

INTERNATIONAL MUSIC MAGAZINE PRESENTS

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FEATURED ARTISTS

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318 DUKE



DEEJAI AWAKENED



JAY JAY ODK



LADYFR33



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BLACK CITY
HUSTLA

318 DUKE INTRO

KEDARIYON KORDELL HAWKINS, ALSO KNOWN AS 318 DUKE. HAILING FROM TALLULAH, LA, DUKE IS A MULTIFACETED ARTIST WITH A KNACK FOR PRODUCING, BEAT MAKING, AND RECORDING/MIXING HIS OWN VOCALS.

BUT LET ME TELL YOU, DUKE'S JOURNEY HASN'T BEEN AN EASY ONE. GROWING UP, HE FACED SOME REAL CHALLENGES, LOSING HIS FAMILY TO THE JAIL LIFE AND BEING LEFT TO NAVIGATE THE WORLD ON HIS OWN. ON TOP OF THAT, HE'S BEEN BATTLING SICKLE CELL SINCE CHILDHOOD, ENDURING THE REAL PAIN IT BRINGS. BUT THROUGH IT ALL, DUKE HAS MANAGED TO SURVIVE AND THRIVE.

DUKE'S MUSIC IS A REFLECTION OF HIS LIFE EXPERIENCES, DELVING INTO THE TRAP, REALISM, AND THE PAINFUL ASPECTS OF HIS LIFESTYLE. HE DRAWS INSPIRATION FROM ARTISTS LIKE LIL PHAT, BOOSIE, WEBBIE, MASTER P, BIRDMAN, RICK ROSS, YOUNG DOLPH, AND GUCCI MANE.

IF YOU'RE LOOKING TO VIBE WITH 318 DUKE, YOU CAN FIND HIS RELEASED MUSIC ON APPLE MUSIC, YOUTUBE, GOOGLE PLAY, AUDIOMACK, AND SPOTIFY. SO GO AHEAD AND GIVE HIS TRACKS A LISTEN, AND GET READY TO DIVE INTO THE DEPTHS OF HIS RAP GAME WITH HIS ALBUM, "DEEPER THAN RAP."

INSTAGRAM

@YOUNGIN_DUKE



318 DUKE

ANTHONY WALTON INTRO

BORN IN MILWAUKEE & INTO A MAN IN MINNEAPOLIS. GROWING UP I'VE SEEN HOW HATE HAS MADE LOVE FURTHER FROM EXISTENCE & FEARS BIGGER THAN OUR WISHES. IT IS NOT OUR FAULT BUT IT IS IF WE HAVE KNOWLEDGE AND CONTINUE TO DECEIVE OUR SOULS. WITH MY MUSIC I WANT TO GIVE QUESTIONS TO ANSWERS, HELP HEAL, AND HELP GROW. I SPEAK WHAT I FEEL IS RIGHTEOUS IN MY SOUL TO HELP ME AND MY FANS GROW TOGETHER. WE ARE STRONGER UNITED HATE ONLY DIVIDES US!

INSTAGRAM

@THEREALANTHONYWALTON

FACEBOOK

@ANTHONY WALTON

A close-up portrait of Anthony Walton, a Black man with a beard and mustache, wearing a grey baseball cap and a grey turtleneck sweater. He is looking slightly to the right with a thoughtful expression. The background is blurred green foliage.

ANTHONY WALTON

BCHCEO INTRO

BCHCEO IS A SOUTHERN RAP ARTIST WITH A UNIQUE SOUND AND STYLE THAT HAS CAPTIVATED AUDIENCES ACROSS THE COUNTRY.

