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TAMO J

NAVINO

BPM

BIRDIE PROMOTIONS MAGAZINE
June 2020 Issue

DANE RAY

D'YANI



EDITOR'S MESSAGE

Welcome Back!!! I know it's been a while since we have released an issue but we are back with full force!

The year 2020 has turned out to be a year that we will never forget for many reasons. I hope that everyone is continuing to practice social distancing and staying safe during this pandemic. During the downtime I have definitely been using this time wisely. I am proud to announce the release of our official website! Please visit www.birdiepromotionsmagazine.com and subscribe for your free digital copy of all of our releases.

As always we bring to you some of the greatest talents and this issue we introduce four extraordinary talents with a unique vision for success!!

Thanks to everyone for the continued support over the years! Enjoy the read!

-Birdie



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Tamo J

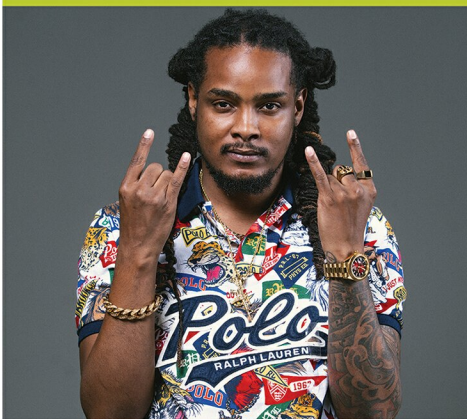
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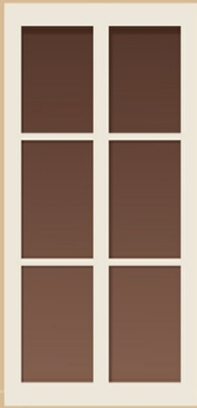
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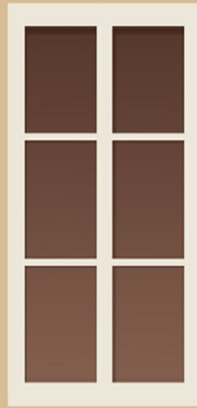
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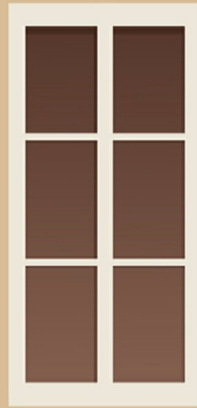
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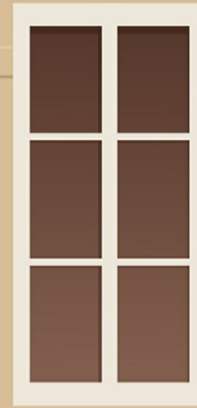
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BEST ALBUM WINNER

WILLIS WATAFFI

BY TSITSI NDABAMBI



Willis Wataffi is a seasoned Zimbabwean musician who recently grabbed the National Arts Merit Awards for the Outstanding Album of the Year and the Zimbabwe Music Awards Best Jazz Album 2019, an addition to his 13 accolades. He is married to a graduate filmmaker whose company has been doing a lot of work in the corporate world from documentaries to commercial work like music videos for renowned musicians and actors. We caught up with him to find out what he is up to during the lockdown since he's an artist and all live entertainment was put to a halt due to the COVID-19 outbreak.

Tsitsi: What is the title of your current album?

Wataffi: It is called Uhuru/Independence an afrobeat genre which I christened Qaya Rootz Musik. Qaya (Khaya) means home and rootz (Roots). As a people we are as strong as how deep our roots go. Uhuru/Independence seeks to illustrate and instill in every African man the need to create a United States of Africa where Africa will be able to stand as one voice on the world stage. The dire need for restoration of people and a lesson to the new generation of leaders who need to wake up to the need to be selfless when it comes to the African agenda.

Tsitsi: How many awards have you won, what where they for?

Wataffi: My first and still fresh in the music scene in 2005 when I took home eight accolades, NAMAs for Best Male Artist, Song of the Year, Outstanding Album and Best Jazz Album and five ZIMAs Song of the Year, Best Duo, Best Male Artist, Best Newcomer. In 2010 NAMA Best Video of the year for the song Woman of Rock followed by the 2014 Permican Award of Excellence. I then made it to the Continental Awards in Nigeria where I won two awards for my first gospel album *Songs of David*. In this race where more and more talent is being birthed every day, my work was acknowledged for my current work which is doing well in the scene until now. I do mostly international music festivals. I have learned a lot from the music festivals that I have attended internationally which I believe have contributed to all the recognition, the recent ones being Umoja Capetown International Jazz Festival and Ebubeleni Music Festivals. My last

“

The album talks about love and nostalgia. It speaks to the African child about the true meaning of leadership and health and education of women and children without whose investment we can never hope for a new Africa. I am inspired by the late Bob Marley, Youssou N'Dour, Fela Anikulapo Kuti, Sade Adu and Salif Keita.

