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BIRDIE PROMOTIONS MAGAZINE

JUNE
2015
ISSUE

LUCIANO BLOWS OFF
ZIMBABWE!

EXCLUSIVE COVERAGE INSIDE

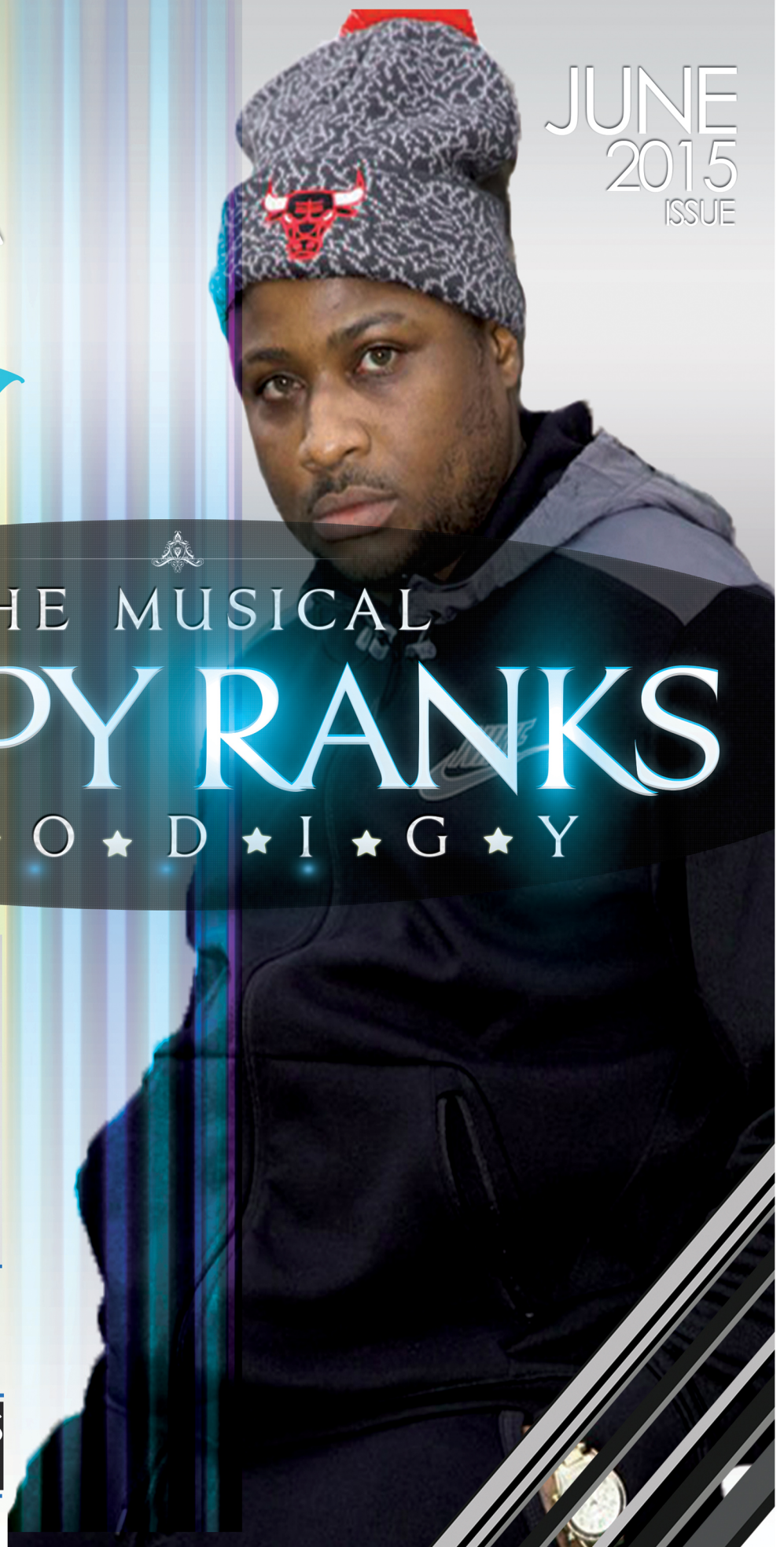
THE MUSICAL
GAPPY RANKS
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WITH "BLAH DAFF"



MUSIC ARTISTS DANCEHALL LIFE

Welcome to the June 2015 issue of Birdie Promotions Magazine! Join us as we enter the minds of some of the hottest talents in the business and showcase rising stars who are ready to take it to another level in the music industry. Enjoy the read and as always thank you for the support!

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2015

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JAMAICAN LUCIANO BLOWS OFF ZIMBABWE

By **Betha Tsitsi Ndabambi**

Jamaican reggae artist Luciano 'The Messenger' performed in Harare Zimbabwe on the 10th of April 2015 at the Glamis Arena with more than a thousand people in attendance. Luciano who last performed in Southern Africa more than seven years ago did not lose his influence on the Zimbabweans who could not wait to attend his show.

Upon landing at Harare International Airport he was received by more than two hundred fans who jostled to catch a glimpse of the seasoned artist and took a couple of selfies.

On the concert day more than one thousand dancehall fans filled up the Glamis Arena for the concert.

The reggae sensation did not fail to once again mesmerize his fans who demanded more of his music.

They sang along to songs like "Give Praise" and "It's Me Again Jah".

Jah Prayzah, Sulu Chimbetu, Winky D, K Queen, the only female act at the show, and more than ten other local artists shared the stage with Luciano at the all night concert.

The seasoned Jamaican out-performed the young Zimbabwean musicians exhibiting so much energy.

He made his first two performances in Cape Town in South Africa where popular Zimbabwean dancehall artist Dadza D was one of his supporting acts.

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TGE NEW TALENT

RAYTID BLAZES CHARTS

WITH “BLAH DAFF”

Dancehall recording artist Tegana Lloyd Hemmings more popularly known as Raytid is the latest addition to the True Gift Entertainment (TGE) label owned and operated by international superstar Demarco. Son of veteran entertainer and songwriter Lloyd Hemmings this burgeoning star hails from the Kingston 13 community and aims to make a name for himself since his emergence in 2013 with the singles “Wah Dis” and “Unfair”. However it was the buzz-worthy “Forward” that got him noticed and soon thereafter landed him a deal with the TGE camp.