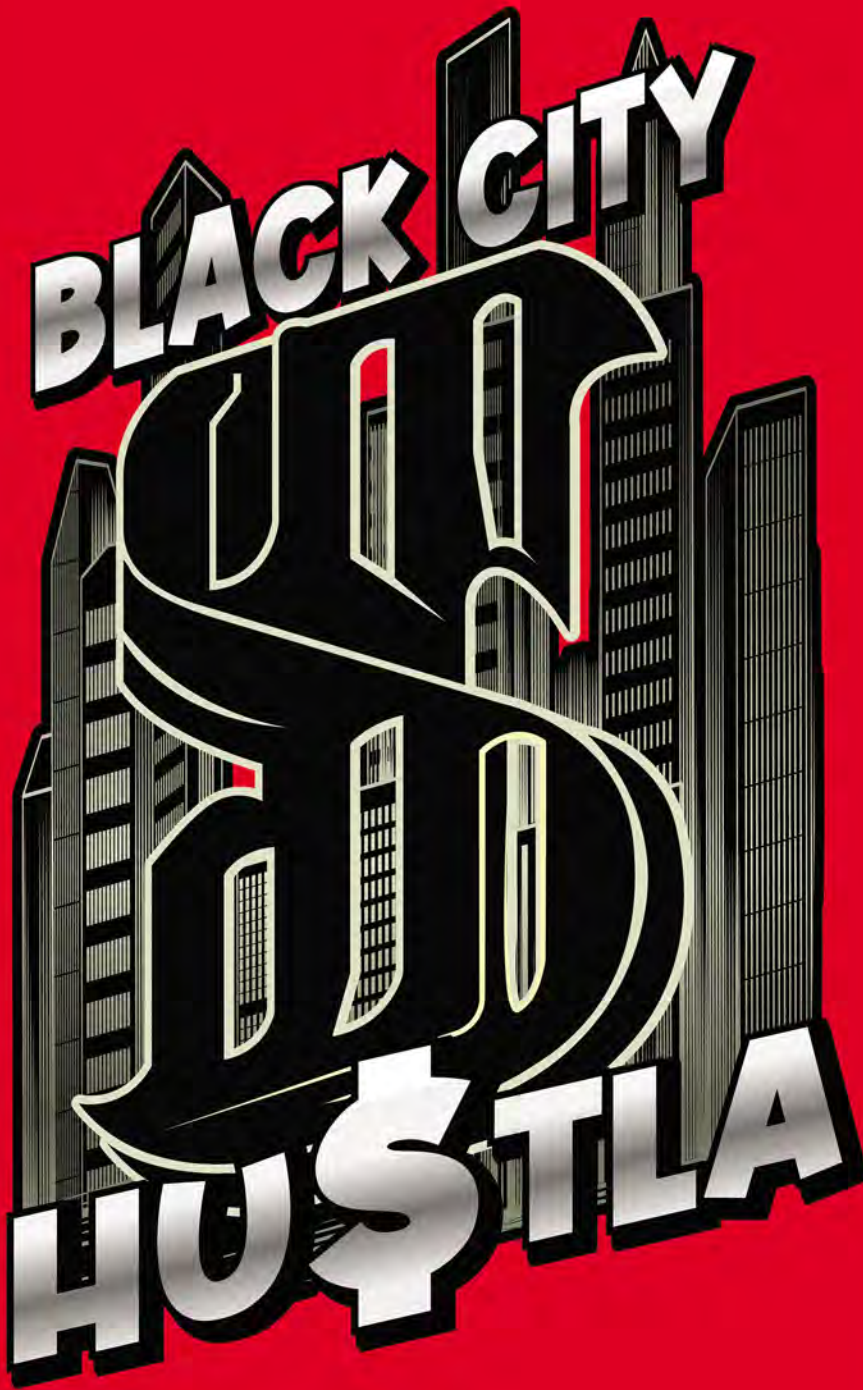
BORN IN MONROE, LOUISIANA, AND RAISED IN MINNESOTA, BCHCEO BEGAN HIS MUSICAL JOURNEY IN 1997 WHEN HE STARTED RAPPING WITH A CHILDHOOD FRIEND. HE QUICKLY BECAME KNOWN FOR HIS SMOOTH FLOW AND CLEVER WORDPLAY, AND SOON ADOPTED THE ALIAS "TONY TONE MONTANA."

IN 2012, HE FOUNDED THE RECORD LABEL "BLACK CITY HUSTLA RECORDS," WHICH BECAME AN IMPACT ON HIS CAREER, LEADING TO HIS NAME CHANGE "BCHCEO". FANS OF THREE 6 MAFIA, AND OTHER SOUTHERN RAP GROUPS, ARE DRAWN TO HIS DYNAMIC BEATS AND CATCHY LYRICS.

INSTAGRAM
BLACKCITYHUSTLACEO



BCHCEO



BLACK CITY HUSTLA BIO

BLACK CITY HUSTLA (BCH) IS A HIP-HOP/ RAP RECORDING LABEL FOUNDED IN MINNESOTA. WITH A PASSION FOR MUSIC AND A DRIVE FOR SUCCESS, BCH HAS ESTABLISHED ITSELF AS A PROMINENT RECORDING LABEL, OFFERING A PLATFORM FOR TALENTED ARTISTS TO SHOWCASE THEIR SKILLS AND MAKE THEIR MARK IN THE INDUSTRY. BUT BCH DOESN'T STOP AT JUST MUSIC. THEY ALSO PROVIDE A RANGE OF SERVICES TO SUPPORT ARTISTS IN THEIR DEVELOPMENT AND GROWTH.

FROM ARTIST DEVELOPMENT TO MUSICIAN MANAGEMENT, BCH IS DEDICATED TO NURTURING TALENT AND HELPING ARTISTS REACH THEIR FULL POTENTIAL. IN ADDITION TO THEIR EXPERTISE IN THE MUSIC INDUSTRY, BCH ALSO OFFERS TOP-NOTCH GRAPHIC DESIGNING, PHOTOGRAPHY, AND VIDEOGRAPHY SERVICES.

THEIR CREATIVE TEAM HAS A KEEN EYE FOR AESTHETICS AND A KNACK FOR CAPTURING THE ESSENCE OF ANY PROJECT, BE IT ALBUM COVERS, PROMOTIONAL MATERIALS, OR CAPTIVATING VISUALS FOR MUSIC VIDEOS. WITH A COMMITMENT TO EXCELLENCE AND A PASSION FOR CREATIVITY, BLACK CITY HUSTLA (BCH) CONTINUES TO MAKE WAVES IN THE MINNESOTA MUSIC SCENE AND BEYOND.

THEY ARE A FORCE TO BE RECKONED WITH, PROVIDING A PLATFORM FOR ARTISTS TO SHINE AND OFFERING A RANGE OF SERVICES TO BRING THEIR ARTISTIC VISIONS TO LIFE.

