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MAGAZINE FOR 30 YEARS

JANET

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REBOUNDS IN VALDOSTA**

**JHERYL BUSBY
EXCLUSIVE**

**SWISHA HOUSE
GET \$ STAY TRUE**

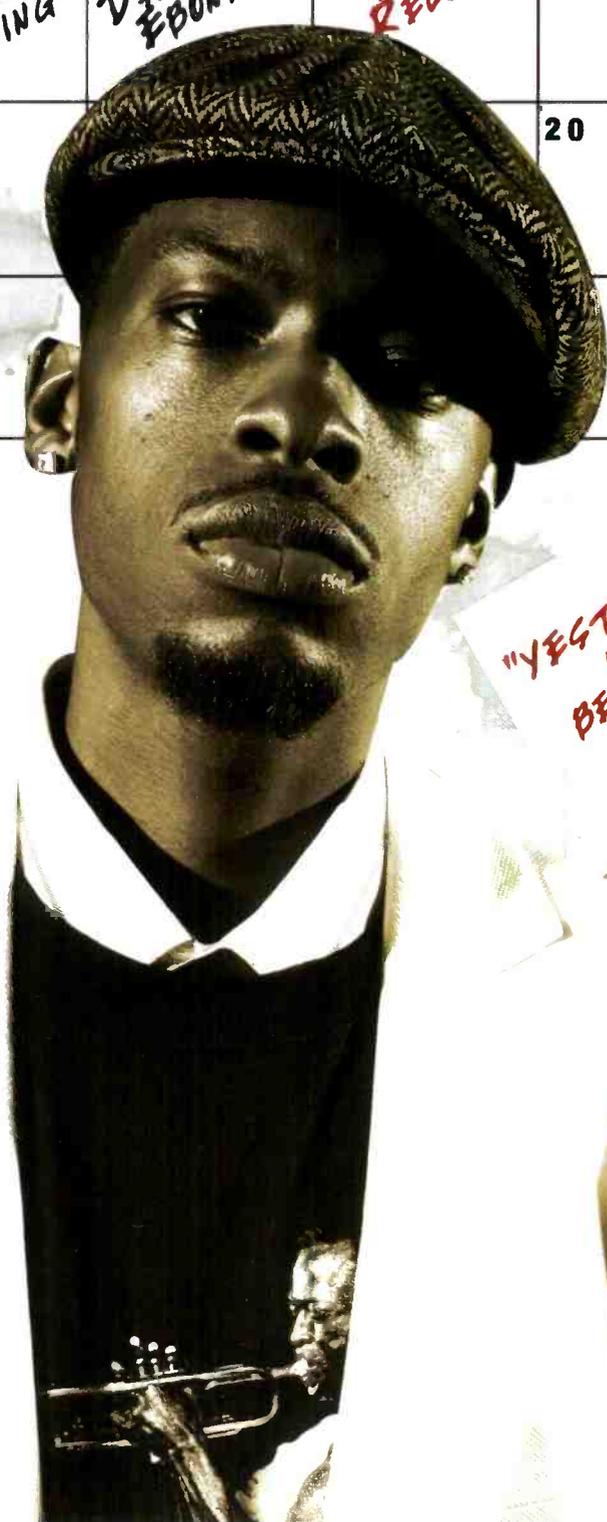
SEPTEMBER 2006 • ISSUE #9
VOLUME XXX • FIVE DOLLARS



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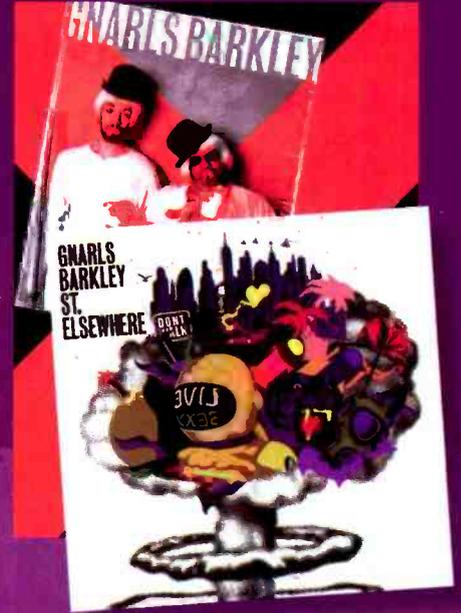
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Gnarls Barkley Transcends Musical Boundaries

Gnarls Barkley was presented with RIAA Platinum Certification for the duo's debut album, *St. Elsewhere*, which has exceeded one million in sales. "Crazy," the crossover single from the *Downtown/Atlantic* album, recently made history for occupying the most radio airplay charts in a single week, covering eight radio formats that included Top 40, Triple A, Hot AC, Alternative, AC, Urban, Dance and Rhythmic as well as being the #1 digital download for the summer. "This is an amazing achievement by two of the most unique and talented artists music today," says *Downtown Records'* Chairman/CEO Josh Deutsch. "We are proud to mark this milestone on behalf of *Downtown* and *Atlantic*. The record breaking, multi-format success *Gnarls Barkley* is a tribute to *Danger Mouse* and *Cee-Lo's* uncompromising originality and reminds us that music transcends formats and boundaries."



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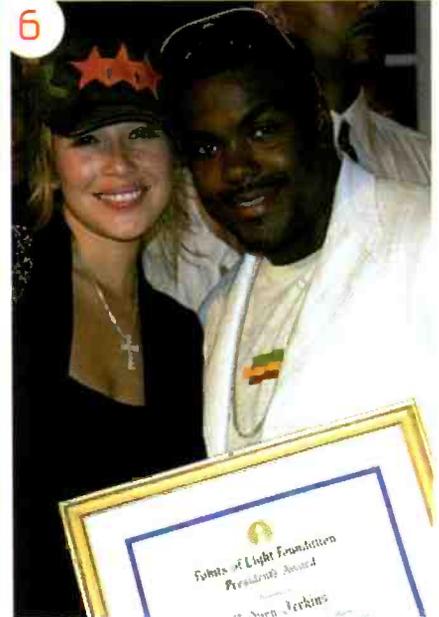
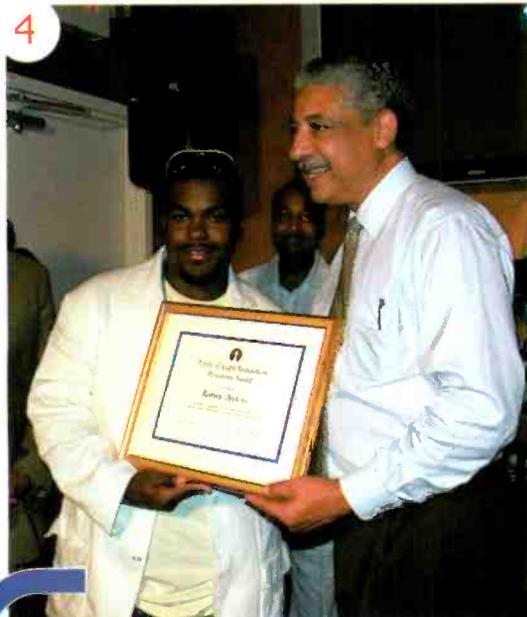
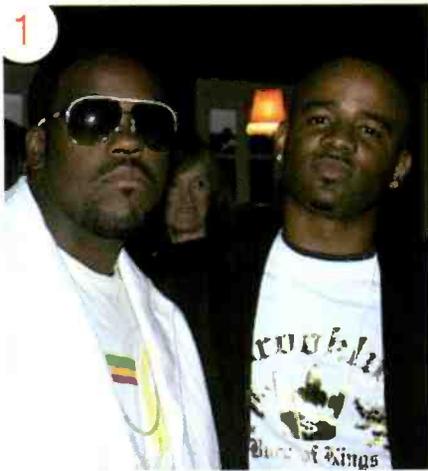
BIGSHOTS

Rodney Jerkins and Points of Light Foundation Launch Relief Project in New Orleans

We Are Family CD/DVD to Benefit More Than 200,000 Displaced Families

Photos by
Renee Dittrich
(212) 579-4162

On August 29, super producer Rodney Jerkins was one of those who returned to the Gulf area to commemorate the one-year hit from Hurricane Katrina that devastated the area. But Jerkins returned on a mission. His recent remake of the classic 70's Sister Sledge anthem, "We Are Family," on which he not only reunites the original group members after a 20-year span of not recording together, but also brings together artists that include Patti LaBelle, Ciara, Brian McKnight, Christina Milian, Branford Marsalis, Chris Brown, BeBe Winans, George Clinton, Lyfe Jennings, Mary Mary and Ray J, is part of a special CD/DVD project aimed at benefiting up to 200,000 hurricane-displaced families across the country. Led by this unifying single, the album, which releases October 17 on Bungalo/UMG, contains another nine tracks from various artists. Released in conjunction with The Points of Light Foundation, the nation's foremost advocate on volunteerism and community service, representing over 1 million volunteers permanently stationed in the Gulf Coast region, the project, executive produced by Sherman Brown, was presented in a series of launch events in Los Angeles, NYC and Washington, D.C., leading up to the presentation in New Orleans at The Precinct Club on the one-year anniversary. With a CD Cover that features the artwork of the most-collected artist in U.S. history, Thomas Kincaide, *We Are Family* not only marks a tragic time in history, but also reflects the unity of humankind that emanated in response. "I am honored to lend my creative talents to help the volunteers who provide the social and human services needed on a daily basis to help these families make it day-to-day," commented Jerkins.



① Rodney Jerkins and Darkchild Records Artist, ATIBA ② (l-r) Councilwoman Cynthia Willard-Lewis (D), Lower 9th Ward, New Orleans Sheriff Marlon Gusman; Judge David Bell, New Orleans Juvenile Court; Patti Labelle and Robert Goodwin, Points of Light Foundation President/CEO ③ Patti Labelle and Robert Goodwin, President and CEO, Points of Light Foundation ④ (l-r) Rodney Jerkins and Robert Goodwin ⑤ Rodney Jerkins and Councilwoman Lewis ⑥ Rodney Jerkins and wife, actress and singer Joy Enriquez

Publisher's Notes

Are We At A Crossroads with Crossover?

In light of all the black music crossing over, is it time to rename the game?



By Sidney Miller, Jr.
Founder/Chairman

Jheryl Busby and I got a chance to visit together in this issue. He's always passionate about music and creating opportunities for the black experience. He says he wants to write a letter to Urban AC saying 'wake up!' His comment that 'mainstream has become the extreme' certainly seems proving out. When you look at the charts—Billboard's BDS or Clear Channel's Mediabase—it doesn't matter, Chingy, Cassie, Beyoncé, Young Dro, Lil Jon show up Top 40/Mainstream. These are our artists. The ones that used to never see daylight on mainstream radio panels. Used to be the mainstream stations would raid only a select few from urban stations to give their stations an edge. Label execs called it crossover potential. And that was every artist's aim—to be part of the bigger picture, part of the mainstream. Accept me, play me, buy me, they cried out to Top 40.

Janet Jackson was one of the early artists along with her famous family members to find mainstream acceptance. She was considered a crossover artist. Top 40 radio would play her. She's one of our established mainstream artists now. There's no question she can crossover.

One of pop music's icons, Pat Boone, a young white bread kid from Nashville, was topping the charts in the '50s covering such R&B cuts as "Ain't That A Shame" and "At My Front Door." He helped open the door for this mainstream acceptance of black music.

Little did he know it was a floodgate.

Now labels target mainstream at their weekly strategy meetings as the goal—no longer a building towards it. It's full guns ahead—'we're going Top 40.'

The recent Movin' format Emmis radio is introducing to appeal to 28-40 females, which the pop king DJ Rick Dees is expected to air in Los Angeles, has every indication of including an overwhelming percentage of black music. Yes, Janet Jackson will be on that playlist.

Quincy Jones always told me music was universal—there were no niches. Realizing the profound imprint of Motown, Busby strongly invested in the label's catalog during his tenure as that worldwide brand's president.

The black cultural experience—from its music to its lifestyle—has been embraced, adopted, copied and yes, accepted, not only in mainstream America but around the world. Ad agencies are steadily adding the black faces into their mainstream ads against black musical refrains like the O'Jays "Love Train" to sell products everybody can use.

We've arrived. Now what are we going to do?

E-mail your comments to me at www.bremagazin.com



NEWS

Three 6 Mafia Signs Deal with WBR Establishes West Coast Presence

Warner Bros. Records has signed a three-year label deal with Academy-award winning group Three 6 Mafia for its record label Hypnotize Minds Productions (HMP). The deal includes establishing West Coast offices for the Memphis-based company that include a recording studio as well as marketing, promotion and distribution of new artists that founding members DJ Paul and Juicy J sign to HMP. The two entities will also work together on select film projects and video games. Three 6 Mafia, who are signed to Sony, have also committed to produce certain WB artists, including Lil' Scrappy, Trillville and Mike Jones, as well as many of WBR's emerging artists.



Thre 6 Mafia

"I watched what Warner did with E-40, Scrappy and Trillville, and liked how they worked multiple singles and videos," explains DJ Paul on their decision to choose WBR. "That's how it needs to be done when you're talking about the life of an artist, and Warner Bros. connects those dots."

Added Juicy J: "Tom [Whalley] gets us as a businessman. And he's given us the tools to make some great things happen at that label. Those tools, combined with the great team he's already assembled at Warner Bros. means one thing -- the sky is the limit."

Welcoming them to the label, CEO/Chairman Tom Whalley says, "Three 6 Mafia are entrepreneurs in the rap world, and we are very pleased that they have decided to make Warner Bros. home to HMP."

The HMP/WBR deal will bring to light several talented up-and-coming hip-hop acts primed to follow in the collective's platinum footsteps.

Brian McKnight Stepping Out With WBR

WBR CEO/Chairman Tom Whalley has been busy re-energizing the Burbank-based label. Another recent signing is songwriter/producer/artist Brian McKnight to an exclusive long-term contract. "Brian is a triple threat as a singer, songwriter, and producer," says Whalley. "His ability to reach audiences of all ages and musical tastes is a testament to his talent and versatility. We're delighted that he is joining the Warner Bros. family."

McKnight's first album for the label, scheduled for release in November, will be his tenth overall in a multi-platinum career, and is appropriately titled *10*. McKnight appears on the new Fox series "Celebrity Duets," which debuted with a two-hour episode on August 29 as the musical guest paired with another celebrity.



Brian McKnight

Lil Flip Signs To Asylum/WBR



Lil Flip

Platinum-selling artist Lil Flip, knighted by DJ Screw as the Freestyle King, lands with the WBR incubator arm, Asylum Records. Selling more than 100,000 units of his debut CD *Leprechan* from his native Houston, Lil Flip first signed to Loud Records, moving over to Columbia in 2002 when Loud closed its doors. He achieved Platinum successes at the Sony Urban major, but says, "We held out on releasing this album on Sony because the set up was never right and I felt that my fans deserved the best from me. I've written and recorded a bunch of songs that I'm sure my fans will love and, now that I am with Warner Bros. Records/Asylum, I am confident that I am in the right place to take my career to the next level."

Says Flip's manager and entertainment lawyer, Sandy Lal of King Pin Entertainment Group: Both Asylum and WBR "understand what we are trying to accomplish with Flip's career and I believe they are the best companies to execute our goals. One look at Asylum's success and overall embracement of the Houston hip-hop culture and Warner's relentless dedication to their artists illustrates their competency and expertise to continue what Lil Flip started."

His first album for the new team, *I Need Mine*, is scheduled to release this fall.

Keke Wyatt Re-Emerges at TVT

Gold-selling soul artist Keke Wyatt has signed a new recording deal with TVT Records, having reportedly obtained a release from Cash Money. She only released the single "Put Your Hands On Me" through Cash Money. Avant brought the soul singer to acclaim featuring her on his first CD on the duet "My First Love." Her solo debut *Soul Sista* was released in 2002 and declared gold after the controversy about her arrest for stabbing her husband, which was later settled, reuniting the two.



Stephens Steps Upfront with SRC/Motown/Universal

Atlanta-based artist development guru Devyne Stephens has signed a venture deal with SRC/Motown/Universal to distribute his new label Upfront Entertainment. His first release will be rap group FA, followed by the male R&B group Red Dirt.

Credited with executive producing and engineering multi-platinum R&B singer/producer Akon's debut *Trouble*, Stephens first entered the business as a rapper himself, signing to the then start-up LaFace Records. Forming a relationship with L.A. Reid led to his in-house artist development for LaFace's artists that included TLC, Usher, Toni Braxton and Pink, among others.

He recently choreographed the "ATL" film and has worked with superstars that include Jay-Z, P. Diddy, Mariah Carey, Gwen Stefani, Lil Jon, Ludacris, Ciara, Mary J. Blige and Busta Rhymes.

When he and Akon met at his Atlanta rehearsal studios, the Funk Shop, he signed the artist to Upfront and teamed with Steve Rifkind to bring him to worldwide prominence. Stephens, who recently brokered a deal for Akon's Kon Live Music with Interscope, is currently in the studio finishing Akon's sophomore CD. He has also revived platinum-selling Xscape singer/songwriter Kandi Buruss who is signed to Upfront and is developing Rod Michaels, a male vocalist and musician from Philadelphia.

"Devyne has been instrumental in helping to develop some of the biggest stars in the music industry. Now that he has signed a label deal with SRC/Universal Motown, we are confident that with his experience in artist development, the artist we put out on Upfront will be nothing but the best," commented SRC CEO, Steven Rifkind.



Devyne Stephens

'Bad Day' Songwriter Signs with Famous Music

What started off as a Coca Cola theme song and moved onto "American Idol," the MTV Movie Awards, Comedy Central's "The Daily Show," and the NBA Playoffs, "Bad Day" has become one of the world's most popular songs. Songwriter/artist Daniel Powter, who penned and sang the song on "American Idol," recently signed a publishing deal with Famous Music. The agreement includes "Bad Day" as well as Powter's self-titled debut album due from Warner Bros.

Jazze Pha Signs Lloyd to Atlantic

Atlantic Records has signed Atlanta-based R&B singer/songwriter Lloyd to a long-term exclusive worldwide contract through a pact with producer Jazze Pha's Sho'Nuff Records. Lloyd's first single, "You," is currently at radio with the album scheduled for the fall. Lloyd, although born in New Orleans, has been living in Atlanta since he was two and was part of the Joyce Irby developed quartet N-Toon, debuting when he was 14 on the album *Toon Time*. His solo debut was *Southside*, which featured a duet with Ashanti.

Atlantic Chairman/CEO Craig Kallman welcomed the young veteran artist, saying, "He is an amazing singer and a gifted songwriter, with a hugely charismatic personality. Although he's only 20, Lloyd has been a recording artist for almost a decade, and it shows in the genuine soulfulness and depth of his music. He is about to come into his own as a major star, and we're thrilled to join with Sho'Nuff Records and Jazze Pha to bring Lloyd the breakthrough success he has long deserved."

Adds Lloyd: "Not only am I now in the company of my peers at Atlantic Records -- with the likes of T.I., Gnarls Barkley, Juvenile, Lupe Fiasco, Trey Songz and so many others -- but through Henry 'Noonie' Lee and Jazze Pha's Sho'Nuff, I'm also presented with the opportunity to create my own legacy with my company, Young Goldie Productions. We will make history. For there are only two kinds of people in this world, spectators and players. So let's play!"

Tamia Readies New Release with Image Entertainment

R&B singer Tamia will be releasing her fourth album, *Between Friends*, through a new recording deal with Image Entertainment. The straight to DVD film and stand-up comedy video company is branching more into the music business. In



addition to Tamia, it has championed Mint Condition, having released the group's last two albums, and currently has former Arista artist Blu Cantrell in the studio.

Already released in South Africa via Gallo Records, Tamia's new album was produced by Shep Crawford and Rodney Jerkins and features her reunion with Eric Benét, with whom she recorded the Gold-certified single "Spend My Life With You" in 1999. Currently married to Orlando Magic NBA player Grant Hill, Tamia is also showing up in radio and print ads as the spokesperson for Chevrolet. The album is expected this October.

Magic Deal With TVT

New Orleans native and former No Limit soldier, Magic, has signed a deal with TVT Records, where he will release his tentatively titled *Before & After*. Originally signed to Tru Records by No Limit's C-Murder, Magic later moved over to Master P's No Limit label.

"Lloyd is someone I respect and admire not only as an artist and songwriter, but as a young business person who is very in tune with the music of tomorrow," comments Jazze Pha. "The fact that he has the sound and the look, that he can pull his records off live on stage, and that he is a real 'people person' all come together to make him an exceptional talent."

Trina Leaves Atlantic

Rapper Trina has severed ties with Atlantic Records according to Ted Lucas, owner of Miami-based Slip 'N Slide, her label home. Currently in the studio working on a new album called *Rock Starr* planned for a 2007 release, Trina is shopping for new distribution.