”

shows were in India, South Africa, Tanzania, Nigeria, Mozambique, Middle East, Dubai, Abu Dhabi, Zambia and Botswana.

Tsitsi: Share with us about your experience during lockdown.

Wataffi: The lockdown has given me an opportunity to catch up on the most important people in my life, my family. Because of my tight schedules I'm never home to enjoy time with my queen and so this is the best time of our lives it's like another honeymoon we couldn't ask for. Another thing is, it has afforded me time to reflect on my work and create the serene environment to new writing inspiration. I believe people need to reflect on good things too that families are experiencing and the unity that seemed to have been lost has now been restored. We are staying home and trying to keep safe although God is doing the rest best. We are checking on each other and doing a bit of work since we moved both studios home. I had work in Plette, George and Knysna but I was forced to abandon all that work including cancelling my April tour of the Middle East. Most of us get our revenue from love shows and sitting at home hasn't done anyone any good. Seeing that there is no viable music industry to talk about in Zimbabwe all creatives are in dire need of grants and support because almost everyone is in a hand to mouth situation.

Besides music I own a fashion company where we manufacture Jes'Us by Wataffi footwear, a furniture, real estate and Qaya Wear.



All these have also been affected by the shutdown including my wife's film studio which has been a major economic challenge for us.

Tsitsi: How are you involved in charity work?

Wataffi: We have been playing our part in social responsibility by shooting Covid-19 awareness visuals and voice overs and just spreading on social media. My inspiration to help others comes from my maternal grandmother Anne-Winnie Kachambwa who raised me in the rural areas of Mrehwa Nyamutumbu although my own roots are in Mt Darwin I am a prince rainmaker and hunter descendant of King Mashayamombe of the Korekore tribe. My grandmother taught me the essence of life, serving and always having a charitable heart to desire to see a better world long after we are gone from this world. She always said that a person can only say they have lived a life after imparting a lending hand to the next person. I desire for every generation to celebrate footprints of those who came before them and those whose footprints helped shape the future they live in.

As Qaya Rootz Foundation (QRF) and UnitedArtists.org we have done a lot of work and vision partnered in the health and education of women and children with UNDP and PSI from as early as 2009 helping with youth development projects and festivals. QRF in conjunction with Pastor Chris and Christ Embassy has paid school fees and stationery for students.

We have a lot of artist affiliates whom we have done 'Artists Against Xenophobia' campaigns which included artists from Jamaica, South Africa, Mozambique, Zambia and our own artists. We went on to record a song against xenophobia encouraging black on black love followed by a concert at the then Book Café in Harare.

Tsitsi: What are you working on musically?

Wataffi: I am working on follow up EPs and singles which are almost ready and I have collaborated too with surprise artists. For now people can purchase and stream my new and old albums on www.wataffi.com or get in touch on social media platforms.

FOUNDATION



CORNER

Dancehall World & Covid-19

The world has come to a standstill but the party continues. Dancehall has gone virtual and viral in every corner of the world. Every night there is a new lawn to hear your favorite djs do their thing all you need to do is log on. Even without being booked by a promoter the money still flows via Cash App money pull ups. Top djs like Tony Matterhorn has specialty nights for instance his Tissue Tuesdays. My question is where does this leave promoters when this all ends? Djs have proved that they can keep making the money without leaving home.

The breakout star of the virtual dancehall is sound clash. Sound clash has once again become the star of the show because everybody is clashing and everyone is watching. Djs who would never entered the arena pre Covid-19 are looking for a piece of the hype, just to name a few, Bobby Konders, Steelie Bashment, Kevin Crown and Jazzy T. Virtual promoters are being born nightly. In our culture nothing remains exclusive for very long and as long as the stay at home order remains in place the party will continue.

With all the hype surrounding virtual parties and concerts, the elephant in the room is obvious when we emerge from the other side of this global pandemic. Will dancehall survive as we knew it? I can't see anyone being comfortable in a room with 400 strangers moving forward. The world will not be the same and neither will the way we consume entertainment. Events such as Jamrock and the Love & Harmony Cruise will be interesting to watch out for. Both have become bucket list events for reggae & dancehall lovers.

It's somewhat poetic that at the start of a new decade we are left with no true direction for the dancehall and reggae party culture. Will we ever gather again in masses? Will the party at home become the new normal? It all remains unseen.

-Drew H.I.M

Artist Feature - Navino

We had the pleasure of catching up with former J.O.P member Navino to see what he's been up to and give us some details on his career path and success story.



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

Navino: I started being interested in music around the age of 13. I was inspired by a community artiste by the name of Brondo Killa.

BPM: Formerly from the JOP camp then moving under the wings of Roach and JA Productions until his untimely death, what can you say was your biggest learning lesson that has stuck with you from then until now?