BLACK CITY HUSTLA

DEEJAI AWAKENED INTRO

DEEJAI AWAKENED, FORMERLY KNOWN AS SK8WAY 10THOUSAND, IS AN INSPIRING MUSIC ARTIST AND INNOVATOR, DEDICATED TO RAISING VIBRATIONS AND SPREADING CONSCIOUS MESSAGES THROUGH HIS MUSIC. WITH A PASSION FOR CREATING THOUGHT-PROVOKING AND SOUL-STIRRING SOUNDS, DEEJAI AWAKENED STRIVES TO MAKE A POSITIVE IMPACT ON LISTENERS' LIVES. DRAWING FROM PERSONAL EXPERIENCES AND A DEEP UNDERSTANDING OF THE POWER OF WORDS, DEEJAI AWAKENED CRAFTS CAPTIVATING LYRICS THAT TOUCH THE HEARTS AND MINDS OF HIS AUDIENCE.

THROUGH HIS UNIQUE BLEND OF HIP-HOP AND SPIRITUAL INFLUENCES, HE CREATES A MUSICAL JOURNEY THAT TAKES LISTENERS ON A TRANSFORMATIVE RIDE. WITH A COMMITMENT TO AUTHENTICITY AND GENUINE CONNECTION, DEEJAI AWAKENED ENCOURAGES HIS FANS TO JOIN HIM ON THIS MUSICAL AWAKENING. HIS DYNAMIC PERFORMANCES AND INFECTIOUS ENERGY LEAVE A LASTING IMPRESSION, INSPIRING INDIVIDUALS TO EMBRACE THEIR TRUE SELVES AND LIVE THEIR BEST LIVES. AS DEEJAI AWAKENED CONTINUES TO EVOLVE AND EXPLORE NEW SONIC TERRITORIES, HE REMAINS DEDICATED TO USING HIS PLATFORM TO SPREAD POSITIVITY, ENLIGHTENMENT, AND CONSCIOUS AWARENESS. JOIN DEEJAI AWAKENED ON THIS EXTRAORDINARY MUSICAL VENTURE AND EXPERIENCE THE POWER OF HIS SOUL-STIRRING MELODIES FIRSTHAND.



DEEJAI AWAKENED

DEVIN LUCIANO

INSTAGRAM
@DEVIN_LUCIANOIG



DJ MATLOCK



SOUNDCLOUD
@DJ MATLOCK

GW \$NUGG



YOUTUBE
@HEADBANGINMUSIC

JAY JAY ODK INTRO

JOHN WILEY, PROFESSIONALLY KNOWN AS JAY JAY ODK, IS AN ACCOMPLISHED RAP ARTIST BASED IN TALLULAH, LA. IN ADDITION TO HIS MUSICAL TALENTS, HE ALSO ENJOYS EXPRESSING HIS CREATIVITY THROUGH TATTOO ARTISTRY.

THROUGHOUT HIS JOURNEY, JAY JAY ODK HAS ENCOUNTERED PERSONAL CHALLENGES, INCLUDING THE LOSS OF LOVED ONES. INSPIRED BY HIS LATE BROTHER'S PURSUIT OF RAP, HE IS DRIVEN TO HONOR HIS MEMORY AND MAKE A LASTING IMPACT IN THE INDUSTRY.

INSTAGRAM

@JAYJAYODK

YOUTUBE

@JAYJAYODK3753



JAY JAY ODK

JAYFOREALZ

YOUTUBE
@JAYFOREALZ



J'WAI INTRO

J'WAI, IS NO DOUBT ONE OF ENCINO, CA MOST FINEST AND TALENTED PERFORMERS. NOT ONLY IS HE A VERY WELL M U L T I - T A L E N T E D ARTIST/ENTERTAINER, HE IS ALSO A BUSINESS MAN WITH A VERY EDUCATED BUSINESS MIND OF THE INDUSTRY. MAKING BIG MOVES IN THIS BUSINESS AND KEEPING VERY HUMBLE ABOUT EVERY STEP OF THE WAY IN HIS SUCCESS. HE'S BEEN IN THE ENTERTAINMENT INDUSTRY SINCE THE AGE OF 8 YEARS OLD. HE GOT HIS START AS AN ACTOR WHO DID MAJOR PROJECTS, BUT YET CONTINUED TO FOLLOW ON WITH HIS MUSICAL PATH ALSO. KEEP YOUR EYES OPEN AND LOOK OUT FOR THIS AMAZING YOUNG MAN. HE'S ON THE MOVE!

WEBSITE

WWW.JWAIMUSIC.COM



J'WAI

LADYFR33

LADYFR33STYLE, AKA LADYFR33, IS A TALENTED RAP AND R&B ARTIST FROM TALLULAH, LOUISIANA. BREAKING BARRIERS IN THE MALE-DOMINATED MUSIC INDUSTRY, SHE'S KNOWN FOR HER POWERFUL LYRICS AND OUTGOING PERSONALITY.

HER UPCOMING ALBUM "ME VS ME" WILL SHOWCASE HER UNIQUE BLEND OF JAMS AND KNOWLEDGE, DELVING INTO THEMES OF LOVE, BETRAYAL, SPIRITUALITY, SEXUALITY, AND VIOLENCE. GET READY TO BE CAPTIVATED BY LADYFR33'S RAW AND EMOTIONAL MUSIC.

