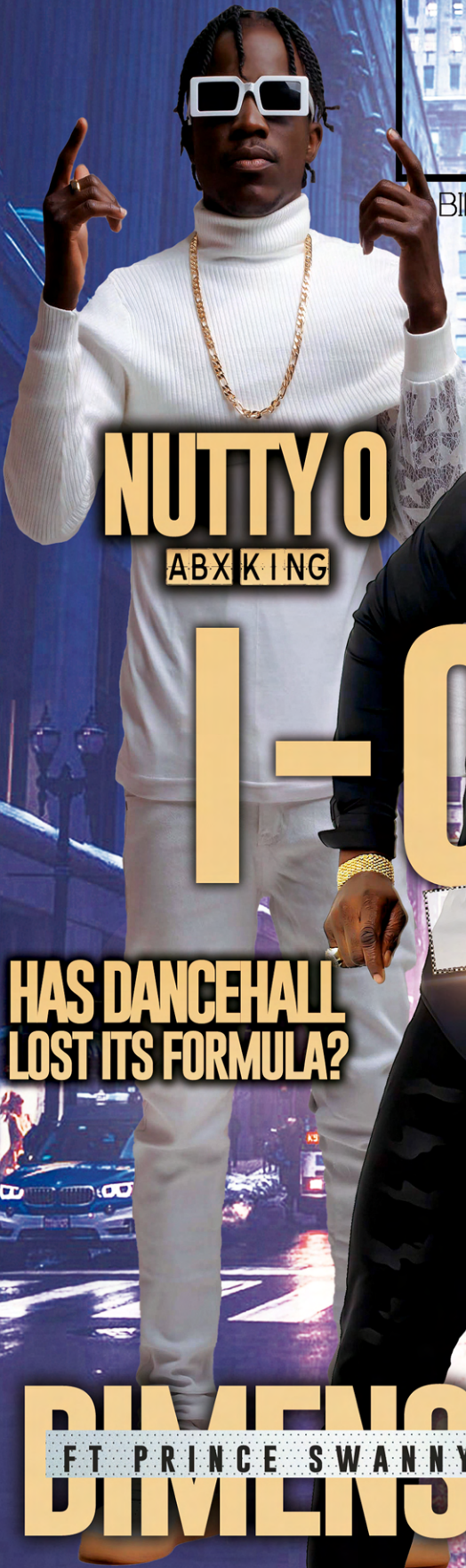


# BPM

BIRDIE PROMOTIONS MAGAZINE

APRIL 2022  
ISSUE



**NUTTY O**

**ABX KING**



**RYTIKAL**

**THE CHOSEN**

# I-OCTANE

IS GREAT!!

**HAS DANCEHALL  
LOST ITS FORMULA?**

» **BLUNT POSSE WINS**

» **2022 PRESTIGE**

» **CUP CLASH IN NY**

**DIMENSIONS**

FT PRINCE SWANNY APR 23



**CARNIVAL TIME**

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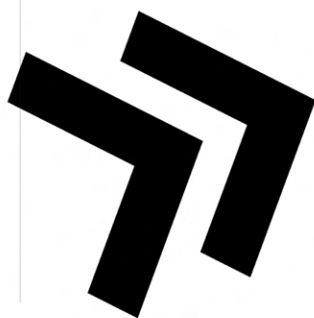
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# TEAM



**BIRDIE**

**CEO & EDITOR IN CHIEF**

*Welcome back! Today I give thanks for life. My heart is full with gratitude for not only being alive since my recent near death experience, but to also be in my right frame of mind to even be able to do another magazine issue.*

*In the blink of an eye everything can change so forgive often and love and appreciate family and true friends. Many thanks to my family and true friends that have stuck with me through this. I love you unconditionally.*

*I know it's been a while and as always we bring to you some of the hottest talents in the industry. I would like to extend my appreciation to those of you that continue to support Birdie Promotions Magazine. Absolutely nothing goes unnoticed. I hope you enjoy these great interviews and content. Until next time stay blessed and be safe!*

*Kind Regards,  
Birdie*

**PHOTOGRAPHY CREDITS**

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*Blunt Posse takes the win in 2022 Prestige Cup  
Clash against King Animosity*



# FRESH LOOK



// Suga Royale  
Columnist

## Carnival Time

Carnival is a big part of the Caribbean culture. As with much of the culture, it is mixed with West African customs and Catholicism.

Carnival is celebrated during the Catholic holiday of Mardi Gras or Fat Tuesday right before Ash Wednesday which is the first day of Lent. During Lent, which is a 40-day holy period leading up to Easter, people of the Catholic faith typically give up meat. Fat Tuesday is when one would feast on meat, sweets, spirits, dancing and revelry.

While some Caribbean carnival celebrations are celebrated before Lent, others are celebrated throughout the year. Caribana, in Toronto, Canada, takes place at the end of July to the beginning of August. In New York, there's the West Indian Day parade during Labor Day Weekend. One of the biggest carnival festivities in the states takes place in Miami during Columbus Day weekend in October.

During Miami Carnival 2021, strict Covid protocols were in place. Attendees had to show negative PCR Covid test results taken no more than 72 hours to enter. Rapid testing areas were available onsite. The rule called for masks to be worn the entire time, but was not enforced.

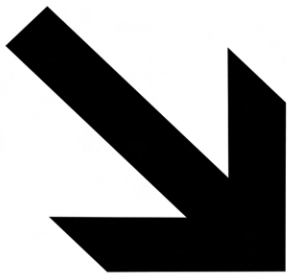
Attendance seemed to be lower for this Miami-Dade event. One reason may be to the fact that the popular Best of the Best concert took place on the same weekend as Miami Carnival. Many carnival goers ditched their costumes to go to see their favorite dancehall artists perform at this beloved concert series.

This show featured Spice, Koffee, Bunji Garlin, Alison Hinds and Ding Dong. Best of the Best usually takes place in May. Due to Covid, it was cancelled in 2020 and postponed in 2021. Best of the Best will return in May 2022.

The unfortunate and untimely death of Miya Marcano brought an air of sadness to last year's Miami Carnival. The 19 year old went missing September 24, 2021. She was later found dead, killed by the maintenance man who worked at her apartment complex. Marcano and her family were a staple to this event and attended Carnival every year. There was a moment of silence held for her Sunday morning of the event.

Live performances included Destra Garcia, Bunji Garland, Iwer George, Patrice Roberts and many more. 2021 winners were Jessy Schuster - Miami Carnival Queen, Earl Beckles - Miami Carnival King, and Ramajay International Mas - Miami Carnival Band of the year.

By far the biggest Caribbean carnival happens in Trinidad and Tobago. This year the dates were February 28th - March 1st. This event set the trend for the other carnival events for the rest of the year from the bands, music and costumes.



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# FOUNDATION CORNER

// Drew H.I.M  
Columnist



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**T**he formula for dancehall worked in the 90's and created international stars. From that era the world received Buju, Bounty, Beenie, Spragga, Cobra, Lady Saw and many more. Following that path, the early 2000's gave us Elephant Man, Mr. Vegas, Kartel, Popcaan and others also equaling that global success and profile of dancehall music.

Recently we have seen a decline in crossover music from Jamaica entering the international market. Some have attested this decline to the current crop of producers and artists on the island not using the formula which is time proven and tested. Is it a case of Jamaica losing its musical identity?

If we pay attention to the current trend afrobeat, it is now one of the biggest selling music globally, which is using the old dancehall formula with great success. The issue to me isn't that the sound of dancehall has changed, what the current artists and producers are creating is simply not dancehall.