Papoose Scores Big With Jive

Staying true to his hype, rapper Papoose, 2005's Best Underground Artist on a Mixtape at the Justo Mixtape Awards, has signed a reportedly \$1.5 million deal with Jive Records. The mixtape entitled *The 1.5 Million Dollars Man* released by his camp had been fueling the speculation on the deal. Papoose is currently working on his debut LP, *Nacirema Dream*.



PAT BOONE



Earth, Wind & Fire



The Four Tops



KC & The Sunshine Band



Smokey Robinson

WE ARE FAMILY

PLANO

HISTORY WAS MADE HERE

POP LEGEND **PAT BOONE** joins with ORIGINAL SOUL ARTISTS singing their R&B CLASSICS For a UNIVERSAL SOUL EXPERIENCE

Going back to where it all began, Pat Boone returns to his roots in soul music and joins with:

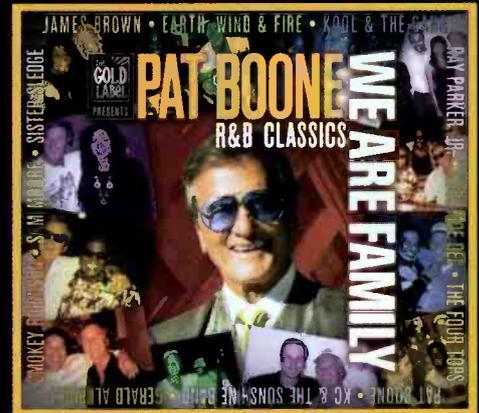
- James Brown on "Fapa's Got A Brand New Bag"
- Sam Moore on "Soul Man"
- KC & The Sunshine Band on "Get Down Tonight"
- Smokey Robinson on "Tears of a Clown"
- Kool & The Gang on "Celebration"
- The Four Tops on "I Can't Help Myself"
- Ray Parker, Jr. on "A Woman Needs Love"
- Sister Sledge on "We Are Family"
- Gerald Albright on "Shotgun"
- Earth, Wind & Fire on "That's the Way of the World"
- Kool Moe Dee on "Backbone"

ALBUM IN
STORES AND
ONLINE
SEPT. 19,
2006

Pat Boone recorded his first cover of an R&B song, The Charms "Two Hearts," in 1955, followed by a cover of Fats Domino's "Ain't That A Shame," that went to #1 on Pop and #14 R&B. His next three singles, also R&B covers, continued to top the Pop and R&B charts, feeding the frenzy for soul music in the mainstream culture in 1955 and 1956.

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Ray Parker, Jr.



Sam Moore



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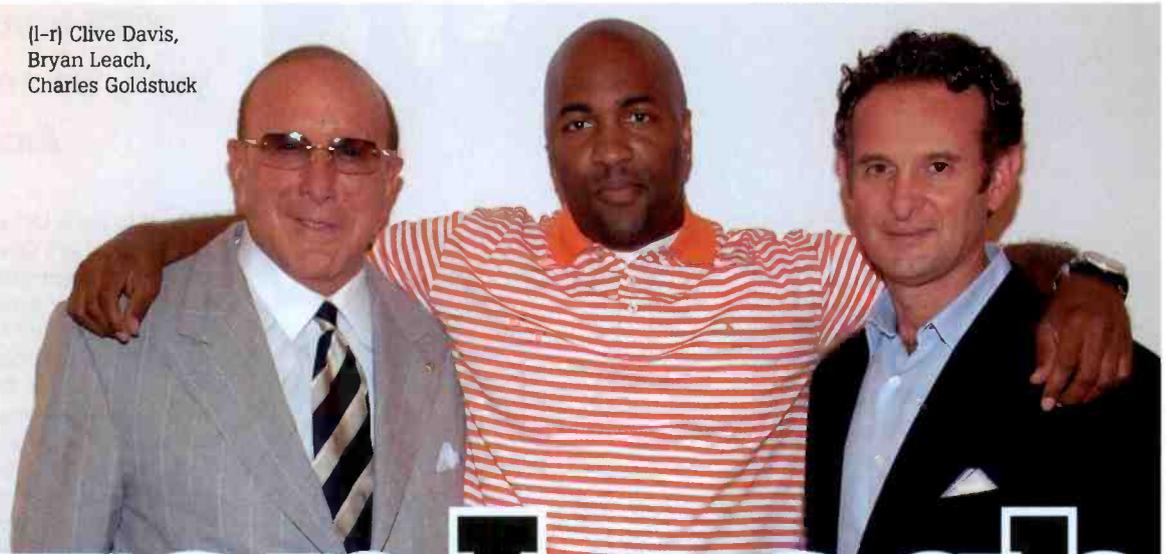
Gibson

The announcement was from the top: BMG U.S. Chairman Clive Davis and BMG U.S. President and COO Charles Goldstuck. Bryan Leach had been appointed Senior Vice President Urban, RCA Music Group, reporting directly to these two heavyweights. Furthermore, he was to have his own label imprint, Polo Grounds Music, and would be involved in the development of select urban artists at J/ Arista Records. He would have offices at both RCA's New York headquarters and run a fully staffed label at a NY site he still had to pick.

This was a step up people only dream about. For Bryan Leach, who has been Vice President of A&R for TVT for the last 11 years, this has been slowly cooking. A former Boys Choir of Harlem member who sang Mozart and Bach, Leach grew up listening to the sounds of New York, from a housing project in Harlem near the Polo Grounds—the site of the old Brooklyn Dodgers. He says he named his new imprint this to remind him of his journey. Frankie Crocker was one of his musical guides as he tasted the richness of urban sounds from jazz and R&B to hip hop. A rapper himself for awhile, Leach said quite honestly, "I sucked. So I started managing." In fact, his only other official job in the industry other than TVT was the five years he spent with Dick Scott, who just died this past month.

He hasn't played the industry's game of musical chairs, where you're only as good as the last record you broke. Instead he's concentrated on building artists and creating careers. "Fall in love with the artists, not the records," he advises. "Too many labels sign records,

(l-r) Clive Davis, Bryan Leach, Charles Goldstuck



Bryan Leach

Steps Up To New Ground

not artists." Of course, he readily admits, "A hit will change your life, but the artist has to be the star."

TVT provided him the arena to develop those stars. "I was given the freedom and trust to sign and develop the artists," he says about his relationship with TVT head Steve Gottlieb. "And there have been some amazing moments at TVT, especially over the last five years."

Leach's track record is impressive. He's credited with discovering and developing such hip hop artists as Lil Jon & the Eastside Boyz, the Ying Yang Twins and Pitbull—three artists whose careers have sold more than 10 million albums cumulatively.

"The winning combination of Bryan's incredible track record, his influence in shaping the current hip-hop landscape and the fact that he is a highly respected member of the music community speaks for itself," says Goldstuck.

That track record didn't happen overnight. Leach recalls some of those TVT moments. "I can remember when Lil Jon couldn't get his videos on BET and his second LP wasn't breaking. We were holding up posters in the audience at "6th & Park" to gain exposure. We couldn't get in the clubs, but bit-by-bit, we broke down the walls. Now look at Lil Jon."

He's appreciative of Gottlieb's support during those 'slow cooking' times, and is committed to doing Lil Jon's next album at TVT. The pressures of a major label, he surmises, would not have permitted the artist development and set-up of a record that he considers essential. "If we could sell 15,000 units per week for 15 weeks steady, it was a victory for us then," he says.

When he finally decided it was time to move on and launch his own company, he had a lot of interest, but the choice to go with RCA was easy. "I love the track record of Clive and Charles of giving black execs opportunities," he says. "In each of the 70s, 80s and 90s, Clive Davis has helped define urban-pop music through his label deals with creative executives (Gamble & Huff, LA Reid & Babyface and Sean "Puffy" Combs). Given

"Fall in love with the artists, not the records."

my 11 year track record of focusing on artist development and the slow cooking approach to breaking stars, J Records is the perfect partner for me to establish my label as the defining

source to break urban music and carry that torch. The RCA team is amazing at building brand new artists."

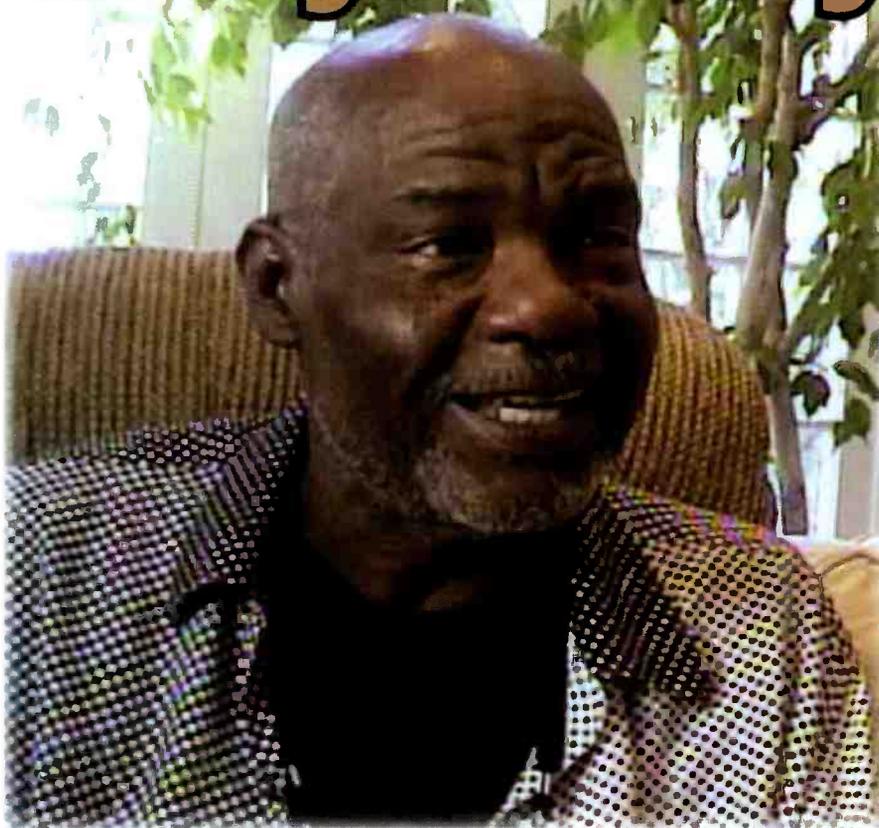
Clive Davis commented "Bryan Leach is a star music executive and his star can and will soar further. This is the perfect opportunity to expand our

major urban roster even further, and Bryan is the ideal partner to help us do it."

Leach says his success has been predicated on not being afraid to break the rules. "When you operate as an indie, there are no rules," he says. Likewise his artists don't fit into a particular mold. "I look at an artist's presence, look, aura, tone, flow and hustle—their whole story when I look to sign someone," he says. "They don't have to be like the last record." Ultimately though, he says, "You sign what you love. Stick with your gut; it's usually right."

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One on One with Jheryl Busby



where Easy E and those guys were sporting the west coast lifestyle. We saw a little peep into the Midwest lifestyle, and it all exploded, finally settling in the South. It was authentic, the real thing. It was so authentic...you know, the grill and gold teeth and subject matter. But how many times can you bump your ass in the club? How many times can you talk about women and bitches? All of a sudden you get to a point of, okay, next.

“Stop acting like your format is only Urban AC, turn around and say, yeah, we are the format of America.”

Next, to me is Urban AC, realizing that's the only format. Let's face it, one more Usher album and he's no longer mainstream. All the brands are developed for it and then dumped in its lap. So, come out of the '70s, get more into the '80s and the '90s and realize that Ginuwine is no longer mainstream. But he is mainstream. You've just got to start calling your freaking format mainstream. I want to tell Urban AC radio to drop that bad title. Stop acting like your format is only Urban AC. Turn around and say, yeah, we are the format of America. Start advertising that way. Start presenting it that way. And start having your sales departments present it that way. The buying consumer listens to your radio station, and that other format.

Busby on What Happened to Motown

Whatever happened to Motown's a sad story, and I don't want to sling anything at anybody, but there sure was never a more important Black brand in music worldwide than the Motown brand. Even in all of its tarnishing, you still can go anywhere in the world and say Motown and people will recognize what Berry Gordy built. I think he's probably one of the most brilliant record guys I know.

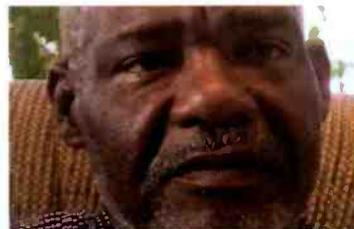
BRE Founder Sidney Miller sat down with industry veteran Jheryl Busby, a child of Casablanca Records who went on to tackle the boardrooms of MCA and preside over the most recognizable worldwide musical brand of Motown Records. He candidly talks about all things new and old in the music game, including his new passion, Umbrella Recordings. These are the industry veteran's unadulterated thoughts on a few choice topics.

Busby on Urban AC vs Mainstream

I wanna send a letter to Urban AC radio that says, "Lucky you." And I want to send it to BET also. "You are the format of choice," it will say. "You're the format that needs to realize that mainstream is listening to you. Become more mainstream in your politics. Become more mainstream in your music. Wake up mainstream. Come on guys. You can't even put a mainstream artist on your show anymore."



“Mainstream has become the Extreme”



I did the Uptown deal that gave birth to Andre Harrell, the record executive, but he was the wrong guy for Motown. His era will go down in history as The Dark Era, the era that Motown ceased to become important. And then everybody else had to rebuild after that.

When I look at Mainstream versus Urban AC, I think you really should drop that Urban AC and just start calling the format Mainstream because mainstream has become the extreme. Rap has found its way across America. It started in New York, where you had people talking about their lifestyle, and then came out west

It just never quite got there again. I thought the brilliant call was for Kedar Massenburg and George Jackson. George got it, and I think that Kedar got it, and by the time Sylvia Rhone came along, she was asked to do the impossible. She'll always sign good talent and market it well, but now the brand has lost some of its importance. Both Kedar and George were focusing in on brand redevelopment and replacement as well as artist signing.

The loss of my gig at Motown I attributed to my passion to save its archives. I gave permission and the budget to go out and interview anybody who had a connection to Motown. Let's go recapture! When I went into the storage place, Motown's tapes were falling out of boxes and oxidizing. I elected to put together a team to protect the history of Motown and came up with a budget, and... whatever that money is, I don't give a damn... I spent millions of my own and all that money I brought in from Boyz II Men's \$22 million in sales. Almost all the money went into protecting Motown's archives because I thought the brand would outlive all of us.

I used to always say I don't know how much money I'm going to generate, but I am going to preserve one of the most important brands ever to exist in Black America.

It went for a very organized, computerized system, where we archived everything. We did interviews. If you were living and were involved with Motown, we went and got an interview. We had oral histories beyond your wildest dreams. Who owns it now? No one even knows where that stuff is...because they keep dropping it around. No one even understands about any of it. I thought it was my job to preserve it. I used to always say I don't know how much money I'm going to generate, but I am going to preserve one of the most important brands ever to exist in Black America.

Busby on the CD Explosion

We had this wonderful era--the best thing that ever happened to us and then the worst--when the CD era came along. We had this huge income come into the front doors of the labels. The income wasn't because we were having more hits; it was because people were out replacing their catalogs with the new technology. All that money came in and what we did is we all took raises. And the thing you know, we were way up here. And then the CD explosion was over. Everybody had replenished



"The income wasn't because we were having more hits; it was because people were out replacing their catalogs with the new technology."

their stock. And we went back to one out of every 20 records being a hit. But now, all of sudden, who was going to walk in and say, hey, judging on my last research, my salary is too high, reduce my salary 30 percent.

The problem with the music industry has nothing to do with the cost of making records. Let's face it, you can make a record in a toilet. With technology and Pro Tools and all those things, you can make a record pretty inexpensively. You can even market a record pretty inexpensively. The problem is that the overhead at the record labels demanded more and more.

Busby's New Venture: Umbrella Recordings

Umbrella's a whole other statement. Umbrella Recordings is a shelter for artistic integrity. Because of what's happening with mainstream and rap radio, there is a big void where we throw away brands. At first I used to think that brands had to be super brands like Patti LaBelle and Ron Isley, but they're many brands. Like Ginuwine, Sunshine Anderson, Tweet and Carl Thomas--artists that have all sold a million to 500-600,000 units. But mainstream threw them away. Their contracts got to the point where you couldn't make money, because they were only selling 400,000-500,000 units. That wasn't enough to support the system inside of these big record companies. So, they tossed them. They basically either dropped them or stopped marketing them...and then they would drop them.

I wanted to create a home for the brands I felt were still viable--a place where they could make the music so I put together an economic model where they could actually make money. I called it Umbrella. Artists recoup off gross receipts at \$5 a record. My investors are allowing the artists who record for me to recoup at \$5 a record. The artists also get 75 percent of their masters. Umbrella gets 25 percent. At the end of the licensing period though, I hand them back that 25 percent. Hell, I didn't make them. They also get 50 percent of their profits after recoupment. So, if I spent \$250,000 recording an artist and \$400,000 marketing, at 120,000 units, we're all even, and the artist is making 50 percent of the profits and has ownership of the masters.

At Umbrella, I want to sign acts that work, who want to go out and tour. I'm very proud of the Carl Thomas record we've made. And I'm really proud of the Patti LaBelle gospel record. We're making a great Tweet record too. These artists are writers and performers, and they want to work. They want to do clubs. We'll build an audience based on a crowd that wants to go out and spend \$50 to \$30 on a ticket to get in the club. It's very artist friendly.

I thought I'd be out pumping the water to find artists, but I'm controlling the floodgates right now. We're talking to some great artists. I'm in the stage in my life where I'm not building something to sell. I'm not trying to build some brand then flip to a record company. I'm just enjoying working with some artists that I like. I want to have a little fun, not pressure for a change. (laughs)



Umbrella Recordings is a shelter for artistic integrity.

Busby's Advice to Industry Up-and-comers



My advice to all the young people coming through the business today would be to hold on to the "why not" instead of the "why." We became a very "why" industry. Well, why would you do that? And why would you do this? We kind of reduced our thought process, and so our imaginations of the industry are no longer as exciting. We let technology replace the mind instead of using the mind to drive the technology. I want to remind everyone that technology is a wonderful thing to manipulate, but...it took a mind to develop that. So, stay in the "why not" era and drive technology with the "why not" thought process.

BIGSHOTS

Mariah, Kanye and Jazze Pha Top BMI Awards

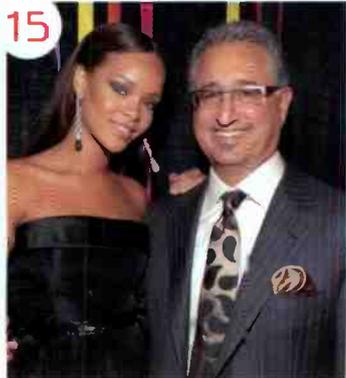
Jim Jonsin, Bigg D, Mariah Named Songwriters of the Year



BMI saluted its R&B, Rap and Hip-hop songwriters, producers and publishers at its 6th Annual Urban Awards at New York's Roseland Ballroom with a special salute to Icons Kenneth "Babyface" Edmonds and Antonio "L.A." Reid. Mariah Carey took top honors, with two awards for Song of the Year "We Belong Together" and Songwriter of the Year, which she shared with Miami-based producers Bigg D and Jim Jonsin. Kanye West was selected as the Producer of the Year for the second consecutive year; Warner/Chappell Music Group was named Urban Publisher

of the Year; and Jazze Pha's "1, 2 Step," won BMI's newest award category, Urban Ringtones Award.





① (l-r) BMI's Vice President Catherine Brewton, Kenneth "Babyface" Edmonds, Jermaine Dupri, Mariah Carey, Antonio "L.A." Reid and BMI's President/CEO Del Bryant ② (l-r) Rodney Jerkins, Big D, Kenneth "Babyface" Edmonds, Antonio "L.A." Reid, Del Bryant, Sean Garrett and Jazze Pha ③ Kanye West ④ Pharrell Williams ⑤ (l-r) Mr. Polo, Lloyd and Jazze Pha ⑥ Lil Jon ⑦ Ne-Yo ⑧ Cool & Dre ⑨ (l-r) Slim Thug, Rihanna, Sean Garrett and BMI's Vice President Catherine Brewton ⑩ Young Jeezy ⑪ Jung Joc and Cathy Hughes ⑫ (l-r) Rick Ross, BMI's Del Bryant, Catherine Brewton ⑬ (l-r) BMI's Del Bryant, Catherine Brewton and Ciara ⑭ Bigg D & Jim Jonsin ⑮ Rihanna and BMI's President/CEO Del Bryant ⑯ (l-r) Gayle King, Kevin Liles and BET's Debra Lee

Swisha House's Mantra: GET MONEY-STAY TRUE



Michael "5000" Watts

T. Farris

The chopped and screwed sounds of Houston are fast finding a mainstream audience. Mike Jones, Slim Thug and Paul Wall are among those whose platinum sales confirm the rise of this sound from the Texas capitol where a rapper never needed a major label deal. They could sell 500,000 units out of the trunks of their cars with just their street teams. Times have changed; now they're selling millions and the major labels have been paying attention.