Navino: My condolences to Roach he was a mentor to me. One of my biggest lessons I have learned is that ego can both build and break you, it is definitely something you need to control and stay focused. The industry can make you and/or break you.

BPM: How do you deal with the pressure of being an upcoming talent among so many others and what makes you stand out from the rest?

Navino: I am an overcomer. I am strong in music and it's something that I love so at no time have I considered it stressful. I have been doing it for years and never once got frustrated; discouraged yes when producers don't want to work with me and I don't get the airplay. However, there is more than one platform to promote my music. It's my drive to be successful.

BPM: Please explain your creative process. What inspires you to write a song?

Navino: I am a melodic artiste, music lives within me so everyday life and experiences are my greatest inspiration. Whatever is happening in my life at the moment has always influenced my writing process.

BPM: How would you describe your music to someone who has never heard you? Are there any hidden meanings or messages in your music?

Navino: My music is soul lifting, inspiring, happy and always has a message.

BPM: What would you say has been your hardest obstacle on your journey to success? How did you overcome this obstacle?

Navino: One of the biggest obstacles has been getting my music played on the radio as an upcoming artiste. I overcame it by pushing. I do good music so eventually the music speaks for itself. Sometimes it takes one person to fall in love with your music and the rest is history.

BPM: Over the years you have collaborated with other artists. Is there an artist you haven't teamed up with that you would want to

do a collaboration with? Why this artist?

Navino: I would love to do a song with Keyshia Cole, she has always been an artiste I've admired and I really like her vocal range.

BPM: Social media seems to be the "in thing" nowadays. Do you feel that it matters the most for music? Do you think this platform has assisted with advancing your career?

Navino: I would not say social media matters the most, but it is a very necessary marketing tool. It has helped me a lot. It created a medium for me to promote my music when I was not getting radio plays and I gained a lot of fans from all over the world. Social media has a global platform and has made promotion easier.

BPM: What are your views on crossing over and doing other genres of music? Is that something you ever considered?

Navino: I always saw myself as a crossover / international artiste it's something I am open to. I am not a person who is boxed in, I put no limitations on my music and welcome any opportunity to produce good music in any form.

BPM: Your song "A Nuh Luck", produced by Stashment Productions, did extremely well in the streets in 2018. Did you see that coming? What was your reaction about the feedback from this track?

Navino: I did see it coming actually. I'm signed to Stashment Records and I believe my new label is taking an international approach to dancehall music and I appreciate that because at this point Jamaican music should be about competing with the rest of the world. "A Nuh Luck" received a lot of love both locally and internationally.

BPM: What are your thoughts on the Covid-19 pandemic and how it is currently affecting Jamaica?

Navino: It has affected a lot of people and slowing down the business. I can't get to do my work and go out to promote my music and do shows and parties. Jamaica is a third world country and it's rough on the Jamaicans right now with a lot of people being out of work especially if they are the bread winner for their family. The economy is really bad right now.

BPM: What advice would you have for someone wanting to follow in your footsteps?

Navino: My only advice is follow your own path and stay real. Set your goals and don't let anything stop you even if persons discourage you. Learn about the history and

and business of music and stay focused.

BPM: You have a new release "Life Too Short" produced by Damage Musiq on the High Supremacy Riddim. This song seems to be getting a lot of positive feedback. How do you feel about the response you have been getting so far and do you think this could be your next hit?

Navino: It's a great feeling because I voiced the song in 2019 and this song is a sure hit. I know it is.

BPM: What's next for Navino? Are there any projects you would like to share with us?

Navino: I have a few international collaborations in the pipeline. I also definitely have more visuals coming in the near future. I am always in the studio so expect lots of new music. Just look out for more good productions coming from me.

BPM: How can people follow your movement or get in contact with you for bookings or dubs?

Navino: You can follow me on YouTube: NavinoVevo, IG: Therealnavino, FB: Navino Schemeyute and for bookings contact Stashment Bookings via email at Stashmentbookings@gmail.com or call+31684434576.



CONTACT & SOCIAL MEDIA INFO

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Therealnavino 

NavinoVevo 

+31684434576 

Stashmentbookings@gmail.com 

BPM Artist Features

H	T	E	B	S	E	N	M	P	M	E	S	T	I
H	A	L	E	S	M	O	R	O	A	A	O	I	Y
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V	A	E	O	I	D	I	R	E	D	K	E	A	I
O	Y	A	N	N	E	A	Z	S	D	O	V	L	E
G	M	S	Y	D	M	L	P	Z	E	M	O	B	E
U	P	R	O	H	G	R	E	S	E	S	D	L	A

MR PEPPA
SMOKEY MONTANA
FRANCHIZZE
DEXTA DAPS
ELDIE ANTHONY
VERSHON
BLAKKMAN
TIFA

SELAH
DOUBLE DDEE
DOVEY MAGNUM
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**Photo credits Anorak Productions and Monarch Exodia (front cover also)*



D'Yani

Born Andre Chavanie McCormack, D'Yani is a rising singer/songwriter from Spanish Town, St. Catherine, Jamaica. Drawing his musical inspirations from talents such as Jackie Wilson and Sizzla Kalonji, D'Yani showcases a fresh new sound with his music and is definitely heading in the right direction. We had the pleasure of speaking with him and finding out about his background and his musical journey.

