

BPM

BIRDIE PROMOTIONS MAGAZINE

DECEMBER 2015 ISSUE

WOMEN OF POWER:

Find out more inside about
music talents TIFA,
JORDANNE PATRICE &
ARIA JAD

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@ PILLY BLACKS PLAZA

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ANTICIPATED
GENERATION RIDDIM
AVAILABLE NOW ON
MUSIC OUTLETS!!**

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**GONE
TOO**

SOON

R.I.P RHONDA & J CAPRI

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EDITOR'S MESSAGE

**Welcome to the December 2015
Issue of Birdie Promotions
Magazine!**

Happy Holidays to everyone reading! We wish you all a healthy and prosperous upcoming New Year as well!

In this issue we placed focused on the women in the business. With the industry being mostly male dominated, at times the women and their contributions to the music fraternity are overlooked. I hope you enjoy this issue and what these "Women Of Power" are doing to keep the music alive!

As always thanks to my contributors for this issue and a special thanks to those who continue to support the brand!

Enjoy!

Birdie
CEO/Editor in Chief

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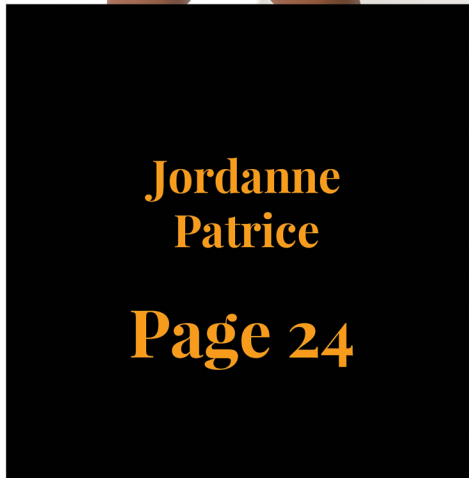
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Look What's New

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HAPPY HOLIDAYS

HAPPY NEW YEAR



IN LOVING MEMORY OF

RHONDA

MAY 29, 1989 - NOVEMBER 27, 2015

Birdie Promotions Magazine would like to extend our sincerest condolences to the family, friends and true supporters of an exceptional rising talent Rhonda Morris. Rhonda was contacted about being in this issue although we definitely didn't expect for it to be in this manner. Rhonda was a star in the making. Her raspy yet melodious voice clinged to the ears of those listening. Her latest single "Protect Me" on the Generation Riddim produced by Garrison Entertainment was in our opinion her hit that would take her to higher heights. Not only has family and friends lost a loved one, but the music industry has lost a significant difference in the arena. She will be deeply missed. Sleep in peace Rhonda.

HER SINGLE "PROTECT ME" IS NOW AVAILABLE FOR PURCHASE ON MUSIC OUTLETS LIKE ITUNES, GOOGLE PLAY, APPLE MUSIC AND SPOTIFY.
PROCEEDS WILL GO TO HER FOUR CHILDREN IN HER ABSENCE.

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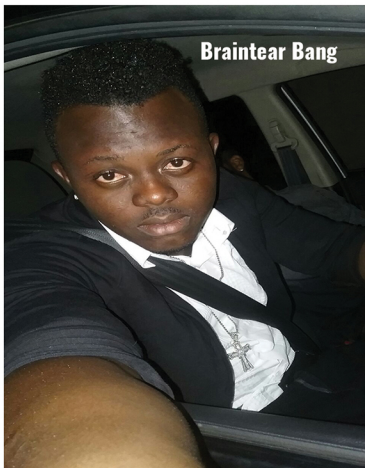
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IT'S THE HOTTEST TUESDAY NIGHT PARTY IN JA...

SIDETCHICK TUESDAYS

Sidechick Tuesdays is duly noted as the HOTTEST weekly event held every Tuesday night at Pilly Blacks Plaza on Olympic Way in the garrison of the Tower Hill community in Kingston, JA. Originating in May 2015 by mastermind Braintear Bang, Sidechick Tuesdays is definitely the place to be if you are looking for an authentic Jamaican dancehall party scene experience. It's a nightlife event where you can enjoy all genres of music selected by Ruxie and Cardo of CD



Braintear Bang

the middle of the night you hear the sounds of horns wailing from Sadiki and pans knocking across the night's open skies from Pan A Knock to the latest tunes with hopes for a forward from the selector.

During my recent visits to Jamaica, Sidechick has been a MUST attend for me because I know the vibes are always going to be off the charts! On any given night you are sure to see dancehall artists in attendance like Macka Diamond, Baby Cham, Spice and Demarco just to name a few. It's great to see the celebrities mix and mingle with the people in the community. It shows that they are personable amongst their fans.