The music is being mislabeled. No one is making dancehall. We have to recognize that there is now a subgenre or recognize entirely that there is a different genre all together. The music being made in Jamaica can't be called dancehall just because the artists are Jamaican and speak in slang. The artists of today are creating their own sound. With or without international success it's working for them in Jamaica. The music in the 90's & 2000's wasn't made with the intention of the international crossover, it happened organically.

The simplest solution to this issue is the mega producers of the 90's and 2000s, most of who are alive and moved abroad need to get back to work, do what they do and let the new era define their sound and style without the pressures of being asked to save a genre of music.

Most recently we've seen where Billboard has removed reggae from charts and replaced it with afrobeats. This is a clear indicator that our music is losing its international reach in sales. The Grammys recently awarded Soja, a predominately white American band, with the award for Best Reggae Album over traditional reggae and dancehall acts indicating again that we have issues to tend to in our music. Jamaican music needs to organize itself within and define our sound.

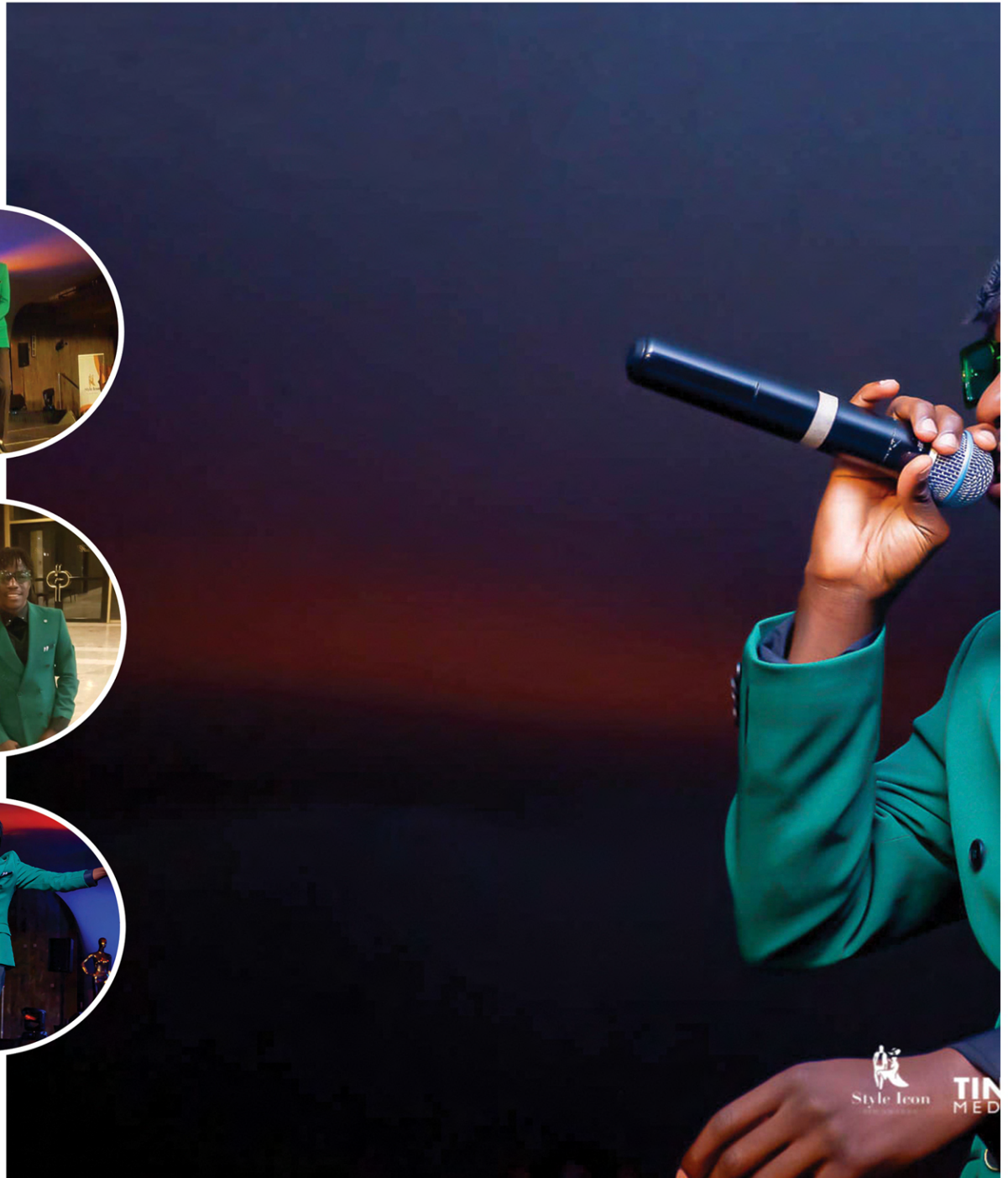
# NUTTY O

Photo Credits: Tsitsi Betha Ndabambi & TINP Media

// Tsitsi Betha Ndabambi  
Columnist

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Artist Feature - Nutty O • April 2022 • [www.birdiepromotionsmagazine.com](http://www.birdiepromotionsmagazine.com)



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**Tsitsi:** What made you want to become a musician?

**Nutty O:** I guess it is an inborn urge, I have always wanted to sing and create melodies from my junior years and so it only made sense to go professional in my teens.

**Tsitsi:** What accomplishments do you see yourself achieving in the next five to 10 years?

**Nutty O:** Living one now, gracing national stages, collaborating with international artists and being honored

with accolades, I want to carry it all to the regional and global spaces and increase in impact.

**Tsitsi:** Do you have any hobbies or interests outside of music?

**Nutty O:** I love soccer, and when I'm not in the field I play FIFA on the Play Station.

**Tsitsi:** What strengths do you have that you believe make you a great musician?

**Nutty O:** The ability to draw inspiration from my environment and crea-

tively turning it into an inspiration to my music listeners, tenacity and versatility in my musicality.

**Tsitsi:** Do you have any weaknesses that you're actively working to improve on?

**Nutty O:** Yes, perfectionism, though it is also a strength, it means sometimes taking much longer to release a project just so it is its own best version first.

**Tsitsi:** What is it about music that makes you feel passionate?



## [INTRO]

Zimbabwean dancehall musician Carrington Simbarashe Chiwadzwa known as Nutty O, in a short period of time in the music scene has shot up to the top in the African continent and achieved a lot in his musical career. Born on June 23, 1992 in the high-density suburb of Mbare in Harare, embarked on his musical journey in 2014.

In 2015 one of his singles which he penned down "Kwandabva Kure" hit the top of the local charts. The song became the first ever to be featured on BBC 1Xtra Destination Africa by DJ Edu on the afro dancehall show where it claimed the third place. He was also the first Zimbabwean musician to be featured on the Jamaican album.

His work drew the attention of Jamaica's Sun City Radio 104.9 FM where his 2016 single "Do It Alone" was a breakthrough for a collaboration with Chilando on the song titled "Don't Be Rude".

Jamaica's reggae star Etana featured him on "No Money No Love" on the *Reggae Forever* album, which was number 1 on the Reggae Worldwide Billboard and on the iTunes Worldwide Reggae Top 200. The album was then nominated as the Best Reggae Album for the 2019 Grammy Awards.

**Nutty O:** It's how fluid the messages and melodies are, how they address different aspects of life whether I am making the music or listening to it.