BPM: Can you tell our readers who D'Yani is and where you're from?

D'Yani: Andre Chavanie McCormack (D'Yani), is a Jamaican born singer who artistically is known for his dancehall, reggae and international fusion and being an advocate for positive and inspirational music. D'Yani is a comical and jovial individual with a big heart for everyone, but most importantly women, as his love for his mother made him appreciate women more growing up in a single parent household. I'm from Spanish Town.

BPM: What message do you think you convey in your music?

D'Yani: I aim to inspire, console and be a means of therapy to my listeners. The message may vary from song to song but ulti-

mately the concept remains the same, I am a very soulful person and I also aspire for people to feel that passion.

BPM: Who are your biggest influences in the industry and how do you feel their influences has helped you in the business thus far?

D'Yani: My musical influences are very wide, it ranges from Michael Jackson, The Beatles,

Freddie Mercury, Dennis Brown, Barrington Levy, Sizzla Kalonji, Capleton, Bob Marley and onwards. With regards to today's musical influences the range is just as wide, from the Weekend, Miguel, Drake, Mavado, Kartel, Aidonia and onwards.

BPM: How long have you been doing music and how have you developed in your career from then until now?



D'yani: I have been doing music professionally for 4 years. The progress has been consistent as I've seen my reach grow over the years. I have grown and developed my skill set and look forward to more experiences.

BPM: Being an independent artist, what was the hardest obstacle you faced? How did you overcome this obstacle?

D'yani: There are so many obstacles in the music industry especially for an upcoming artist. The biggest one thus far is awareness, getting people to know my music and who the brand D'yani is. I am steadily working to overcome this as it is still an issue but with the help and push from other industry veterans I've been making progress.

BPM: Do you think you will ever sign to a label? If so, are there any in mind that you would consider?

D'yani: Yes, definitely once both our interests are aligned.

BPM: In one word how would you describe your sound. Explain why you chose this word.

D'yani: Soulful. My music is very intentional. I always aim to leave an impact, whether it be inspirational or through an emotional connection.

BPM: In Jamaica there are lots of young talents. What do you think separates you from other rising artists?

D'yani: My intent is never to compare or compete with other talents, I do believe there is a lane for all of us and every person's timing is different. What I can say is I am passionate, driven and very dedicated to my craft.

BPM: Your song "Heaven Telegram" produced by Selecta Rolex Productions grabbed my attention the minute I heard it. This song has a different perspective of the dead. What inspired you to do this song and deliver it the way that you did?

D'yani: The song was inspired by life essentially and how fickle it is! With that being said I wrote it with the intention of inspiring people to appreciate life and the people most important to them regardless of the circumstances because life is short and death comes fast. It was also in memory of the producer's son Okeem Waid.

BPM: What producers have you worked with so far? Are there any particular producers you would like to work with in the

near future?

D'yani: I am looking forward to working with the best in the industry, spanning from the great pair of Sly & Robbie, Steely & Cleve as well as younger producers such as Steven 'The Genius' and more. I've worked with KevStar Records, Markus Records, Rolex Productions, Mari the Producer and Fuze.

BPM: Your EP "Dutch Pot" was produced by you. Can you tell us a little about the songs you chose for this project? Was this your first production?

D'yani: The "Dutch Pot" EP represents the melting pot of genres that inspires me as an artist, with that being said you can expect a fusion of genres ranging from afrobeat, dancehall, reggae and R&B without revealing too much as it has not been released yet. It is also my first production.

BPM: Are you interested in collaborating with more artists? If you had one artist to do a collaboration with who would that be and why do you choose this artist?

D'yani: Yes, I would definitely want to collaborate with more artists. The ideal person I'd want to collaborate with is Dennis Brown (RIP) because he has been one of my biggest musical motivators. However, I'd love to collaborate with Sizzla Kalonji or Buju Banton as well.

BPM: You've had performances on Sting and Sumfest. Explain those experiences. Were you comfortable with performing for such a large crowd?

D'yani: The experience was very exhilarating; these events were an extremely huge opportunity for me especially as an upcoming artist. Being able to perform and execute on any stage is a BIG DEAL. It was somewhat nerve wrecking but it also gave me the opportunity to showcase my craft and better it.

BPM: With social media being the norm these days, how do you feel the internet has impacted the music business? Do you feel it has helped you?