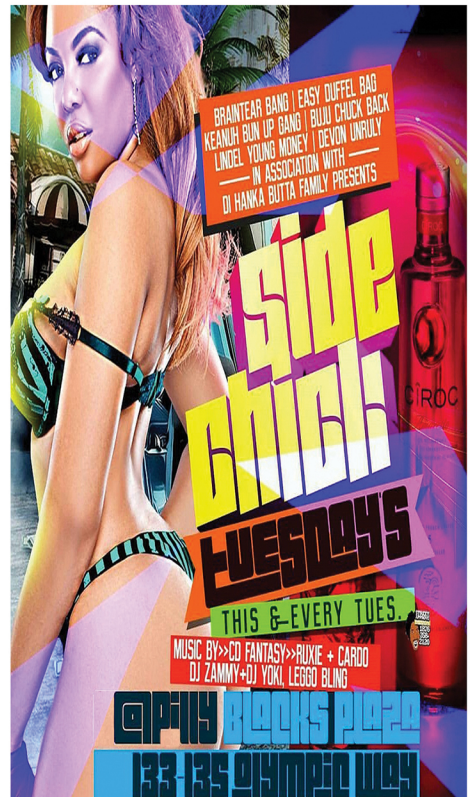
Dancehall is alive more than ever there! People still love music and still dance to it. During "primetime" dance contests are conducted with the ladies and cash prizes are given away to the winner as a regular practice at this dancehall hot spot.

In conclusion, if you are in Kingston and looking for an environment where there are "no holds barred" and you're able to be free spirited and just enjoy yourself on a Tuesday night Sidechick Tuesdays is UNDENIABLY the place to be!!! Early arrival is strongly suggested. Tell a friend to tell a friend!!!

-By Birdie-

Fantasy Sound. Be prepared to be musically entertained with anything from foundation, roots, pop, R&B to a hardcore dancehall juggling.

No one night is ever the same at Sidechick. Ladies and gents come out to party and enjoy the great vibes. It's expected to see girls inventing new dances or showing off their dance routines with performances that would be considered acrobatic to include, but not limited to, handstands and grinding. Dancehall accredited dancing specialists and Sting 2015 brand ambassadors DHQ Sher, Renee Sixthirty and DHQ Nickeisha have been known to exercise their unique dancing methods at Sidechick Tuesdays. In



BUSY SIGNAL & KONSHENS EXPERIENCE DIFFERENT GLITCHES IN ZIMBABWE



Jamaican superstars Busy Signal and Konshens made a date with Harare Zimbabwe in October for different shows. On the 10th of October 2015 the Italian Embassy to Zimbabwe and Delta Beverages threw a beer festival to celebrate the company's 120 years of the Castle Lager brand at Old Georgians Sports Club with Konshens as the main act.

Together with South African award-winning band Beatenberg, talented drummer Marco Maggiore from Italy, Mozambican saxophonist and composer Ivan Mazuze, local dancehall chanter Winky D, Evicted and mbira queen Hope Masike the show attracted an estimate of 10,000 Konshens fans with some failing to enter the show.

In the midst of his brilliant performance which left the audience mesmerized, the

glitch began when the engineers had to pause Konshens' performance due to technical problems and ended up asking him to leave the stage before finishing his slot.

The angry mob hailed insults at the organizer Bennie Bismark after she denied that he return on stage which unfortunately did not give him enough time to bond with his fans who are until now crying for his return.

The letdown did not stop Konshens' fans from loving his music which is played everywhere in the country in public transport and urban areas where dancehall is like a religion.

For Busy Signal who brought his full band it was a different experience at the Glamis Arena where he performed for non-stop two hours to the satisfaction of his fans. The venue was also packed with the same crowd capacity as Konshens' show.

Two days after his concert, Busy ended

up being dragged to court for failing to honour a contractual obligation by Longcash Entertainment who were seeking a \$5,500 reimbursement. However, Busy Signal is said to have cancelled the agreement and instead engaged Chipaz Promotions, leading to his performance at the Glamis Arena in Harare. Through its lawyer, Patrick Hundu, Longcash then filed an urgent chamber application seeking to recover its commitment fees and other costs including airfares and booking fees.