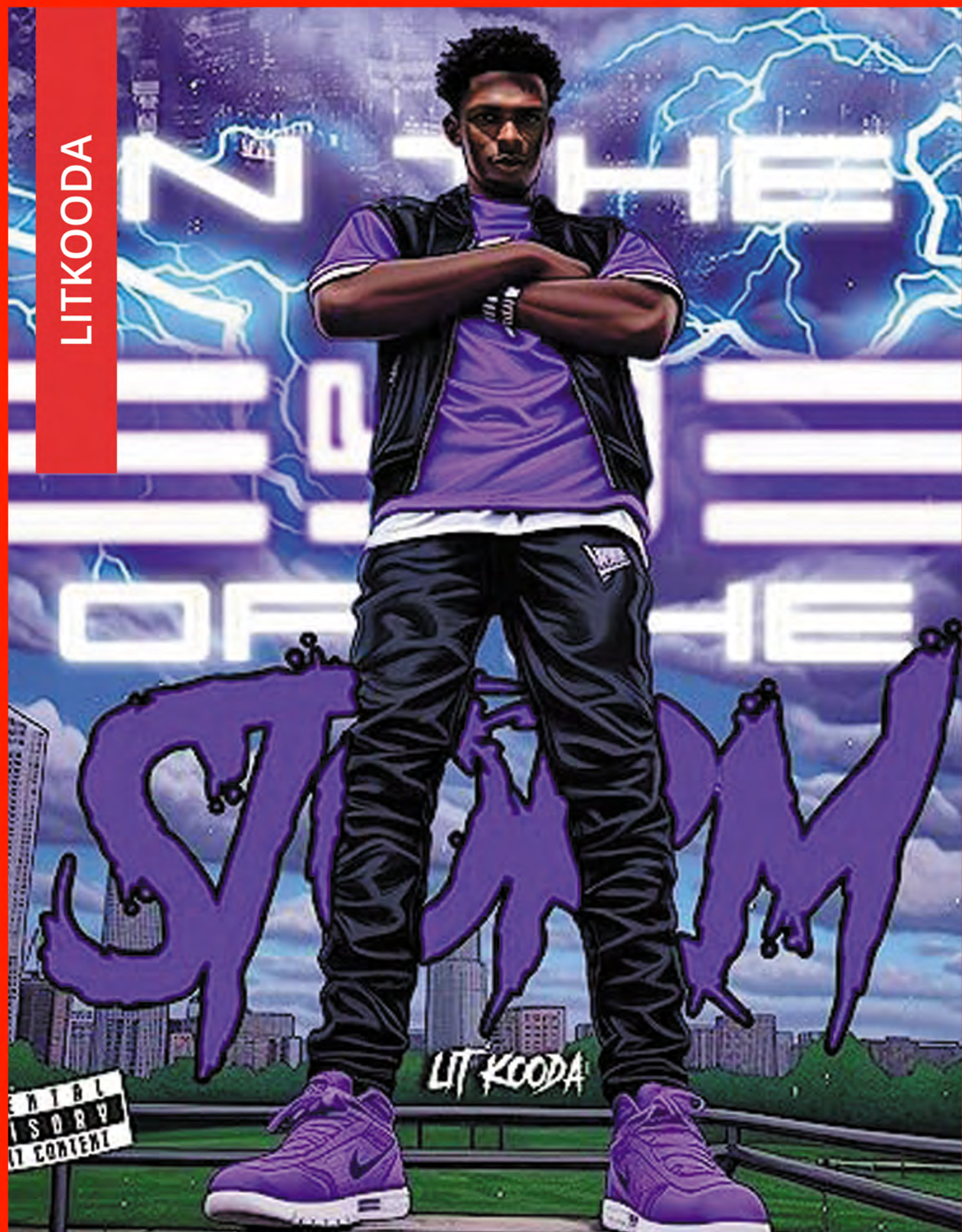
INSTAGRAM

@LADYFREEDABEAST



LADYFR33

LITKOOKDA



MAC LOVE INTRO

MEET MAC LOVE, A TALENTED ARTIST ON A MISSION TO SHARE HIS HEARTFELT MUSIC WITH THE WORLD. WITH INFLUENCES LIKE PRETTY RICKY, T-PAIN, LIL WAYNE, KEVIN GATES, MONEY MAN, CASH MONEY, AND NO LIMIT, HIS UNIQUE STYLE BLENDS RAP AND R&B SEAMLESSLY. MAC LOVE'S PASSION FOR MUSIC RUNS DEEP, AND HE'S OVERCOME INCREDIBLE CHALLENGES ALONG THE WAY.

FROM BULLYING TO HIS MOM'S TIME IN PRISON, MAC LOVE'S RESILIENCE SHINES THROUGH IN HIS LYRICS. HIS ALBUM, "GHETTO PRINCE CHARMING," IS A TESTAMENT TO HIS STRENGTH AND DETERMINATION. FOLLOW MAC LOVE ON INSTAGRAM AND FACEBOOK AT @MACLOVEPBE TO EXPERIENCE THE RAW EMOTION AND POWERFUL STORYTELLING IN HIS MUSIC. GET READY TO BE MOVED BY HIS SOULFUL TUNES.

INSTAGRAM

@MACLOVEPBE



MAC LOVE

PJ ODK INTRO

PJ ODK, THE TALENTED RAPPER FROM TALLULAH, LA, HAS QUICKLY RISEN TO PROMINENCE WITH HIS INFECTIOUS TRACK "SOUTHERN SMOKE."

HIS DEBUT TAPE, "LIFE BEFORE FAME," HAS OVER 100,000 PLAYS ON SPOTIFY, SOLIDIFYING HIS PLACE IN THE RAP SCENE. INSPIRED BY HIS UNCLE, PJ STARTED CRAFTING SONGS AT 7 AND RECORDED HIS FIRST TRACK WITH HIS GROUP, "NGR," AT 10. WITH TRACKS LIKE "SOUTHERN SMOKE 2" AND "STEP ON SHIT," PJ'S UNIQUE STYLE HAS CAUGHT THE ATTENTION OF WELL-KNOWN RAPPERS.