The latest phenom to arise is called Swisha House/Swisha Blast. Local talent has been gravitating to the Homestead area in north-east Houston so

become part of this indie powerhouse whose credentials fall on the shoulders of four men: CEO, Michael "5000" Watts; business, G-Dash; A&R, T. Farris; and marketing and promotion, Michael Clarke. Together these four have developed a label they envision as the Motown of the Midsouth.

The streets tell us what's hot.

Watts, a popular DJ in the clubs and on radio in the area since he first started recording his own mixtapes in the eighth grade and selling them at Forest Brook High School,

had stormed the city with his unique sounds. It was time to brand. "I never held a 9-5 job," Watts explains, "and I never wanted to work for somebody else. I'd always had to hustle." The object was to hustle smarter. Launching the label around 1992, Watts, a true music lover, had a real feel for what people liked. His mixtapes and remixes had created a healthy demand for his sound, but he needed some business acumen to put it into the right direction.

The business-minded G-Dash and Watts had been high school friends. G was down to structure a business model to capture their street success.

His assignment: to create the foundation around one of the best DJs in the country upon which a dynasty could be built.

T. Farris was another friend Watts had

met in the clubs and in the studios and seen around mostly in the streets. Farris had an ear for music. He could always find the next sound that would break out. "And he never picked someone who sounded like someone else. It was always fresh," Watts recalls. "T. could always tell if an artist was worth the development. He kept his ear to the street

strongly entrenched with the label "He and Mike Jones used to pass out flyers with me," says Farris who signed both to their deals at Swisha House. Both Jones and Wall sold platinum with their debut albums Wall is now on tap for a fourth quarter release of his sophomore LP, *Get Money Stay True*, as is Mike Jones with his *American Dream*.

there are newcomers E-Class and Young Red. Bell, Young Red and E-Class are new signings by Farris that will be housed under a new umbrella Farris has created called T.F. Entertainment.

When asked what their formula for success is, Farris stressed keeping close to the streets. "The streets tell us what's hot." Clarke says



Michael Clarke



G-Dash

and he wasn't burdened with politics," explains Clarke.

Watts met Michael Clarke at the retail store where he used to sell his mixtapes. They too struck up a friendship and Swisha House made sense to the college boy who was eager to become his own man. Clarke says he's never regretted his decision. "Even though we have to work ten times harder and there are new challenges everyday, it's always exciting."

"We all just came together at the right time," adds Clarke who says the partnership really works. They function much like a major and probably know more about their business than the majors, he surmises.

Slim Thug has since departed from their camp and there's some question on Mike Jones' relationship now, but Paul Wall is

In fact, Swisha House has two more releases scheduled for the fourth quarter, led by the first from its CEO Watts. The third in a series of his highly successful mixtape compilations, *The Day Hell Broke Loose III*, hits in October. Paul Wall is joined by new artists signed to the label, Lil KeKe, Archie Lee, Coota Bang and Ms. Crystal, among others. Then in November, Lil KeKe, already well known in the Midsouth, lets loose with *Loved By Few Hated By Many*.

In 2007 the label becomes even more aggressive introducing new artists to its roster with Archie Lee's *Hollywood* and Coota Bang's *Big Bang Theory* albums. Lil KeKe has a 3-disc mixtape with his newest music, Watts has a remix CD/DVD of the video for the single "Chunk Up the Deuce" featuring VH1's Flavor of Love winner Hoopz. Then

the structure enables them to build direct relationships with radio, manufacturing, promotions and marketing rather than dealing with middlemen. G-Dash says the four friends have established a trust among them that motivates them more. "You never want to let a friend down," he adds. Watts says simply, "It's just good to know you helped someone through."

Providing a conduit for talent from the area, the Swisha House family sees itself as just that—a family where kids grow up and move on, but the foundation remains firm. Watts says, "We don't look for other people; they find us."

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THE LIVING LEGENDS AWARDS

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The Westin Hotel
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Director and Host of the
nationally syndicated
Hip-Hop Countdown,
Skip Cheatham



ANTONIO L.A. REID



STEPHEN HILL



SKIP CHEATHAM

Solange 'Brings It On'



Actress and R&B singer Solange Knowles (sister of Beyoncé) visited Sirius Satellite Radio's NYC headquarters to talk about her latest film "Bring It On" and more with COSMO Radio and with Shade 45 channel's Lord Sear (left) and Rude Jude (right).

T.I. Added to 'American Gangster'

Atlanta rapper T.I. will co-star with Denzel Washington and Russell Crowe in the Ridley Scott-directed "American Gangster" about a '70s drug lord who smuggles heroin into Harlem inside of Vietnam soldiers' coffins.

Jamaican Royalty Star in 'Shottas'

Grammy-nominated reggae recording artist Kymani Marley, Jamaican dancehall star Spragga Benz, Jamaican film and stage star Paul Campbell, and Grammy-winning performer Wycleff Jean star in "Shottas," a film based in Kingston, Jamaica, "the breeding ground for great music, great food, great style and great shottas—young, homegrown Jamaican gangsters. The film, which originally had its world premiere at the 2002 Toronto International Film Festival, opens September 22 through Sony Pictures.

Mike Jones Filming 'American Dream' in Houston

Multi-platinum selling rapper Mike Jones brings to film the answer to "Who Is Mike Jones," his debut CD that shot him to fame. Shooting in Houston August 28 through September 15, the film titled "American Dream" chronicles his real life rise to fame as an aspiring rapper from the streets that finds his path in life through music. Producers Gregory Anderson ("Trois"), 15-year veteran Keith Paschall (co-creator and supervising producer of BET's Rap City and co-founder of Geneva Films) and director Derrick Dixon (underground film "The Dirty Third") have joined a team that includes Jones himself as one of the Executive Producers. Asylum and Warner Bros Records are down for the project and Jones has launched his newly created film production company called American Dream. Concurrently he's in the studio putting the finishing touches on his sophomore CD, *The American Dream*, to accompany the film. He also has recently opened a night club in Houston called Club Iceage.



Mike Jones

Temecula Film & Music Fest Honors Dionne Warwick

The Temecula Valley International Film & Music Festival (TVIFF) honors actor Dennis Haysbert with its Outstanding Career Achievement Award, film composer John Ottman with the Outstanding Career Achievement Award and music icon Dionne Warwick with this year's Lifetime Career Achievement. The awards will be presented at the festival's closing night, Sunday, September 17 at the Pechanga Resort and Casino in Temecula, CA.

Televised Chainsaw Awards To Cite Best In Horror

The first televised music and horror themed awards show, appropriately titled The Chainsaw Awards, will be presented by on Fuse, the nation's only viewer-influenced music television network and Fangoria Entertainment, the top brand in horror for the past 25 years. The awards show, scheduled for taping on October 15 at the Orpheum Theater in Los Angeles, will premier on October 22. Among its nominees are film "Snakes on a Plane" and Gnarl's Barkley's "Crazy" and Kanye West featuring Adam Levine's "Heard 'Em Say" for Killer Video.

Wendy Williams Open Casting Call



Wendy Williams

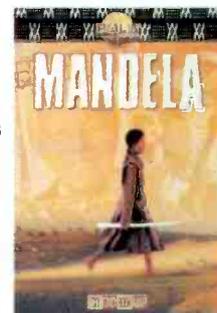
WBL5-FM's media queen, Wendy Williams, is seeking actors to star in "Queen of the Media," a Wendy Williams and Furgaan Film production based on her top selling book, "Wendy's Got the Heat." Producers have also been filming her casting calls around the country to use in her new television show. Reportedly many celebrity actors, singers and rappers have already signed on to be part of the film based on Williams' life. No word on who will play Wendy yet.

LL Cool J Returns to Prime Time

According to the CBS television network, it has signed a deal with LL Cool J through Alchemy Entertainment for him to develop and produce a new dramatic television series. The deal gives him freedom to choose the producers and actors. Alchemy Entertainment, which also inked a multi-year production deal for LL Cool J with Lions Gate Films, says the first film underway will be thriller "Overnight."

Palm Pictures Presents 'Mandela'

An impressive multi-media project from Palm Pictures called "Palm World Voices: Mandela" was recently released in honor of Nelson Mandela's 88th birthday. The film, audio, book and map box set includes the 10 year re-release of the now out of print 1996 Academy Award-nominated documentary "Mandela" directed by South African Jo Meneli and produced by Jonathan Demme. The soundtrack covers more than seven decades of Mandela's life through South Africa's musical legacy and includes such artists as Vusi Mahlasela, the Manhattan Brothers, Brenda Fassie, Johnny Clegg, the ANC Choir, the Special AKA and others. The 48-page book includes photos, art images and an essay by acclaimed British journalist Robin Denselow. A National Geographic poster map also unfolds with more photos highlighting the key events in Mandela's history. Palm Pictures founder Chris Blackwell continues to preserve and package historically significant insights on our global music and culture.

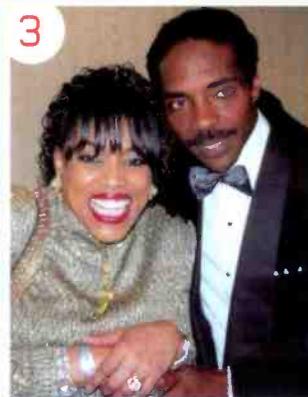


BIG SHOTS

Friends of Radio One

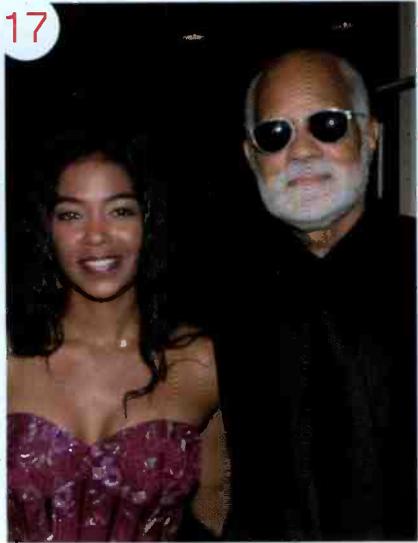
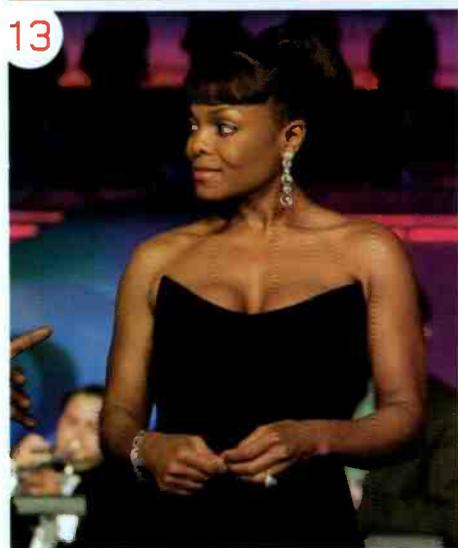
Photos by Ray Llanos, Oggi, Solid Image and Don Baker, Courtesy of Radio One

More than 100 awards were given out at the Radio One 25th Anniversary Gala in Washington, D.C. to the "Friends of Radio One" at the culmination of the network's yearlong celebration. The star-studded invitation-only event featured performances from Aretha Franklin, Natalie Cole, Letoya Luckett, Eric Benét and Beyoncé, among others.



22

- ① Radio One founder/Chairperson Cathy Hughes
- ② Radio One CEO Alfred Liggins
- ③ Vickie Winan and Jeff Majors
- ④ BRE's Rosalind Ray with Aretha and party
- ⑤ (l-r) David Banner, Ciara, Vickie Winan, The Williams Brothers, Chuck Brown, Janet Jackson, James Ingram, Yolanda Adams
- ⑥ Rev. T.D. Jakes
- ⑦ Rev. Al Sharpton and Dick Gregory
- ⑧ Tom Joyner and Russ Parr
- ⑨ Kirk Franklin
- ⑩ Beyoncé and her all-girl band performing
- ⑪ Eric Benét performing
- ⑫ Jeff Majors performing
- ⑬ Janet Jackson
- ⑭ Aretha Franklin
- ⑮ Danny Glover and Natalie Cole
- ⑯ Dr. Dorothy Height, Maxine Waters and Xernona Clayton
- ⑰ Ananda Lewis with Dewey Hughes
- ⑱ B. Smith and Freddie Jackson



BIG SHOTS

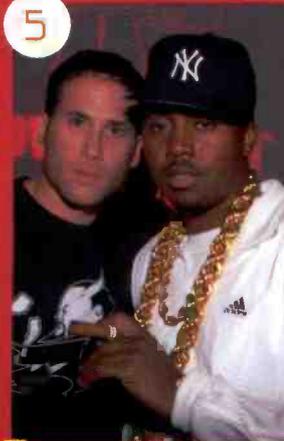
BRE On The Road...

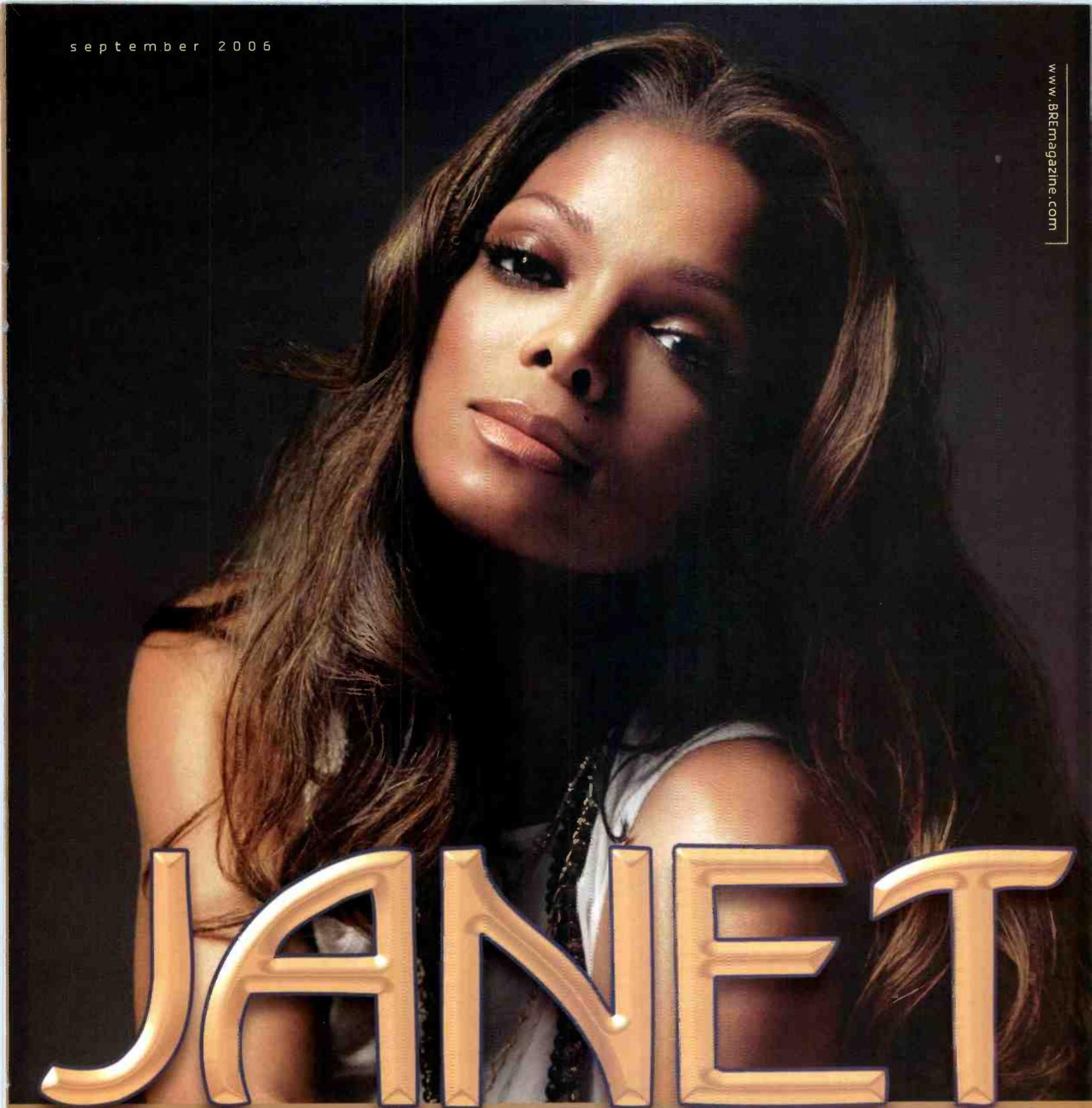
www.BREmag.com

① The John Lennon Educational Tour Bus visited Macy Gray at her M. Gray Music Academy in North Hollywood, CA, where students of the school recorded in the state-of-the-art on-board studio. ② (l-r) Richard Roundtree, J.A. Adande and Elliot Gould at the 2nd Annual Jim Brown Celebrity Golf Tournament held in Los Angeles.—Photo courtesy of Peey Atkinson, Post News ③ (l-r) Music man H.B. Barnum, who is music director for Aretha Franklin and has been a mentor for the O'Jays; BRE founder/Chairman Sidney Miller, Jr with Eddie Levert at the O'Jays Annual Golf Tournament/Concert fundraiser in Canton, Ohio ④ Comedian Joe Torre was a big winner at H.B. Barnum's Annual Golf tournament in Whittier, California. He's currently on location in Atlanta filming the sequel to "Motive," with Vivica A. Fox returning as a co-star. ⑤ Clothing designer Marc Ecko and Nas hosted "The Best of Music 2006" in NYC



⑥ Music World threw a listening party in Los Angeles for its new artists Sunshine Anderson and Mojo attended by BRE's Sidney Miller, consultant David Linton (r), and Music World General Manager Johanna Lister (seated)

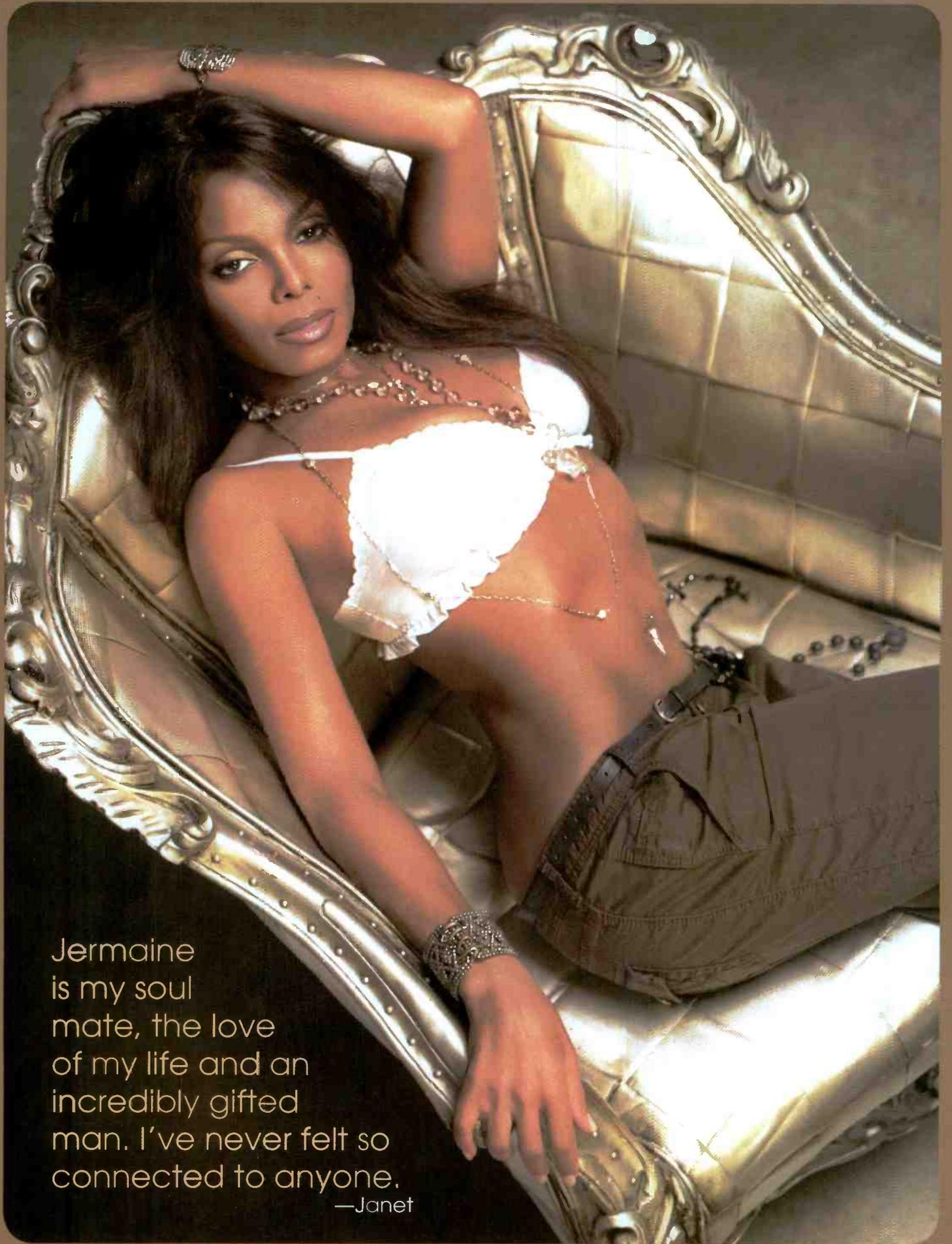




JANET

Reclaiming 'Control' By Aurelio Mitjans and Susan Miller

There's not a hamlet, suburb, city, borough, project or hood that isn't anticipating the release of Janet's newest album. Everyone's been waiting since Virgin Records announced the possibility of a new album, her third for the label that signed her to a \$40 million contract, the highest in music history in 2002. On September 26, the label releases the ninth studio album of the famed Jackson family's baby girl, appropriately titled *20Y.O.*, symbolic of the 20 years that have passed since declaring her independence with the super-selling *Control* album. Released in 1986, the album marked what she called her liberation, taking control of her own life. Two decades later, a more mature Janet realizes she was never in control.