With a renewed interest and newly signed management and recording deal Raytid is poised to become an industry sensation in 2015 with his latest effort titled “BLAH DAFF” produced by Blade of Socialyaad Records. Despite not being officially released to the public the infectious female dancehall anthem continues to saturate the FM airwaves amid a plethora of viral videos on social media bolstered by its addition to the premium playlist of a number of top disc jocks.

A past student of the Norman Manley High School Raytid says he’s very pleased with the success of “Blah Daff” crediting its rapid rise to an aggressive marketing campaign by his

team while explaining this is but a mere glimpse of what’s to come.

“Many say the sky is the limit but for me it’s just a mere view. Right now I am fully focused on my career and making hits for the people so for the rest of this year the fans can expect to see and hear and lot from me and my camp.” says Raytid.

Raytid recently delivered a commendable performance at the much publicised Zip FM Soca Fete at Pearly Beach, Ocho Rios in St. Ann to the hundreds in attendance.

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JUS CHRIS AIMING FOR THE TOP

HIS NEW SINGLE "IN AND OUT" IS RECEIVING GREAT FEEDBACK FROM THE MASSIVE. THE R&B DANCEHALL FLAVORED PIECE IS A SULTRY AND SEDUCTIVE TUNE FOR THE LADIES.

Jus Chris, born Christopher Lloyd in Kingston's toughest community Cockburn Pen, the home of reggae dancehall legends such as Daddy U Roy, Josey Wales, Admiral Bailey and Super Cat. He attended the Seaward All Age School and Tivoli High respectively. At the age of 14 Christopher decided to make music his career choice, hence the birth of another dancehall artist from the Cockburn Pen community "Jus Chris". The artist got his first lesson and training in the biz by Lukie D one of his favorite reggae artists. Jus Chris' first studio outing was to King Jammy's where he was known as Little Chris before he was called Baby Chris. A name given to him by dancehall veteran Bounty Killer.

Prior to migrating to the UK in 2000, Chris was with a group called the Hotta Flex Crew. In the UK his main focus was to further his music career and achieve his immediate goals. He met Lenky and Orthodox who were pursuing the same dream and they formed a group called L.O.C in June 2005. L.O.C found their first smashing hit single entitled "Ring Ding Ding",

on Jet Star Record Label. The single did very well in the United States, Europe and the Caribbean. It was also included on the 'best-selling' compilation for Jet Star, Trim Westwood and VP Records in New York.

While living in the UK he would at times visit various studios and clubs, sharing PA's with Rudi Classic. He felt he was losing his vibe as a reggae artist and thought that he needed to revisit his homeland in order to regain his composure.

Chris decided to return to Jamaica to pursue his career in music which has been his life-long dream. Returning to Jamaica was in his best interest. He quickly got back in the mode of things and started working with producers such as Free Willy with whom he did his single "Ring Ding PT 2" which quickly became a hit in the dancehall, Jam 2 Productions, Stephen McGregor of Big Ship, Seanizle, and Truck Back. Having the right vibe and determination he knows it is time to take his career to the next level. Jus Chris is confident that this time around he will get much further ahead as a solo artist with the knowledge and experience gained working with L.O.C.

At the present, he is an unsigned recording artist continuing to distribute his talent across the globe. He recently released a new single called "In And Out" produced by Ras Blinga Records that is getting a great response from the massive thus far. He is poised to make a significant mark in the industry. With a few certified hits now to his credit, the next step is certain to be the mainstream market for this talented reggae pop sensation. Jus Chris continues his strive to become a positive representative of reggae/dancehall music all over the world.

Stay connected with Jus Chris on these social networking sites:

Facebook: Jus Chris
Twitter: Juschrisjus
Instagram: Justchris_quenga

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& DJ SNIPER**

Hosted by **JOE SWYNGER**



BALTIMORE'S HIDDEN TALENT RRELIQ TO RELEASE FIRST MIXTAPE "THE REBIRTH"

Born in Kingston, Jamaica, Rreliq has been inspired by the artists who have placed Jamaica on the map. Influenced by such greats like Bob Marley, Peter Tosh, Beres Hammond and the likes, coupled with the harsh reality of living in the inner city, have helped Rreliq to embrace his culture as well as develop the attitude and skills which it takes to survive and prosper. Thus was born a driven individual with the talent to express himself through music.

Now living in Baltimore Maryland, that same drive has been shining and will forever continue as he aims to spread the music to lands that have never before heard such cultural expressions. So far the warmth of those who have embraced his style of reggae/dancehall music continues to grow. An avid member and co-owner of Fireign Music, he as well as fellow co-owner, Limba Sibale have managed to create a musical umbrella promoting and producing reggae/dancehall, hip hop, pop music and many other genres and has vastly become a force to reckon with in the Midwest.