KEEP AN EYE ON THIS RISING STAR AS HE LEAVES HIS MARK ON THE INDUSTRY.



PJ ODK

RUDE BOI

INTRODUCING „BIG HITTA“ AN ELECTRIFYING STREET RAPPER BORN AND RAISED IN NEW ORLEANS, LOUISIANA AMIDST THE CONCRETE JUNGLES. WITH RAW TALENT AND A RELENTLESS HUNGER, BIG HITTA SPITS FIRE ON THE MIC, CAPTIVATING AUDIENCES WITH THE GRITTY TALES FROM THE UNDERBELLY. HE HAS BECOME A VOICE FOR THE UNHEARD, SURVIVING ADVERSITY AND TURNING PAIN INTO POETRY. STREET-SAVVY AND UNFILTERED, THE LYRICAL PROWESS PAINTS VIVID PICTURES OF LIFE'S STRUGGLES AND TRIUMPHS. FROM HUMBLE STREET CORNERS TO UNDERGROUND CYPHERS, THIS URBAN STORYTELLER COMMANDS RESPECT WITH HIS AUTHENTIC STYLE. THE AUTHENTIC LYRICS REFLECT THE STRUGGLES OF EVERYDAY LIFE, RESONATING WITH A DIVERSE AUDIENCE WORLDWIDE. BIG HITTA'S VOICE CARRIES THE HEARTBEAT OF THE STREETS, THE HUSTLE AND DEDICATION HAS EARNED HIM A LOYAL FOLLOWING BASE, MAKING HIM AN UNSTOPPABLE FORCE IN THE UNFORGIVING WORLD OF STREET RAP.

INSTAGRAM

@BIGHITTA_RUDEBOI



RUDE BOI

SOUTHSIDE MOUSE

INSTAGRAM
@SOUTHSIDE.MOUSE



TRIPPA FLIPPA INTRO

JUAN HALL, ALSO KNOWN BY HIS MUSIC NAME, TRIPPA FLIPPA IS A SENSATIONAL RAPPER AND A KEEN LOVER OF HIP-HOP / RAP MUSIC. TRIPPA FLIPPA BEGAN RAPPING IN TALENT SHOWS IN JR HIGH SCHOOL AND OPEN MICS AT SEVERAL CLUBS IN LOUISIANA, TEXAS, AND ATLANTA GA. ALTHOUGH HIS STYLE IS EVIDENTLY INFLUENCED BY RAP LEGENDS SCARFACE AND TUPAC, TRIPPA'S RAP MUSIC BRINGS A REMARKABLE LISTENING APPEAL. OVER THE YEARS, HE HAS ALSO LEARNED TO USE HIS GIFTS AND LOVE FOR MUSIC TO CREATE A LEGACY FOR HIMSELF, WHILE DELIVERING QUALITY MUSIC. THE TALENTED RAPPER LOVES HIP HOP MUSIC FOR ITS ENERGY AND ACCEPTANCE

TRIPPA FLIPPA HAS AN INTRIGUING TASTE FOR MUSIC. HE UNDERSTANDS THAT RAP MUSIC GIVES LIFE TO ITS LISTENERS. AS A RESULT, HE ACCOMPANIES HIS EXPLOSIVE RAP STYLE AND MASTERY WITH TAILORED PRODUCTION. LIKE EVERY RAPPER, TRIPPA FLIPPA STRIVES TO RISE TO FAME AND WIDE LISTENING APPEAL. UNCONVENTIONALLY, HE HOPES TO GIVE A SEEMINGLY WARM APPROACH AND FEEL TO HIS RAP MUSIC AND HELP MORE PEOPLE APPRECIATE THIS MUSIC GENRE. ULTIMATELY, HIS GOAL IS TO GO PLATINUM IN HIS MUSIC CAREER.

INSTAGRAM

[_TRIPPAFLIPPA](#)

SOUNDCLOUD

[@TRIPPAFLIPPA](#)



TRIPPA FLIPPA

WILLIAM MIMS INTRO

"WILLIAM MIMS IS THE MAN BEHIND THE STORM" BORN JANUARY 7TH 1982 IN HARVEY, ILLINOIS, WILLIAM MARTEZ MIMS ONLY CHILD WAS RAISED A LITTLE BIT OF EVERYWHERE AFTER A 2 MONTHS IN HARVEY HIS MOM MOVED THEM TO 55TH AND INDIANA IN CHICAGO ILLINOIS. THERE IN A ONE BEDROOM APARTMENT THEY SPENT A YEAR ONLY TOO MOVE BACK TO THE SOUTH SUBURBS ROBBINS. HERE Q-STORM WENT TO ELEMENTARY SCHOOL WHERE STUDENTS WERE MOSTLY WHITE BUT A GOOD EXPERIENCE (NATHAN HALE IN CRESTWOOD ILLINOIS) AFTER ELEMENTARY MOTHER MOVED SOUTH TO THE SUBURB CHICAGO HEIGHTS WHERE Q-STORM ATTENDED ROOSEVELT, WASHINGTON JR. HIGH SCHOOL AND BLOOM HIGH SCHOOL. AS A ONLY CHILD Q-STORM MOSTLY KEPT TO HIMSELF. Q-STORM GOT INTO WRITING POETRY AS ANOTHER FORM OF EXPRESSING HIMSELF SINCE DRAWING WASN'T 100% VENTILATION. HIS POEMS BECAME PROPHETIC AND LATER HE PERSONIFIED HIS PERSONALITY INTO A WELL-PROPHETIC TIME TURNIN WILLIAM MIMS INTO Q-STORM.