Longcash is also said to have demanded Busy Signal's arrest to ensure that he remained within the local court's jurisdiction until the finalization of the High Court matter, but their request was not entertained. Busy Signal, however, through his manager and Turf Music Entertainment chief executive officer, Galey Gordon, argued that the matter was improperly before the court. He said their contract provided for arbitration, which was to be held in Kingston, Jamaica in the event of a dispute arising. "The applicant (Longcash) breached the

contract between the parties by failing to honour clause 1 of the agreement. This clause specifically provides that a non-refundable deposit in the sum of \$27,500 should have been paid before June 4, 2015. This condition precedent was not fulfilled thus occasioning a material breach of contract by the applicant, thus nullifying the contract in its entirety," Gordon said in his founding affidavit.

He argued Longcash had failed to attach the proof of payment on its founding affidavit, arguing that the call for Busy Signal's arrest was a drastic measure that needed sufficient cause to be shown.

The matter was then settled with Busy going off the hook and later enjoyed extra days of touring the country with a top business man.

Dancehall music remains the most popular music genre in the country with a hunger for more international artists to grace the country by their fans.

-Titsi Betha Ndabambi-





FOUNDATION CORNER

Why is Vybz Kartel still relevant in dancehall? Let's try to look beyond the sexually explicit pictures released from the blackberry, let's look beyond the murder conviction and try to even understand the nuances of what makes him still continue to record. That in itself is a complicated maze called the Jamaican legal system.

As iconic as Kartel is, his ability to influence the culture has dimmed while it's not visible to Jamaica. The songs that are being released from the self-proclaimed world boss some say still have him as the number one act in dancehall. My question is, are the songs hot? Or is it a case of mixtape deejays and sound systems forcing the agenda? It is way easier to scream free the artist, and play a "jail Kartel" song than play another artist and have to work for the same crowd response.

In America we all turn on our radios and hear the same songs in rotation 20x a day. Even if you don't like a song it somehow creeps into your subconscious, mentally you're trained that if it's playing on the radio it must be hot.

Dancehall music is driven by new slangs and created within Jamaican pop culture. Kartel is unable to be part of any of that. Mixtape deejays and sound systems seem to have picked up a program where they play new Kartel songs but don't play any of the other artists on a particular riddim. The dancehall public/fans are not the ones dictating the hot songs. These actions keep the conversation on Kartel because he is not being outshined and is not being allowed to fade away. These are the same tactics used by major record labels and radio stations to push artists. We all know what they say REAL MUSIC is not what you hear on the radio. Well it's my opinion that REAL dancehall is not what we are currently hearing in the dancehall and on the mix tapes. Dancehall right now isn't being run on talent it's being run on reputation. Kartel's reputation is what's keeping him afloat more than anything else.



Drew H.I.M



TIP OF THE WEEK:

HOW TO APPLY DAYTIME SMOKEY EYES

Those who longed for mysterious and appealing eyes often used the smoky eye makeup style as the perfect tool to add a subtle finesse to their evening look. However, long gone are the days of sticking to this style only when you head to an evening or red carpet event.

Those who would like to keep the accentuated and eye-popping effect of their glimpse might decide to embed this accessory into their daytime appearances. Indeed the best way to dress down the ceremonial aspect of smoky eyes is to learn some basic principles of turning night into day makeup. The following guidelines will help you in doing this; prepare the necessary tools to create daytime smoky eyes.

What you'll need:

- Flat Eyeshadow Brush (distributes the product)
- Fluffy Blending Brush (blends the product)
- Matte Cream Eyeshadow Base
- Under Eye Concealer/Corrector
- Eyeshadows
- Eyeliner
- Mascara

1. **Prep the Lids:** First of all prepare the canvas for the makeup with the help of a proper base. Cover the eyelids with primer at least one shade lighter than your natural skin tone. Make sure you also cover all the dark circles under your eyes. Do this with a concealer and/or corrector if necessary.

2. **Select Colors:** Choosing the proper eyeshadow is of central importance in order to dress down the formal look. There are several colors that can be used to do this, however some of the

most sought-after and recommended are: gray, violet, taupe and brown. The best toned down smoky eyes look is achieved with neutral shades. Depending on your preferences you can go for the bolder or less prominent matte style.

3. **Apply Shadow:** Apply the chosen eyeshadow to the lid advisably right above the crease section. Be careful! There is no need to go way up to the eyebrows. Instead devote more time to the corners and brush the makeup upwards.

4. **Lower Lash Line:** In order to offer frame to your eyes it is advisable to apply the same makeup shade under the eyes. This is the secret to accentuate the whole makeup and at the same time furnish your eyes with the proper emphasis. Use the eyeliner brush or an angled makeup brush to make the two colored sections the lower line and the crease area meet at the corners. It is essential to create a uniform and plain look and blend the lines.