Jermaine
is my soul
mate, the love
of my life and an
incredibly gifted
man. I've never felt so
connected to anyone.
—Janet

Control was admittedly Janet's first statement in taking the reins of her career in her own hands. She fired her father manager and sought to define her own destiny at age 20 after two decades of having others customize her from her recurring role on TV sitcoms to her first recording, "Love Song for Kids" with brother Randy at age 12. On the *Control* album she was bold; she took control and the world loved her. She ruled in both the '80s and '90s, breaking records that no artist had dared before, much less a female artist. The accolades and awards fill a book. The sales filled her label's coffers, enabling it to nurture other artists.

With *20Y.O.*, however, she says she's out of control. Not the kind of crazy zaniness of not knowing what's going on kind of out of control. Not the accidental malfunction type, but the conscious realization that there is a higher power who's really the guiding force. Even though she co-writes and co-produces this new album, she still credits a higher being as the muse.

"Now I know I am *not* in control. God is. When I was young and eager to grab the reins, I naively thought control could be attained through willpower. I believed we could determine our own destinies. Life has taught me otherwise. I still believe we can determine our destinies, but only through God. Only with God. It's faith that gets us through, and faith that sustains us. These twenty years have been beautiful because my faith has grown. There have been triumphs and heartaches, victories and losses and every sort of challenge. No matter what path any of us take, there are bumps in the road—sometimes potholes, sometimes even sinkholes. But we don't have to sink, we don't have to fall off course if our faith is strong. It comes down to this: Believe in the God of love and, no matter the circumstance, God will see you through."

Her avowed soulmate and executive producer Jermaine Dupri explains the new album this way: "She was really the one who knew what she wanted all the way through. She's reached this level in her life now where she's found herself. She's more spiritual." It was Janet, Jermaine says, who honed the album down to the final choices. "This album is definitely Janet and what she wants."

For Jermaine too, it was a matter of losing some control. As he relates the



Janet and Jermaine

Janet's reached this level in her life now where she's found herself.

—Jermaine

story, it was a big decision on where to take Janet on the next step in her career. How do you top a \$30-million selling career? Was it time to call it a day? For the most searched for artist on the internet, there was no doubt that Janet had to record another album. The challenge was to top her past, re-invigorate her fans and expand her fanbase to include a younger demo. Jermaine was sensitive to taking Janet's already stellar career up another notch. As President of the Urban Division for Virgin he was responsible for guiding its prime asset. Plus, she was his girlfriend. Just a little pressure. How should he proceed?

Jermaine studied her past, listened to all her music, analyzed her hits and knew he wanted to join the familiarity of her past hits with a new edge that would win new converts. What better

team to rely upon than the duo that had started it all with *Control*—the producing dynamo of Jimmy Jam & Terry Lewis, whose hits rival Fort Knox in Gold. "If it's not broke, don't fix it" was the mantra Jermaine quickly adopted.

But Jermaine, a man with a keen ear to the streets, heard a vibe that would update her sound to today's musical level—that would relate to his world of fans and add another decade of ruling the charts to this Virgin megastar. Jermaine joined the team. History was in the making.

"Jermaine is my soul mate, the love of my life and an incredibly gifted man. I've never felt so connected to anyone," explains Janet as she welcomed Jermaine's edginess to the project, or as Jermaine says, 'his ghetto.'

"It was the first time I had had to surrender any control on a project," Jermaine explains about the collaboration with Jimmy and Terry. "I'm used to working by myself, going in the studio and working really fast. This was different, and I had to get my mind around it." Part of the recording

was done in Jimmy & Terry's Flyte Tyme studios in Los Angeles and part in Jermaine's SoSoDef studios in Atlanta and they would send music back and forth through the internet. Just the whole vibe was different in their styles of working, he explains. In L.A. they would work during the daytime and go home for dinner at night while in his studio, they often weren't showing up until night and would work straight through until they were done. With Jimmy & Terry, they would go back over the songs again and again, adding layer after of layer and polishing the songs with lush strings and nuances. Jermaine says he usually never goes back and touches his projects after he's finished, partly due to not having budgets to work with as big as Janet's and partly because he knows when he's finished. Jimmy & Terry were constantly going back and adding something and tweaking it further adding strings to this one, live instruments to another, or live drums. "They definitely taught me a lot of stuff and I'm never too old to learn," Jermaine admits, noting that the two teams inspired each other to become more musically creative.

Janet responded to the experience of recording in the two separate worlds: "I enjoyed recording at Jimmy and Terry's



Hype Williams, Janet, Nelly and J.J.

new studio in L.A., and I recorded for the first time, part of the album, at Jermaine's studio in Atlanta. I really loved the energy of his studio, and that's very important to me. I've been in some studios with a large project, and, I know people will probably think I'm crazy, but there was an energy. There was a harder being in that room, a spirit where I was recording, and I could totally feel it, and it wasn't a good one. So, I had to get out of studios like that. I went to Atlanta to record at Jermaine's place, and the energy is so, so good there and at Jimmy & Terry's. Those are my two favorite places."

"What am I going to talk about on this album? was another question for Janet to explore, Jermaine explains. "War, girls, sex... Janet was tired of war and terror; she wanted to put a smile back on people's faces. She wanted to make this record fun again. She wanted to go back to the *Control* era when the songs weren't really stuck on anything. They were just fun." With 20/20 clarity, Janet was adamant about a heavily dance-oriented record over R&B music that was uptempo. "People forget that Janet has so many styles of music. She creates stories that are whole pictures."

In addition to the lead single "Call on Me" featuring Nelly which contains a Jam and Lewis melody from the old-school SOS song 'Show Me' and

Jermaine's brilliant beats, the album has one of those 'happy records' in "Show Me;" a true smash, adds Jermaine, on "With You," that reminds one of the *Control* hit "Let's Wait Awhile;" a scintillating sexiness on "My Body" and tapping into the freak within on "Get It Out Me" that borrows from hip-hop pioneer Afrika Bambaataa. She samples one of her favorite new artists, John Mayer, on "Stuck Inside the Groove," which she describes as a "dancing meditation on sensuality."

And throughout the album Jermaine harkens again and again to many of her past hits: "Love 2 Love," "Escapade," "Pleasure Principal"—there are so many. Jermaine's brilliance is evident in his marriage of their two worlds, of the collaboration with Jimmy & Terry, of the merger of Janet's past hits with Janet that feel fresh and new at the same time familiar.

Always up for a challenge, Jermaine saw this album as not only a chance to put Janet back into the mix, but also as a test for himself. And even though he has successfully combined both worlds on this album, he explains his work ethic simply. "I go and do what I feel. I don't compare." That's what keeps it fresh and true for him. The result, according to Jermaine, is one of the best put-together albums ever. "There was no better crew," he exclaims. Janet got the

best there was.

Janet, Jermaine, Jimmy & Terry, J.J.J. & T. Sounds like a Fortune 500 company. The team certainly has enough generated sales among them to qualify for the Forbes Top 100 list. The project is now out of their hands. How will the fans receive it?

Jermaine, who has always kept close contact to the streets, introduced the first single on his radio show in Atlanta, and he and Janet have both been very accessible to the media in support of this project. This hasn't been a diva experience with only exclusive listening parties. Both have visited radio stations personally and been open to their fans, even going so far as to change the name of the album to fit the e-mail suggestions that came in from fans who responded to Janet's request for help in picking the image to use on her CD cover in a contest on Yahoo! The four winning designs are set to appear on the first one millions copies of the new album.

Her videos, which have always set standards, have started with another bar-setting exotic take on "Call On Me," that has already set viewers abuzz. Janet's MySpace has become a very happy space.

"I do what I do 'cause I love it, and I think that's why I've lasted as long as I have. I don't do it for the money. I enjoy what I do. I always have, and Jermaine has brought life into my life."

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BIG SHOTS

Radio's Talkin' To...

① Aaron Neville and Janet Jackson met recently at Sirius Satellite Radio's NY headquarters where they were both promoting their September new releases: Janet's 20 Y.O. on September 26 from Virgin and Aaron's Neville's Bring It On Home on September 19 on Sony's Burgundy label.—Photo by Brad Parsell, courtesy of Sirius

② Dwayne "The Rock" Johnson visits Tom Joyner and the Morning Show and the Morning Show to promote his upcoming movie, "Gridiron Wars," which opens nationwide in September.-- Photo by Rance Greer /BlackAmericaWeb.com

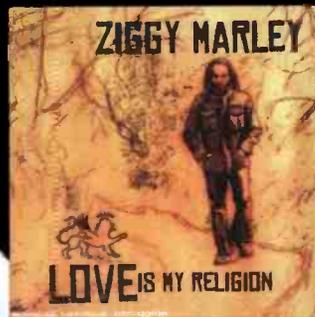
③ (l-r) Capitol rep Lyn, Wichita Entercom's KDGS-FM (Power 93.9) MD Mac Payne, Capitol artist Chingy, and KDGS PD Greg "The Hitman" Williams



THE SOUL OF DAVID ZIGGY MARLEY TAKES US TO THE TEMPLE

*“Free spirits
have to soar”*

By Aurelio
Mitjans



him really. What can I say to him? He knows what's up. He knows what's going down. He knows. He knows."

• **The world being "loud"**

"The cry of Africa is unheard. The suffering of Africa is unheard."

• **Flying**

"When I fly all I want to do is sleep."

• **Dreams**

"When I dream, I see my father at times. ... I'm happy that we have that open communication."

"He can always find me in my dreams."

"Some things I cannot say. Secondly, it's not words. ... It's not like the movies."

"Words are what we use here. Like, I'm talking to you with words. In the spiritual world or in the dream world, words aren't so important. Words aren't used. It's like, almost telepathy, brainwaves to brainwaves, eh?"

• **The difference between his two solo albums**

"I gained so much knowledge. I put everything I learned into this record. I think the musical direction is much more where I really want to be. I think I found a place for my music, for my sound. ... I've reached a destination, and this is the sound."

• **On his songwriting process**

"There's no process. ... You know processed food isn't good for you, right? Organic food, that's better. It's the same thing with songs. If there's a process, then it's manufactured. I don't manufacture songs. They're created by inspiration. It's not an assembly line [where] the process is the same on each song. ... You have to be open-minded."

• **Etc.**

"Love is my religion. That's really all I want to make known."

David "Ziggy" Marley:

- Recently released his second album, *Love is My Religion*, independently via his own Tuff Gong World Wide Records, three years after 2003's *Dragonfly* (RCA Victor Group)
- Along with brother Stephen, joined Bunny Wailer on stage for the first time in August
- Touring the U.S. through September on the Roots Reggae Tour
- Just got off stage in Barcelona, Spain on his world tour prior to this interview
- Is one of those artists who express opinions people *want* to hear, so. ...

Ziggy Marley on:

• **Spain**

"Spain is nice. Everything is nice; people are nice. The vibe's nice. The food is good."

• **Taking "so long" in between albums**

"To me it wasn't so long. It was just when the time is right. We make music when music is ready to write. We only pick the fruit when it is ripe. We don't [force] anything. We'll make music when the music is ready."

"I thought it was going to be an African record."

"The songs kind of dictate to us what they want to be, and the album takes on its own life."

• **Dropping an indie album**

"The big difference is you own your masters, which is important."

"This is a big deal for me. This is a big

deal for my father who always wanted to do this."

• **Friendship**

"When I speak of friendship I speak of true friendship."

"If you cannot trust someone, then you can't be friends."

• **Target as the only U.S. retailer for his new album**

"They gave the best deal so far. ... They're selling it at a cheap price (\$9.99), which is good for me. I love for people [to be able] to afford my record instead of selling the record for 15, 13, or 12 dollars."

"Target's a cool company too. They do a lot charity work...I appreciate that."

• **If the Marley name gets in the way of his. ...**

"No."

• **... His individuality**

"No. No. ... You can't even get halfway through the question (laughs)."

"Can you put that throughout the world so nobody else asks me that question?"

"If they want to know the answer, read your magazine."

• **Ziggy Marley vs. David Marley**

"David is like the spirit of me. ... David is the one who has the spiritual connection. Ziggy. ... The material world."

• **Choosing whom he'd rather hang out with**

"David. ... Ziggy's cool, too (laughs)."

• **A conversation with George W. Bush**

"I don't think I'd say anything to



BIG SHOTS

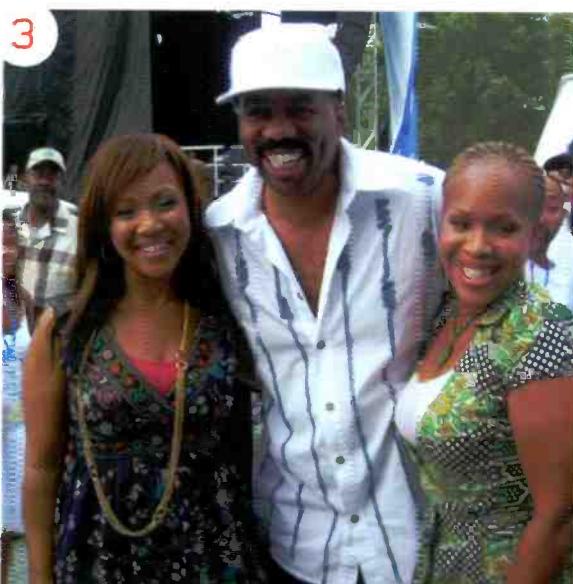
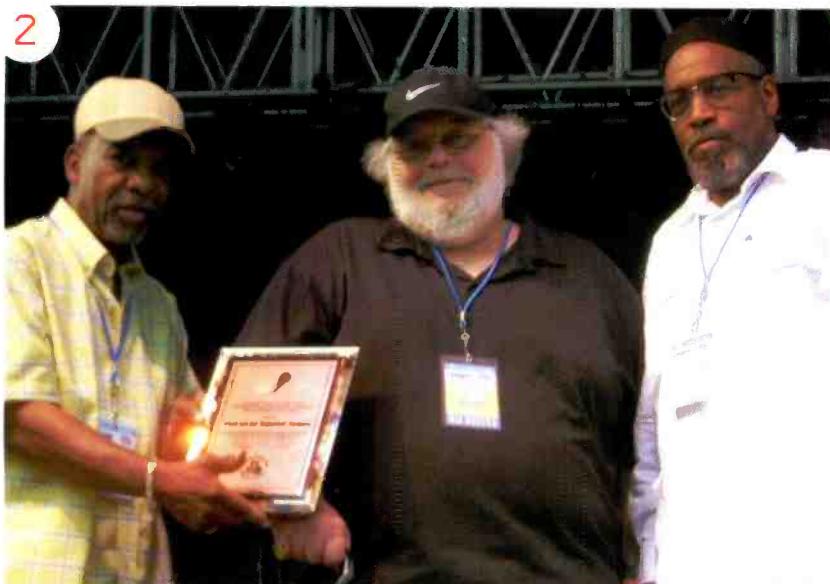
WDAS AM/FM Celebrates Unity Day In Philly

Photos by Calvin Terrell

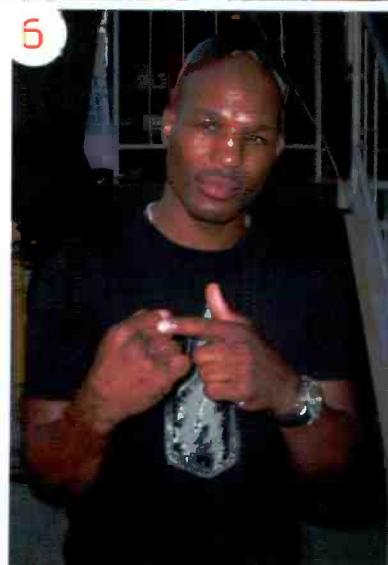
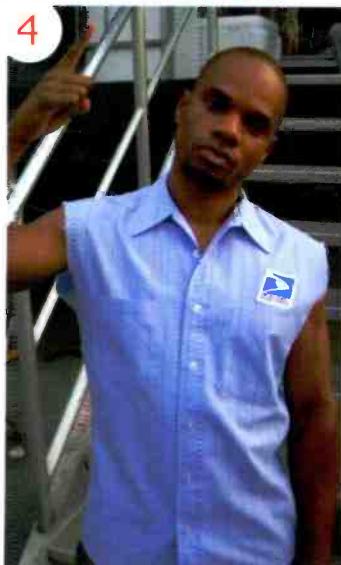
WDAS AM/FM presented its 28th Annual Unity Day Celebration in Philadelphia. The historic outdoor event, held along the city's Ben Franklin Parkway, is a day of music, food, and cultural sharing for the entire family. Among Unity Day's four stages was a bevy of talent, including Kirk Franklin, Vickie Winans, Heather Headley, Mary Mary, Jaguar Wright, Tye Tribbett & GA, Kelly Price, and the Chinese String Duo! The station's longtime program director Joe "Butterball" Tamburro and a representative from the Mayor's office led a special presentation to Grammy Award-winning songwriters/producers Kenny Gamble and Leon Huff in celebration of the duo's Philadelphia International Records' 35th anniversary.

Gamble and Huff returned the "brotherly love" by presenting Tamburro with an award as well. "I'm gonna tell you a secret about Butterball," Gamble told the Unity crowd gathered near the city's famed Art Museum steps. "When Huff and I use to be in the studio, when we finished a record, I used to call Butterball up...I thought he had the best ears in the world...and would play every record for him and he would tell me which ones were hits. Nine times out of ten he was right."

King of comedy Steve Harvey, whose nationally syndicated morning show airs on 'DAS-FM, kept the Unity crowd laughing during breaks between acts. The crowd also enjoyed the station's other air-personalities, including midday diva Patty Jackson, Gary Shepherd, legendary gospel host Louise Williams, "Quiet Storm" host Tony Brown and Harvey's morning show co-hosts Jacque Reid and Nephew Tommy.