**Tsitsi:** Describe your favorite and least favorite part about being a musician.

**Nutty O:** Favorite has to be being able to contribute to and make impact in the society as well as being celebrated. On the flip side being celebrated means the work is unending, if not on the stage or studio, one is making melodies, attending to comms on the cyber or talking to people in the physical spaces.

**Tsitsi:** Describe your creative process when you write new music.

**Nutty O:** Meditating on the idea comes first and the concept is developed in my heart, the humming and voicing some parts, pen on paper as we create the beat with the producer then giving the whole concept some life: beat, lyrics, vocals and MEANING... listening, adding or removing this or that, repeat until everyone involved says yes, that's it!! The process can take from minutes to months sometimes.

**Tsitsi:** Describe your favorite venue for performances.

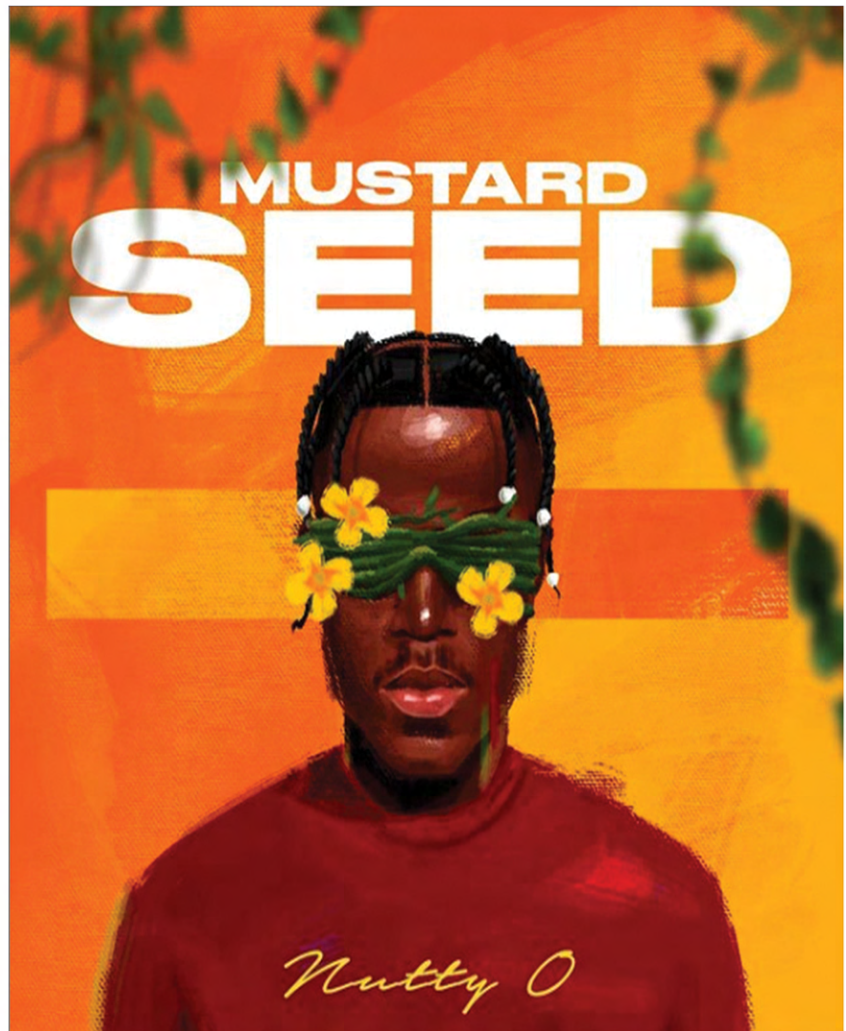
**Nutty O:** Good space on the stage but mostly anywhere where the energy exchange with the audience is positive vibes charged!

**Tsitsi:** Which skills have you gained that help you perform effectively as a musician?

**Nutty O:** Listening to myself, the music, others and the environment... listening.

**Tsitsi:** Is there another musician you've mentored or trained? What have you done to help them?

**Nutty O:** This happens a lot in the creative space and I have helped someone structure their song better, feeding from each other during collaboration and directly assisting on requested specifics. Grooming the junior musicians and members in my brand the ABX Team.



**Tsitsi:** Have you done any tours? What would you do if your audience looked tired or bored during your performance?

**Nutty O:** Currently I am taking the *Mustard Seed* album on tours around Zimbabwe, in main South African cities, the UAE, UK, US, Australia, Canada and other countries lined up in the year. If audience energy is low then I engage them and most likely ask which songs they want to hear, switch to those and encourage them to have fun.

**Tsitsi:** What would you do if you made a mistake during a performance?

**Nutty O:** Keep it moving.

**Tsitsi:** Have you won any awards or nominations and how many?

**Nutty O:** Yes, several awards locally and regionally, with many more nominations

recorded this year, 2022 has been great, we have 7 ZIMA and 3 NAMA nominations. I am humbled.

**Tsitsi:** Who have you collaborated or performed with on big platforms and where?

**Nutty O:** It's always an honor collaborating and sharing the stage with the young and more experienced artists alike. I have worked with Etana (Jamaica), Soul Jah Love, ExQ, Jah Prayzah, Stonebwoy (Ghana), Nhlanhla (Mafikizolo, SA), R. Peels, Tamy Moyo, Bryan K, Kae Chaps, Epixode (Ghana), Demarco, Aicon Records (Jamaica), Takura, Gemma and many others.

I have shared the stage with many, but can mention off the top of my head Alick Macheso, Patoranking, Cassper Nyovest, Bongo Riot, Nasty C, Charly Black, Romain Virgo, Teddy Riley, The Wailers at the Bob Marley Birthday Festival in Abu Dhabi, United Arab Emirates.

# MUSTARD SEED

1. (INTRO) OPEN DOORS PROD. MAC DEE & DJ TAMUKA
2. NDIWE (FT. DEMARCO) PROD. ANGELO PABLO & DJ TAMUKA
3. SAFE PROD. ANGELO PABLO & DJ TAMUKA
4. PETER PAN (CHENESAI NZIRA) PROD. JUSA DEMENTOR
5. KOKORIGO PROD. DJ TAMUKA
6. BE MY GIRL (FT. KAE CHAPS) PROD. RODNEY BEATZ & DJ TAMUKA
7. SHOULDER PROD. DJ TAMUKA
8. FINESSE PROD. ANGELO PABLO & DJ TAMUKA
9. READY (FT. EXQ) PROD. DJ TAMUKA
10. KUNGFU PROD. JMP
11. REVERSE PROD. DJ TAMUKA
12. SUCCESS (FT. STONEBWOY) PROD. DJ TAMUKA & PABLO
13. TROUBLE IN THE CITY PROD. ANGELO PABLO & DJ TAMUKA
14. HANDIPERE POWER PROD. DJ TAMUKA & ANGELO PABLO

## CREDITS

VOCAL STACKS : THE THRILL (SUCCESS)  
: MACDEE & CHELSEA (OPEN DOORS)  
SAXOPHONE : IAM KING (REVERSE)  
GUITARS : SHAMEX  
KEYBOARD : MACDEE  
PRODUCERS : MACDEE, ANGELO PABLO, JUSA DEMENTOR, JMP, RODNEY BEATZ  
MIXED AND MASTERED AT MASHROOM MEDIA BY RAYO BEATS & DJ TAMUKA  
ALBUM ARTWORK : MWALE ART (ASSISTED BY BLACKSHEEP)  
ANIMATION : MWALE ART  
CREATIVE DIRECTOR : DIRECTOR AM  
MARKETING GRAPHICS : BRIDGESTUDIO & AM PICTURES  
PHOTOGRAPHY : DICE PHOTOGRAPHY & AM PICTURES  
STYLING : MINISTER OF WHITE LINEN & CREATIONS BY MALLY  
SPONSORS : KOOVHA, BOSS D  
CO PRODUCERS : EXQ  
CORPORATE AFFAIRS : DIANA  
A & R : RAY  
ONLINE CONTRIBUTOR : NYARADZO NGOMA  
DISTRIBUTION & PUBLISHING : SOLYD THE PLUG  
EXECUTIVE PRODUCERS : NUTTY O, DJ TAMUKA  
PROJECT EXECUTIVE : EXQ

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**Tsitsi:** What's the title of your current album and your current hit song?