D'yani: With the advent of social media, the world has become a much smaller place. People from all walks of life now have access to music from all around the world, very little boundaries. Artists now have the ability to reach a larger audience with just a few clicks. Yes, it has helped me because my music has travelled to places I have not travelled with fans spanning all across the globe.

BPM: What is the best advice you've been given in the business?

D'yani: Always be you!

BPM: If you could change anything about the industry what would it be?

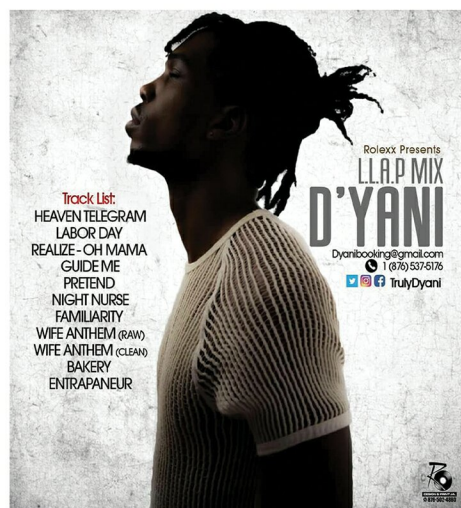
D'yani: I'd like to see more unity and upliftment, much more collaboration.

BPM: What song would you say has given you that buzz you were looking for?

D'yani: Most definitely "Heaven Telegram".

BPM: Do you have any words of wisdom or advice for upcoming artists like yourself?

D'yani: Keep focused, keep working and keep networking.



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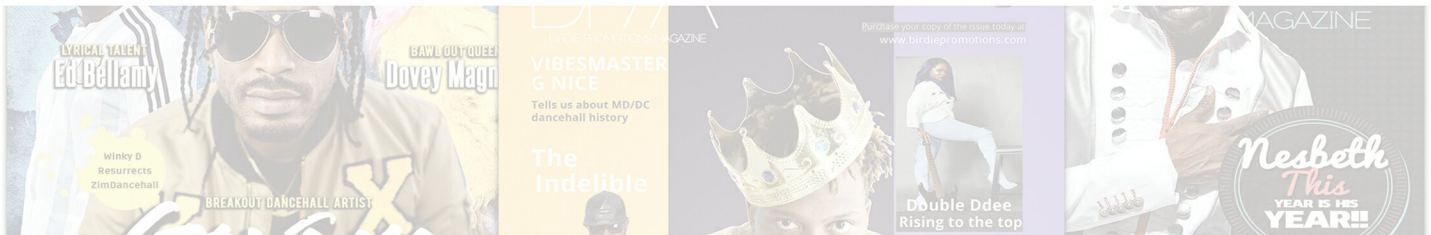
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FRESH LOOK

by SUGA ROYALE

Jamaica was put on stage in front of the entire world when two icons of dancehall music, Bounty Killer and Beenie Man, went head to head in a Verzuz battle. Verzuz, founded by award-winning producers, Timbaland and Swizz Beatz, is where two producers or artists do a virtual clash with their music.

The first Verzuz session did not get off to a great start. It featured two other legendary producers and R&B artists, Babyface and Teddy Riley. It garnered much negative attention because of Riley's poor audio and random people seen dancing around. It was so bad that they had to have a part two so he could redeem himself.

Since then Verzuz, has grown into a phenomenon and has hosted other African-American musical greats such as Erykah Badu vs Jill Scott, and rappers Ludacris vs Nelly. Unfortunately, all experienced poor audio quality.

No one knew what to expect now that the now popular social media clash platform was headed to Jamaica. All we knew is that dancehall lovers from around the world would be tuning in. Most of the anticipation came from the infamous beef between Bounty Killer and Beenie Man that started in the 90's. The ongoing war inspired many hits from both artists.