5. **Line the Eyes:** Eyeliners will serve as the ultimate means to further amplify the look while still maintaining the daytime appearance. To get the most natural effect use black eyeliner to line the eyes. Proceed with care and make sure your makeup is flawless. Some choose to smudge the eyeliner with a little eyeshadow added for extra effect.

6. **Mascara:** Apply a neutral black shade to your eyelashes and use one that gives them the impression of extra-length and density. Enjoy your daytime smoky eye look that will offer you the same popping glances.

“IT A RUN DI PLACE”



FIYAH  BLAZE
PRODUCTIONS
MUSIC BY DJ BLAZE WORLDWIDE



IF IT'S WORTH MY HIGHLIGHTER

By: Dwight “Zylan” Atkins

I'm always one to admire major moves by the females of our Jamaican society; your author is currently flashing highlighters one after the other for more ink to cover some touching actions by our ladies. Birdie I love the idea to focus this issue on just females, matter of fact it made my preparation very interesting. Even with Jamaicans across the globe having little or no faith in hearing a proper speech by our Prime Minister the Hon. Portia Simpson-Miller, I give her credit for **COURAGE**. Yes she took on a hot seat becoming the leader of a nation with people of little or no patience especially when there are issues that needs to be resolved, and believe me there are too many. So I will definitely yellow the space of her name if I ever had the chance. My hat goes off to you Mrs. Simpson-Miller.

Khadine Hylton is not only the judge contestants look forward to make lyrics about on the show *Magnum Kings and Queens of Dancehall*. She is definitely not just a Digicel brand ambassador with an upbeat personality nor is she definitely not just the MC that every dancehall/reggae artist would prefer to welcome them on stage at a concert. The story of female radio and T.V. personality Miss Kitty Fluffy Diva would definitely be in absence from my column if it was overlooked and not be included. I personally admired this lady for her genuine persona, her ability to motivate you as soon as she is on the screen or through the speakers. The Merl Grove High School alumni is the perfect role model for our younger generation, her actions speaks very loud. She brought the idea of the “School Life Tour” to reality and really made an impact across the country earlier this year. The thing about this that I think is very important is high school students nowadays definitely need guidance. I mean in the real world, they need advice from someone who they enjoy,

someone that can get the message to them effectively so they can understand because not knowing the do's and the don'ts these days can be detrimental to these teenagers. Not only did she hand out 1.2 million in scholarships to ease the stress off a lot of these parents, she made sure there was a message sent through what I consider to be a very effective interaction. The lady brought entrepreneur Gary Matalon and industry artists with music of substance like Ikaya with her to discuss important topics such as HIV/AIDS, career choice, grooming and preparation for the work world, come on who better than the Fluffy Diva to put such an act together; someone run to the store I need a red highlighter for her. **LOVELY**

Back to politics and how corrupt politicians are.... no I'm joking Birdie Promotions Magazine wishes not to be of negativity so no highlights for that but what I will highlight is the accomplishments and decisions by our youth and culture minister Miss Lisa Rene Hanna. Sorry I like beautiful lady better as her middle name because she definitely is. I don't know if it's me but you ever notice how calm she is? It's almost like she never had a bad day in her life I mean she was crowned Miss World in 1993, mind you I was eleven at the time and today she looks younger than me. How do I know she has guts and deserve my highlight whether you like it or not. Try dealing with a celebration at the time of your life with the news that your father who you are very very close with is suffering from a torn aorta caused by a massive aneurism. Her celebration had to include flying him out to Florida for surgery that same night she returned to Jamaica to a huge motorcade. A while after she ended up losing him that same year she divorced Senator David Panton. Whew! After that the average person would be thinking about ways to get away from everything with any kind of stress whatsoever. But the heart of this lady brought her back to help the runnings of this country. **GUTS.**

Ladies and gentleman Miss Marion Hall is the Queen of Dancehall and if anyone says different send them to me I will argue with them. Years of accomplishments local and international alone covers the requirements. But people I will highlight giving back to the less fortunate all day. Some people may give back for the show, I mean to say I did this and that but you can definitely see who really gives from the heart. I love to yellow the actions of these people because it says a lot about one's character. 65 Hanover Street, downtown Kingston has been of deep consideration by the dancehall deejay better known as Lady Saw. That address is where the homeless goes for meals in Kingston. She not only feeds the homeless from her salary she is encouraging people who wish to feed these homeless people to contact her to make the necessary arrangements to do so.