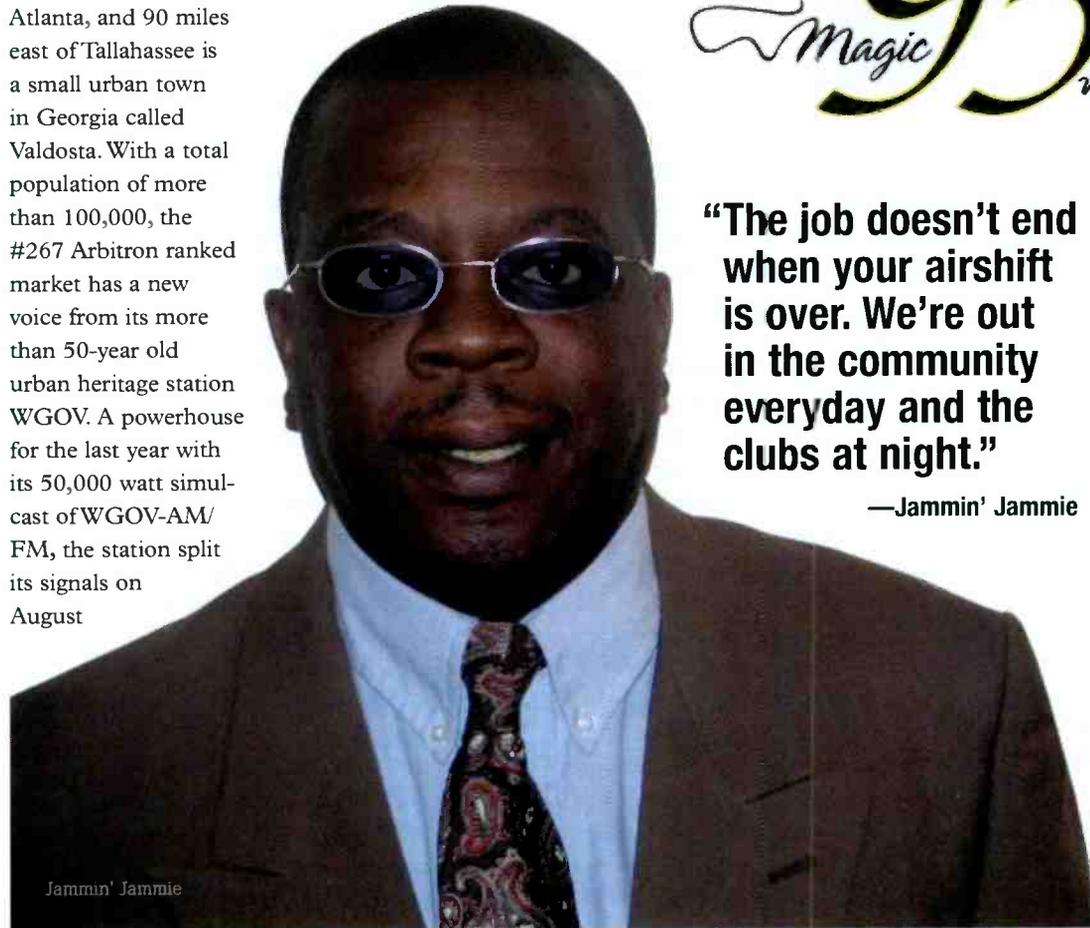
① Vickie Winans (far right) with APD Jo Gamble (center) and daughter Jazmin (left) at the Unity Gospel Stage ② Leon Huff (left) and Kenny Gamble (far right) make presentation to Butterball (center) ③ Steve Harvey (center) greets Mary Mary ④ Kirk Franklin strikes a pose before taking the stage ⑤ Steve Harvey Morning show co-host Jacque Reid ⑥ Boxing champ Bernard Hopkins attends Unity Day



The Rivers Are On A Mission

Newly Appointed PD **JAMMIN' JAMMIE** explains WGOV/WLYX's aggressive moves to serve its community.

Nestled approximately 60 miles north of Jacksonville, Florida, 120 miles south of Atlanta, and 90 miles east of Tallahassee is a small urban town in Georgia called Valdosta. With a total population of more than 100,000, the #267 Arbitron ranked market has a new voice from its more than 50-year old urban heritage station WGOV. A powerhouse for the last year with its 50,000 watt simulcast of WGOV-AM/FM, the station split its signals on August



Jammin' Jammie

“The job doesn’t end when your airshift is over. We’re out in the community everyday and the clubs at night.”

—Jammin' Jammie

as a 5,000 watt AM when AM's were king, WGOV quickly became the pulse of the black community. The station has stood the test of time although it has been questionable over the years whether it would survive.

It would take more than the KKK and more than the courts and the IRS who tied up control of the station for the past seven years to shut down its voice. Ask Georgia Silva, granddaughter of the late E.D. Rivers, who, along with her five siblings—her brothers Rex B and Ed Rivers III and sisters Kells Rivers Faulkner and Lucy Rivers McCartney—hung in there for the fight in the courts while the station was

14, dedicating its FM to Urban/Hip Hop with new call letters of WLYX-FM (Licks 96) and its AM (Magic 95) to Urban AC. The one-two combo aims to control the urban populace—both young and old—with a serious mission of winning its youth back with positivity.

Founded in 1939 by E.D. Rivers, a former governor of the state of Georgia, WGOV-AM was the first urban format south of the Mason-Dixon line. This was duly noted by many of the local populace. The Klu Klux Klan were regulars to the Rivers home, protesting their out-

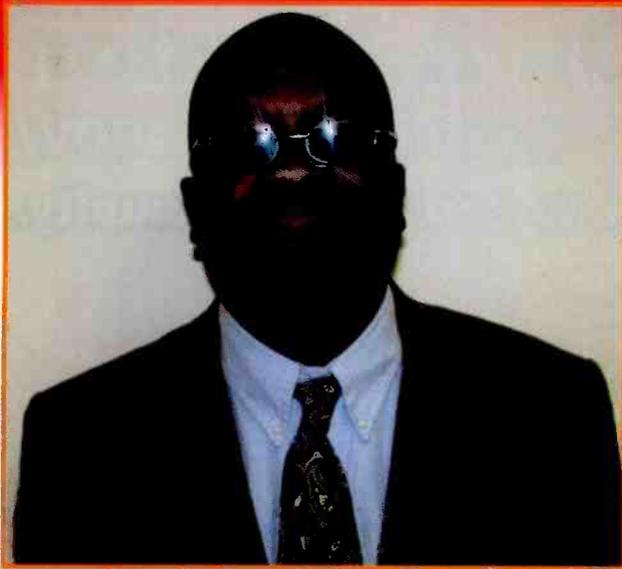
rage with burning crosses.

The format was eagerly embraced by the black population however, who came to depend on this now heritage station for cementing its community. Launched

placed under multiple interim financial managers sending it into a variety of paroxysms.

“I thought many times about whether this fight was really worth it, but I always knew it was,” Silva says. Bequeathed stations in a trust from their father E.D. Rivers, Jr, who





BRE has dubbed the Rivers movement in Valdosta WYWP, an acronym for Win Youth With Positivity.

One of those groups in Valdosta is today's young people. "The kids are running amuck," she says, "and hip hop music is their strongest influence."

"My father used to say that one day these kids would be signing our social security," Silva

recalls, so in Valdosta, it is the young people they find the most disenfranchised. And what better way to reach them than through music and the airwaves of radio. "Remember Afghanistan," she explains. "The first place people went to reach the populace was on the airwaves. Kids will find a way to listen whether we play their music or not. The objective is to have responsible DJs who can redirect that energy into a positive channel. We want to provide positive role models who play the music that draws them. Then we can make a difference." Consequently, the Rivers decided to spin-off the FM as an intense Urban Hip Hop experience for the younger demos, and convert the AM into Urban AC for their older loyal demos.

Eleven-year veteran of the Valdosta group, Jammin' Jammie Brooks, has been named PD of the AC WGOV-AM, but he also doubles as APD and Promotions Director for sister Urban/Hip Hop WYZK-FM. A Georgia native from the small town of Tifton, which is about 45 minutes from Valdosta, Jamie knows the backwoods and communities of Georgia very well. Named Jammin' Jammie by his wife Katherine who happens to work in the local sheriff's department, Brooks started in college radio at WPLH at Abraham Baldwin College before segueing into commercial radio. Most of his broadcasting career has been over Valdosta's airwaves.

He's excited about the changes and the 50,000-watt signal that now takes them almost to Atlanta, Tallahassee, Jacksonville and Gainesville. A father of four—two

sons aged 11 and 15 and two daughters aged 18 and 21—Brooks has deep roots in the area and a personal reason to get onboard the Rivers boat.

BRE has dubbed the Rivers movement in Valdosta WYWP, an acronym for Win Youth With Positivity. And this doesn't just apply to what is broadcast over its airwaves. According to Georgia Silva, the station as a whole must be on the same mission. That means DJs are in the local schools every week espousing positive role models for today's youth.

As Jammin' Jammie explains, "The job doesn't end when your airshift is over. We're out in the community everyday and the clubs at night. We regularly volunteer to support local causes and get involved in all kinds of non-profit events. We're definitely in the community. Silva doesn't believe in syndicated shows. She wants DJs from the area on the air—the ones who know the people best," adds Jamie who also covers an afternoon airshift. "It means a lot when listeners see us doing functions in the city."

"If you want the most out of a community, you must give the most to it," explains Silva who is keen on interaction with their listeners. "I want a jock a week in the high schools throughout the year. We encourage youth participation and are even designing our online website to be interactive. From promoting the Best Young DJ for the Day to a sponsoring a GED program to Sunday activities in the park," we are looking to reclaim the youth of Valdosta.

Musically, the only constraints management is placing on its programmers are to use positive music and not to use the 'N' word. Jamie has been given the trust to program the AC while Shai Luv has returned to program the Urban/Hip Hop. The transition from the simulcast is not abrupt, but gentle as Jamie has replaced the rap on WHOV with more smooth R&B to appeal to the 35+ demos. And he programs one blues cut every hour. "Blues

took over the chain in 1945, the family has fought for control since the death of their mother in 1999. "My father would have wanted us to regain his stations and continue his work of trying to make a difference," explains Silva, who describes the last years as "suspended animation." Just this past April the courts declared her family the winner.

The Rivers family has lost no time in redirecting its Valdosta properties. Having bought a 50,000 watt rocker last year, they had been simulcasting WGOV-AM /FM for almost a year with an urban format under the ownership name of The GRAM Corp (Global Asset and Radio Management). Now under the family name again, Dee Rivers Group, the Valdosta properties—Urban AC WGOV-AM, Hip Hop/Urban WYZK-FM and country WAAC-FM—are on an upswing that will be directed by Georgia, Kells and Rex from their Woodbury, Connecticut headquarters.

Silva, now a grandmother who has mothered more than 24 kids—six of her own—explains from her cell phone in Connecticut about the family's plans. Laughingly referring to her OPK (other people's kids) degree in child rearing, Silva says that is at the heart of their direction. They want to honor their father and grandfather's mantra of serving their communities. "Reaching out to the people

being left behind" is a goal uppermost in the Rivers' minds.

"My father would have wanted us to regain his stations and continue his work of trying to make a difference."—Georgia Silva

still exists and our listeners really like it mixed in with today's hits from artists like Heather Headley, Shanice and Kirk Franklin," he says, citing current blues artists he's playing like Theotis Euley and Sir Charles Jones. "Our listeners have loved the change."

Competing against three other AC formatted stations in this market—its closest competitor urban AC WSTI-FM, WHLJ-FM, and WTLY-FM—Jamie says the aim is to stay in the top three bracket with all the stations. WGOV-AM has successfully carried the top position for four years in the past without its new bells and whistles, so with the new support, it expects to dominate again. Even though the station uses Powergold, which Jamie says is the bomb for scheduling programming, he nevertheless does a lot of hand-picking of the music.

Immersed in music all his life, Jamie has a keen ear when it comes to the right sound. The station, in fact, has been responsible for introducing many of today's hit artists like T.I., Pastor Troy, Trina, Usher, Jermaine Dupri and Ludacris to audiences before they became popular. Jamie had incorporated a "Make It or Break It" slot where listeners would respond to local talent that proved very popular and looks to re-implement that soon. He's always traveling around the area with remotes and constantly in the clubs, keeping abreast of what's vibing there as well. Yung Joc recently did a show in a nightclub and came up to him to remind him of when they first met. Jamie had interviewed his sister Miss Behaviour on his show.

Many artists make it a point to stop in Valdosta and be interviewed on the air. In fact, Jamie says the support from the record labels is great. Wild Adventures Theme Park, which attracts between 15 to 20,000 visitors during the week, is located in Valdosta and also draws many artists to its entertainment stages. The record reps are also great when it comes to promo-

tions and will make sure their artists create drops for him to keep the stations hot.

It's more than just programming a set playlist though, he explains. "People like to change up, so the station shouldn't sound the same everyday. You have to hit at the right time with the right song. And don't move too quickly or you'll lose your audience that way too," he advises, saying that he will reach back and bring in an older Beyoncé song and some Destiny's Child and Kelly Rowland and mix it in with her new cuts. His listeners like that segue. It's not a researched thing, but a feel, he says. "There's no criterion on when to move a song, you just have to have a feel for it. You have to loosen up a little and have some fun with it."

Jamie credits many mentors from the late veteran Tony Wright to Larry Steele, Mike Hill and Opelika Soul Psycher

Jimmy Doctrie, Currently OM of WJN-FM (92.1 Jamz) in Dothan, Alabama, Doctrie has known Jamie since he was a little kid. "We've got radio in our blood," he declares, saying how proud he is of Jamie's growth in the business. "With that great voice and delivery, he does it all so well. I'm proud to see him come along—he's a real talent."

Even though Valdosta's not a major market, Jamie says there's lots of talent in these smaller markets who could easily compete with the majors if they got a chance. His advice to prospective DJs who love radio: "Keep sending in your resumes; don't give up. Keep trying. If it's meant for you, it will happen."

Licks 96's first official playlist included such artists as Young Dro, Field Mob, Yung Joc, Letoya, Chingy, Cassie, Lil Jon, Janet with Nelly, E-40 and Sammie—an appealing mix for Valdosta's young demos without denigrating or disrespect-

ing others. Currently the stations are only ranked twice a year by Arbitron, and the most recent Spring book had the combo simulcast right behind Black Crow Broadcasting's WSTI-FM, with Dee Rivers country format in first position. That should change in the next book after the new changes have been in place long enough to make a difference.

Being number one all the time in Arbitron is not what the Rivers are all about however. They're not chasing the money. "We're comfortable with what we receive and as long as we have a steady cash flow, we don't need to own all the stations in the country," states Silva. "We're out to make a difference."

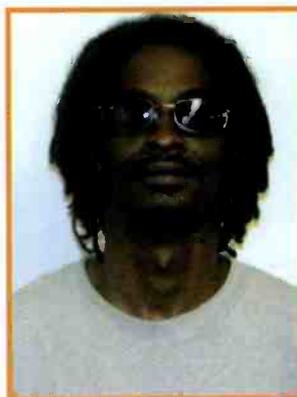
To that end, she says expansion is in their plans. They also own an AM in Atlanta they're considering flipping to a new format based on what disenfranchised

group in Atlanta needs their support most. Jamie thinks bringing underground hip hop into the city will help redirect many of the dysfunctional youth there who are spiraling out of control. The gay community is also not served. Silva's group is studying the possibilities. She points out that there is a huge surge in crime in the 18-23 age group in Ocala, Florida, serviced by only one

urban that reaches older listeners. There are some areas in the Carolinas and other parts of the Southeast that also fit their profile.

"People may think me eccentric or foolish," she says, "but my heart is pure." All five siblings are of the same accord, she adds. "We all want to honor our father's philosophy and really service the community."

Could it be the airwaves will once again truly be for the people it serves?

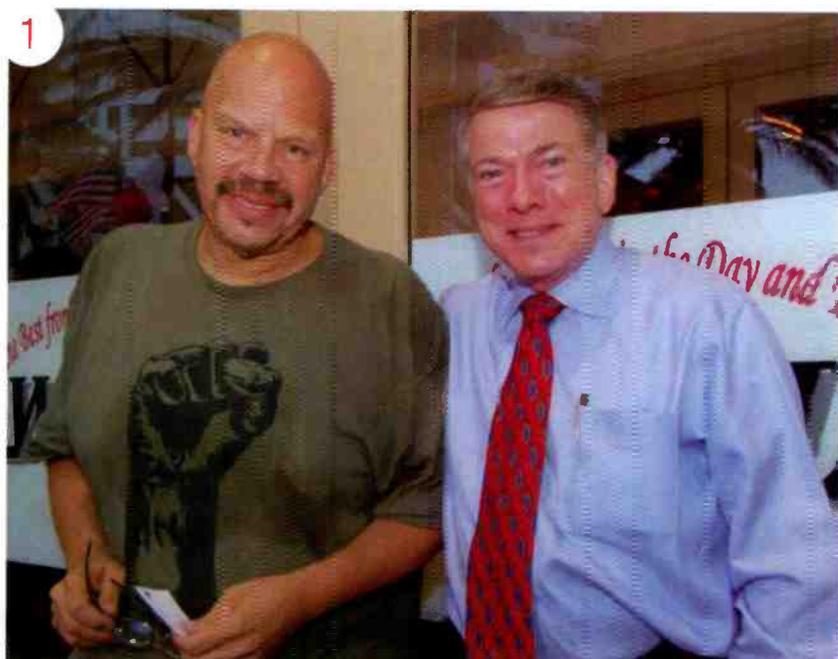


Shai Luv

BIG SHOTS

Joyner Broadcasts Live From Katrina Site

Photos by Jim Belfon
Photographic Center of Harlem



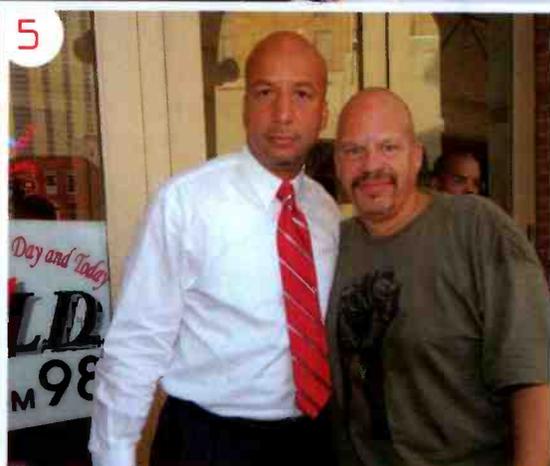
Tom Joyner joined the thousands of other media that converged on New Orleans on the anniversary of Katrina to broadcast his syndicated morning show from Harrah's Casino on Canal St. The broadcast had a two-fold purpose. In addition to bringing attention to the still devastated area, TJMS also donated \$350,000 to assist in the on-going post-recovery.

Joyner emphatically said, "We have said all along that we will not let this story -- and especially the people affected -- be forgotten. We're going to let the people share their stories with us and America, and then back it up by helping them out, too."

During the broadcast, Joyner presented more than \$100,000 each to three of the black colleges (Dillard University, Xavier University and Southern University of New Orleans) that were most seriously affected by Hurricane Katrina last year.

One of his guests was Ronald W. Lewis, a survivor of Hurricane Katrina last year and of Hurricane Betsy in 1965. During a tour of New Orleans' Ninth Ward, Joyner visited Lewis' home, which houses a Creole history museum and is currently under renovation.

Affiliates carrying the TJMS in the area include WYLD-FM/New Orleans, WDLT-FM/Mobile and WJZD-FM/Biloxi.



① Joyner greets WYLD-FM 98.5's General Manager Dick Lewis ② Tom Joyner along with (l-r) Myra J. (standing), Sybil Wilkes, New Orleans Mayor C. Ray Nagin and Ms. Dupre ③ Syndication One talk show hosts Dr. Michael Eric Dyson and the Rev. Al Sharpton join Tom Joyner in New Orleans ④ Joyner presents checks for \$100,000 to three universities. ⑤ Tom Joyner with Mayor C Ray Nagin

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Steve Hegwood Returns to Radio One

Veteran programmer, Steve Hegwood, takes the PD reigns of Radio One's Urban WKYS-FM (93.9 Kiss) in Washington D.C. effective September 5. Operations Manager Kathy Brown, who had been handling the programming responsibilities since the resignation of Derrick Brown in June was happy to welcome Hegwood back to the market.

"I'm very excited about working with Steve again and propelling 93.9 KISS FM to number one. Steve has an incredible track record and history with Radio One, from his work as VP/Programming to his consulting work and ownership of several radio stations across the country. Steve is one of the best programmers in the country."

Radio One's former golden boy of programming, Hegwood, the former national PD for Radio One, had left its fold to amass his own cadre of stations under his own brand, On Top Communications, headquartered in Lanham, Maryland, which included stations in Albany, GA, New Orleans, LA Jackson, MS and Norfolk, VA. He was most recently brought in to consult KDAY-FM in Los Angeles where he brought "The Steve Harvey Morning Show" back to the city.

Charlotte Loses A Jewel Gains a Jaye and Nicki

In Charlotte, NC, Radio One Urban WQNC-FM (Q92.7) reports that midday personality Jewel Carter has exited leaving the afternoon slot open. Former morning personality at CBS Radio's Urban AC WBAV-FM Jaye Delai has been brought in to replace Carter. V101.9 has also added a new personality to its nights in Nicki Hills, formerly Nikki Sanchez as heard middays in Wilmington, NC on Cumulus Media's Urban WMNX-FM (Coast 97.3), where she was also the MD.

South Carolina Honors Ne-Yo

The Disabilities and Special Needs Board of Clarendon, SC honored artist Ne-Yo for his recent humanitarian efforts. David Bakes, DSNB executive director, presented a plaque to him at the Board's facility in Manning where Ne-Yo stopped by to greet fans and play his single "So Sick."