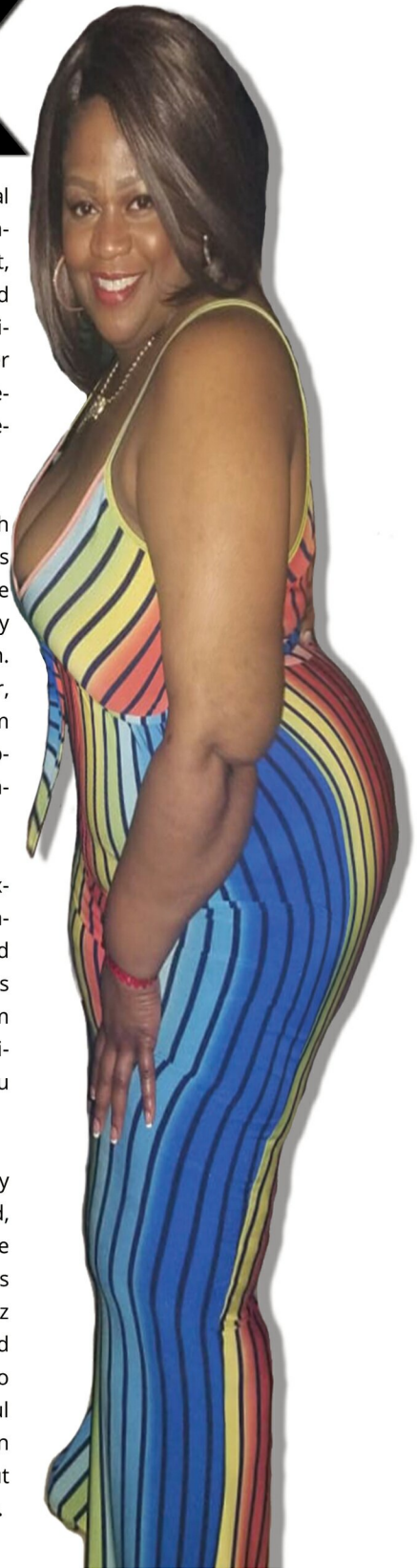
The Verzuz started off like a classic Jamaican dancehall party with early juggling. Onlookers were able to enjoy a little bit of reggae before the main event. About a half hour later, Beenie appeared on screen looking dapper in black and gold decaled pants. Soon after, Bounty appeared also decked out in black and gold, in the same room! This was a Verzuz first as previous battles had both artists in different locations.

To set things off properly, the Jamaican national anthem was played. All one could see was the Jamaican flags flashing on their screens. After that, things got under way with superior video and audio quality. Many of the comments complimented Jamaica for finally getting it right. Hit after hit was played with a little friendly banter between the 'Warlord' and the 'King of the Dancehall'.

Normally, artists would play their songs, but with a live DJ present, and being face to face, the artists were able to elaborate a little bit. Both sang live and were able to freestyle. At one point, they were going back and forth on the same riddim. During the performance, Beenie Man's daughter, Deshagaye, better known as Desha Ravers from the popular dance group Ravers Clavers, appeared and danced the world dance to her father's popular 90's tune "World Dance".

What made this event an authentic dancehall experience was the police showing up. Beenie announced that the police was there and kindly told him that they would not be shutting down as 400,000 people were currently watching from around the world. Beenie capitalized off the incident and produced a new song called "Do You Want To Be That Guy".

After the police left, it was back to business. Many celebrities were tuned in like Diddy, DJ Khaled, Spice, Safaree, and Konshens. Bounty gave a cute shout out to Rihanna when he realized she was watching, asking "Riri do you see me?" The Verzuz ended with both artists bigging up each other and Bob Marley was played. The views reached to almost 500,000 which is the most successful Verzuz battle to date and led to their followers on IG skyrocketing to over 1 million. This event put Jamaica and dancehall music in a great spotlight.





Natral's Nook

A hand is holding a white tablet that displays a promotional graphic for a radio show. The graphic features a woman with a large afro hairstyle, wearing a blue leather jacket over a blue t-shirt with the show's name. To her left is a colorful logo for "Sound & Chat Radio". The show's name "Natral's Nook" is written in a white cursive font in the top right of the graphic. Below the woman's photo, the text "RELATIONSHIP AND SEX TALK" is written in bold yellow letters. Further down, it says "STARTING FEBRUARY 13TH", "Hosted By: Ms. Nookie", and "Thursdays 10pm to 12am EST." The website "IRISHANDCHIN.COM" is written in large yellow letters. At the bottom of the graphic, it says "FOLLOW ME ON IG @NATRALSNOOK".

RELATIONSHIP AND SEX TALK

STARTING FEBRUARY 13TH

Hosted By: **Ms. Nookie**

Thursdays 10pm to 12am EST.

IRISHANDCHIN.COM

FOLLOW ME ON IG @NATRALSNOOK

Tamo J, the singer with the velvet voice and tall unique hairstyle, was identified at the tender age of 6 years old for his extraordinary talents. Emerging from a church background, the UK native took some time to speak with us on his path to victory.

BPM: Where are you from originally and what got you involved in music?

Tamo J: Born Dwight Christopher Allen in the UK, I was involved in music at a young age where I sang on the choir and solo at church. Later on, I met Mikey Bennett and started writing music, doing backing vocals for other artists and then moved on to recording as a solo artist.

BPM: What are your fondest musical memories growing up?

Tamo J: My fondest memories growing up would be earlier in my music career when I won the JCDC Gospel Awards twice. And in recent years, my Summa Sizzle performance in 2019 and in 2020 Chronixx called me out on stage in Negril. That was amazing!

BPM: If you didn't become an artist what do you think you would be doing right now?

Tamo J: If I didn't become an artist, I would be working in IT.