She launched a foundation in 2014 with the intention to spend millions to improve the lives of our Jamaican children. Actions from that mission can be noticed at Galina Primary in St. Mary. Students are enjoying new computers and other school supplies and don't forget she is challenging corporate Jamaica with the fencing of the school property. **HEART**



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GENA RATION

Riddim



#KeyztocityWorldTours



The Generation project produced by Garrison Entertainment is on high demands and now available on music outlets such as iTunes, Google Play, Apple Music, and Spotify. This collection of blazing tracks include dramatic and heart felt singles that are empathetic with real life situations from various artists, but not limited to, rising talents. Proceeds from the late Rhonda Morris' single "Protect Me" will go to her four young children in her absence. Garrison Entertainmentl, established in 2008, is a label with a mixed roster including talented rappers, deejays, singers and producers destined to bring you great quality music.

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ONE ARMY ENTERTAINMENT

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ARMY ENT
HAPLOS

TIFA

THE DOMINANT FORCE IN DANCEHALL

Recording artist Tifa spoke with us on her success story in the music industry. She conquered many obstacles on the way up and didn't allow her Blount's Disease to prohibit her from achieving her goals. Tifa exhibits great woman strength and continues to strive and elevate her career despite the acts of people with malicious intentions. Her story is elaborated more in her new mixtape "Stay Away". Get your copy today!



First and foremost thank you for taking the time out of your busy schedule to speak with BPM. Can you tell our readers a little about your background and why you chose music as your career choice?

Music surrounded me from birth; it was as if I couldn't escape it! My parents and family members were great collectors of music and owned record stores. My grandmother had a popular restaurant and bar in downtown Kingston where music was always present. After my mom and dad split and then my stepfather came into the picture. He was a popular producer and responsible for the careers of Lady Saw etc and has recorded most of the popular artists from the 90's and done albums with icons such as Marcia Griffiths and Dennis Brown to name a few. So it was almost as if me doing music was somewhat inevitable. I was also enrolled as a child in the Ashe Caribbean Performing Arts Academy and Ensemble where I was formally trained in music, dance and drama, and toured with the group as a child. So if it wasn't music it would have been something in the performing arts.

This issue is focused on woman power in the business. You are what I consider to be a great woman of strength not letting your Blount's Disease hinder you from pursuing your dreams. Do you feel that you motivate others to be successful regardless of their physical appearance? Have you ever had any seminars or lectures on drive and self-esteem?

Thank you. I do believe that I am a motivation and motivator for others. I am the poster child for everyone that thought that they could not pursue their dreams because of their physical appearance, where they live, their race etc. I have done motivational seminars in schools and otherwise, but I'd love to do it on a larger scale.

What would you say was your most challenging time as a female in the industry and how did you handle this?

It wasn't even about being a female artist. It was about what happened to me in general. You will hear me talk about some of it in the intro of my mixtape. People saw that I was on the rise and staged a horrific take down of my career and character. Luckily my faith in the Lord was strong and I had a good support system from family and friends.

How would you describe and rate the music scene in Jamaica as it stands to date?

We are definitely evolving! Nothing in this life ever stays the same! We just need to get back to the core values of our music and culture and stop focusing on negativity and publicity stunts so much and get back to making billboard and worldwide worthy music. We have it!!!

What would you change about the music industry?

Bad mind and fight against, and crab in a barrel mentality!!!

You have a new mixtape out called "Stay Away" mixed by Zj Chrome that seems like you had a story to tell and has grabbed the attention of many. Can you tell us what inspired this project where yuh ah talk di tingz dem?

The mixtape was inspired by all that I've gone through over the past 4 years. Initially when I started the tape it was supposed to be just a fun vibe. One day I snapped because someone went on my Instagram and screenshot and sent a pic to one of my respective corporate companies that I was aligned with. I thought to myself why don't these people just leave me alone and let me live and do what I need to do. It brought back so many feelings and emotions, not only about my journey in the industry and the negatives I had to face, but issues that I had with exes, past friends and family. It's not a mixtape, it's a real tape, because everyone can identify.

Do you feel you are where you want to be in career wise?

No! Definitely not! Though I am grateful, there is so much farther to go, and so much more to do!!! I wanna be the next Shaggy or Sean Paul.

"Jealous Ova", your collaboration with Dexta Daps, was a HUGE success around the globe. Did you expect the song to be as successful as it was and were you part of the writing of the lyrics?