Midatlantic Music Conference Set for Charlotte

The 5th Annual MidAtlantic Music Conference has been scheduled for November 3-5 in Charlotte, NC. The Starfleet Music Pool, one of the top five music pools in the country, will also hold its annual meeting during the conference on November 4. For more information, go to www.midatlanticmusic.com

Glenn Jones

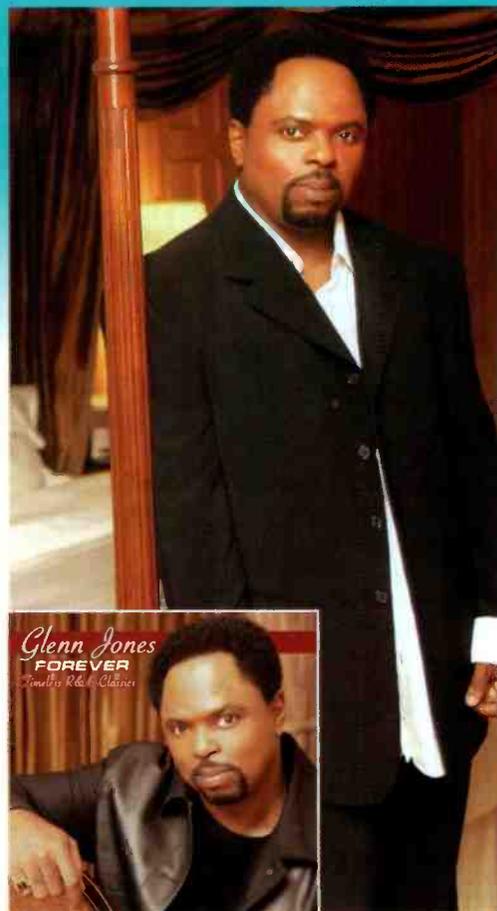
Forever: Timeless R&B Classics

Longing for some real R&B classics like Stevie Wonder's "Signed, Sealed & Delivered," Babyface's "Another Sad Love Song," or Bobby Womack's "Trust Me So Much"? These timeless classics are recaptured on the Shanachie label by singer Glenn Jones in a CD called *Forever: Timeless R&B Classics*. Approached by Shanachie to breathe life into some timeless R&B classics, Jones, who now lives in Virginia, says he was intrigued with the concept of being able to choose his favorite songs and interpret them in his own way.

"All of the songs on the CD are ones that I have always loved and have been moved by. What makes them timeless is that they are all compositions of quality that were written well. Fifty years from now these songs will still sound great. They are heartfelt songs that lyrically explore deep emotions and relationships that everyone can relate to."

Shanachie Entertainment's VP of A&R Danny Weiss executive produced the project and picked Jones for a special reason. "Glenn brings the passionate soul of gospel to the world of R&B. This project contains some of the real classic songs of the genre, and there is no point of doing them if the artist cannot bring out the true essence of the material. Glenn Jones gives 110% to everything he does, and his gift as one of our truly great vocalists makes these wonderful songs live again in a new light."

A Jacksonville native who grew up in the church, Jones was, in fact, first signed as a gospel artist to Savoy Records by the Rev. James Cleveland. "Gospel is usually sung with a certain kind of feeling and emotion and it has its own flavor and approach and its own kind of soul," explains Jones. "These things come across and have a way of connecting with people." Currently working on a gospel album with his wife Genobia Jeter Jones, a serious artist in her own right who joins him on four of the songs on *Forever*, Jones fuses his soulful gospel flavor with his smooth R&B delivery on timeless songs that makes this package a keepsake, a real treasure. "In this youth-driven industry," Jones says he's proud to be able to create a project that is ageless as well as timeless.





MIDSOUTH

Texas • Oklahoma • Arkansas • Louisiana • Mississippi

Swisha House CEO Keynotes Austin Power of Music Event



Michael "5000" Watts

Hip Hop/R&B KDHT-FM (Hot 93.3) was the official radio sponsor of the Powers of Music Seminar & Showcase held in Austin, Texas on August 25-26. Rapid Ric, "The mixtape mechanic," and Deuce-Deuce from Hot 93.3 hosted the showcases that included a

plethora of artists from the Midsouth area such as Six Shoota Squadron from Houston, KO Boys from Dallas and the David Chris Gutta Gang from Austin. Swisha House CEO Michael "5000" Watts delivered the keynote address, while Lil Flip is among the top performers. For information on the next event, check out www.thepowersofmusic.com

Radio One's Abernethy Upped To Regional VP

Doug Abernethy, currently VP/General Manager for Radio One in Houston has been upped to Regional VP, adding Dallas and St. Louis to his watch.

Mike Kramer Heads New Orleans CC Cluster

Clear Channel Radio has announced the promotion of Mike Kramer, Operations Manager of its Augusta, GA stations, to OM the chain's New Orleans cluster, which includes WQUE-FM (93.3), WYLD-AM (940), WYLD-FM (98.5), WODT-AM (1280). This position has been vacant since January.

Radio Personalities Available

Brad Erickson has departed from Urban KHTE-FM (Hot 96.5) in Little Rock where he was the morning man. He's available for both on-air and programming duties in a variety of formats, including Top 40, Rhythmic, Urban, Rock or Country. He can be reached at berickson@usinternet.com

U.B. Rodriguez, who has been doing overnights at Urban KKDA-FM (K-104) in Dallas, is seeking another on-air position. He's been in the Dallas market for the last two years. He can be reached through his website at www.ubchillin.com.

Kelly Mac, morning show co-host at Urban WBLX-FM (92.9) in Mobile, Alabama departed the Cumulus station on August 11. She can be reached at mzkellymac247@aol.com

"Hurricane" Dave New Doug Banks Producer

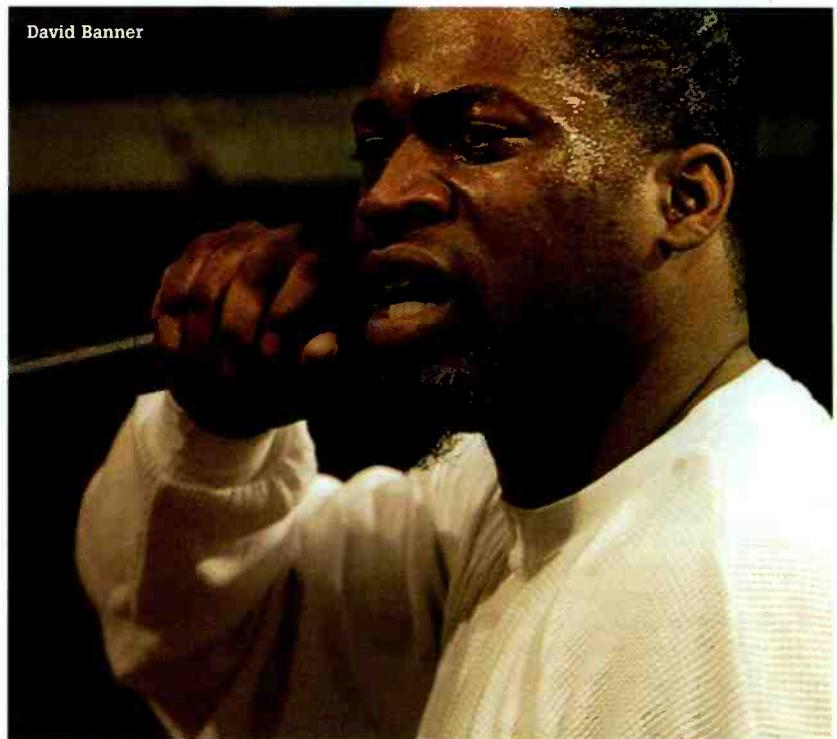
Veteran programmer and air-personality "Hurricane" Dave Smith, who recently left his position as OM of Cumulus' Tallahassee cluster, has joined ABC Radio Networks in Dallas as producer of its nationally syndicated "Doug Banks Morning Show."

"Funky" Larry Jones Goes Gospel

Veteran air-personality "Funky" Larry Jones is segueing from mornings at CBS Smooth Jazz KHJZ (95.7 the Wave) to possibly the same spot at Radio One's new Black Gospel station KROI (Praise 92.1) in Houston.

Mississippi Honors Its Best Crooked Lettaz MCs

Mississippi rappers David Banner and Kamikaze, originally a duo who called themselves Crooked Lettaz after the state of Mississippi's spelling, will be honored during the 1st Annual Mississippi's Best Awards, scheduled for October 28 at the TelCom Center in downtown Jackson.



David Banner

Over 1500 nomination ballots have been received so far for the event, which honors natives of the state for their excellence and achievements in various categories. The selections are open to the public who can e-mail nominations as many times as they want to msbestawards@cawebb.com through September 30. Final voting is done online at www.free2flow.com October 1-10.

"This was something that was a long time coming," says Cyrus A. Webb, the event's Founder and chief coordinator. "In my opinion the main reason there is a disconnect with most audiences when it comes to award nights is that they don't give the appearance of inclusiveness. It is our state's ability to be all things to all people that gave me the idea for the Mississippi's Best Awards (MBA)."

Both Banner and Kamikaze will be presented with the Best of the Best award, one of the five "Committee's Choice" awards, which also include Oprah Winfrey, Morgan Freeman, and author John Grisham and 3 Doors Down for Hometown Hero Award.

Pop **Wino-O** 's Trunk For Authentic Treasures



"I started rapping for survival; I never thought I'd make it a career," explains Houston's latest hot producer/artist Wino-O. Having previously released more than a dozen albums under the name of NuWine, Wino-O, who's still only 27, changed his performance name and signed a deal with Universal Records to release his late-September album *Hate Me*. The first single, "Pop My Trunk," is already the number one club song in Texas and has spread throughout the South.

"People knew me more in the streets as Wine-O," explains the youngest of seven kids of famed blues musician Guitar Slim. "They loved my voice and kept asking me when I was going to come out again," after my hiatus from my NuWine projects, which were more spiritual. He says his voice is described as the Barry White of rap, and he uses it effectively on *Hate Me*.

Much like his NuWine projects, this album is "positive," says Wino-O, a product of the 5th Ward. "It's liberating; the opposite of being on the corner and being shot, and the other negative things we've all been through," explains the miracle kid, so

dubbed by the doctors who were amazed that he survived a bullet that came out between the middle of his eyes from the back of his head.

So why did he call it *Hate Me*? "It's an expression of 'I don't give a damn about what you think of me,'" he explains. "Hate me if you want. No matter where you go," he explains, "you're going to experience haters." This album is about overcoming that and moving on, which is what he decided to do with his life after experiencing haters in the very religious institutions he had embraced as NuWine. He says the album covers a range of human emotions and goes from the dance floor of "Pop Your Trunk" and the testosterone-driven "Belly Roll" to the singular pain of crying to his lyrics while riding in your car. In "Let 'Em Know," where he pulls the covers off the fake "smiles in your face," that he says he hates so much, he expresses how one feels—"I want to kick the door in"—on that underpaying, sexually abusive boss on one's 9-5 job. "It's totally authentic."

Scarface is featured on "On Sauce," his ode to the couch potato, where he adds the

voice of a woman speaking French whom he met in the mall and was instantly struck by her voice.

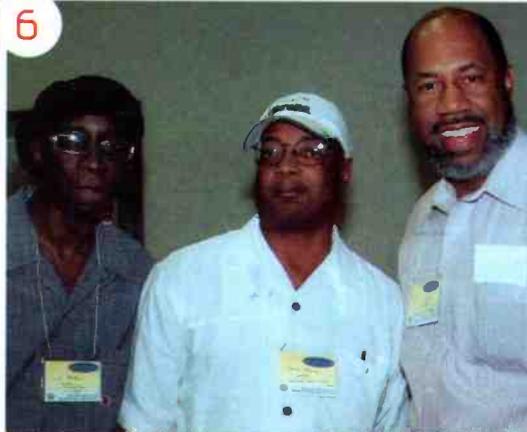
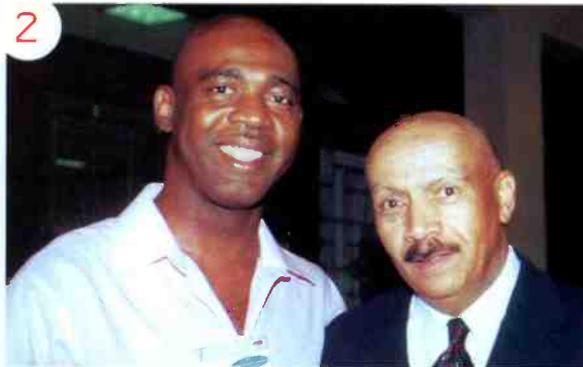
It's that keen ear for catchy music that has him being touted as the Dr. Dre of Texas too, he says. His fame for production for other artists has preceded his own projects. "I got into producing because I wasn't able to afford to buy tracks, so I sat in front of the keyboard jammin' until I started creating what people liked," he explains about his versatility to work in different genres including hip hop, rock, blues and country. He has produced for Mike Jones, Paul Wall and Brooke Valentine, did the remix for Letoya Luckett's "Tear Da Club Up," and is currently working with Slim Thug and Scarface.

"I love creating hit songs," professes this avowed 'hater' of things that bring you down. "Only by the grace of God am I still here today able to continue with his music," which he says is a gift from his father who luckily became his best friend before his death a few years ago. The song on the album, "Mr. Guitar," recorded the day after his father passed, is dedicated to his memory.

BIG SHOTS

Malaco Records Honored At 6th Annual IBBA Awards

Rob Neal, founder of the International Black Broadcasters Association, announced his 2006 honorees at the 6th annual IBBA Conference in New Orleans. Among this year's honorees were Teena Marie with the IBBA Vanguard Award, Garnett March with the Award of Excellence in the Music Industry, Dillard University as Black University of the Year, Charles Evers with the Civil Rights Award, Ken James with the Award for Excellence in Broadcasting, New Orleans Mayor C. Ray Nagin with the Leadership Award, Mayor Milton D. Tutwiler with the Humanitarian Award, Bishop Paul S. Morton with the Song of the Year ("On Broken Pieces"), David Honig with the Visionary Award and Malaco Records as the Gospel Label of the Year.



40

① Keynote speaker and Visionary honoree David Honig of MMTC ② PD A.J. Appleberry and Jerry "The Doctor" Boulding ③ Lenny Williams performed ④ Malaco's Noble Womble, who was presented with IBBA Survivor Award, Gloria Fitts, Arbitron's Julian Davis, Jerry Boulding and artist Lenny Williams ⑤ Charles Evers, brother of slain Civil Rights leader Medger Evers, was presented the Civil Rights Award ⑥ KIPR-FM/Little Rock PD Joe Booker, Funky Larry Jones, editor Soul & Blues, and Arbitron's Julian Davis ⑦ Malcolm Jamal Warner, who performed, and Mayor C. Ray Nagin and IBBA founder Rob Neal

SOUTHEAST



Alabama • Florida • Georgia

They "Called It Love"

Dr. Leonard Scott hosted a radio and retail luncheon at Mary Mac's in midtown Atlanta to announce his new CD/DVD *Live In Alabama*. Scott is also celebrating 30 years as CEO of Tyscot Records.



Krunk on the Courts

Freedom Williams of C&C Music Factory and producer/rapper Duane "Spyder D" Hughes are launching a new Continental Basketball Association (CBA) franchise called the Atlanta Krunk Wolverines to reflect their association with Morris Brown College where they will launch the new franchise this December. This marks the first time since 1988 that a Georgia team has been included in the CBA. The last Georgia team was the Savannah Spirits who were led by Tico Brown, the CBA's all-time scorer.

Originally called the Charlotte Krunk, the team was forced to move when problems developed in the American Basketball League. Williams and Hughes picked up the team and renamed it for Atlanta looking to merge their musical background with the sports team. "We at the Atlanta Krunk organization, along with the city of Atlanta, are ecstatic about the possibilities of merging music and sports to bring the consumer a unique experience in sight and sound," said Williams.

Derrick Pearson, General Manager of the franchise, said the team offices would be located on campus inside the John H Lewis Gym, where the team will also be housed in its dormitories. "We wanted to carry their legacy with us by taking on the schools' Purple and Black, the colors of the Wolverines, along with the name. It made sense to remind folks that Morris Brown is still here, and we want to carry on the name, the colors and the spirit."

Gator Country Welcomes New PD

Gainesville, Florida's Urban WTMG-FM (Magic 101.3) and its sister Gospel WTMN-AM (Rejoice 1430) welcome a new MD/PD to the Sunshine Broadcasting properties. Jamie "Babyface" Pendleton, previously the PD at NextMedia's Top 40/Rhythmic WCZQ-FM (Hot 105.5) in Champaign, Illinois, takes over on September 4.

Steve Harvey Added To Columbus

Clear Channel's Urban AC WAGH-FM (Magic 98.3) in Columbus, Georgia has added the Premiere Radio syndicated "Steve Harvey Morning Show." The show will replace morning personality Edgar Champagne.

WALR Names Staino GSM

In Atlanta, Cox Urban Oldies WALR-FM (Kiss 14) has appointed Mariann Staino as its General Sales Manager. According to GM Tony Kidd, Staino, who was previously with Clear Channel in Philadelphia, has "extensive experience" and her talents, specifically in Urban Radio and non-traditional revenue, "will be essential as we seek new opportunities to evolve our Kiss 104.1 franchise. We look forward to welcoming her to the Cox Radio Atlanta family."

WDBT Switches Formats PD Casual on the Loose

In Dothan, Alabama, 11-year veteran Clifton Hawthorne, aka Casual, says his last days with WDBT-FM (105.3) will be mid-September as the station is flipping formats to Classic Country as part of The Radio People cluster. Casual, PD/MD and afternoon air personality at the station, says he's looking for a similar position in radio and will consider relocating. Originally from Dallas, Casual has spent his radio career in the Midsouth, since his first introduction on the KGRM-FM airwaves



Casual

at his alma mater, Grambling State University. From there he went to Monroe, LA to KRBV-FM (100.1), followed by a move to Texarkana, AK, where he became the APD and air personality at Urban KXAR-FM (101.7). He spent the next five years as program director and air personality at WJXM-FM (105.7) in Meridian, MS. He can be reached at ccasual@hotmail.com

Luda Day Weekend

Labor Day weekend will be a 'Luda Day Weekend' for Ludacris and Disturbing Tha Peace as they face off against 50 Cent and the G-Unit in a celebrity basketball game at Clark Atlanta University as part of their weekend celebration. NBA stars Ron Artest and Kevin Garnett, NFL player/sportscaster Jerome Bettis and actress Gabrielle Union will be among the celebrities joining in the activities which also include The Aphilliates Block Party, a white party and other events.

Ludacris releases his fifth album, *Release Therapy*, September 26. He recently held a listening party in Los Angeles where he performed the current single "Money Maker" produced by and featuring Pharrell. R. Kelly also guests on the song "Woozy."

Reportedly Spike Lee will be directing the video to the "Runaway Love" cut about child abuse. A Luda tour is also in the works that will also feature the DTP roster of Bobby Valentino, Shawna, Shareefa and Field Mob.

DJ Cynna Mixx Moves to Atlanta

The first female to do nights at a Radio One property, DJ Cynna Mixx has consistently been number one in the ratings at the Louisville Urban WGZB-FM (B96.5)

According to PD Reggie Rouse, Atlanta's Urban WVEE-FM (V103) has added DJ Cynna Mixx to its night slot at the CBS Radio station. Cynna Mixx moves down from Louisville, where she previously was MD and held the night shift at Radio One's Urban WGZB-FM (B96.5).



NORTHEAST

New York • Pennsylvania • Massachusetts • Connecticut • New Jersey • Rhode Island

Egypt Adds to Black Enterprise Keys

During the month of August, radio/TV personality Egypt lent her voice to the syndicated Black Enterprise "Keys to a Better Life" radio reports that air twice daily on more than 30 Clear Channel stations nationwide. The show is carried in NYC on WWPR-FM (Power 105.1), the station where Egypt co-hosts with Tigger on the morning show "Live With Tigger." She was formerly co-host of the WB TV show "Home Delivery" and AOL Music's Top 11 Countdown.

Also a licensed real estate agent, Egypt stresses the importance of financial empowerment for the black community.

Daisy Davis To OM Radio One's Philly Cluster

Veteran radio professional Daisy Davis was selected to replace the recently exited Helen Little who moved back to the NYC marketplace in July to program Clear Channel's WWPR-FM (Power 105.1). The selection and transition was quick as General Manager Chester Shofield explained, "Many extremely talented individuals were interviewed but the single best person that can get us there is Ms. Davis and we are extremely excited to have her."



Daisy Davis

Davis will manage Clear Channel's Hip Hop/R&B WPHI (100.3 The Beat), Urban AC WRNB (The New 107.9) and Black Gospel WPPZ (Praise 103.9). Reporting for duty on August 21, Davis remarked, "I am so excited to join the Radio One family--especially returning to Philadelphia. I adore Chester and have the utmost respect for his proven expertise as a leader in radio. I'm more than ready to roll up my sleeves and get to work with Chester, Colby and the entire staff. Plus, I can't wait to get a Rita's Water Ice Mango Gelati! I am totally blessed and could not have written a better script myself."