**Nutty O:** *Mustard Seed* and from the reception that it's receiving, it may be more than one hit song with bangers like "Safe", "Peter Pan", "Be My Girl", "Trouble in the City", "Kungfu" and "Handipere Power" which is showing to be an audience favorite.

*Nutty O has won the hearts of Teddy Riley and*

*Patoranking after witnessing his stage performances.*

*Legendary American artist and producer Teddy Riley has endorsed Zimbabwean dancehall chanter Nutty O after his performance at the Bob Marley Birthday Festival.*

*Currently his song "Handipere Power" which has become like a national anthem in this African nation, is billed to be the song of the year. On his social media platform Nutty O admitted that "Handipere Power" which in English translates, "I will never lose my strength" was almost excluded from the album until they decided to squeeze it in.*

## CONTACT & SOCIAL MEDIA INFO

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📺 **Nutty O Di Bwoy**

📺 **NuttyOvevo**

📺 **AbxNuttyO**

📺 **Abx\_NuttyO**

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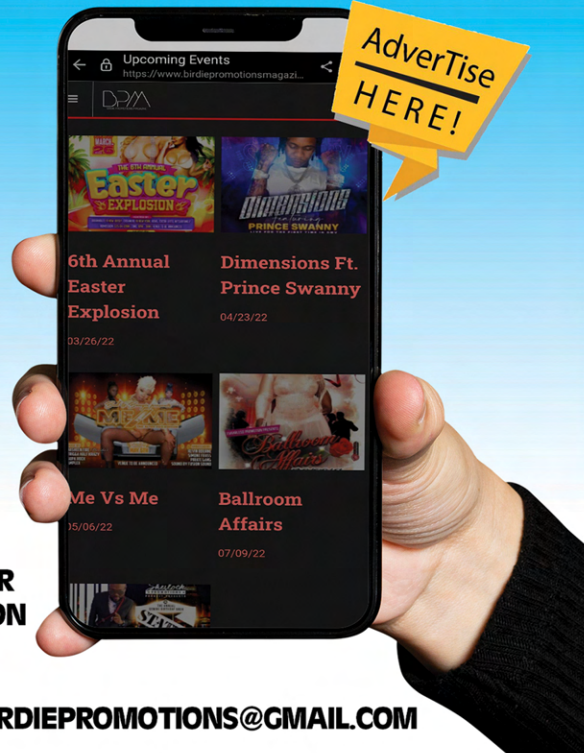
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**COCOA LATTE**

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**SIMONE FRASS**  
**BLACK PIRATES**  
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# Balroom Affairs

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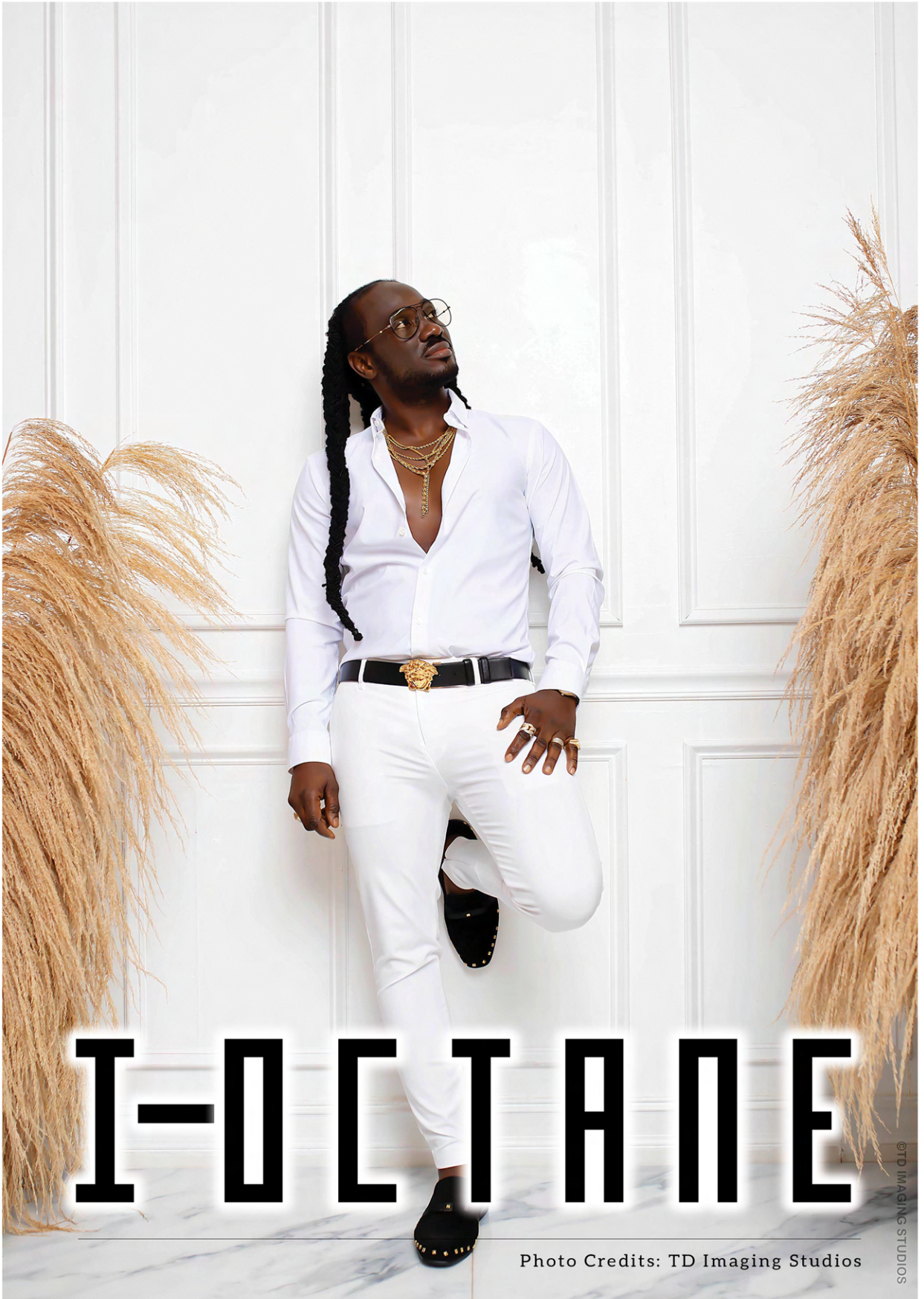
**AGGART FROM JAMROCK ★ RENNASTONE**  
**AMPLEX SOUND ★ JASON FRASS**

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**HOSTED BY: JUBBY GOODHEART | TOP DOLLZ | FLAVA | TUNKY | MIA**

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# I-OCTANE

Photo Credits: TD Imaging Studios

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*Byiome Muir, better known by his stage name I-Octane was born and raised in Sandy Bay, Clarendon, Jamaica. His passion for music and singing started in high school where he would entertain classmates. Not long after he would enter casual performances which gained him respect. I-Octane took his career serious after high school and is now known to the world to have a natural talent that definitely comes out in his high energy performances. His catalog of hits has made an impact globally, gaining the international star two Billboard charting full length albums, awards, recognition and much more. We had the pleasure of speaking with him to find out a little more about his background and what he's been up to. Enjoy the read!*

## THE INTERVIEW

**BPM:** Can you share with us a little of your background and growing up in Sandy Bay, Clarendon, Jamaica?

**I-Octane:** Growing up in Sandy Bay, Clarendon was a long and slow journey of hard childhood life. I am coming from a humble start where me and my brothers and sister have it hard because we never had the money to live easy. My mom would have to go hustle daily so we can survive. Most days was sad for us but we have to man up and find a way.