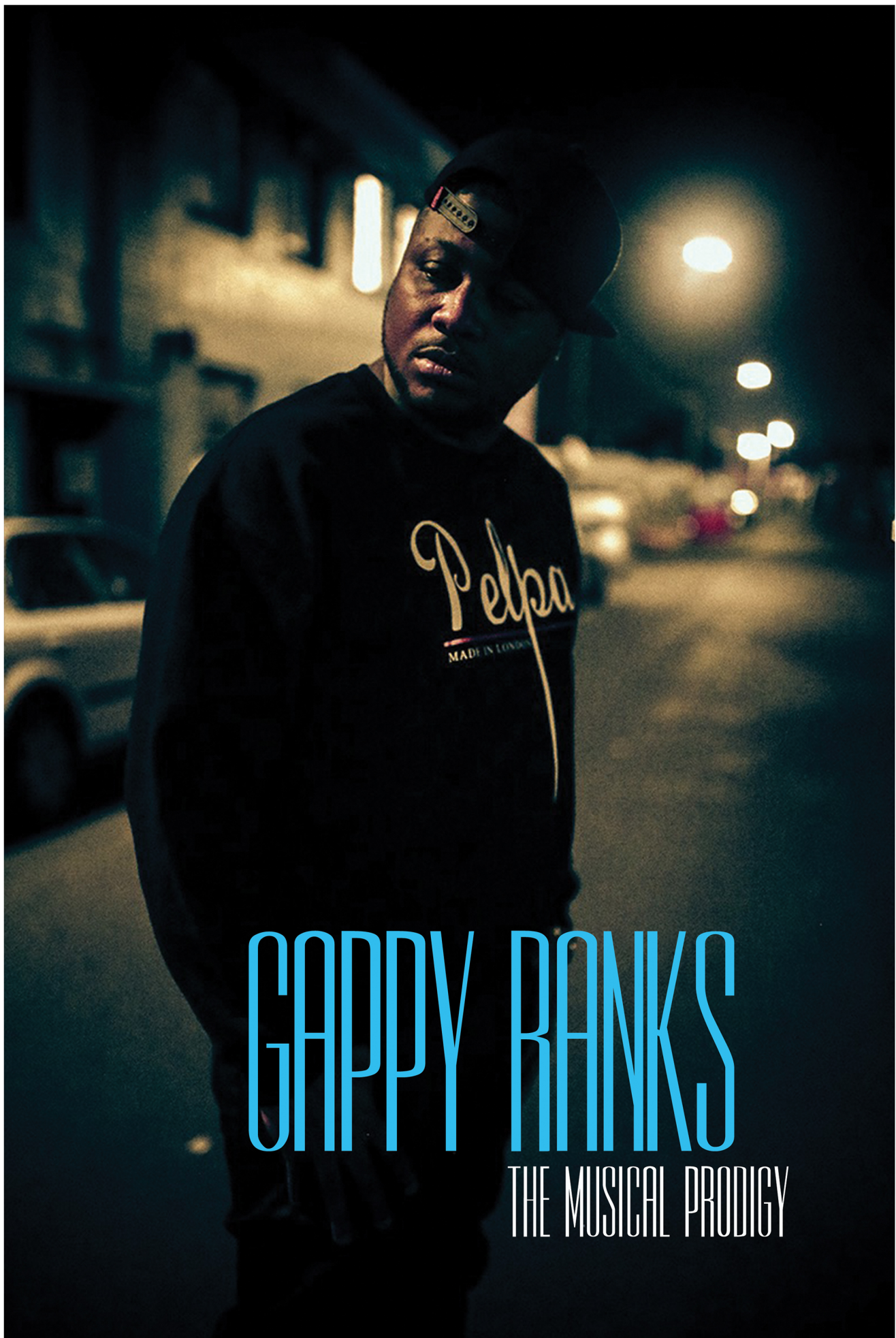
Rreliq has also done radio interviews and has also performed as an opening act for big named artists such as Turbulence, Serani, Tanya Stephens, Nardo Ranks, Capleton and many more. Rreliq's fan base is very wide it ranges from Africa, the East Coast of the US to Kansas City (Midwest) as well as Jamaica.

Rreliq is currently working on the release of his first mixtape for 2015 titled "The Rebirth" which is bound to be released June 6th 2015 and is hosted by his DJ from Philadelphia, Dj Chico. This mixtape is a collaborative effort with his production, Fireign Music, and international based producers Dj Sky, Morgan 'Wity' Stitch, Blinx Music, Jah Flamez and MAK Records. Currently, the release of his first single, "Nuh Saffaz", has been creating waves in Africa and Latin America. "Nuh Saffaz" is now available on any download site including iTunes.

You can stay in touch with Rreliq at these sites:

Facebook: Rreliq
Instagram: di_rreliq
Twitter: Rreliq

Rreliq PR Management: Lady J
Booking Contact: LadyJPromotion@gmail.com
Twitter: Lady_J_Promote (816) 882-353-5001
(816) 882-6870/(573) 353-5001



GAPPY RANKS

THE MUSICAL PRODIGY

An international recording artist, producer, and songwriter born Jacob Williams in Harlesden overcame his childhood obstacles and has become a musical prodigy. Known to the world as Gappy Ranks, he has branded himself in the industry not only as a signature artist but also creating his own music label and producing for recording artists such as Gyptian, Chino, Busy Signal, Bugle and Khago just to name a few. Gappy recently spoke to Birdie Promotions Magazine in an exclusive interview.

[How would you describe your music to people?](#)

Gappy Ranks: Growing up in London, UK with a father from Jamaica & mother from Dominica, my music has incorporated aspects of all home influences. This has given me an eclectic range of music and platforms to display my versatility. 99% of my songs are personal experiences and stories of people I have met and socially interacted with. I think it's important that I keep a sense of reality in my music in order for the masses to connect.

[What do you like most about your profession?](#)

Gappy Ranks: Apart from the privileges such as traveling the world, being able to provide for my family, inspiring people of all walks of life, performing on stage to smiling faces, I would have to say number one will have to be making my parents proud. In my teenage years I was not the best behaved or mannered person and many times was looked on as a black sheep. Lots of people told me I could not make it to where I am now and I have proven many wrong and converted many into loyal fans. I think it's a natural thing to want to make your parents happy of the work they did in my upbringing.

[What are your immediate music career goals?](#)

Gappy Ranks: Answering that question will mean I have planned a career in music. If you choose to do music as a career it might not be your calling in life. I did not choose to be an artist, producer, sound system owner and much more in the industry, it chose me. I wake up in the morning and all I want to do is sing and create new music to reach different parts of the world. I came into this industry as a freestyle artist with no structure or lane. I had to create my own with tracks like "Heaven In Her Eyes" and

"Stinkin Rich" in 2009 and gained international attention. I do believe if you plan then you plan to fail. I am a true strong believer in The Most High Creator of all things good and I do believe I am being guided to greatness.

[What is Pelpa and where did it originate?](#)

Gappy Ranks: The world has many translations of the word Pelpa. In Italy it means "reefer" and it is also the name of a northern town in Iran. However, the Jamaican view means "independent person" highlighted by Delly Ranx in his 90s track "Rude Bwoy A Pelpa". The name was also held by the late great "Bogle" and others. In 2013 I brought the name into the new millennium and launched my clothing line "Pelpa Clothing". During my promotion people worldwide started to refer to me as Pelpa which quickly entered into my music and somewhat reinvented me within the industry. In 2014 I started a music festival titled "Pelpafest" which was a great success with international acts performing and helping to push the brand. The name plea has truly become a new page in my book.

[If you could turn back the hands of time is there anything in your musical journey you would do differently and if so why?](#)

Gappy Ranks: To be honest I won't. Since my international burst in 2009 I have learned a lot and made great decisions along with mistakes along the way, but I think that is natural and encouraging for me to have made such steps because it has built me to what I have become in present day. I record all my music and independently control my daily business with different agents and agencies worldwide. I have released my own music and received awards and credits on all levels. I try to stay grounded and remember that the people play a major part in my journey because they are the fuel that powers my constant catalogue.