Most recently serving as a consultant to WHUR-FM in Washington, D.C., Davis had previously been Music Director/APD at Clear Channel WDAS-FM (105.3) and PD at its sister station Gospel WDAS-AM (1480) under Joe "Butterball" Tamburro. In 2001, she moved to the Midatlantic area to manage Clear Channel's Norfolk, Virginia cluster--WOWI-FM, WBHH-FM, WSVY-FM and WJCD-FM. The award-winning executive actually began her radio career in Chicago at WBMX-FM (now WVAZ-FM).

WAMO Changes Its Mind Less Talk, More Music

Sheridan Broadcasting's Pittsburgh property WAMO/AM (860) that switched to all talk just this February has reverted back to its AC format. The Tom Joyner Show will still be carried in the mornings.

Wake Up With Whoopi Hits Philly

Clear Channel has flipped its smooth jazz WJJZ-FM to a rhythmic site and added "Wake Up With Whoopi" to the morning slot on the new Philly's 106.1. According to the News and Community Affairs Director for the Clear Channel Radio Philadelphia cluster, this is another major market in Goldberg's goal to conquer radio.

wake up with
WHOOPI

Philly's
106.1
FM
FEEL THE ENERGY!



Clear Channel Regional Vice President Manuel Rodriguez says, "Whoopi Goldberg is a superstar, mother and grandmother. She's the real deal and not a phony. She is a woman who understands a woman's life. She is a unique and compelling voice in the morning."

Philly's 106.1 Program Director Brian Check adds, "There's been a real void for women listening to morning radio. 'Wake up with Whoopi' welcomes women back to morning radio by giving them a show they can relate to with a familiar, popular entertainer." Check describes the show as "up-beat, lively, hysterically funny, and family friendly."

Whoopi, who sees the void for women on morning shows, says, "I'm thrilled to add my name to that small list because I believe that we have something to add to the morning groove. I don't want to put anyone down or talk mean about people. I think I'll have a different approach and there's a lot of interesting stuff to talk about."

WKTU Brings Back Goumba Johnny/Hollywood Hamilton

The former morning show host, Goumba Johnny, who has been with WKTU since its inception in 1996, will return to the Clear Channel Top 40/Rhythmic's airwaves WKTU-FM (103.5), but in afternoons with Hollywood Hamilton for a decidedly strong dance format. The morning show had been replaced by the syndicated Whoopi Goldberg show earlier.

Albany's WJZ Streaming

P. Diddy's girl group Danity Kane, Making the Band winners, are among the first to be streamed from Top 40/Rhythmic WJZ-FM (Jamz 96.3). The Albany, NY station recently added the new streaming feature to its site at www.jamz963.com.

Boston Loses Urban Format

Entercom is purchasing Radio One's Urban AC WILD-FM (97.7) in Boston and has flipped it to rock, to increase the signal of its rock WAAF-FM as a simulcast. Reportedly Entercom is paying \$30 million towards an immediate LMA-to-buy with the longtime urban formatted station.

WLIB Goes Gospel 24/7

Inner City's WLIB-AM (1190) officially signs on the NY airwaves on September 1 as a full-time Black Gospel music station—the first station to air such a format in NYC since 1997 when WWRL-FM (1600 AM) switched from Black Gospel to Soul Oldies. The station had previously been the flagship in NYC for liberal talk network Air America.

According to Vinny Brown, OM/PD of sister station WBSL-FM (107.5), the station will follow in the ICBC history of being heavily involved with the community with a music intensive format. Even though the music will be mainstream Gospel, Brown does leave room for specialized sounds from choirs, quartets and such and intends to be open to the churches in the area.

Vice president/general manager Deon Levingston told the *NY Daily News*, "While the "Praise and Inspiration" format will not have talk shows "per se," some shows "will focus on issues in a way that's compatible with the music."

One such show is Imhotep Gary Byrd's Sunday morning "Express Yourself" on WBSL; however, Byrd's current weekday morning talk show on WLIB will disappear.

Levingston says he is looking for known personalities who are recognizable in the community to staff the format, which will kick off the first month jockless with all music.

In considering what format to implement on WLIB, Levingston's statement to the News says ICBC's conclusion was: "Gospel is more compatible with the station's heritage and with WBSL, where we think there's real synergy."

Air America, which WLIB had carried since March 204, will supplant WWRL's Urban Talk format and move over to 1600 AM.

WHCR Celebrates 20th

WHCR-FM (90.3) celebrates its 20th anniversary as the voice of the Harlem community. Not bound by playlists, WHCR's DJs play the music of their choice from all formats including Merengue, Gospel, classic R&B, Jazz, Neo-Soul, House, Hip Hop, African, Salsa, Rock-n-Roll and Reggae. They also provide much needed exposure for independent artists who are often locked out of commercial radio as well as talk shows that cover community affairs, sports, health, technology, business, mental health and community-based arts and entertainment. For more on their anniversary, go to www.whcr.org.

EPMD To Reunite

On October 14 at the B.B. King Blues Club in Times Square, legendary rap group EPMD will again reunite for their first performance in NYC in eight years. The performance is part of the events surrounding the VH1 Annual Hip Hop Honors.

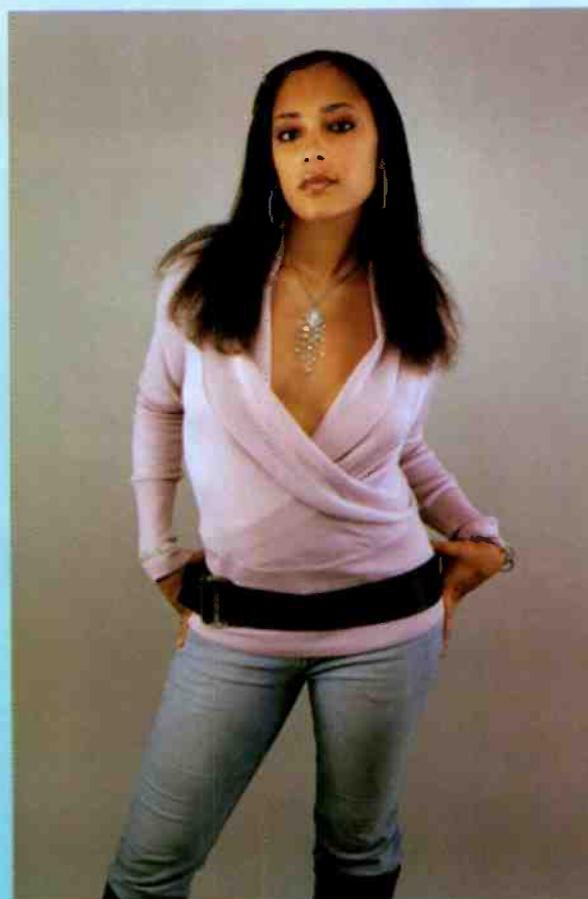
More Than A Diva

Amanda Diva

Says She Can't Be Boxed

Heard from 8am-2pm EST on Sirius Satellite Radio's "Breakfast at Diva's" (HipHopNation/40), air personality Amanda Diva has much more to offer than revealed as the host of her weekday show. The actress/radio host is also a singer, songwriter, rapper, spoken word poet, DJ and painter who just happens to have a Masters degree in African-American Studies from Columbia University. Look what's been going on in the life of this twenty-something year old who was competing on open mic sessions at DefJam Poetry meets while still a sophomore in college.

- She's a former MTV2 VJ.
- She is the only female DJ in the Aphilliates.
- Swizz Beatz recently contracted her to paint a mural in his new studio.
- She regularly performs at the Nuyorican, home to NYC's freshest artists.
- She's releasing her second mixtape, *Filling The Void*



Never comfortable in the box people try to put her in, this soccer player from Orlando has given the Big Apple something to think about. And that's what her new mixtape, *Filling the Void*, is also about. "There's this huge wide-open love of music and everybody's trying to fit in one spot. There's a vast amount of room outside that space." She rattles off artists whom she describes as having the "same ilk, similar cloth." An avowed lover of hip hop, Diva feels compelled...no, driven...to guide the music in a fresh direction. She wants to share not just "music you listen to, but music you live to." With cuts like "I've Known Rivers," a bluesy song about the victims of Katrina, and "The Joint," a non-preachy talk about yourself, Diva sings and

raps meaningful lyrics—no subject is taboo—against a backdrop of a live band.

More comfortable on-stage than on the couch interviewing or hosting parties, she is nevertheless in demand on both sides as the interviewer and the interviewee. Tired of hearing people say hip hop was dead, she felt it her responsibility to return to her music and performing herself. "Poetry has been very good to me," the spoken word artist explains, "it brought me into this world."

Listening to her audience on her radio show was enlightening, she explains. She decided it was time to start applying what she had been learning and put herself back on the scene as a performer. "Once I decide to do something, I don't waste time," she adds, explaining that she started the CD in March and has taken full control of her music, writing, arranging and co-producing almost all the tracks. Although flattered by the comparisons of her to Lauryn Hill, Diva nevertheless says she doesn't wanna be cramped. "People can wonder where to put me on that rack in Tower."



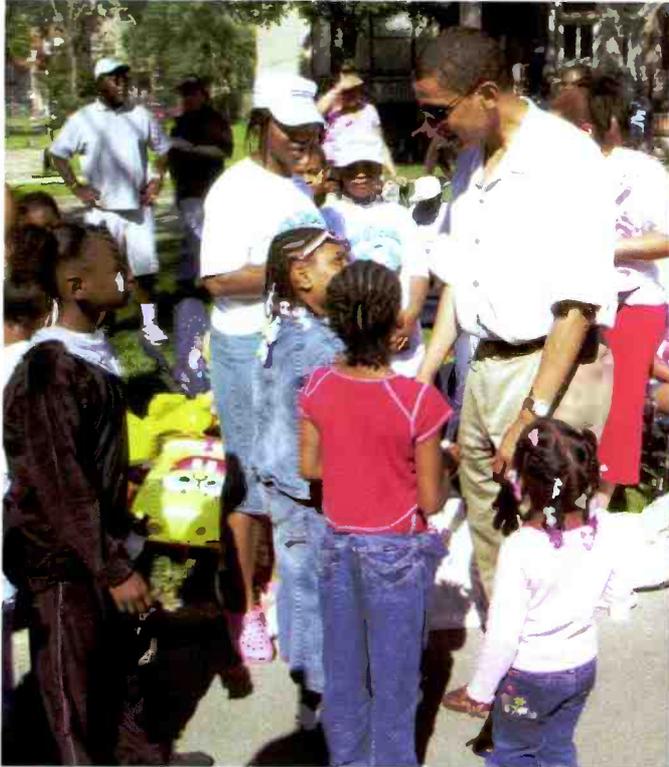
MIDWEST

Illinois • Indiana • Wisconsin • Missouri • Iowa • Michigan • Ohio • Kentucky

Bud Biliken Parade Kicks Off School Season

Photos by Jerome Simmons

It's time for summer vacation to be over and kids to return to school, then it's time for the Bud Biliken Parade. The parade is the largest in the U.S. and takes over five hours to conclude.



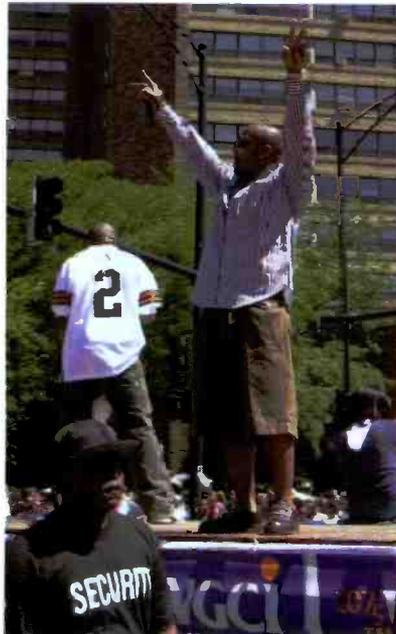
U.S. Senator Barack Obama at the annual Bud Biliken Back to School Parade.



Rev. Jesse Jackson greets parade fans.



WPWX-FM (Power 92) float with fans



Marques Houston



WGCI-FM's Bionce Foxx with the latest mode of transportation

Detroit Seeking Promotions Director at WMXD

Clear Channel's Urban AC WMXD-FM (Mix 92) in Detroit is looking for a Promotions Director—someone who can multi-task, is detail oriented and able to manage station events. Responsibilities include executing promotional events, writing, creating and producing station promo and press releases, directly supervising the promotions staff, working with the webmaster to create and maintain the website and on-line contests and maintaining the station's prize inventory. A college degree in communications or marketing is preferred or at least three years of radio promotions experience. Mail or e-mail—only—resumes to Charlene Little, HR Director, Clear Channel Radio Detroit, 27675 Halsted Road, Farmington Hills, MI 48331 or e-mail: DetroitHR@clearchannel.com.



WVON-AM Talks Louder



Earl Jones and Melody Spann-Cooper discuss upcoming transactions between Clear Channel and WVON-AM at recent interop meetings in Chicago.

Melody Spann-Cooper, president/general manager of WVON-AM (1450), and Earl Jones, regional vice president of Clear Channel Radio's Chicago cluster, announced that Talk WVON-FM (1450) would lease Clear Channel's Real Oldies WRLI-AM (1690).

WVON-AM, Chicago's only Black owned talk station currently broadcasts 15 hours a day sharing its signal with WCEV-AM, an ethnic foreign-language format that broadcasts from 1 to 10 p.m. The station's 1,000-watt signal does not adequately cover the Chicago listening audience. Clear Channel's oldies formatted WRLI-AM, on the other hand, airs at 10,000 watts daylight and 1,000 watts at night. The new signal will significantly improve WVON's reach into the marketplace.

Effective September 18, Clear Channel Radio will enter a local marketing agreement with Midway Broadcasting, the parent company of WVON, to lease 100 per cent of WRLI with an option to buy after five years. Jones stated that the station was only "marginally profitable," which led to the decision to change programming or sell the station.

Clear Channel will assist in the transition by running promos on WGCI-FM, WVAZ-FM and WGRB-AM, explaining the changes that are taking place between the two stations. The promos will run four to six weeks.

Additionally, Clear Channel Radio Sales will represent WVON for national and local advertisers. There was no word on the status of the current WVON sales staff, which has staffers who recently worked for Clear Channel. Elroy Smith will continue to serve as operations manager for the station.

Programming for WVON, which will now be 24/7, will be under the control of Spann-Cooper with no direction from Clear Channel according to Angela Ingram, vice president communications for Clear Channel. "The current radio show hosts will continue with their shows and we will be adding additional personalities. Some will include nationally syndicated hosts." The format will be all talk, dropping all its music shows.

Spann-Cooper's hardest job will be to fire her father, Pervis Spann, who along with Wesley South, created Midway Broadcasting in 1984 and resurrected WVON. The call letters had been dropped by former owner Gannett Communications. Spann, known as "the Blues Man," hosts his nightly music blues show which he started in 1963 with the original WVON-AM "Good Guys." The Good Guys included legendary E. Rodney Jones, Herb Kent, Ed Cook, Joe Cobb, Roy Wood, Bill "Doc" Lee, Don Cornelius, Richard Pegue, Isabel Joseph Johnson and Cecil Hale. The station consistently ranked in the top 5 for nearly 10 years during that time.

The station will move into its new facilities, which were built by Soft Sheen Products and dubbed the "Miracle on 87th Street. WVON's new resurrection certainly makes it the second miracle.

Coleman Spearheads Rallies 4 Peace



(l-r) DJ O, J Records artist Monica, WKKV-FM (V100.7) PD Bailey Coleman and Nalege at Jam for Peace concert in Milwaukee

More than 12,000—both young and old—attended WKKV-FM (V100.7)'s 15th Annual Jam 4 Peace Concert at The Bradley Center in downtown Milwaukee. More than 15 artists performed, including nationally known ones like headliner T.I., the Clipse, Cherish, Lil Scrappy, Bobby Valentino, Dem Franchize Boyz, and Lyfe Jennings, along with local acts.

Bailey Coleman, WKKV/V100.7 Program Director commented, "This year's Jam 4 Peace took on extra significance in terms of its scope and its message. While having the artist here is a plus and should not be misrepresented, it truly is about getting the message of peace across to each and every person in attendance. I would like to personally thank every artist, every staff person and anyone that had something to do with making this event a success!"

The station has consistently supported an Increase the Peace campaign, beginning in April with its ITP stops at various youth organizations. Capitol Records artist Chingy recently joined the station for its latest rally at Mary Ryan Boys and Girls Club.

"Coming off the heels of a very successful Jam 4 Peace concert," Coleman said, "it makes sense to follow up that event with this event and with one of the hottest artist in the country...Chingy, in town to help us in our efforts to spread the message of peace throughout our listening area."

Pendleton Departure Creates In-House Promotions at WCZQ

Kevin "Whiteboy" Canup moves into the PD spot at Rhythmic WCZQ-FM (Hot 105.5) in Champaign, Illinois upon the departure of Jamie Pendleton from that spot as he moves to WTMG-FM in Gainesville, Florida. Canup has been the night jock. Dionne the Diva, former weekender, moves to cover the vacated afternoon drive.

Magic in Columbus

WXMG-FM (Magic 98.9) Program director Warren Stevens tells BRE of a move for the Radio One station. The new address is 350 East First Avenue, Suite 100, Columbus, Ohio 43201 with new phone number (614) 487-1444. More information can be gleaned from its website at www.Magic989.com.



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The Beat's Choice: Kevin Fleming

Radio One's search for a new PD to helm its top asset, Urban AC KKBT-FM (100.3 the Beat) has been concluded with the selection of veteran Los Angeles programmer Kevin Fleming. Currently running his own Urban Buzz newsletter, Fleming is no stranger to the L.A. market, previously PD at Willie Davis' KACE-FM. Radio One consultant Barry Mayo and CEO Alfred Liggins had considered several candidates, before making the decision on Fleming.

Ludacris Hosts KMBM Show

Multi-platinum artist Ludacris did an airshift on The Bomb recently. Ludacris hosted two hours on Top 40/Rhythmic KBMB-FM (103.5 The Bomb), Entravision's Sacramento property, playing his favorite music.



KDAY Under New Direction With Scorpio and Fuentes

In the wake of turnovers in the Los Angeles market, Steve Hegwood's recent announcement that he was returning to D.C. to program Radio One's WKYS-FM left Magic Broadcasting's Top 40/Rhythmic KWIE-FM (WILD 96) and Urban combo KDAY/KWIE without his consulting direction. No fear, veteran programmer Robert Scorpio, most recently the PD at Radio One's KKBT-FM (The Beat), has been named the new consultant for the Urban combo.

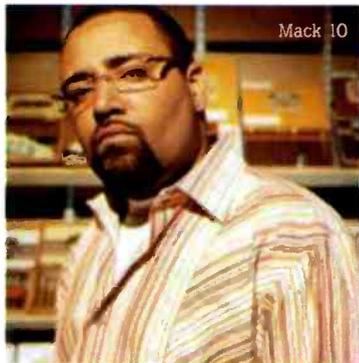
Additionally, Al Fuentes, the PD for KWIE, has been promoted to VP/Programming for the all three of the Magic Broadcasting properties, including the Urban combo. Fuentes had been programming just KWIE.

Mack 10 Scouting for Talent Joins Melee Recordings

Former Priority Records founder Bryan Turner, who launched the Los Angeles-based multi-media production and distribution company, Melee Entertainment, in 2003, has brought Mack 10 on board to A&R for the music division. Turner had signed Mack 10 to Priority in 1995 after being introduced by Ice Cube. The Westside Connection member will be responsible for signing artists to his own Hoo Bangin' Records, which was aligned with Capitol, as well as finding new talent for the other more mainstream divisions of Melee.



Bryan Turner



Mack 10

"I'm very excited to join forces with Bryan once again, this time as an executive," Mack 10 said. "We both have years of experience in this music game. The streets of L.A. are full of talent ready to explode, and the West is ready to come back hard. Hoo Bangin' and Melee will be the perfect structure to put the 'Left Coast' back on the map in a major way."