**BPM:** At what point in your life did you acknowledge that music was your calling although you considered being an architect?

**I-Octane:** Becoming an architect was my first choice because I never wanted to disappoint my mother's dreams but along the way I started realizing that music is my true calling from my early school days. I was always in or a part of all music activities as far as I can remember. Music is what I used to get through the hard times growing up. So, I would say music chose me.

**BPM:** Would you say that in the beginning of your career you were geared more towards hardcore dancehall but now you are more known for integrating positive and socially conscious subject matters that draws inspiration from personal experiences? If so, what would you say contributed to this shift in your music?

**I-Octane:** No, I would say I started doing both dancehall/reggae at the same time. With my first two hit songs one was dancehall and the next was reggae. However, you know how people say they always want to put you in a box but I wasn't having that, lol because I know that I was great at both sides, and yes, I do get inspirations from my life and things that happen around us daily.

**BPM:** What song would you say placed you on the map in the industry? Why this song and what was your reaction to the feedback you received on this track?

**I-Octane:** You see my break was different because I didn't just get one hit song, it was two at the same time so I make a different mark from the start.

**BPM:** Aside from being a "hot ras" aka "slim ras" how would you say your style has evolved since the beginning of your career?

**I-Octane:** My style has evolved every year because my focus is growth. I have crazy ways how to bring across music so through time I became better at it. I was good then but now I'm great!

**BPM:** The Covid-19 pandemic has changed so much for the entertainment industry. How did you handle the lockdowns, restrictions and closures? Was it a huge impact on your day-to-day living or did it give you the opportunity like most to do some self-reflecting?

**I-Octane:** Yes, the Covid-19 pandemic hurt us bad as artists because we were not able to perform and tour as we normally would and that slowed down monetary flow a lot. More importantly, though for me, it also allowed me the time to look into myself and fix a lot of my wrongs.

**BPM:** How have you been able to use social media during these unprecedented times? Are you finding that you use it even more to stay connected to fans and other musicians?

**I-Octane:** It allowed me to become closer to my fans, they got to see different sides of I-Octane, the healthier side, the comedian side and the serious side. Going live at times gave them one on one opportunities to ask me questions.

**BPM:** You have worked with a host of high profiled producers, what project would you say is the most memorable to you and why this project?

**I-Octane:** I cannot choose one memorable project because I look at life as an experience and each experience has its own value to me so every moment teaches me something special.

**BPM:** Would you agree that it is very important to learn, study and understand old music and music history? If so, why do you feel this is so important?

**I-Octane:** Yes, it is very important as a young/new artist to know your music

history so you can appreciate more and (YOU DON'T HAVE TO LIKE A PERSON) but respect the body of work that was put in so you can have an easier road now doing music.

**BPM:** What is your take on the new music of today like trap dancehall, afrobeats etc.?

**I-Octane:** My take on new music is that I have no problem with the music just some of the choice of words. We have more things we can sing about, not just sex, killing etc.

**BPM:** If you could change one thing in the music industry what would it be?

**I-Octane:** You know a lot of things happened in my music career along the way but I wouldn't change anything because experiences teach wisdom.

**BPM:** You recently received a humanitarian award at the 2022 Jamaica International Music Awards. Since awards tend to be an acknowledgement of a job well done and justification for the agony, the self-doubt, and the hard work that went into winning them, how did winning this award make you feel?

**I-Octane:** I have to take the time out to big up the Jamaica International Music Awards team because doing good and giving back in these times go unnoticed so it's great when u see people like this are still around and love to see good for what it is. It is a great feeling for me to be recognized in this manner.

**BPM:** Is there another musician that you have mentored or trained? Describe what you have done to help them if so.

**I-Octane:** My mentorship to any artist out there who needs help is always free. I am an all-rounder it's easy to show them what is needed to push forward. For example, how to perform, write a hit song, better interviews, self-values, better image etc. Plus, I have my own Conquer The Globe Productions artists (Banxx, Octavia, Poshh, Kriptic, etc.).

**BPM:** What are your interests outside of music?

**I-Octane:** Outside of music my interests are exercise, health and fitness and real estate.

**BPM:** Tell us about your newly released album *I Am Great* produced by Troyton Music. From listening to the 15 tracked compilations, it gives a mixture of different vibes.

**I-Octane:** My newly released album *I Am Great* is the best greatness album out now on all digital platforms worldwide. All of the 15 songs are a super hit! Every song is a different positive energy right through. Big up Troyton and the guest producers and my entire team Conquer The Globe, Beautiful People, Bling Blang Work.

**BPM:** The single "Sorry" exudes sincerity. In a fast-paced business like the music industry at times egos can get the best of us. This track, in my opinion, just says it's never too late to find yourself and apologize when an apology is necessary. What sparked the idea for this song?

**I-Octane:** "Sorry" is a special song and the word sorry is very powerful. I don't see people being remorseful as much anymore about things that they have done wrong because we have too much egos so I decided to highlight that and also do a self-reflection. Big song with big meaning.

**BPM:** What would you say is the best advice you have been given? How has this advice helped you along the way in your career?

**I-Octane:** The best advice I was given is that I must believe in myself and to know I am great aka self-reliance.

**BPM:** Do you have any advice for any budding artists?

**I-Octane:** My advice to any artist is to be yourself and do you and love God.

**BPM:** What's next for I-Octane?

**I-Octane:** Well, I'm just I-Octane to the 3rd power- LEGACY!

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📺 IOctaneOfficial

📌 Real I-Octane

📍 RealiOctane

📷 RealiOctane

I - O C T A N E

# I AM GREAT



## RISE ABOVE

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR)  
BY: TROYTON MUSIC

## GIVE THANKS

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR) AND ASHIEK MUIR  
PROD BY: TROYTON MUSIC AND OCTAVIA PRODUCTIONS

## YOU'RE BEAUTIFUL

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR)  
PROD BY: TROYTON MUSIC AND NAHBI RECORDS

## NO CHANGES

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR)  
PROD BY: TROYTON MUSIC

## BLACK SKIN

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR)  
PROD BY: CYDEFEX RECORDS AND TROYTON MUSIC

## STOP

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR)  
PROD BY: MARI MARI MUSIC AND TROYTON MUSIC

## SORRY

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR)  
PROD BY: TROYTON MUSIC

## CHANGE MY LIFE

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR) AND ASHIEK MUIR  
BY: TROYTON MUSIC

## PARANOID

I-OCTANE X RYGIN KING  
WRITTEN BY: I OCTANE (BYIOME MUIR) & RYGIN KING (MATHEW SMITH)  
PROD BY: FOOTROAD RECORDS MUSIC AND TROYTON MUSIC