[As an artist you are under extreme pressure at times, do you think the public and critics expect too much from you?](#)

Gappy Ranks: No I have no pressures in music, and that's not because of my confidence or catalogue size it's because I don't follow trends, I set them. Pressure only reaches me in my personal life such as having to deal with the everyday goings on as a regular citizen of my country. A lot of people forget that artists are still regular

people who have to go through the same things they go through and more especially when you are in the public eye.

[Why do you think you have succeeded in an industry where so many others have failed?](#)

Gappy Ranks: I don't think I have succeeded where others have failed nor have I failed where others have succeeded. I do believe I have no limits to what I can achieve in and out of music. This mindset has carried me to perform on every continent on earth and delivered 3 worldwide albums (with a new one set to release this year) along with 8 EPs and over 200 singles all available online to purchase. It's important to let people know all things are possible no matter what your problems or obstacles are in life.

[Can you tell me more about your Hot Coffee Music Label and the artists that you are currently working with in the label?](#)

Gappy Ranks: Yes I created Hot Coffee Music in 2010 after spilling coffee on my Mac Book Pro (...laughing). I decided to start production and push developing talents and known artists. I have only 2 artists signed to the label named Reddman UK & Brake General because I don't have the full attention to give others at this moment making it unfair on them as artists need full attention. I have produced songs for Busy Signal, Gyptian, Bugle, Delly Ranx, Chino, Laden, Kim Kelly, Kibaki & Randy Valentine just to name a few. I have had production play-listed on radio stations such as BBC 1Xtra and heavy airplay on Zip103. Hot Coffee Music has also released music via distributors such as VP Records, 21st Hapi-los, Zojak, IDC and other media houses.

(continued on page 17)



NO LIMITATIONS FOR GAPPY RANKS IN THE UPCOMING YEAR

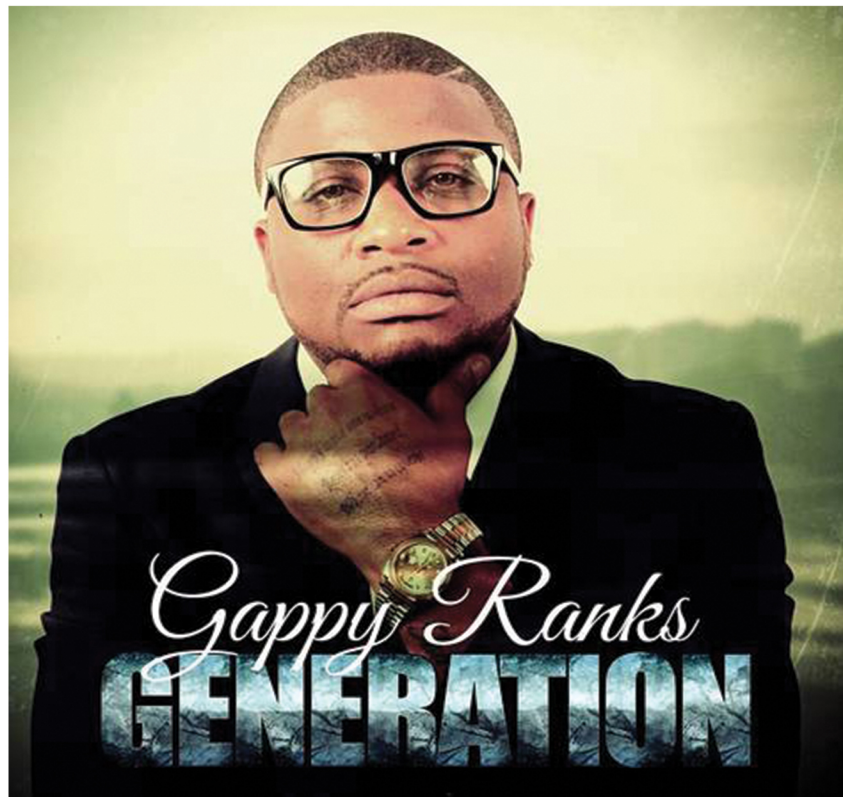
“ I’M LOOKING FORWARD TO RETURNING TO USA LATER ON IN THE YEAR AND RELEASING A TRAILER LOAD OF MUSIC WITH VARIOUS TOP PRODUCERS ”

Outside of music what do you like to do for fun?

Gappy Ranks: I’m a father of 2 daughters and 1 son which I spend any free time with. Music takes up so much time that the downfall is you’re away from the people you love most. I love to cook and class myself as a top chef (...laughing).

What’s next for Gappy Ranks?

Gappy Ranks: I have a new EP titled “Generation” Ft Barrington Levy, Marcia Griffith and Sugar Minott produced by Flava McGregor along with new videos. I have just completed my fourth album titled “Guide Me” which included the title track produced by Zj Chrome of CR203. I have also just filmed a worldwide TV commercial for a major European company which will soon be on TV screens throughout the world. I’m looking forward to returning to USA later on in the year and releasing a trailer load of music with various top producers worldwide.



Direct Self Managed Social Networks:

Twitter: @GappyRanks

Soundcloud: Soundcloud.com/GappyRanks

Instagram: @GappyRanks

Facebook: facebook.com/GappyRanks

Youtube: youtube.com/GappyRanksTv

Website(s): iamjacoble.com pelpaclothing.com

Tour & Event Bookings:

gappyranks@gmail.com



ARTISTRY IN MOTION
By: Nova-Rae

TIP OF THE WEEK
'EYES WIDE OPEN'

When it comes to lining, there's one simple rule: Open your eyes. Regardless of shape, the key is always to draw attention to the eye, making it bigger, brighter, and more noticeable without looking too heavy. Thickening the appearance of the lash line opens the eye, making it look vibrant.

Choosing eyeliner is based on preference and comfort of application. There are different types of eyeliners that offer a subtle effect or those that provide a dramatic effect to make your eyes pop.

There are four options:

1. *Pencil Eyeliner.* The pencil eyeliner is the easiest to find at any cosmetic counter or store. They come in powder-based, wax-based and khol varieties. The powder based pencils allow for a more natural, subtle look - but tend to be a little harder to apply. The wax-based and khol eyeliners glide better and will give you a more defined look. The khols allow more ease of motion as if you are writing. Although pencil eyeliners are hugely popular, they are not my favorite out of the eyeliner options. However, most people find that they are easier to use and control. If you decide to go the pencil route, I recommend MAC's line of pencil eyeliners

(www.maccosmetics.com). There are several types and they all come in an array of colors. My two picks: POWERPOINT EYE PENCIL (Engraved) and KHOL POWER EYE PENCIL (Smolder).