INSTAGRAM
@QSTORMTHEGOD



WILLIAM MIMS



BLACK CITY HUSTLA
HUSTLE OR STARVE



EXCLUSIVE INTERVIEW WITH A BLOCK

Q. YOUR JOURNEY IN THE MUSIC INDUSTRY BEGAN WITH A RECOGNITION OF YOUR EXCEPTIONAL TALENT DURING A JAM SESSION. CAN YOU TELL US MORE ABOUT THAT MOMENT AND HOW IT INFLUENCED YOUR DECISION TO PURSUE A CAREER IN MUSIC?

SHORT AND CRISP. MY RAP CAREER WAS SET TO START WHEN SOMEONE RECOGNIZED MY SKILLS WHILE I WAS RAPPING TO MY FAVORITE SONGS. HE TOLD ME THAT MY DELIVERY WAS SO GREAT, THAT I SHOULD BECOME AN ARTIST AND I SHOULD TRY TO WRITE MY OWN LYRICS AND MAKE MY OWN MUSIC BECAUSE HE SAW MY PASSION FOR MUSIC AND HE HEARD THE PASSION AND THE HUNGER IN MY VOICE AND PERFORMANCE.

SO I QUESTIONED MYSELF AND FELT SO CONFIDENT AFTER THAT, THAT I WAS LIKE OK LET'S TRY AND START MY JOURNEY TO BECOME AN ARTIST. I HAVE MET SO MANY GREAT PEOPLE AND ARTISTS DURING THIS JOURNEY AND I ALSO BECAME FRIENDS WITH SOME OF THEM. MUSIC BRINGS PEOPLE TOGETHER.

SO HERE I AM AND I AM VERY GRATEFUL FOR THAT MOMENT BECAUSE IT LED ME TO THE PERSON AND ARTIST THAT I AM TODAY.



A-BLOCK



Q. A-BLOCK, YOUR MUSIC IS KNOWN FOR ITS ABILITY TO RESONATE WITH FANS AND EVOKE EMOTIONS. HOW DO YOU APPROACH SONGWRITING TO CREATE THIS POWERFUL CONNECTION WITH YOUR AUDIENCE?

THE POWERFUL CONNECTION WITH MY AUDIENCE IS THE SIMILARITY WE HAVE FACED OR WE ARE STILL FACING TOGETHER. SONGWRITING OFTEN BEGINS WITH INSPIRATION. THIS CAN COME FROM PERSONAL EXPERIENCES, EMOTIONS AND STORIES. SO MY LYRICS AND MUSIC ARE LIFE EXPERIENCES, REAL STORIES AND FEELINGS BECAUSE I WENT THROUGH A LOT IN THE PAST AND I DO KNOW THAT I AM NOT THE ONLY ONE.

SO MY MUSIC SHOULD MAKE THEM FEEL THAT THEY ARE NOT ALONE AND THEY ARE NOT THE ONLY ONES THAT WENT THROUGH SPECIFIC STRUGGLES. PEOPLE LISTEN TO MUSIC THEY CAN RELATE TO THAT'S WHY MY FANS WENT THROUGH THE SAME ISSUES I HAD OR STILL HAVE THAT MAKES IT SO POWERFUL. PEOPLE CHOOSE WHAT THEY ARE LISTENING TO AND NOT THE ARTIST. SO THE AUDIENCE THEMSELVES CREATE THE POWERFUL CONNECTION WITH ME.

Q. MANY ARTISTS HAVE A SPECIFIC MESSAGE OR THEME THEY WANT TO CONVEY THROUGH THEIR MUSIC. WHAT THEMES OR MESSAGES ARE MOST IMPORTANT TO YOU, AND HOW DO THEY MANIFEST IN YOUR SONGS?

THE MANIFESTATION ARE MY LYRICS AND SO MANY THEMES OR MESSAGES ARE IMPORTANT TO ME. LOYALTY, RESPECT, LOVE, HONESTY, SOLIDARITY, DIGNITY, KEEP IT REAL AND MANY MORE. I TRY TO TRANSMIT THAT THROUGH MY LYRICS.

NEVER SURRENDER AND NEVER GIVE UP IN LIFE. I KNOW LIFE IS SUPER HARD SOMETIMES AND IT BRINGS YOU TO A POINT THAT YOU THINK I CAN NOT HANDLE IT ANYMORE BUT YOU SHOULD REMAIN STRONG DURING THIS TIME AND THE RAINY DAYS WILL NOT LAST FOREVER, SUNNY DAYS WILL COME AFTER THAT AS WELL BELIEVE THAT AND WE ALL HAVE PEOPLE THAT DEPEND ON US FOR EXAMPLE YOUR CHILDREN, PARENTS, BROTHERS, SISTERS „YOUR WHOLE FAMILY“ IN GENERAL SO THAT IS A REASON WHY YOU SHOULD NEVER GIVE UP AND ALWAYS REMEMBER WE ALL HAVE A PURPOSE IN LIFE. EVERY PERSON IS SPECIAL AND UNIQUE. GOD WILL GUIDE US ON OUR WAY SOME HAS TO FACE MORE STRUGGLES AND SOME LESS BUT WITH GOD ANYTHING IS POSSIBLE BECAUSE GOD IS AWESOME !!!