It far surpassed what I thought it would do. I'm so proud of what the song has done and of Dexta and his success. This is one of the very few songs that I had no part in writing, I met Dexta the day I went to lay down my vocals, it was one of the best things I ever did.

You are the sponsor for major companies like Digicel. What was your first reaction when you saw your face across Jamaica on billboards representing such a big name?

It was surreal!!! I felt proud and happy!! I still feel that way when I see them.

2016 is right around the corner what can we expect from you in the upcoming year?

I expect to be a dominant force! Hurricane Tifa! lol!

FOR BOOKINGS

Primary

Company: Kaboom Nation

Contact: Aaron Spence

email: aaronkaboom@gmail.com

Phone: 876.843.2580

Social media: @Aaron_Kaboom

Secondary

Company: Solid Agency

Contact: Sharon Burke

Email: thesolidagency@gmail.com

Phone: 876.469.4005

SOCIAL MEDIA

@tsthetifa (Instagram / Twitter)

www.facebook.com/tifa.brown

www.youtube.com/user/itsthetifa

GONE BUT NEVER FORGOTTEN

Rest In Peace
J Capri

December 24, 1991 - December 4, 2015



JORDANNE PATRICE

Born on the 4th of January 1990, Jordanne Patrice Bisasor is an up and coming multi-talented artist. With an extraordinary passion for the art of singing, commencing at a very young age; Jordanne learned to appreciate all genres of music. Dabbling in a bit of reggae, dancehall, R&B and pop, this has afforded her an eclectic knowledge base of Jamaican and international genres. Having been exposed to this immense diversity of music by her father, a life-long dream was devised, to become one of Jamaica's top recording artists.

After graduating from Immaculate Conception High School, to further hone her impressive talents; Jordanne commenced studies at the Edna Manley College of the Performing and Visual Arts. During this tenure, she worked assiduously with seasoned professionals to strengthen and properly develop her vocal skills. A product of this hard work was materialized in the production of her first demo, "Everytime We Touch" and "Again" by Almond Productions. This garnered positive critical response from the wider Jamaican audience, radio personalities as well as capturing the attention of Christopher Birch; one of Jamaica's most esteemed

and sought after producers.

Under his tutelage and the formation of an alliance, collaborations between the two, resulted in the release of her first major single, "How Does It Feel" in the year 2010 and "Ready When Yu Ready" on wildly successful Drink and Party Riddim the following year. In 2012, a collaboration with the popular group Voicemail called "In My Bed" produced by the talented Marlon Easy was done as well as a single on the Dream World Riddim produced by Kalico Productions and Hot Edge Music called "Listen To Their Cries". Further productions were completed such as "Number 1 Lover", produced on the 4Play Riddim and "All For You" on the Love Triangle Riddim both produced by UIM Records.

Due to her diligence and hard work, Jordanne has created a name for herself among the music fraternity. The steady pace of continuously building her portfolio of buzz worthy music, has allowed for her to be signed to her current management team, RazzAttack Muzik Productions since 2014. This alliance has borne such hits as "Sugar Rush", which gained heavy radio play, broadening her audience

BOOKING/CONTACT:

Manager Razz Attack

Email: Razzattack876@gmail.com

Whatsapp: 1(876)881-7299

SOCIAL MEDIA:

FACEBOOK: facebook.com/jordannepatrice

INSTAGRAM: @jordannepatrice

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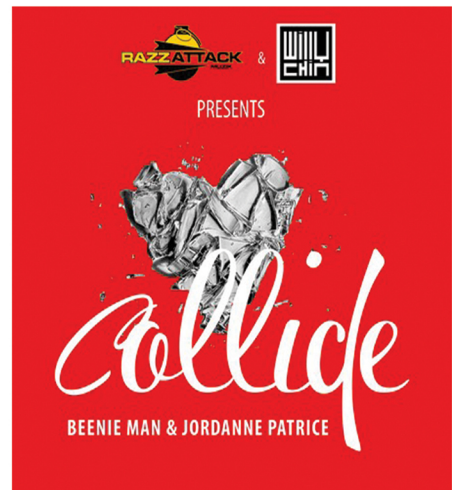
tenfold. This single showcased her sultry side and wide vocal abilities, which also showcases her versatility and creativity as well as her seamless ability to fuse pop/R&B, along with dancehall/reggae vibe in her music. Further collaborations include "Mirror" with Mr. G, produced by Seanizzle and Ice. Causing a social media frenzy, "Mirror" went viral, with girls and young women alike, posted videos of themselves singing along to the catchy and infectious hook. In this new age of technology, where social media is the catalyst of an artist reaching their audience; this demonstrates the ground work that Jordanne has set in place, to prove she is more than capable of capturing audiences of all ages and gender. Since teaming with production impresario Sean Cousley aka RazzAttack of RazzAttack Muzik and Productions, Jordanne has added to her ever impressive roster of recordings and singles. Jordanne has conquered the Reggae Island Riddim on the RazzAttack roster of productions. 2015