POWERPOINT EYE PENCIL KHOL POWER EYE PENCIL

2. *Liquid Eyeliner.* Liquid Eyeliner gives you a very defined look. However, some who are just starting out have a little difficulty in applying it with a well defined line. A wonderful benefit of liquid eyeliner is that you don't have to sharpen it. You can also layer it on top of a pencil eyeliner for more depth and definition. It can be used to create a "cat-eye" or a "winged" eyeliner look. It can be dressed up or down depending on the thickness of the line applied. CAUTION: Only apply liquid eyeliner on your upper eyelid along your lash line. My picks: Revlon's Color Stay Liquid Eye Pencil or L'Oréal's Lineur Intense Felt Tip Liquid Eyeliner. Wonderful products that isn't pricey.



REVLON'S COLOR STAY LIQUID EYE PENCIL L'ORÉAL'S LINEUR INTENSE FELT TIP LIQUID EYELINER

A few tips when applying liquid eyeliner. Make sure to practice on your hand or another part of your skin to get the "movement" down and become accustomed to using the applicator. Always purchase "waterproof" to prevent smudging. Also, when applying, start at the middle of your upper eyelid, along the lash line and move outward. Then, without applying more product on the applicator, go to the inner corner of your eye and connect to the middle, then perfect your line appropriately.

3. *Gel or Crème Eyeliner.* This form of eyeliner is my ultimate favorite. I'm able to produce so many dramatic looks. These type of eyeliners need to be used with an eyeliner brush with a thin tip or an angled brush, which will follow the natural curve of your eye.

It also works well to create smokey eyes and blending, as well as to complete your look by smudging into your lower lash line.



My favorite to date is Bobbi Brown's Long Wear Gel eyeliner; however L'Oréal's HIP gel eyeliner has different choices of color and is a great comparable choice if you can not afford Bobbi Brown's.



BOBBI BROWN'S GEL LINER L'ORÉAL'S HIP GEL EYELINER

4. *Eye shadow as eyeliner.* This gives a very natural beautiful appearance to your eyes. An angled brush is needed to create this look. There are many different colors to choose from. For a more dramatic effect, wet your brush to heighten the drama!

Always remember to pick an eyeliner color that compliments your skin tone, hair color, eye-color and overall make-up. If all else fails and you are too confused, just purchase your basic black for dramatic looks and a nice brown for natural looks. Always get the right product that you are comfortable applying.

IF IT'S WORTH MY HIGHLIGHTER

BY DWIGHT "ZYLAN" ATKINS



Wow! My first set of words in Birdie Promotions Magazine. As a matter of fact it's actually my first set of words in any magazine lol. Well my limited space will be used up mainly to highlight my views on some current affairs along with achievements local and internationally as it relates to dancehall, reggae, and our good old Jamaican culture.

The names Likkle Bit, Mika Dymond, Meka Hype, Sharee Attitude, Lina Legacy, Fina B, Moinika, and Momo, are not only dancehall queens on the dance floor. They are showing the world that they too can unite for a good cause as their coming together resulted in the formation of the "We Submit Our Crowns" praise dance evangelism charity project. The project includes 4 stage performances mainly to raise funds for charities to help their communities in not only Jamaica but also in parts of Africa. Don't we need more thinking of such from our dancehall community? These ladies deserve a separate crown for this margin of effort. Just imagine if every single dancehall act surrenders a percentage annually just to help the areas that helped to shape them into who they are today. I personally think over time it would show as a big plus on Jamaicans and the dancehall industry instead of all the highlighted negativity.

Busy Signal is another one of our dancehall ambassadors who saw the need to give back to his community which hopefully will extend

across the island. The platinum selling dj launched what is called Busy 2020 Helping Hands Foundation in the beginning of April of this year with an objective to implement programs, or should I say sustainable programs that will improve health, education and the standard of living in his birth place St. Ann. Immediate actions to re-establish the imaging and medical department at the St. Ann's Bay Hospital is underway as we speak. Now isn't that so great? As we Jamaicans would say "DWEET BUSY!!" These are happenings we want. This is what I'm looking across the board to see people who made it in this culture driven industry showcasing. This could be a trend set by the turf boss and everyone should see the actual need to follow.

"Currently"

In life we grow up in our parent's teachings along with older siblings and then our community chips in and play a role and then it's all added to what happens at school. Ok, one of the most common things in all those areas was God and the Bible and the devil was bad and most went to church on Sundays and so forth, I don't have to ask I know the majority agrees. So how do we explain the changes in life today? We are living in a world and I stress "TODAY" where Bishop Oliver Clyde Allen, a male pastor got married to Rashaad Burgess who is also a male. I'm so upset about this I wanted to type these guys' names in lower case. So what about "A man that lies with a man, as he would lie with a woman shall be put to death?" Sometimes I don't even know who or what to listen to because I spent my whole life believing that the Bible teachings were of God. And if that's your action then you are not to be trusted because that job you have is being used to further the devil's mission. At least I think so.

Of course one of the most trending topics this spring was reggae superstar Chronixx's "waste man" comment about US president Barack Obama, apparently for denying the request to erase the criminal record of our national hero the Rt. Hon. Marcus Garvey. "Oh boy" just another example of inequality and freedom of speech having guidelines, come on people the president gets his daily bashing from the Republican Party and nobody complains about it. Majority of the Jamaican society is ignorant to what is actually going on in this matter. But again I advise the people to pay attention to the Bible and compare it to the laws of the land with consideration of who is in power and their actions.

I advise that love is the way to go on earth today regardless of what it is. We are operating with a designed mentality not of our

choice. The smarter among us will look around and see things for what they are and operate with intentions of self-benefit. Humanity is at a low in substance but a high in numbers which makes it very easy to develop conflicts. How do we cope on a day to day basis? Unite. I will play my part you should play yours. It is such a pleasure to have the opportunity to not only express my views on corrupt I mean current affairs but I'm also excited to use my highlighter on positive actions of the people in MY JAMAICAN music fraternity. Until we meet again in the next issue of Birdie Promotions Magazine I say "UP" to humanity.



THE LYRICALLY FLAWLESS

VERSION SPEAKS
INNA REAL LIFE

An upcoming recording artist Adrian Kemar Brown better known as Vershon came from humble beginnings and hails from the volatile community of Cockburn Pen in Kingston, Jamaica. Overcoming hardships as a youth and emerging from a single parent home, Vershon knew from a tender age that music was his way out. Vershon recently allotted time out of his busy schedule to speak with our representative Teeann in an awesome exclusive interview.