Q. A-BLOCK, YOU'RE KNOWN FOR INFUSING HUMOR INTO YOUR MUSIC. HOW DO YOU BALANCE THE SERIOUS AND LIGHT-HEARTED ASPECTS OF YOUR WORK, AND WHY IS HUMOR AN IMPORTANT ELEMENT IN YOUR MUSIC?

RAP IS ABOUT FEELINGS, EXPERIENCES, CREATIVITY AND WAY MORE AND YOU ALWAYS HEAR A LOT OF HURTFUL AND SAD LYRICS AND IF YOU KNOW ME I TRY TO STAY POSITIVE EVEN IF ITS RAINING IN MY LIFE SO THAT'S WHY I TRY TO BRING SOME SENSE OF HUMOR ALONG TO THE SAD LYRICS SO I WANT TO BRING A SMILE OR A LAUGH TO SOMEONE'S FACE.

PEOPLE SHOULD SEE THE OTHER SIDE OF LIFE AS WELL NOT ONLY THE NEGATIVE ONE. SENSE OF HUMOR IS HEALTHY AND Y'ALL KNOW HEALTH IS WEALTH !!!

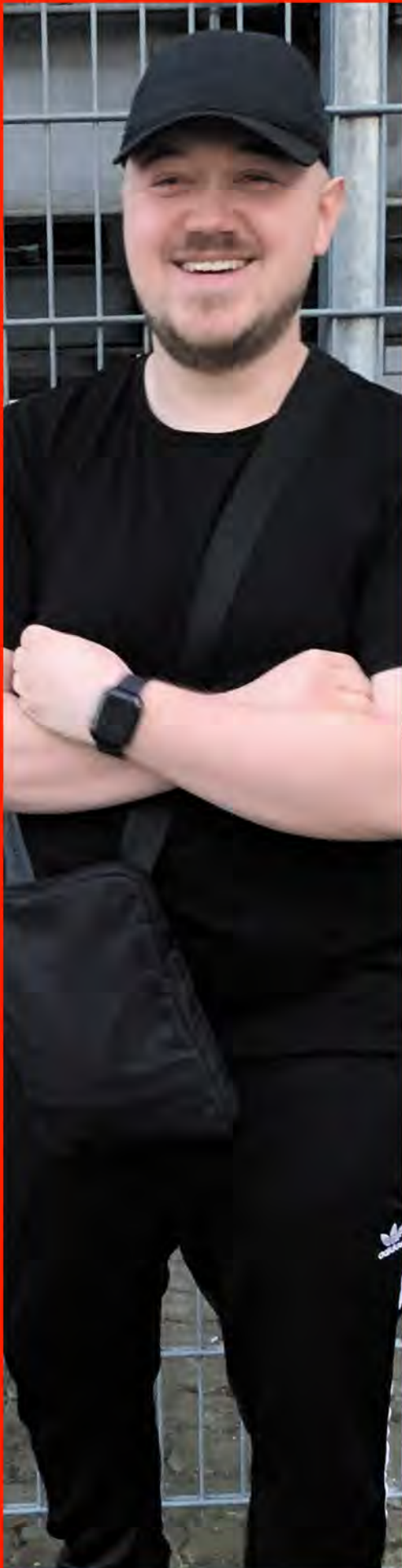
Q. COULD YOU SHARE SOME INSIGHTS INTO YOUR CREATIVE PROCESS WHEN YOU'RE WORKING ON A NEW SONG OR ALBUM? WHAT INSPIRES YOU, AND HOW DO YOU BRING YOUR IDEAS TO LIFE?

MOST OF THE TIME THE CREATIVE PROCESS STARTS WITH HOW I AM FEELING AT THE MOMENT OR WHAT I AM GOING THROUGH IN LIFE AT THE MOMENT. SO I ACTUALLY WRITE MY THOUGHTS AND FEELINGS DOWN AND PUT THE LYRICS I WROTE TOGETHER. SOMETIMES I COME UP WITH THE TITLE AND THEN I AM BRAINSTORMING AROUND IT LIKE WHAT I WAS GOING THROUGH OR WHAT I HAVE SEEN IN MY WHOLE LIFE OR THE STORIES FROM OTHER FOLKS I KNOW. WHEN I RECORD MY MUSIC YOU ALSO CAN HEAR THE FEELINGS IN MY WORDS. SO THE INSPIRATION FOR ALL MY LYRICS AND SONGS ARE COMING FROM THE REALITY & LIFE !!

Q. AS A CO-CEO OF BLACK CITY HUSTLA RECORDS, YOU'RE INVOLVED IN NURTURING AND SUPPORTING OTHER TALENTED ARTISTS. HOW DO YOU ENVISION THE ROLE OF THE RECORD LABEL IN TODAY'S MUSIC INDUSTRY, AND WHAT DO YOU AIM TO ACHIEVE WITH YOUR LABEL?