## SELASSIE I WORK

I-OCTANE X TROYTON X ASTYLE  
WRITTEN BY: I OCTANE (BYIOME MUIR)  
PROD BY: TROYTON MUSIC AND ALIVE ENTERPRISE

## LOYALTY

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR)  
PROD BY: TROYTON MUSIC

## GREATNESS

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR)  
PROD BY: TROYTON MUSIC

## THEM SUICIDAL

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR)  
PROD BY: TROYTON MUSIC

## SELF MADE

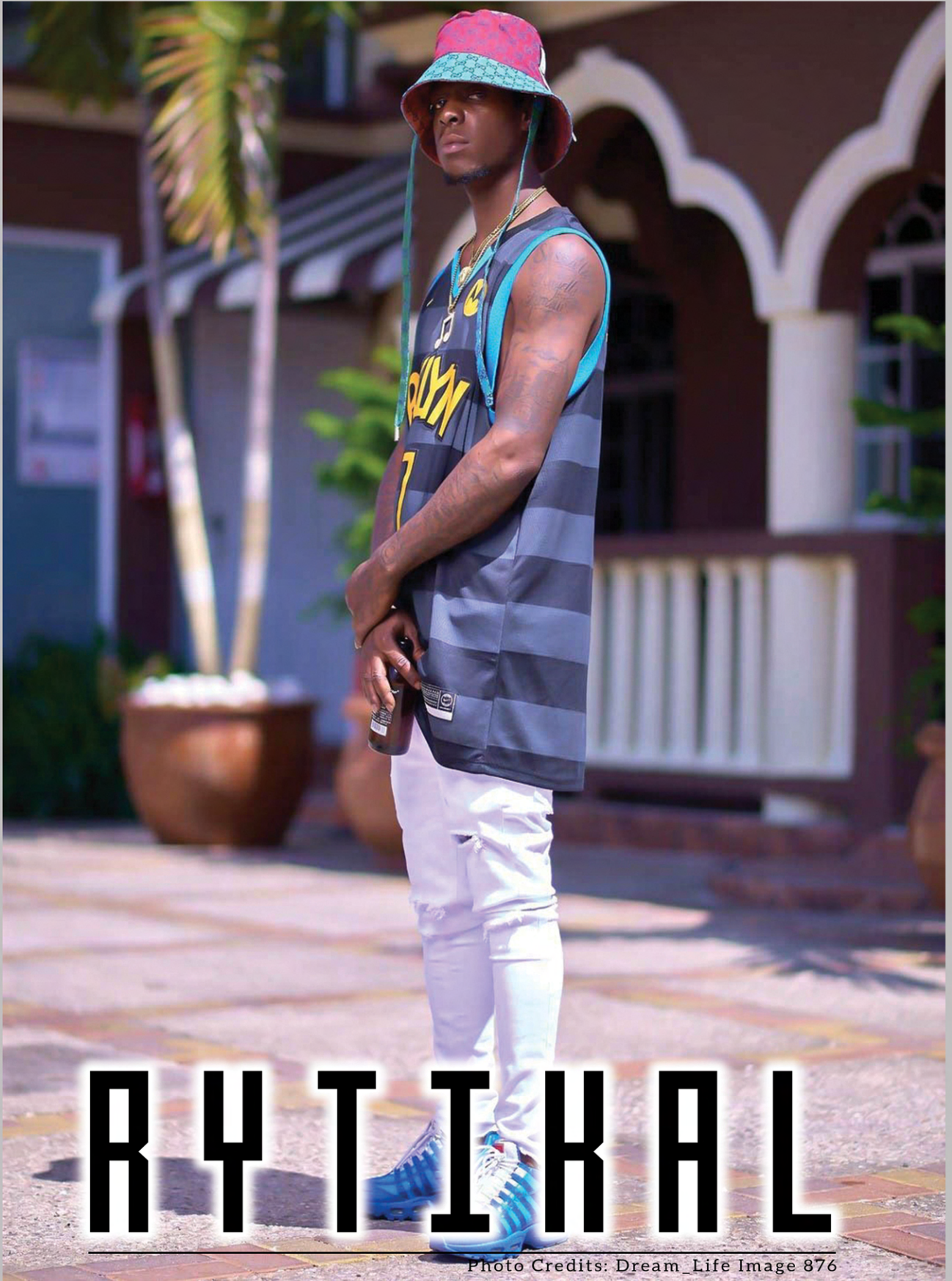
I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR) ASHIEK MUIR  
PROD BY: ONE KAPITAL RECORDS AND TROYTON MUSIC

## JUST LIFE

I-OCTANE  
WRITTEN BY: I OCTANE (BYIOME MUIR)  
PROD BY: MARI MUSIC AND TROYTON MUSIC

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ALBUM RECORD BY: @ESC00ASHOCKER @TEKKRONIC\_TMP @TROYTONMUSIC  
@SIMPACMUSIC\_MIXINGAD @HAMD|BARKLEY DESIGN BY: TEMPYDESIGN





# RYTIKAL

Photo Credits: Dream\_Life Image 876



# THE CHOSEN

*Coming from a life of farming and now a notable figure, breakout artist Rytikal, born Ryan McFarlane, joins the industry with what he calls a 90s flow that he speeds up to match the current fast paced vibe in dancehall. With a new founded moniker 'Purytikal' he has a new desire to project a positive image. We had the pleasure of getting a more in depth understanding of who he is and where he's going in this exclusive interview. Enjoy the read!*

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Artist Feature - Rytikal • April 2022 • [www.birdiepromotionsmagazine.com](http://www.birdiepromotionsmagazine.com)

**BPM:** Can you tell our readers where you're from and what caused you to understand that music was your way?

**Rytikal:** Well, you know I'm from a small community called Airy Castle which is located in St. Thomas. I was motivated by my eldest brother to do music. I was the smaller one watching him doing this music and I felt that vibration from it. Watching him and getting to love music. I started singing his songs all over at a tender age of about 7 or 8 and I get forward off of them. So, it kind of build a courage and a stigma within me now to say probably this is my thing to do too. From there I took it to high school and then from high school to the world.

**BPM:** How do you describe your music to someone who hasn't heard you before?

**Rytikal:** I would say melody. How I would describe my music to anyone I would say purity. You listen to "Chosen" and songs like that, the songs that I have gotten the most feedback from I would describe my music as pure music. Not to say I haven't done some other music before, but that music doesn't have an impact to me like the pure ones. So, I would describe myself as a pure artist and my music as pure.

**BPM:** What makes your music special?

**Rytikal:** The fact that my music is pure.

**BPM:** What are your immediate and long-term music career goals?

**Rytikal:** Well, most artists would want a Grammy same speed or get mentioned in the big fields but my long-term goals in music would be to have a musical group where persons can say in Rytikal's career he has couple artists that he helped build. So, if it's even one I would like to have a career that is branched off of my career and even can make that career greater than where mines stop. I'm looking forward to have a group or a person or a group of people that are doing music pure positively and put that vibration to the world. We would hope that people gravitate to it so I'm starting the journey from now.

**BPM:** How would you define the word success in your own words?

**Rytikal:** I define success as blessing. I can say I am successful because I have five cars and a big house but at the end of the day, I am not happy. If that is what I really wanted then that means I am not successful. So as long as I am happy because that's what I want that means I am being successful and that's how I describe successful. Even being rich and happy because there are so many who are rich that are unhappy. I don't even value the riches that much. I value the happiness more. That's my success...blessing, happiness, prosperity.