BPM: What do you enjoy most about being an artist?

Tamo J: Being able to tell my story and the stories of others using my voice and doing what I love.

BPM: What is distinctive about Tamo J?

Tamo J: My voice, my unique features and my hair of course.

BPM: Did your musical journey have a deliberate direction, or did it simply gradually evolve in whatever direction it found?

Tamo J: It was never set or deliberate or else I would've never started to listen, write or sing secular music. My journey was not planned but I believed in myself so I stay humble and try to prepare myself for what may come. I follow the lead of my gift.

BPM: Not only are you an artist I see that you produce and write your own music and have also been a ghost writer for some heavy hitters. How did you get into writing songs for other artists, and when you do what motivates you?

Tamo J: I started writing from a young age but in 2015 I met up with the mogul Mikey

Bennett who became my mentor. I guess you can say I'm a student of the legend and thanks to him I fell into professional songwriting and started writing for huge stars. I actually still write for recording artists. These days I'm motivated by my own experiences to write. I'm inspired by my daughter who sings my songs. It's a beautiful feeling so now I'm a lot more conscious and responsible with my choices of lyrical content. Well, I try my best because you know I still got to sing for my ladies.

BPM: You have a single called "Feeling Herself" that you collaborated with Beenie Man. What was it like working with the 'King of Dancehall' that's a huge move? Are there any other collaborations in the making?

Tamo J: Working with the 'King of Dancehall' was a great experience. He is one of my idols. This year, 2020, I have done a collaboration with I-Octane and a couple major collaborations are pending. You just have to wait and see.

BPM: Are you signed to a label? If so, what label are you signed to or working with?

Tamo J: Yes. I am exclusively signed to VKC Powerhouse Entertainment.

BPM: What does your music say about you?

Tamo J: The truth. Because I am in music, I don't feel compelled to talk about things I cannot relate to. Sometimes entertainment forces people to talk about the media's perception or their own illusions. I just try my best to stay grounded so what is deemed as normal, both men and women, boys and girls can relate to my music.

BPM: What are your short-term and long-term goals? Do you feel that you are getting any closer to these goals?

Tamo J: I am grateful for any achievement no matter how small. My short-term goals are to build and sustain a genuine fan base. My long-term goal is to collect as much accolades as I can through music and make my mark in history with my talent. Yes, I am getting closer. I have already started my legacy as I've got a daughter now.

BPM: With Jamaica's music sector being hit heavily with the recent Covid-19 pandemic how has this crisis affected your career?

Tamo J: Covid has maybe slowed the progress of my breakthrough down but it hasn't affected me. It has given me the time that I needed to work on perfecting elements of my talent, spend time with family, and connect with fans. It's sad what's going on

around the world but every individual has to make decisions knowing that it sets the pace for their lives after Covid and that's what I keep reminding myself.

BPM: What would you say is your most successful project to date and why?

Tamo J: "Victory" produced by Damage. Statistically, it is the most popular song in my catalogue and on the streets it's the song that people use to identify me. It wasn't just a song in the streets, it was a lifestyle. It's like a movement. It's also the most streamed song that I've got.

BPM: In December of 2019 you had a live show called Tamo J Live! Can you tell our readers about that and some highlights of the event?

Tamo J: My manager, Cara Vickers, came up with the idea. It was designed to collect feedback. It was successful and highlights included Kemar Highcon, Qraig from Voicemail, Richie Stephens and many others blessed the stage with me. Richie Stephens also sang me a personal message which I will remember forever. Backed by Nigel Staff and some of Jamaica's best young musicians and it was hosted by Debbie Bissoon.

BPM: In the years to come how would you like to be remembered?

Tamo J: I wanna be remembered as Tamo J, the singer, songwriter, producer, father, husband, son and friend that delivered music for every occasion. I want to be that artist that you could walk down the aisle to as well as get crazy with your friends in a nightclub.

BPM: Do you have any upcoming projects or events that you would like us to know about?

Tamo J: I am currently working on an EP. It's a true masterpiece. It has a little bit of RnB, dancehall, afrobeat and reggae. In the meantime, I just released "African Bad Gyal" under VKC and my fans can anticipate the release of "Believe" and a track titled "Intoxicated". Both of those songs are personal to me. I can't wait for the world to hear them.

BPM: How can people reach you if they want to follow your movement or for bookings?

Tamo J: All my social media platforms are "Official Tamo J". For bookings and press inquiries, (876)-321-9993 and bookings@showtimebookingagency.com.

CONTACT & SOCIAL MEDIA INFO

TamoJOfficial   

TamoJVEVO 



Despite his family's resistance to music being a lucrative career for him, Dane Ray was passionate about his choice and at a young age ran away from home and battled the volatile streets of Kingston where he experienced some of the most traumatic times in his young life. He managed to master his craft and move forward regardless of the trials. He took some time to speak with us out of his busy schedule on where he's coming from and where he plans on going.