Vershon why don't you tell us a bit about who Vershon is? What best describes you?

Vershon: I mean Vershon is ah ghetto yute enuh. Vershon ah come from ah likkle place call Cockburn Pen inna Kingston. Yuh get mi ah seh? Vershon ah represent fi di ladies...Vershon ah represent fi all single madas caw yuh know mi grow up inna home whey ah just mama alone...likkle board house and sumn. I guess that's just ah summary of Vershon enuh.

Translation: Vershon is a young person from the ghetto. Vershon comes from a small place in Kingston called Cockburn Pen. Do you understand? Vershon represents for the ladies and the single mothers because you know I grew up in a home with just my mother alone in a small house made of board. I guess that's a summary of Vershon.

I know you started doing business at the tender age of 9. Thinking back to those childhood days what would you say your experience was like at that time and what inspired you to do music? What brought you into music?

Vershon: My experience...Jah know yuh know seh mi face hardship coming up especially inna dah music game yah but one ting mi have ah faith, hope and mi neva give up. Yuh get whey mi ah seh? So dat always keep me going.

Translation: My experience...God knows I have faced hardship coming up especially in the music game but one thing I have is faith, hope and I never gave up. Do you understand? So that's what always keeps me going.

What would you say has been the biggest challenge you have had to face so far in the music business?

Vershon: Alright...well Vershon nuh really FACE nuttin still enuh (...laughing). One ah my greatest challenge ah fi reach...ah fi get ah song whey people really accept because

di market hard fi please. Yuh get whey mi ah seh? People on ah whole hard fi please.

Translation: Alright...well Vershon hasn't faced anything (...laughing). One of my greatest challenges is to reach...to get a song that people really accept because the market is hard to please. Do you understand? People in a whole are hard to please.

What has been your "biggest break" or let's say your "greatest opportunity" so far in your musical career?

Vershon: Mi get di chance fi work wid di biggest set ah people right now. Like even Birchill yuh know yuh have Zj Sparks, Zj Dymond, Zj Chrome ummm...whole heap ah opportunity. But working with Birchill that's the greatest so far.

Translation: I've had the chance to work with the biggest people in the business right now. Like even Birchill, Zj Sparks, Zj Dymond, and Zj Chrome have given me a whole lot of opportunity. However, working with Birchill that was the greatest so far.

I know you recently came back from a short tour where did you go again?

Vershon: Trinidad

What would you say is your best live performance experience and why?

Vershon: My best live performance ah inna Costa Rica caw mi naw lie when mi touch di stage and seh "Hey gal yuh ah mi cheerleader" di gal dem all over mi man. Jah know dah sumn deh. It feel suh good dat mi cyaan stop talk bout Costa Rica. So big up Costa Rica. I mean big up Trinidad too enuh caw yuh dun know dem seh rough up di world so big up Trinidad.

Translation: My best live performance was in Costa Rica because when I hit the stage and said "Hey girl you are my cheerleader" all the girls were all over me. God knows that thing there it felt so good that I can't stop talking about Costa Rica. So big up Costa Rica and big up Trinidad too because you know they say shake up the world so big up Trinidad.

Music has an impact on people both young & old. What would your advice be to the younger generation?

Vershon: Stay focused. Follow yuh mind. Don't follow whey yuh hear inna song caws ah nuh everyting inna song guh di right

way. Yuh get whey mi ah seh? Just follow yuh mind and do good tings yah man and listen to mummy.

Translation: Stay focused. Follow your mind. Don't follow what you hear in a song because it's not everything in a song is good. Do you understand? Just follow your mind and do good things and listen to your mother.

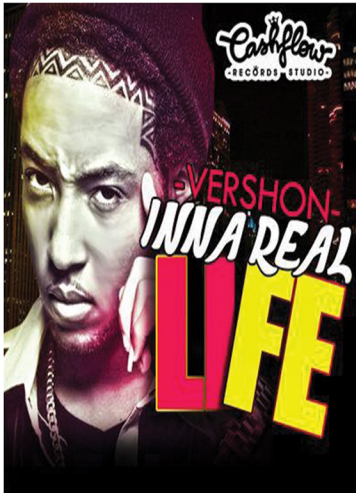
In the music industry people don't just gravitate to the music itself they gravitate to the image that you portray. Could you describe your image and why you chose to come with this image instead of something we see on a daily basis?

Vershon: As an artist yuh haffi be different yuh cyaan be regular like...yuh haffi be different so you can be differentiated suh when people see yuh dem can seh alright den ah Vershon dat enuh. Nobody naw fi ah guess and ah seh ah whey him name again? Him look like dah man deh or him look like dah man deh....from dem see yuh..Vershon pon di version.

Translation: As an artist you have to be different you can't be regular. You have to be different so you can be differentiated so when people see you they can say alright then that's Vershon. Nobody will have to guess and say "what's his name again"? He looks like that man or that man. From they see you they know. Vershon on the version (catch phrase)

Your new single produced by CashFlow Records "Inna Real Life" has become a hit across the globe. What inspired the song and are you at all surprised by the positive feedback?

Vershon: Mi did kinda surprise but how di whole concept come up I mean at di time Vershon did ah guh through some real struggles. Mackerel and rice everyday. Sometime mi haffi wonder to miself I wonda if people know seh ah dem sumn yah Vershon ah guh through. Dem see mi come out everyday and mi look clean and ting. Because ah one ting mi have mi sure seh mi have ambition suh mi naw guh ah road and look any and anyhow. Yuh get whey mi ah seh? Ah really dat. Di song really come up becaw mi did ah face some struggles and mi ah guh through some hardship inna life and mi just seh yuh know wha mek mi just guh sing bout mi struggles yah man. I guess the reason why di song work people just like realness and di song is ah real song nuttin fake to it.



VERSHON GEARS UP TO BE THE NEXT BIG ARTIST

Translation: I was kind of surprised but how the whole concept came up at the time Vershon was going through some real struggles. Mackerel and rice everyday. Sometimes I had to wonder to myself I wonder if people know that these are the things that Vershon is going through. They see me out everyday and I look clean and thing. One thing I have is ambition so I won't go on the road looking any and anyway. Do you understand? That's really what it is. The song really came up because I was facing some struggles and going through hardship in life. I just said you know what let me sing about my struggles. I guess the reason the song worked is people just like realness and the song is a real song nothing fake to it.