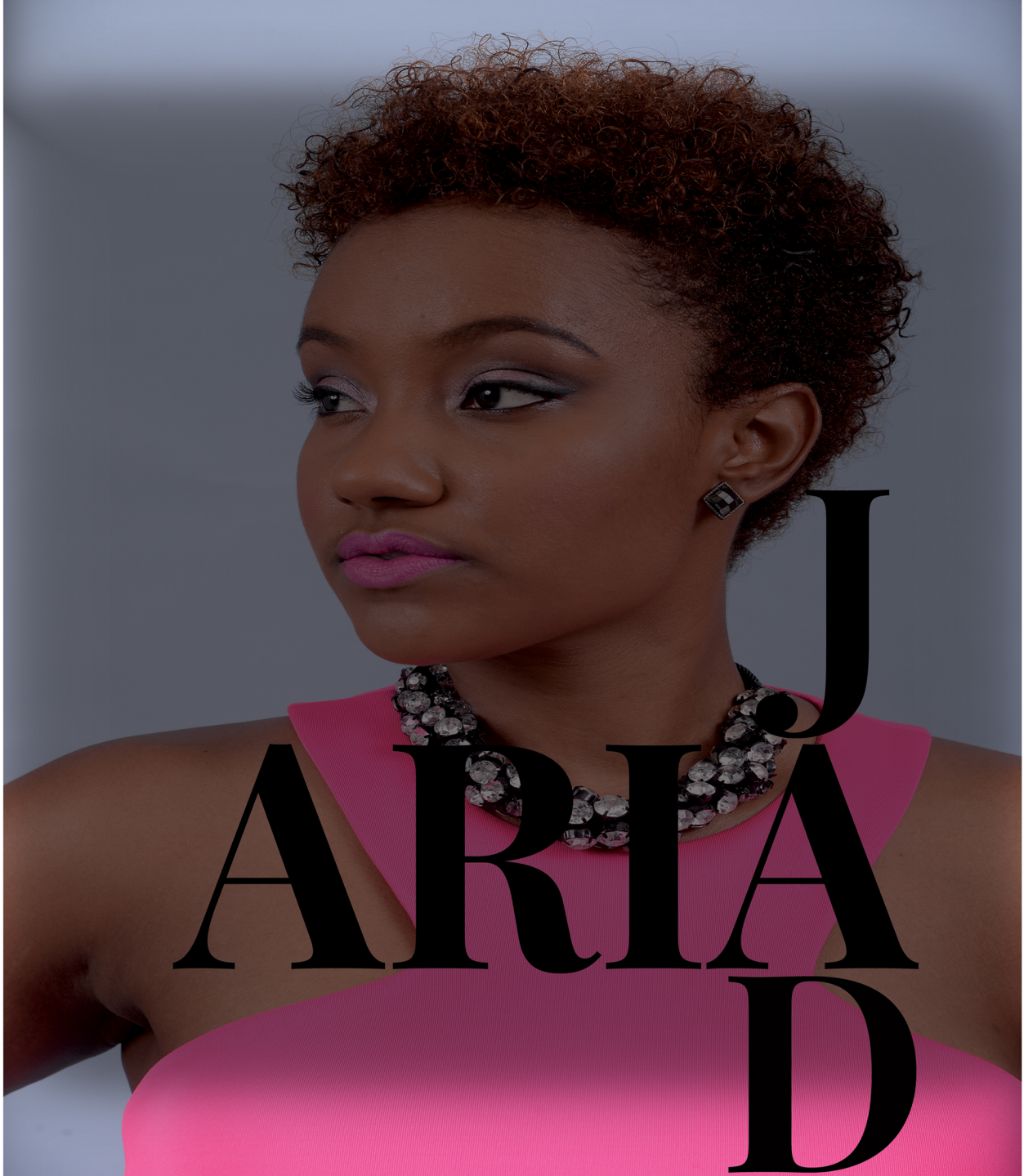
has proven to be very busy for her. "Standing Tall" became her first single of the year. Moving right into the summer, she recorded and released the single "New Me" on the Tahiti Riddim, also produced by RazzAttack Productions. "More Than Me" a collaboration with popular New York City based DJ Noah Powa, produced by Konsequence Muzik, released in October 2015 has propelled Jordanne's audience base even further, broadening her horizons with the ever evolving international audience.