BPM: What made you realize that music was your path?

Dane Ray: From mi young mi always know music inna mi by mi crazy passion fi write songs and desire fi learn how fi make riddim, but the struggles mi face growing up motivate mi more fi pursue mi career and work harder to be successful and making business out of this music fraternity.

BPM: Where are you originally from? Do you have a family background in music? Give us a little about your history. Who is Dane Ray aka Ray Gad?

Dane Ray: I'm originally from Ocho Rios. At a young age I grew a liking for music because it was always playing in the house whenever I'm home and my father is a drummer, so I can remember going to lots of his rehearsals and shows.

BPM: If someone has never heard your music before what would you say about your music would leave a lasting impression on that listener?

Dane Ray: Dane Ray Music is different. My melody and vibe normally catch my listeners but when fans actually see me and put the image behind the music that's when I really get their attention.

BPM: Not only are you an artist but you've mastered the art of music engineering and composing. If you could choose between all three which one would you say you are

more passionate about and why?

Dane Ray: I love all three because they're all considered as making music but there's a different feeling you get when performing or presenting your music to friends or fans! A feeling you can't explain! You have to feel it! Seeing how people accept you or react to your music is priceless!

BPM: Has there been one particular moment in your music career that you're most proud of? If so, why is this moment so memorable for you?

Dane Ray: In 2017 touring in Central and South America headlining shows and doing interviews. It's one of the most memorable moments because I can remember my journey where I started from and seeing people that speak a different language singing my songs line for line is something I'll never forget! I will always use that as motivation to continue pushing forward no matter how successful I get.

BPM: In summer of 2018 the Tuff Riddim was released where you are not only featured on it with a host of other artists, but you also produced this riddim which did extremely well. What do you like the most about doing music production?

Dane Ray: It would be between helping to develop and building artists or hearing big names on my riddim. It's always a good feeling to hear what other artists come up with on your riddim worst if it's something you weren't expecting or something you never thought of at the moment. You must remember Dane Ray is a business man so building new talent is something that I always look forward to because at the end of the day when I look back at music I want to know I contributed to lots of great movements and dancehall history.

BPM: Tell us a little about Dane Ray Chords and some of the artists you have produced music for on this label.

Dane Ray: Dane Ray Chords is my new recording label. I have produced music on the label for artists like Sizzla, Popcaan, Charly Blacks, Rygin King, Chronic Law and Sean Kingston just to name a few.

BPM: What are your thoughts on ghost writing? Do you do it?

Dane Ray: I haven't had anyone write a song for me but that doesn't mean that I am not open to someone writing one. Yes, I have done writing for artists before.

BPM: What are your views as it stands to date for rising artists? Do you feel it's a challenge as a newcomer? If so, what are some of the obstacles that you have faced?

Dane Ray: Getting your music heard is one of the biggest struggles as a young artist. That's why lots of artists try the controversial stuff and do stuff outside of music to catch listeners. From street dances to radio stations as a young artist it's difficult breaking in the industry especially because I didn't have a team.

BPM: What or who would you say has inspired you on your pathway thus far? How have you taken this inspiration and mastered your craft?

Dane Ray: Well to be honest with you I would have to say that reality inspires me and just life within itself. I have taken this inspiration and implemented it within my music to work towards being the best musician I can be.

BPM: What's your motto or advice you live by? Do you feel it has helped you along the way?

Dane Ray: Fully aktiv ah mi motto. Just saying it every day always push mi and remind mi that I always have to work hard and there's no time to rest! Mi cyaan ah seh fully aktiv and nah do nothing...!o!

BPM: Back in February the 'Unruly Gud'

Popcaan talked about the Unruly Camp on Entertainment Report which you were highlighted with other rising artists. How is it working with someone of his caliber? Do you feel that his endorsement and strength can give you that extra push needed in your career goals?

Dane Ray: Popcaan is a dancehall icon..a living legend with one of the biggest fan base in dancehall now. For him to endorse my music that is definitely a great thing for me.

BPM: Where do you see yourself in the next 10 years in the industry?

Dane Ray: Bossing the industry and on an international level! The dream mi have fi music goes beyond just dancehall. I want to work on some big projects and help turn young talents into icons

and even produce sound tracks in movies.




BPM: What's next for you? Any new projects you can share with us?


Dane Ray: My EP "Up Again" came out in October of last year and had an amazing feedback. In the near future look forward to more work with Popcaan and collaborations with international artists. Also, look out for more visuals and music videos.


BPM: How can our readers keep up with your movement? What are your social media handles?


Dane Ray: Follow me on all social media platforms at DaneRayMusic and for my music videos and new songs at DaneRayVevo. For bookings email jjmusicgroup360@gmail.com.


CONTACT & SOCIAL MEDIA INFO

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