# energy

**BPM:** How would you rate your live performance ability? Do you prefer performing with a live band?

**Rytikal:** Well, I wouldn't rate my live performance I would allow the people to do it. I feel I have more connection with the bands than with the record because it's like a soulful energy being put out in the one performance. Everybody is working instead of just me alone. You have the drummer working, the piano, the guitar everybody is working and everybody is putting their soul into it. That kind of pushes the energy forward to me the main performer at that moment to push out that energy. I've had a couple of experiences with bands and

a couple of experiences with bands and most of the experience with tracks and I have noticed the difference so far.

**BPM:** How might you respond if the crowd was responding adversely or being diverted during your performance?

**Rytikal:** Well, it depends. You have so many different crowds. You have crowds that don't speak at all they just listen. You have crowds that want to know you truly they want to know what you can do. Then you have the crowd that is already familiar with you so as they see you, they are shouting. Then you have the crowds that boo. My reaction towards boo I

can't even tell you all I know is I will remain positive. The same fans that will boo me will be the same fans that are going to rail for me so I wouldn't give my fans anything negative to speak. If they boo me that's just how it goes probably it's not my night so I would just react to that as a boo. Perform because I have been paid and perform my heart out to get my forward and if not, I just live with it.

**BPM:** To date can you say you are generally fulfilled in your position as an artist? If so, why?

**Rytikal:** You know I am not fulfilled but I am fulfilling, I am trying. I might never be fulfilled either but making a next step forward is fulfilling. I am working to be fulfilled. In my vision I am not even close. That's how I see myself.

**BPM:** Being an artist can take a lot of hard work and dedication that can take you away from family and friends. How do you balance your music career and personal life?

**Rytikal:** Just not being an artist when it comes to family. When it comes to family, I am just me. The same Ryan McFarlane that they know. There is no standard where I would say I'm the man and I'm doing this and that and cause anyone in my family to feel less of themselves. I have a responsibility as a bre-drin and I have to acknowledge it and go forward to it. So, when it comes down to family all I do is try to make them as happy as I can. If it's monetary or presence or whatever I will try my best to be there. That is separate from music. There is no music involved in that. Not to say that I praise myself on a level of work but I see myself on a level of work ethic where if 7 o'clock or even 8 reach you have to see with me. I am a man of my words so when I go to the studio, I don't go to the studio to lapse. When I go

to the studio, I go to the studio to work. I don't write songs before I go to the studio because the vibes and the energy that is in the studio at that moment that is what makes the songs great. The present moment and the present meditation. My best solution for that is keeping a studio at home. Family gets time and studio gets time my best solution.

**BPM:** What would you say was the hardest challenge with getting recognized in the industry?

**Rytikal:** The hardest challenge I had is friendship but at the end of the day is the best thing for me. You have someone do something for you and then when you are destined for greatness, it's like for instance, you have an egg but when the egg hatches you realize it's a rooster but you were looking forward to a hen. Then there is nowhere you are going to cope with that because you never wanted that you were looking forward to something controllable. I can't even control how I do music much less for some other person to try to control how I do music. My greatest challenge is the same persons or the same reason why I am here today. It's like the same help is the same fight.

**BPM:** What is the one thing you feel you are not getting credit for that you absolutely should?

**Rytikal:** My loyalty. I'm not getting credit for my loyalty in certain cases and vice versa in all times in life. Where credit is due in certain cases from a certain party that's where I feel like I deserve more. I have always given my respect to those parties. I don't need anything more than my respect rather than fight. I don't need fight I need love. I do not demand respect. I just work and wherever respect is concerned whatever I get I appreciate it and move forward.

**BPM:** Earlier this year you were freed of gun charges due to procedural breaches with JCF. As a breakout artist how did you deal with the negativity surrounding this case in the middle of your rise to fame? Did it affect your day to day thought process to continue to pursue your music career?

**Rytikal:** It has not affected me any at all. I have been knowing myself and been knowing my innocence so I have remained positive throughout all that time. I have never succumbed to the negative surrounding that. You know in the dark tunnel I have always searched for that little small light in all that times and I think that's what kept me here today. If I was following up negativity probably who knows, but I know I was innocent and I have always remained innocent. I think forward and this is me going forward.

**BPM:** What has been the feedback from fans since your decision of a new moniker Purytikal and deciding to do positive and wholesome music moving forward? Has this increased your fan base?

**Rytikal:** I don't know for sure but what I know is I have seen great feedback. I have seen less people gravitating to my music but it's not because I say purity because remember "Chosen" is also a song of the purity category. It is my largest song in numbers right now. I don't really think anyone has a problem with that. I just feel that is the path that I should really stay on. Not to say the people aren't going to get other types of songs because as a business man I've already done other types of songs before. It's just the negative that would be in it now. It's like I say purity and it's like me contradicting myself releasing a song that does not correspond to purity. That's my little thing that I am going to take time try to fix with the people. The people have to understand music on a level like creativi-

“

**THE SAME FANS THAT WILL BOO ME WILL BE THE SAME FANS THAT ARE GOING TO RAIL FOR ME SO I WOULDN'T GIVE MY FANS ANYTHING NEGATIVE TO SPEAK.**

”



ty and so forth. It was that but now it's like reality. You know as a young artist you are focusing on being out there but when you reach out there you're thinking about life more than just artistry.

**BPM:** If you were to completely start over again from day one what would you do differently?

**Rytikal:** Ahhh..this is a very serious question. I'm thinking that probably I have made certain wrong steps in my days coming forward but probably those are the steps that really pushed me forward. Not saying if I had not made that step it wouldn't make me a better person but who knows. All I say is that I do not regret the past moments. I judge myself going forward because mistakes everybody live and make them and learn from them as well. So, it's not like I'm going to kill myself if I make ten mistakes. I will learn from them. All I know is I'm not going to make one mistake ten times.

**BPM:** Can you tell us about your joint EP Rytikal x Jahshii set to be released in July of this year? How did the decision to do a joint EP come about?

**Rytikal:** That was a verbal agreement between me and the artist. To say for now that EP will come but I wouldn't say it will be this year. The artist is doing his thing and, on the verge, as well as myself wanting to do things. The unity isn't far but it's just like certain more composing need to be made. Probably we rushed, probably we didn't. I'm just saying I would think that we are going to look further along the line for that EP. Probably next year.

**BPM:** Tell us about the first single "Man of the Moment" produced by Dynasty Entertainment, Rytikal Music Group, Atomic Records and Hemton Music on the Rytikal x Jahshii EP. What's the track about? What was the process like for

this song from lyrics to mixing and mastering to actual visuals for the video?

**Rytikal:** Me building that song now shows me that I have the powers to do certain things already. Sometimes I sit down and say there are artists out there that are getting a fight. My career has been through many fight that I have kept hidden because I know what I want so I don't really explain that to the media or any platform at all I keep that hidden. I always observe and I observe the artist them that seem to get a fight from my perspective or even getting a fight whichever way I view it. I link myself to them and say we are the future generation of music. It's a way I look at it and say then why good artist like these would get fight.

**BPM:** I saw mentions about the upcoming Sumfest concert in July on your Instagram page. Are you booked to perform? If so, how does it feel to be a part of such a massive event?

**Rytikal:** Well, I'm not going to say if I'm booked yet or not but Sumfest is a platform that every young artist is looking forward to. I'm working my way up to the high class. If you have faith in me being at Sumfest continue to keep that faith. I want the world to keep that faith it will help to drive me forward if I am supposed to go to Sumfest.

