann: Being a part of Alliance Next Generation do you feel that you being under a leadership like Bounty Killer..his mentorship..do you feel that it has assisted your career in the music business?

Iyara: Yeah it's done a lot for me.

Tee-Ann: What are some of the contributions that you think it has made?

Iyara: To get Iyara known. Bounty Killer call me out on like most of his shows them. You know when Killer call you out pon ah stage show is



like everybody ah wonder who dis ah di next yute this. Everybody know that Killer is the man that puts artists to the forefront. Killer calls me out on a lot of shows. It's a man that will come inna di studio and will hear mi ah record and seh yo do this or do that but him always gi yuh yuh space so you can grow. Develop on your own. As old people would seh anything force ripe no good enuh. Wi tek time and build. The general always tell mi seh him nuh waan wi build before the perfect timing so right now is the time.

Tee-Ann: I believe so..I believe so no time like the present right? Being in the limelight it attracts positive and unfortunately negative media attention. How do you deal with that type of negativity and the allegations about you in the media?

Iyara: The positive and the negative now it nuh really easy fi deal wid enuh. But just like in math class..I don't even remember why dem call dah math deh. I think ah some simultaneous equation or algebra or why dem waan call it (laughs). Dem seh two negative..positive. So you have to find a way to use the negative and gain positive from it. Ah old people grow mi enuh so some ah di time yuh haffi hear some tings and act like you don't even hear it. Yuh haffi see some tings and just walk away. Stay away from trouble ah just suh it guh. Keep focused and always do you. Nuh mek nobody lead you and lead you astray. Respect your mentor and everything but no human being nuh perfect. So if yuh even see yuh mentor ah go off you can pull him on back pon di road. Ah deh suh di ting deh.

Tee-Ann: Do you find it hard to juggle your career and your personal life? What are these challenges?

Iyara: The only hardship in that enuh is like where my female comes in place because yuh done know music is ah selfish bitch!

Tee-Ann: Pardon the pun (laughs)

Iyara: Mi always tell my partner seh yo music always deh deh before all of this mi cyaan elbow music. So wi haffi find ah way fi cut in music. Mi cyaan do widout music enuh I eat music, I sleep music, I do everything with music. The hardest thing in that is to make she find ah way fi comfortable wid me and music. And me to find the time off too because the time..jah know star music tek ah lot of time outta yuh.

Tee-Ann: What are your short term and long term goals and how do you intend to accomplish those?

Iyara: To see myself putting on a next floor on the Alliance building because that's my camp. I always tell myself seh Bounty Killer gimme di strength fi ah reason so mi waan see ah certain achievement whey yeah mi put miself on ah level and can help others. Just like how Killer guh suh bams..build fi himself on ah level and then can help me. Mi waan reach some whey fi help others. So right now my goal at this moment (laughs) I would seh a short term enuh because mi nuh reach di long term yet. I'm getting out there. Mi ah get ah whole heap a buzz all over di world. I'm doing a little tour here little this ah little this ah little that. So it's ah great look so far.

Tee-Ann: So your short term goal is to basically get yourself more known worldwide?

Iyara: Yeah yeah yeah.

Tee-Ann: What would you say has kept you driven to succeed within this industry?

Iyara: I would say mi work ethics enuh. Yeah because mi always ah dweet. Yuh zimi? All mi bredda Roland can tell yuh mi evah ah do mi ting.



Always. All when people ah discourage mi and seh some bad tings and seh yo Iyara him naw no talent him naw go dis him naw go dat.

Tee-Ann: And that's some of the negativity that you have to deal with? So you drown them out basically.

Iyara: Drown dem out. Mi use di same talent and kill dem.

Tee-Ann: That's right...that's right. Do you have any words of advice for somebody that is up and coming young in the business?

Iyara: Yeah! My word of advice to young talent just always keep focused and believe inna yuhself. To how mi need yuh fi believe inna yuhself believe till yuh actually can taste the victory before it even come. Anything yuh tell yuhself seh you wanna be just believe till you actually see yourself there. That's exactly how mi waan yuh mek di belief reach and it will come to reality.

Tee-Ann: It will definitely do that. I have a few more questions but this one is a little controversial. There is this song going around by Ishawna and I'm wondering what is your reaction to it? This "Equal Rights" thing they have going?