Her latest collaboration, with none other than the King of the Dancehall, Beenie Man; "Collide" produced by RazzAttack Muzik and Willy Chin from the Grammy Award winning sound Black Chiney was also released in October 2015. This single was released on all digital outlets, catapulting Ms. Bisator to even further heights. Jordanne's accomplishments within the industry at such a short period of time only demonstrates her au-

thentic and original sound, as well as her incomparable and breath taking musical prowess.

Jordanne Patrice is most certainly making steady strides toward her goal, and making her undeniable mark on the industry. Performing and doing what she loves most. The journey toward stardom may be a long one, however as best said in her own words; "For me, it's well worth the wait..."





Jhanelle Alecia Davis, known by her stage name, Aria Jad, is a Jamaican singer and songwriter. Born April 25, 1986 and raised in Kingston, Jamaica, she grew up performing for church singing on choirs and performing for charity.

Jhanelle's musical orientation began at an early age. In admiration and following the footsteps of her older brother, Jhanelle joined her church choir at age 9. Being the youngest female member of the choir, her diary became the main source of communication.

By keeping a daily diary, Jhanelle honed her songwriting skills. Early on, she wrote about places to travel, things to accomplish, favorite songs and artists. Being a 'foodie', she also wrote about food.

Her diary entries later evolved into poems that only her close friends would relish in privately, until it was suggested that she transformed them into songs. That she did – infusing her writing with melodies and harmonies. Becoming more aware and confident of the talent she possesses, Jhanelle started recording her songs and shared them amongst a small network of creative minds who found her songs relatable and catchy.

Motivated to make a positive impact, Jhanelle joined the Father HoLung and Friends Music Ministry in Jamaica in 2007. Since then, she has performed with the organization in local and international musical and theatre productions. These productions are used to build awareness and raise funds, to feed, clothe and provide medical assistance to the poor and those less fortunate in Jamaica.

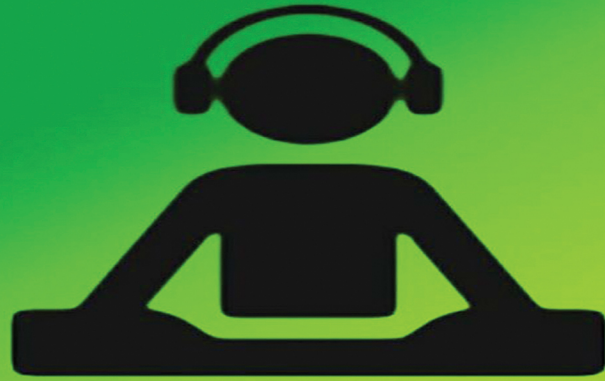
Jhanelle often refers to her experiences with the group as life changing. Relating to the statement, "to whom much is given, much is expected"; she is profoundly dedicated to using her talent to make great music and perform for a greater cause. Whilst devoting her talent to charity, she continued to work on her artistry, performing at social, formal and corporate events outside the ministry. She collaborates with musicians and producers, creating music in reggae, R&B and pop genres.

In February 2015, Jhanelle teamed up with Garrison Entertainment to release her first single "Rock Your Body". Shortly after she made her first live debut as Aria Jad in Trelawny, Jamaica, rocking the crowds with the dance hit on the Primetime instrumental. Working on the Primetime project gave Aria a surging push in the industry, with the help of fellow teammates KeyztoCity, Rebeljock Jacko from RebelRadioLink (New York) and Richard Kerr of Garrison Entertainment. The success of the project drove to the creation of the Primetime Medley video featuring other artists such as: Lusion, Hp Bama, Nae-Nae, KR Ricketts, Jahvillani and Elegant.

Driven, Aria focuses on realizing her dream of touching souls with her music. Her latest two singles hit the homes of many and came across true to the bone. The first of the two dynamic singles was released in April, entitled "You and Me", depicted a 'Bonnie and Clyde' bond of partners in a relationship.

Following in October, she released the dramatic heartfelt single "No More", a passionate track which sympathizes with women who have been mistreated in relationships, prompting them to not settle for less than they deserve. Continuing on her quest, Aria makes her mark locally, with the hope of being internationally recognized. On her bucket list of top-five artists to meet and work with are: Beyonce, Damian Marley, Beenie Man, Katy Perry and Rihanna.

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