Is there anyone in particular you would like to thank for making your dreams come true as an artist?

Vershon: Well mi can seh thank Fada God enuh. Thank Fada God big up Fada God and thanks to mi mada ah she bring mi come yah. And give thanks to Birchill Music. Thanks to CashFlow same way and give thanks to Birdie caws yuh dun know ah she ah do di interview and ting suh big har up everytime.

Translation: Well I can say thank God. Big up God and thanks to my mother she gave birth to me. Give thanks to Birchill Music. Thanks to CashFlow also and give thanks to Birdie because she's doing the interview. Big her up everytime.

What can we expect from Vershon? Is there any new single coming out? Where do you see yourself 5 years from now and beyond because we are not limiting you to any amount of years?

Vershon: 5 years time from now and beyond Vershon ah one ah di biggest artists from Jamaica ah rough up di world. Yuh get wey mi ah seh? Mi have some new singles. Mi have ah single called "Used to Hungry" is like ah

follow up fi "Inna Real Life" so yuh can look out fi dah one deh. Mi have ah next single called "One Man" wey mi ah represent fi di ladies dem wey have one man. Caws yuh know wi cyaan bodda wid dem woman deh wey have ah (...laughing). Suh yuh can look out fi dem single deh coming soon yuh hear.

Translation: 5 years from now and beyond Vershon is going to be one of the biggest artists from Jamaica shaking up the world. Do you understand? I have some new singles. I have a single called "Used to Hungry" it's like a follow up for "Inna Real Life" so you can look out for that one. I have another single called "One Man" where I am representing for the ladies that have one man because you know we can't bother with the women that have a (...laughing). So you can look out for those singles coming soon.

So you know I can't leave without fassing inna yuh personal business right? Is there any special person? Any girlfriend?

Vershon: I waan tell yuh seh di special person know harsel enuh (...laughing).

Translation: So you know I can't leave without being nosey and prying in your personal business right? Is there any special person? Any girlfriend?

Translation: I want to tell you the special person knows herself (...laughing).

Is there anything else? Any hidden thing going on in the background that you want to share?

Vershon: Bwoy if sumn hidden and deh inna di background mi naw share it mek it stay which part it deh enuh (...laughing).

Translation: Well if something is hidden and in the background I'm not sharing it let it stay right there (...laughing).

Alright cool keep them guessing!

Visit www.birdiepromotions.com to hear the live audio from this interview

Social Media & Booking Info:

Facebook: Vershon Page
Facebook: Vershawn Kemar Brown
Twitter: Vershonmusic
Instagram: Vershonmusic

Birchillmusic@gmail.com
(876) 470-3152

There was a time when sounds on the flyer brought people to the party then it switched to the promoter being the focus of who brings people to the party.

Now we live in an age where any song is just a download away which has now flooded the market with so called dj's. The quality you receive from a sound/dj has been downgraded because it doesn't take money to enter the craft nor skill just access to WiFi.

If you look at the arena of dancehall sound clash it's heading in a direction where soon live audiences will be replaced, and the dances will be hosted online. Many might not have an issue with staying at home and being able to enjoy a clash online. But that's not sound clash culture.

There are far more dynamics at work, flyer man, street team, and sound systems are all going to now be eliminated or in very low demand. Liquor sales and venue rentals are also at risk.

Technology in all its glory is a risk to dancehall and sound clash. It has watered down the product there is no denying it. The crowds have dwindled. Irish & Chin who are the premier clash promoters are already making the transition to online clashing with a phone call system for voting.

Sound clash is a ghetto people thing that ghetto people benefit from, adding too much technology will water down the genre and take it into uncharted waters. Yes there is greater potential for profit because you enter a global platform on one night, but it kills the grass-roots that it generated from. Weed smoke and empty bottles are all part of the excitement and culture.

I don't see how you will get the next wave of great mc's like Fire Links, Tony Matterhorn, Pink Panther, Squingy and so forth when they have no live audience to feed off of, and left to scream at a studio wall.

Most current artists making records lack the ability to perform because they've lost the ability to connect with a live audience behind a sound system. The lesson to learn from that is the more the dancehall has changed the more diluted the product has become in every sector. Be mindful on what direction we choose to take sound clash.



-Drew HIM (Hecklers Inc)-



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MR. PEPPA

THE VERSATILE LYRICIST

Mr. Peppa, born Arael Jahzeal Walters on February 29, 1980 in Kingston, Jamaica, is as unique and rare as his birthdate. The ninth of eleven children, he grew up in Papine at a place called Bedward Pastures with his parents, one brother and one sister.

Under the guidance of father Dennis Walters and mother Alice Johnson, Peppa grew into a fine young man. As a child they were strict and did not allow him to go out and play like other boys; he was homebound. Life wasn't the best for them, but his parents ensured that they stayed on track.

His education at Hope Valley Experimental Primary and Excelsior High School only served to cement his foundation. With his studies at the forefront of his mind, the young man also had a strong love for music, particularly deejaying. However, although he started to deejay at the age of eleven as a fun pastime, he focused on school with the aim of joining the army to study civil aviation or to enter the real estate business.

Peppa was also very active in school, forming part of the drama group and cadet corps, as well as participating in track and field. It was while in high school that he discovered how good he was at deejaying and started to focus more on it. He was then inspired by his mother, who is a singer, and his biggest brother Steelie from Steelie & Cleevie fame who motivated him to go further with it. Not to mention the encouragement he got from friends who drummed up beats on blackboards and desks in the classroom as little Peppa rode the riddim.

Peppa started to record professionally in 1995 while still in school. The aspiring dj used to walk from stage show to stage show, as well as sleep at various studios trying to get a recording.

A year later he did his first single titled "Mi Sharp" on the Trevor Gordon label, produced by Trevor Gordon himself. Although not earning much airplay, he was still determined to play his part in the music business.

In 2000 the youngster recorded "Don Cinderella" for Steelie & Cleevie on the Bitter Blood Riddim, which earned him some popularity.

It wasn't long after that Mark Pinnock of Natural Bridge Records discovered the talented youngster and decided to sign him to his label. Peppa then recorded on the Bad Weather Riddim for Steelie & Cleevie, and later "Peppa Dis Peppa Dat" on Natural Bridge's Resilience Riddim.