Iyara: Well I heard the song and mi hear ah whole heap ah controversy ah whole heap ah ting behind the song. Mi hear even di general Bounty Killer say ah few tings about it on a couple shows. I don't have a problem with what Bounty Killer says because Killer is the leader for dancehall. So anytime you have anything dat come in dancehall whey him as the leader feel that it ah lead to ah different dimension or whatever him have to fix it because he is the leader. But me now me feel like she have fi har fanbase because every artist have ah set ah fan whey really check fi dem. So she sing dat fi ah particular set ah people. Yuh understand? She definitely doan sing dat song for me because mi nuh too use dah kinda ting deh (laughs). Di song nuh really have nothing to do wid me. Ishawna ah mi fren and everyting but di song naw NUTTIN FI DO WID MI! Mi understand why Killer have to fix it because he is the leader of dancehall. Me now me is ah part ah dancehall whey sing song and do mi ting but mi nuh have nuttin fi do wid ovah deh suh so dah song deh nuh have NUTTIN TO DO WID ME!

Tee-Ann: Is there any upcoming projects that you want our audience to know about?

Iyara: Yeah I have a lot of upcoming stuff. I have my EP in the pipeline. Album to be made also. I'm in the studio with Payday Music because you know Payday Music ah mi backbone engineer dat and producer whey ah build mi ting from scratch. Payday always ah seh Iyara from when mi never really master certain craft in the music. So he helped me along the way. So ah each one teach one to reach one. Yeah suh big up Payday. So we're in the studio now. Right now we have the Live On Riddim out there with my song called "Faith In Myself" ah gwaan real good. Mi have one called "Pressure Cooker" most people know di "Pressure Cooker". The "Pressure Cooker" I get a few tours from the "Pressure Cooker" like last year I was in England, I been to the US, I went to Canada. It ah gwaan. Mi have "I Swear" featuring New Kidz. Mi have ah brand new mama song now called "Love You Mama". It ah gwaan real good.

Tee-Ann: Any collabs with any other artists?

Iyara: Yeah yeah yeah mi have ah collab wid Bounty Killer the fans dem can look out fi it soon. Mi have one wid Posh Morris and mi have a couple video out there. Iyara ah do him ting enuh. Yeah Iyara really ah do him ting so it's ah great look. Lockecity we do some stuff wid Lockecity also. Even the "I Swear" produced by Lockecity Music. So Adrian big up yuhself. Big up Steve Locke also and just big up di whole team. Yuh know how di ting guh. Mad Wasp Music. Big up Mad Wasp Music..Chris David..Payday yuh know how di ting guh. Portland caw yuh know ah mi parish dat.

Tee-Ann: Alright...so people there you have it another insightful interview with none other than Iyara one ah di top man dem inna di business right now parring wid Bounty Killer. Haffi big up di general! You can get this interview along with any other at birdiepromotions.com. You can get the magazine as well...Birdie Promotions Magazine and all these other great interviews and basically anything you want when it comes to music.

Iyara: Yeah yeah yeah fi real..suh mi just waan seh big up Birdie Promotions straight yuh zimi. It's ah great feeling..it's ah great look fi see Birdie Promotions do ah proper interview with Iyara. Mi just waan di fans dem know seh gwaan support Iyara music and gwaan support Birdie Promotions same way caws she ah do great tings. And mi just waan di fans dem know seh keep di social media link dem up man. Just step wid mi on Instagram as in follow caws yuh know wi nuh too follow nobody so wi waan yuh step wid me on Instagram. It's Iyara\_fyara dats me...personally me and my fan page is Iyaradifyara. On Facebook Iyaradifyara. On Twitter it's Iyaraang.

Tee-Ann: And all those information will be on the website. This is your girl Tee-Ann alongside Iyara saying bless we out.

Iyara: Big up yuhself Birdie Promotions!

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*Double Dee*

Double DDee, whose real name is Debbie Duran, was born and raised in Allman Town, Kingston, Jamaica. She migrated to the United States as a young adult to Martinsburg, West Virginia. Within just a few years, she moved to New York City, one of the biggest cities in the world known for its richness in finance, arts and entertainment.

In New York, Double DDee immediately sought out music opportunities, performing at places like Club Demerara and Soul Café (owned by Malik Yoba) in Manhattan. During one of her performances, Double DDee was approached by a record label scout who used to visit the bars to hear new talents perform. Like many young excited artists, she signed her life away in a very complex contract with language that she thought she understood. Upon further examination of the contract she signed prematurely by her newly appointed attorney, it was determined that she would have no control and possession of her songs which was a situation that did not sit well with Double DDee. As a result, she decided to quit music, but it came at a price. Quitting the label did not prove to be a viable option because it did not release her from her contract. The contract she signed prevented her from performing or signing with any other record label for over six years.