**BPM:** Any upcoming projects or releases you would like to share with us?

**Rytikal:** "Synonymous to Victory". The concept is mostly about whichever fight comes we triumph. It's more of a vibes song as well. I kind of incorporate vibes and dancing in one.

**BPM:** What advice would you give to young artists coming in now?

**Rytikal:** I would advise that any young artist that believes in themselves and know that within themselves that they are ready, get your business part of the music certified and up while working and building your craft. It's like a job experience. While working on doing better music you are still working on getting yourself certified. That is my best advice for now.

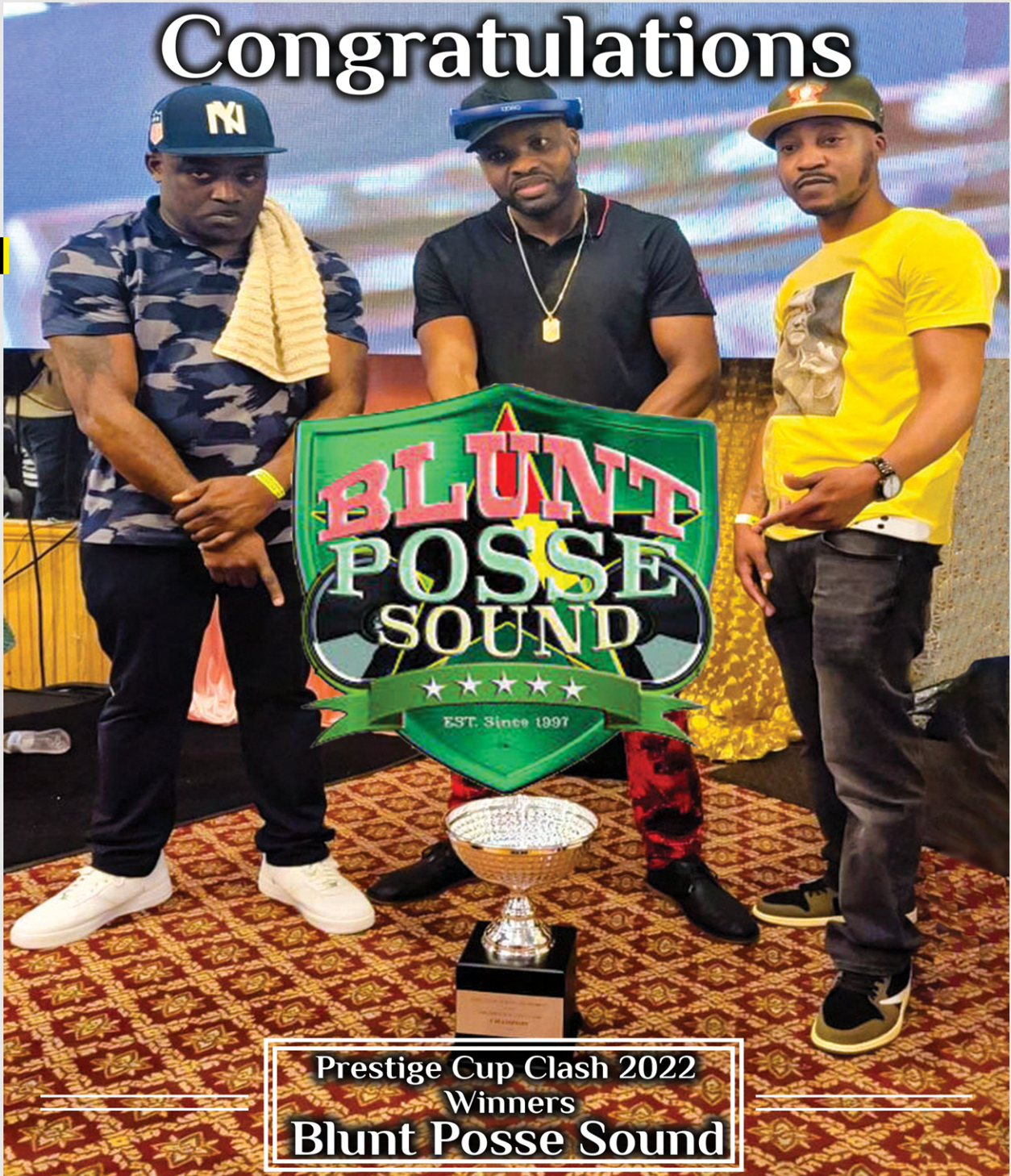
**BPM:** In the words of Purytikal "Dat is it"...LOL! Thank you for granting us the opportunity to speak with you. We wish you the best in your future endeavors.



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# Congratulations



**Prestige Cup Clash 2022  
Winners  
Blunt Posse Sound**

We would like to extend our congratulations to Bronx, New York's warlord sound Blunt Posse for their recent win against King Animosity at the 2022 staging of the Prestige Cup Clash on April 16th. This highly anticipated sound clash was held at Liberty Palace Banquet Hall in Queens, New York. With each sound battling it out for the trophy, Blunt Posse definitely took the night in the third round with the Taranchyla dubplate that was cut not only throwing serious jabs at King Animosity making reference that they were cutting dubs that Blunt Posse already had, but also telling Chin from Irish and Chin that Ajax would not be losing the clash. Chin previously stated that if Ajax lost the clash he would be suspended from his show on Sound Chat Radio for two weeks. The crowd went into a mass hysteria once the tune dropped. Job well done Blunt Posse!!

**FOLLOW ON**



**@FIREONIEL**

**FOR BOOKINGS CALL OR TEXT**

**301.887.3235**

*Email*  
**BIRDIEPROMOTIONS@GMAIL.COM**



Fire Oniel, a native of Kingston, Jamaica, is a well-seasoned deejay with over 21 years of experience. He was originally influenced to play music in 1992 by a good friend from UK Disco from Cockburn Pen. Oniel is best known for his "Mr. Argument" dancehall style of getting the ladies in a frenzy during his segment. His most popular work was deejaying in Jamaica on Stereo Passion Sound alongside Bezrock & Leggo Bling during the Passion Sundays era in Half Way Tree. Being the savvy individual that he is, Oniel continued to elevate his career by working apace with international artists like Bounty Killer, Beenie Man, Mavado, Vybz Kartel and Damian Marley just to name a few.

Oniel's expertise in deejaying landed him a role in many dancehall events such as Fancy Thursdays, Look Out Tuesdays for Junior Reid, British Linkup in Jamaica and New Jersey Linkup. His passion for the art of music did not go unnoticed. He obtained a sound of the year award consecutively in 2001 and 2002 in England. Oniel is no novice to dancehall. He has collaborated with foundation sounds like Stonelove & Kilamanjaro with Jeremy Lee. Firelinks, Tony Matterhorn, Foota Hype and Boom Boom are among others that he has teamed up with.

After migrating to the U.S in 2011, Fire Oniel joined Earthquake in Washington, D.C and added a different flame to the sound. His talent was quickly recognized and allowed him to attain a place on annual events for top promoters in the DMV area.

Fire Oniel covers various styles and genres with a focus on back to basics and foundation. One of his main goals is to get dancehall back to when it was nice and alleviate this new top 10 way of playing music that has recently surfaced.

Oniel currently has paired under the umbrella of Birdie Promotions who does all of his bookings. Keep an eye out for more projects in the near future from this multifaceted selector. His longevity in the business is nowhere near the end. His journey continues.