The year 2001 was a bright one for the dj. He came out with a favorite for the ladies at the time "Good, Good Gone", which led him to perform on numerous events such as Fully Loaded, G.T. Christmas Extravaganza and Bling Dawg Summer Jam. He also performed at top nightspots like Asylum and Amnesia. In 2002, the dj further cemented his presence in the business with recordings such as "Baby Dem" on the Beach rhythm, "You So Proud" for producer Preston on his Intime label and "All You Need To Know", which featured Christopher for BYG Family Musik. Peppa later did "Gal Journey" and "Guy Thing" on the Natural Bridge label.

With his trademark "Dat's Betta" slang, Mr. Peppa has been working with producers such as Akiliboy of BYG Family, Shams, Red Rat, Dia, Birch, Hawkeye and Dj Karim, Ward 21, to name a few, putting out some wicked singles. The music video for the "Talk" single on Ward 21's I-Rob Riddim recently made it to number one on the hitlist on CVM TV's E-Strip.

Mr. Peppa and longtime friend Dj Smurf of Hot 102 teamed up to produce and release an 80-track mix cd, "Dj Smurf introducing Mr. Peppa". The mix cd, which featured 12 hot tracks from Mr. Peppa on 10 hot riddims, was a hot item, as they didn't have hands to distribute, giving away over 5,000 copies across the island. The mix cd, which also featured

some of Jamaica's top entertainers, has been traveling the globe, kicking up a storm in places like Japan, England, UK and the USA.

The versatile Mr. Peppa creates lyrics for all types: street lyrics, girl's tunes, social commentary, you name it, he's got it.

Mr. Peppa has recently obtained new management and is working on his album. Expect a lot from Mr. Peppa in 2015.

Stay connected on social media:

Facebook Regular Page: Peppa Walters
Facebook Fan Page: Mr. Peppa
Instagram: MrPeppaMuzik
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WORD SEARCH

EACH OF THESE CLUES CAN BE FOUND WITHIN THE GRID HORIZONTALLY, VERTICALLY, DIAGONALLY, BACKWARD AND FORWARD. CIRCLE THEM ALL TO SOLVE THE PUZZLE.

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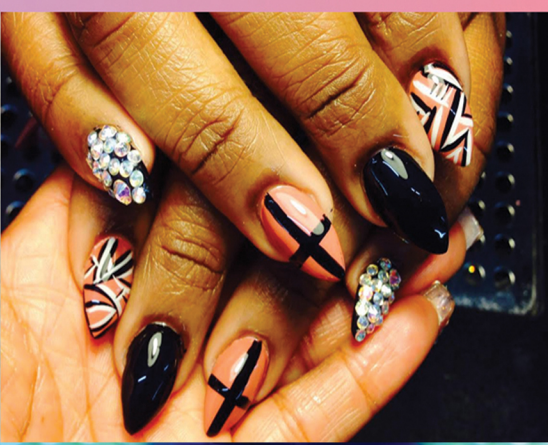


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For More Information

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www.facebook.com/ladyflamerp www.facebook.com/rawborn.prod

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People say, "Big Things Come In Small Packages!" and that couldn't be more true when referring to Lady Flame. Lady Flame is not just a singer and dj, but also a writer, composer, musician, and performer.

Originally from Montego Bay, Jamaica, stationed in Washington D.C., Flame has captivated the hearts, ears, and minds of many reggae, hip-hop, and R&B fans. The versatile and talented Lady Flame has performed with major artists throughout the years. She received numerous awards for Best Female Performer from the DC Annual Reggae Music Awards.

In the year 2007, Rawborn Productions officially became management for Lady Flame. She has many released singles being played globally. The year 2013 ended with a bang when Big Vision Entertainment and Majestic Trends released "The Way You Look Tonight". In the year 2014 there has been a number of releases as well.

"I'm In Love With You"
(Romance Riddim) 2014

"Thank You Mama"
(Faithful Prayer Riddim) 2014

"Wise Up"
(Lovey Dovey Riddim) 2014

"Naah Change"
(Leap Of Faith Riddim) 2014

Rawborn Productions is currently working on releasing a number of brand new singles, some which include:

"It's You" – RP Records

"Dem Cyaah Stop Wi"

(Uncontainable Riddim) RP Records

"Fawud Wi Going"- RP Records

Appearing on numerous forms of media, Lady Flame is destined to shine and be heard. "Hearing people say they love my music and the way I perform is a reward in itself. My main goal is to unify all different types of races, ethnic groups, and cultures with my music. Seeing people enjoying my music shows me that I am definitely doing something right. If my love for music can recruit another and the messages that I bring can comfort another heart then I am very happy. Music is my life!" says Flame.

Approaching many different genres of music such as hip hop, R&B, rap, lover's rock, dancehall reggae, and soul just to name a few, Lady Flame is determined and destined to succeed. So watch out world, prepare to be thrilled and amazed!!!!!! Here Comes LADY FLAME "HOT IT UP"!!!!!!



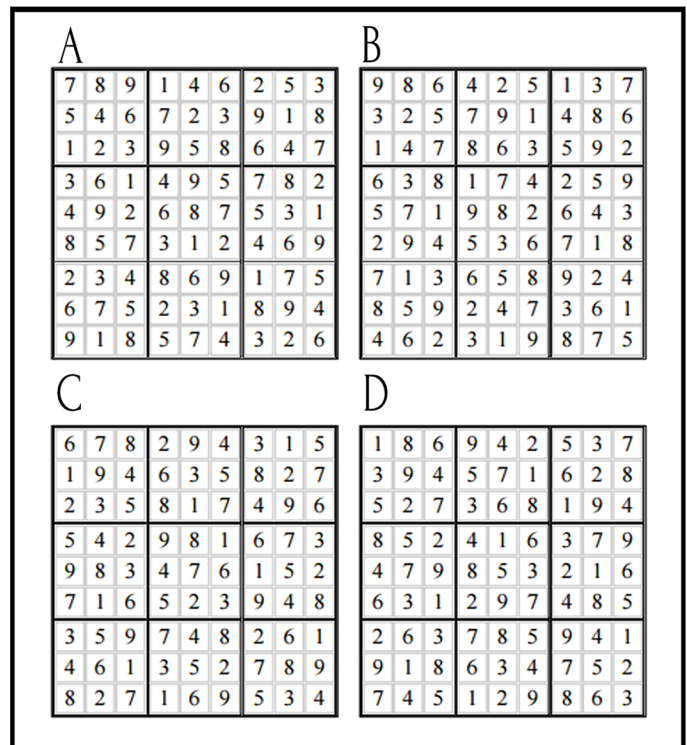
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