Although Double DDee's musical career was in limbo, she decided to pursue other opportunities to better enhance her future. Double DDee expanded her family and enrolled in college. She graduated with a Bachelor's Degree in Organizational Leadership and an MBA in Human Resources Management. Despite her success in the corporate arena, Double DDee's passion has always been music and through her persistency and determination, she has released several singles in early 2015, titled "Real Hard", "Leach", "Love:Hate" and "Telephone Bad Gyal", all under Da'vgion Music, an independent reggae record label in Owings Mills, MD.

In November 2015, Double DDee released her new song "Birthday Sex" in collaboration with Shawn Ice on VEVOurban, DoubleddeeVEVO and on Akam Entertainment on YouTube. Since "Birthday Sex" released in November 2015, it has already captured its first award. Ablazin Radio in DC has an annual musical related award show each year and "Birthday Sex" was voted by listeners as Song of the Year in the DMV (DC, MD and VA area). Double DDee was also voted as female artist of the year for 2015 and Shawn Ice copped the title for male artist of the year for 2015 as well.

Thus far 2017 has definitely been on the rise for Double DDee. She has become this dynamic female with a focus to place her stamp in the dancehall industry; an industry which at one time was dominated by males. Not only is Double DDee an artist but she is also building her own empire with her music label and management company Da'vgion Music. Double DDee still does not stop there. She recently released her new self-produced riddim called the VIP Riddim which is powered by OGE Beats and mixed by Jay Crazie. This flaming 7 track VIP Riddim compiled with a diverse musical style from reggae and dancehall artists is already placing Double DDee in a position to let people know she means business! The riddim has already received an outpour of overwhelming positive feedback on social media. Get your copy today!

More information about Double DDee can be found on Da'vgion's official website [www.doubleddee.me](http://www.doubleddee.me) and her songs can be purchased on iTunes, Google Play or any digital music medium.

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#### SOCIAL MEDIA LINKS:

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Label: [www.davgion.com](http://www.davgion.com)

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DWAYNE SMITH AKA

# DEYES

Dwayne Smith was born on a blessed rainy Monday in September of the year 1987 at the University Hospital of the West Indies in the parish of Kingston to a pretty hard working and very determined secretary and a charming devoted father and security guard. He would then spend most of his younger years raised and living in the city of Portmore, the 'Sunshine City' of the beautifully exotic island of Jamaica.

Living as a young black boy in Jamaica life was not the easiest nor was it the hardest either but he recognized at an early age the daily struggle his parents went through to provide for his basic needs. He was the first child for both parents and was raised along with his two brothers. Living under the roof of a stern mother and a disciplined stepfather never hindered the young Dwayne from exploring near and far and as a result he found an interest in animals (a field which he is still active in) and a love for singing songs from Beres Hammond, Maxwell, Sade, Dennis Brown, Selena, John Holt, Richie Spice, Babyface and many other soulful singers.

His musical gift was acknowledged at an early age with his signature sweet melodic tenor sound by family, neighbors and friends who would ask to be serenaded with their favorite tunes. It was during this time a love for writing his own lyrics started to develop. Just like many recording artists before him, he too would express his vocal skills as a child in his church choir. At the age of seven he wrote his first song but due to the lack of musically oriented people around him it wasn't until many years later before he was introduced to a recording studio atmosphere. His first professional recording was written by himself and produced by Truckback Records in 2012 but was never properly released and published. He would go on to use this experience as the window of opportunity to further his dreams of becoming an international artist.

In an effort to broaden his knowledge and productivity in the entertainment industry, Dwayne Smith continues to write and record songs for various producers such as UIM Records, Cymatic Music, Newday Music Group, Fireplace Music, Studio Vibes Entertainment, Kloud IX Music, Positive Vybz Records and others from all around the world. Through his growth from child to adulthood Dwayne Smith has gained a wide fan base with his singing and ear for music which has not only developed his vocals but has also given birth to his alter ego DeyeS. His audience has become devoted in adding his songs to their playlists and continuous support by following his journey with performances at The Jamaica National Cheerleading finals, Rasta Fest, Auditor General Christmas dinner, Ministry Of Agriculture And Fisheries Christmas dinner, weddings, stage shows, parties, concerts, etc. He is compared to American singers John Legend and Chris Brown and Jamaican singers Beres Hammond and the late Dennis Brown.

DeyeS is seen as one who will take reggae, dancehall and international music to higher heights with his original sound and style of classical quality music that resonates within the soul, mind and body of anyone who gives themselves the opportunity to listen to him.





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