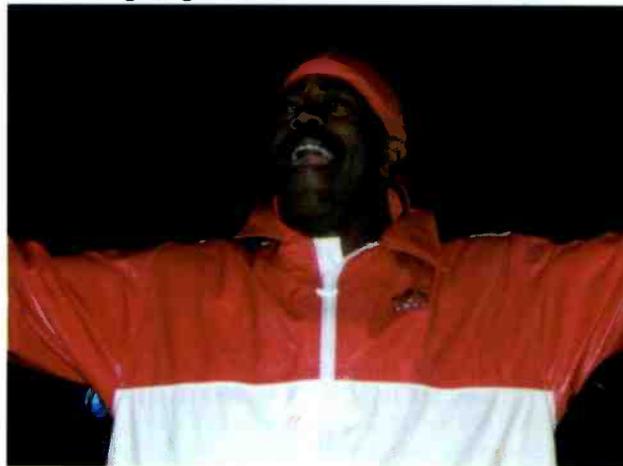
Adds Turner, "Mack has shown his business acumen since his days with Priority Records and later with Cash Money Records. He'll be a great

executive and I will completely support his efforts."

Melee Entertainment, which has a deal with Atlantic Records for film and music projects, has a multi-picture deal with Paramount Pictures to produce feature-length music-based movies starring recording artists. Turner and Melee produced the New Line Cinema film "Friday" starring Ice Cube and Chris Tucker as well as the B2K hit "You Got Served" released by Sony/Screen Gems. Next up is horror/thriller "The Furnace," featuring Paul Wall and Ja Rule in supporting roles and the previously announced film "Viagra Falls," a comedy featuring the Ying Yang Twins.

Hip Hop To Rock Crystal Cathedral Kurtis Blow Brings Harlem to Garden Grove

Legendary rap pioneer Kurtis Blow will be bringing his Harlem-based Hip Hop Church America to southern California's famous Crystal Cathedral. The hip-hop concert is scheduled for Saturday, October 21 from 3-7pm on the Cathedral's giant grass lawn.



Kurtis Blow

The Cathedral's Bobby Schuller, Pastor of Emergent Ministries, will host the event. In addition to a headline performance by Blow, the show will include sets by 2Five (featuring DJ BattleCat),

Eastwood (featuring DJ BattleCat), Takim and TraCee. A huge semi trailer will roll onto the lawn, and open up into a huge mobile stage before an expected crowd of 500-1,000.

"Over the years, the demographics of the membership of the Cathedral have changed from very suburban to a more urban community," says Schuller. "The hip hop scene is huge in Southern California, and part of my role with the church is integrating emerging worldviews and cultures into our ministry. We're excited to host Hip Hop Church America because like Kurtis, we believe that hip-hop music can be a great gateway for kids who love the music to pursue their own faith. It's

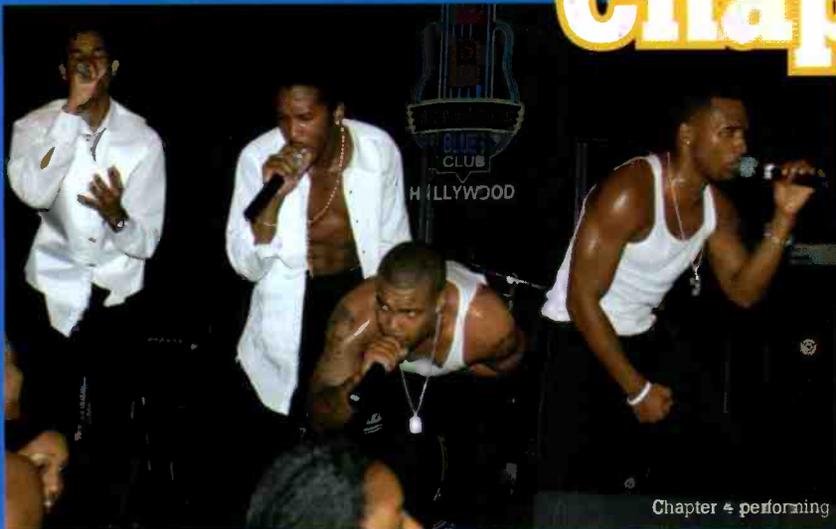


Tracey Edmonds Presents

Chapter 4

The ERG/J Records Chapter 4 showcase sponsored by Bombay Sapphire recently introduced Los Angelenos to Tracey Edmonds new artist Chapter 4.

Photos by Annamaria DiSanto



Chapter 4 performing



Members of Chapter 4, Tracey E. Edmonds, ERG; Jacqueline McQuam, C4's manager; and BRE founder/Chairman Sidney Miller, Jr.



Chapter 4; Tracey E. Edmonds; J Records' Michael Williams and Carolyn Williams

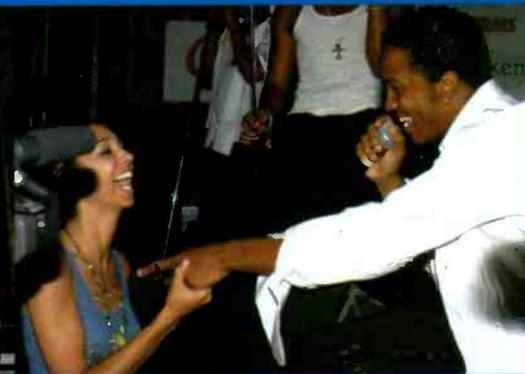


Chapter 4, J Records' Theola Borden, Sarah Langerman, Stephanie Lopez and Ant Fail.



Tyrese and Babyface

Rickey Bell (New Edition) and Tyrese hosted the showcase



Chapter 4's Gavin singing to a swooning fan

Kurtis Blow *continued*

not about changing their lives in one day, but about offering a potential gateway into a new world.

"We're reaching out to a lot of kids in Garden Grove and surrounding communities who have gotten on the wrong path in life, living in a nihilistic, post modern survival mode as perpetuated by some of their hip-hop heroes," he adds. "By bringing Hip Hop Church America here, we're showing that Hip-Hop can be both cool and fun but also have a positive message. We're excited about

putting this memorable day together."

Hip Hop Church America is currently being developed into a national TV show by the Newport Beach, CA based The Machine Productions, a multi-media entertainment company committed to providing positive audio and visual entertainment to a diverse, international consumer group. Michael Nason, The Machine Productions President and Co-Founder—and one of Hip Hop Church America's Executive Producers—has produced, promoted and bought airtime for

Robert Schuller's "Hour of Power" show, which is broadcast weekly to over 15 million people worldwide, for almost 3 years.

"I'm thrilled to be part of this new cutting edge cultural phenomenon called Hip Hop church," he says. "Unlike anything on television, this program will, in a positive way, reach the hearts and souls of America's young people. This is also the first time a religious program of this nature has targeted an audience in this age category."

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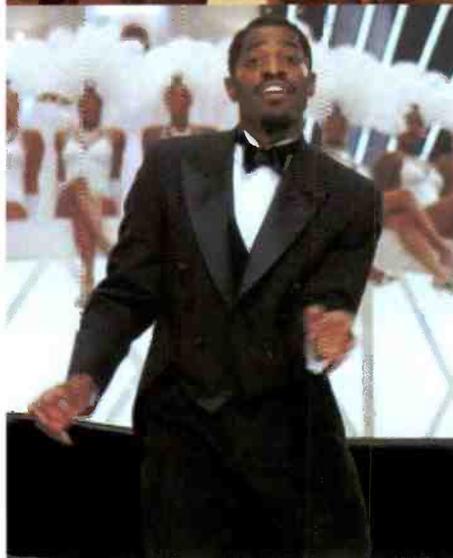
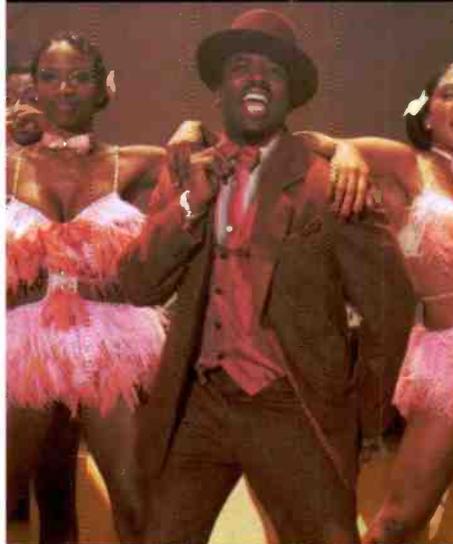
e.j. jackson

CASSIE wants fans to know she's not a bleep. The "Me & U" crooner apologized on her MySpace page for saying on a New York radio show that Bow Wow and Omarion had hit on her- through emissaries. "Bow Wow and Omarion are great guys and it was wrong of me to talk about them on air," Cassie wrote. She had also rated various male celebs on a scale of one to 10 - with Derek Jeter getting a mediocre five, and Justin Timberlake an only slightly better seven - which she now called "B.S.," adding: "It didn't mean anything to me. None of them were right if I had really thought them through." Cassie also insisted that she never told anyone that hit song "Me & U" is about oral sex. And she denied leaking an "unofficial" video that's playing all over the Internet- not the one that's not being played on MTV - that leaves little doubt that it is indeed what the song is about. Says Cassie: "I'm not a whore and a bleep, which is what people have been making me out to be. I'm a 19 year-old girl, I'm single and I'm working my bleep off." Okay!

SPEAKING of fabulous events, the world premiere of "Idlewild" at the Ziegfeld Theater in midtown Manhattan was no shabby affair. Benefiting the Hinton Battle Laboratory, the premier boasted red carpet celebs such as "Idlewild" stars Andre 3000 and Big Boi, Patti LaBelle, Liza Minnelli, Terrence Howard, Darrin Dewitt Henson, Macy Gray, Ben Vereen, Phylicia Rashad, Sean "Diddy" Combs, Too Short, Andre Harrell. The fun continued at an after-party at Gustavino. "Idlewild" is a must-see for everyone whether you're 19 or 90. It's a shoo-in for Oscars for costumes and the soundtrack.

MY sources tell me Michael Jackson has moved to Ireland and is no longer living in Bahrain. Rumor also has it that we will soon be hearing a slamming album from this fabulous entertainer that everyone misses so much. Meanwhile, Jordan Chandler, whom Michael settled with back in 1994, filed a restraining order against his father, Evan Chandler, accusing him of hitting him over the head with a weight. Jordan is now 26 and resides in New Jersey. I always told people that family had issues.

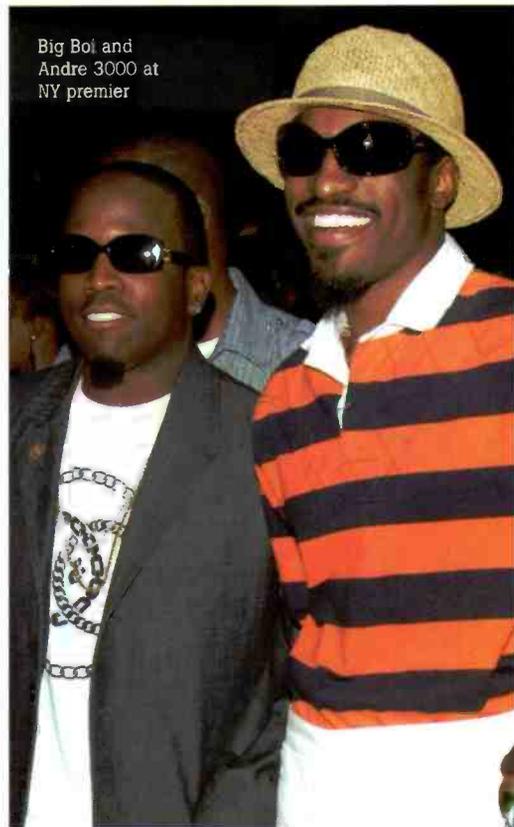
THEY may be divorced, but according to The Eye on Las Vegas, Kenny "Babyface" Edmonds and his ex-wife, Tracey Edmonds, stopped by Pure Nightclub in Sin City on a recent Tuesday night to hang out with DJ AM. Word is, Pure rocks Tuesday nights by blending the all-important industry locals with their stable of high-end DJs and high-profile celebrities and sports stars. Aside from Babyface, the club housed a collection of ballers including Antoine Walker, Chauncey Billups, Jared Jeffries and Tyrone Lue, along with regulars boxer Floyd Mayweather, Jr. and Farnsworth Bentley.



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By Syndicated Columnist Florence Anthony



Big Boi and Andre 3000 at NY premier

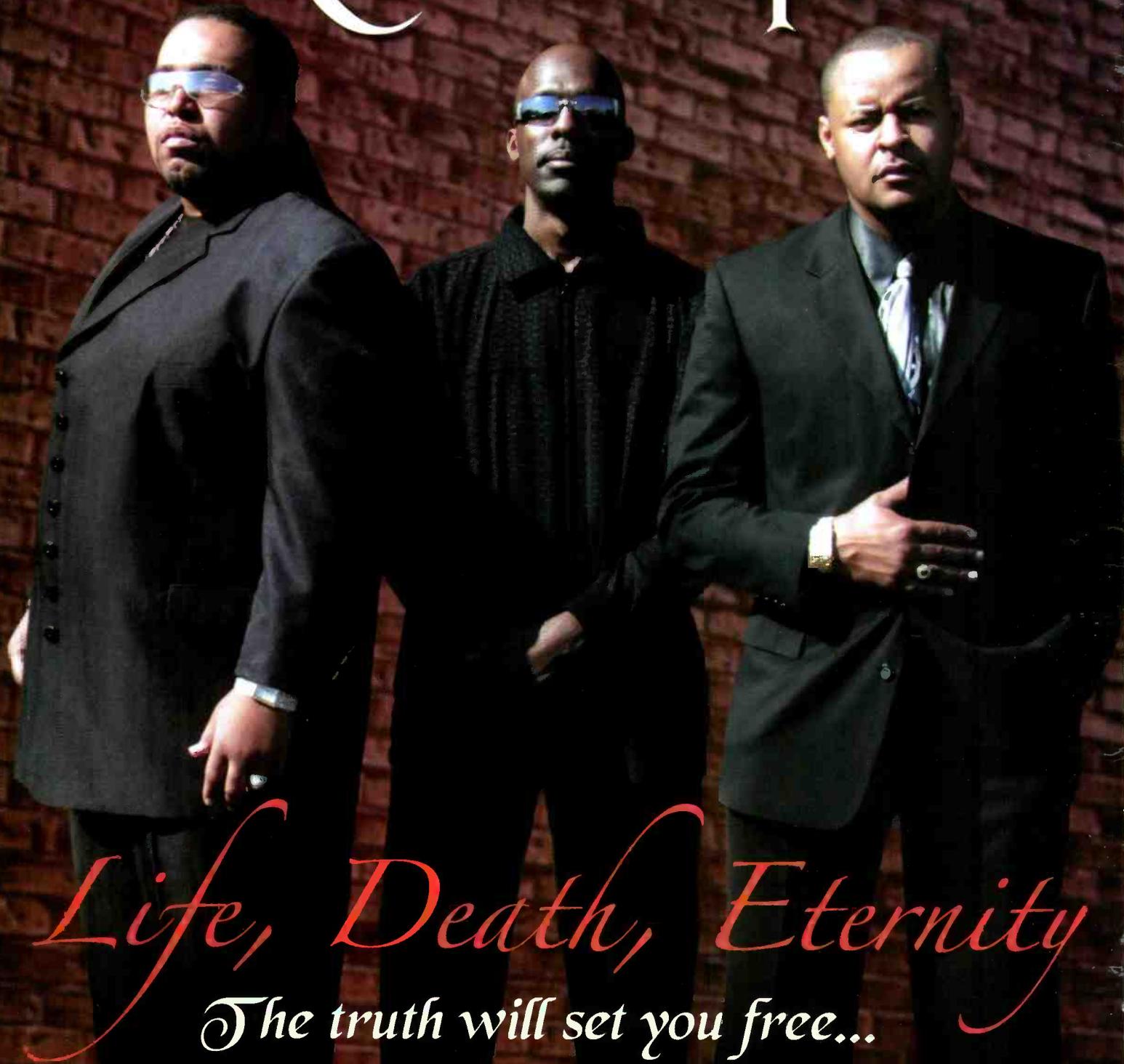
TONGUES are wagging that Toni Braxton sat on Magic Johnson's lap and gave him a special serenade at the opening of "Toni Braxton: Revealed" recently at Flamingo Las Vegas. Toni's elaborate stage show includes nine dancers and choreography that incorporates a variety of styles. One of her costumes sports over 11,000 Swarovski crystals constructed on nude netting with over 25,000 decorative stones. The hand-beading process alone took 120 hours to complete.

SPEAKING of divas and concerts, Mariah Carey wowed the crowd at Miami's American Airlines Arena on August 5 at the opening night of her tour, "The Adventures of Mimi." The singer, who took the stage after an opening set by Busta Rhymes, started off with her hit "It's Like That," accompanied by her eight-piece band and performed The Jackson 5's "I'll Be There" with singer Trey Lorenz - her original duet partner from 1992.

VIVICA A. Fox celebrated her 42nd birthday with an all-white party in Beverly Hills. The gorgeous actress' guests included her boyfriend Brian, who is described as a boxer/aspiring actor, "Everybody Hates Chris" mom Tichina Arnold, "My Wife and Kids" star Tisha Campbell-Martin, Jasmine Guy, Lela Rochon, Joe Torry, "X-Men III: Last Stand" director Brett Ratner and "Access Hollywood" hostess Shaun Robinson.

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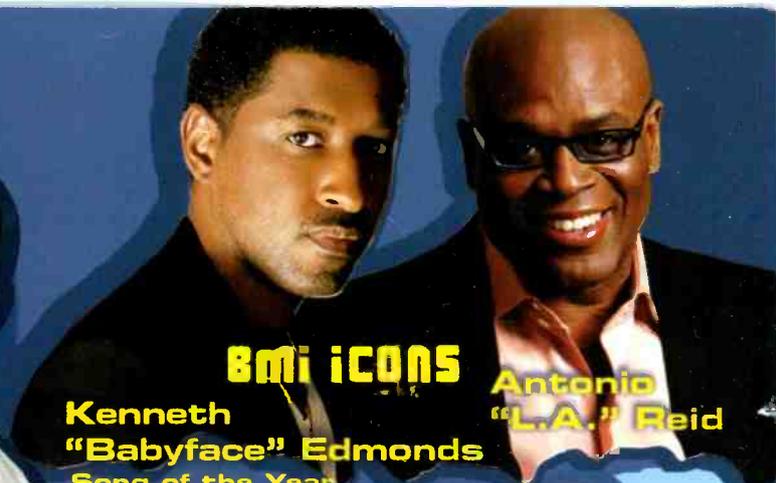
Mariah Carey
Songwriter of the Year
Song of the Year

We Belong Together
 Darnell Bristol
 Mariah Carey
 Kenneth "Babyface" Edmonds
 Sid "Uncle Jamz" Johnson
 Patrick L. Moten
 Sandra Sully
 Bobby Womack
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 Ballads By Design Publishing
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Kanye West
Producer of the Year

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 will.i.am
 Don Carlos Price
 Victor "N.O.R.E." Santiago
 Evan Rogers
 Carl Sturken
 Tim Kelley
 Bobby "Valentino" Wilson
 TI
 L'il Wayne
 Young Jeezy
 Alex Cantrall
 Kenneth Karlin
 Patrick "j.que" Smith
 Soulshock
 Irv Gottl
 Donny Hathaway



BMI icons
Kenneth
"Babyface" Edmonds

Song of the Year
We Belong Together

Antonio
"L.A." Reid

Baby Bash
 Phillip "Bangout" Pitts
 Busta Rhymes
 Cee-Lo Green
 DJ Toomp
 Fat Joe
 Ray Charles
 Renald J. Richard
 Marcus "Pleasure" Cooper
 Game
 Diamond "Baby Blue" Smith
 Ronald Baker
 Allan Wayne Felder
 Corey "Slick" Em" Mathis
 Norman Ray Harris
 Duane "Spyder" Hughes
 Vaughan Mason
 Brenda Russell
 Slim Thug
 Jerry "Wonder" Duplessis
 Gipp
 Evan Bogart
 Shakira
 Fatman Scoop aka Big Colorado



Ringtone Award
Jazze Pha
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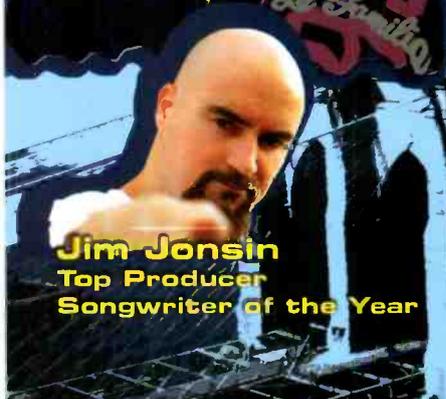
Ernest D. "No I.D." Wilson
 Shaffer "Ne-Yo" Smith
 Maurice Marshall
 Trick Daddy
 Juan Atkins
 Richard Davis
 Curtis Lee Hudson
 Michael Sterling
 Eminem
 Edward Cobb
 Jonathan Rotem
 Joseph "Blue" Smith

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Big D
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Songwriter of the Year



Jim Jonsin
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