WE PROVIDE A RANGE OF SERVICES TO SUPPORT ARTISTS IN THEIR DEVELOPMENT AND GROWTH FOR EXAMPLE FROM ARTIST DEVELOPMENT TO MUSICIAN MANAGEMENT. WE WANT TO GIVE THE YOUNG TALENTS A PLATFORM TO SHOWCASE THEIR SKILLS. WE WANT TO GIVE THEM THE OPPORTUNITY TO GET AND STAY OFF THEM STREETS. EVERY PERSON DESERVES THEIR OWN LEGACY SO THAT WHAT WE ARE TRYING TO DO. BUILD THE LEGACIES FOR THE YOUNGER GENERATION AND THEIR FAMILIES





AND BE INDEPENDENT AND OF COURSE BE THEIR OWN BOSSES IN THE FUTURE.

Q. YOUR DEDICATION AND UNWAVERING DETERMINATION HAVE BEEN DRIVING FORCES IN YOUR CAREER. CAN YOU SHARE SOME OF THE CHALLENGES YOU'VE FACED ALONG THE WAY AND HOW YOU'VE OVERCOME THEM TO ACHIEVE THE SUCCESS YOU HAVE TODAY?

I HAD A LOT OF SETBACKS LIKE DEPRESSIONS AND DOUBTS DURING THE CAREER FOR EXAMPLE YOU WORK SO HARD FOR EVERYTHING AND FOR YOUR TEAM AND YOU SEE NO PROGRESS AND ALL THE TIME AND MONEY YOU HAVE INVESTED SO THAT MAKES YOU WONDER DOES EVERYTHING WORTH IT AT THE END. BUT AFTER ALL MY TEAM WAS ALWAYS A HUGE AND BIG BACKBONE FOR ME AND THEY ALWAYS CAUGHT ME AND THEY ALWAYS GOT ME BACK ON TRACK AGAIN BECAUSE THEY ALWAYS REMINDED ME THAT A LOT OF PEOPLE DEPEND ON US AND THAT WE CAME SO FAR AND WHY SHOULD WE STOP NOW? WE CAN NOT STOP NOW, WE HAVE TO PUSH AND GRIND MORE AND HARDER SO AFTER A SETBACK, OUR COMEBACK WAS 3X TIMES BETTER AND THAT'S HOW WE ACHIEVED THE SUCCESS WE HAVE TODAY.

Q. YOUR UNIQUE STYLE AND CAPTIVATING PERFORMANCES HAVE EARNED YOU A LOYAL FANBASE. HOW DO YOU CONNECT WITH YOUR FANS, AND WHAT DO YOU BELIEVE SETS YOU APART FROM OTHER ARTISTS IN THE RAP SCENE?

THE LIFE EXPERIENCES AND STORIES IN MY MUSIC CONNECTS ME WITH MY FANS. MY FANS MOST LIKELY WENT THROUGH THE SAME ISSUES I WAS GOING THROUGH, THEY CAN IDENTIFY THEMSELVES WITH ME. SO MY LYRICS IS THE CONNECTION MY FANS AND ME

SO MY LYRICS IS THE CONNECTION MY FANS AND ME HAVE TOGETHER. LIKE YOU SAID IT ALREADY MY „UNIQUE STYLE“ SETS ME APART FROM THE OTHER ARTISTS. I USE DIFFERENT SLANGS, TERMS AND PHRASES FROM MY SURROUNDINGS OR NEIGHBORHOOD. I USE SPECIAL WORDS THAT HAS A SPECIAL MEANING IN MY LYRICS. SOMETIMES I USE WORDS FROM A DIFFERENT LANGUAGE IN MY LYRICS, YOU PROBABLY WOULDN'T UNDERSTAND IT BUT THAT MAKES ME MORE INTERESTING AND SETS ME APART. THE FANS WOULD BE LIKE „WHAT WAS IT, WHAT DID HE SAY“ I WANT TO KNOW WHAT THAT MEANS, YOU KNOW.

Q. MANY ASPIRING MUSICIANS LOOK UP TO YOU FOR INSPIRATION. WHAT ADVICE WOULD YOU GIVE TO YOUNG ARTISTS WHO ARE JUST STARTING THEIR JOURNEY IN THE MUSIC INDUSTRY? ONE ADVICE STAY LOYAL AND TRUE TO YOURSELF.

DO NOT FAKE YOUR IMAGE AND DO NOT TRY TO BE SOMEONE THAT YOU ARE NOT. IF YOU ARE SERIOUS ABOUT YOUR MUSIC YOU HAVE TO DO IT THE LEGAL WAY AND YOU HAVE TO INVEST IN YOUR CAREER FOR EXAMPLE OWN THE EXCLUSIVE RIGHTS TO THE BEATS, OWN THE GRAPHICS, TRADEMARK YOUR LOGOS, BRAND OR ARTIST NAME. SIGN UP WITH BMI, ASCAP. GENERATE A SOURCE OF INCOME WITH YOUR MUSIC. GET ROYALTIES WITH YOUR MUSIC AND BE CAREFUL WHAT PAPERS YOU ARE SIGNING.

Q. A-BLOCK, YOU'VE BEEN MAKING WAVES IN THE MUSIC INDUSTRY. CAN YOU GIVE US A GLIMPSE OF YOUR FUTURE PLANS AND WHAT WE CAN EXPECT FROM YOU IN THE COMING YEARS?

MY FUTURE IS THE TEAM'S FUTURE SO THE ONLY FUTURE PLAN IS THAT THE WHOLE TEAM „BCH“ IS GOING TO MAKE IT AND THAT OUR LABEL WILL HAVE A HOUSEHOLD NAME IN THE MAINSTREAM MUSIC INDUSTRY THAT'S ACTUALLY THE ONLY GOAL I HAVE FOR US. I TRY MY BEST TO MAKE THAT HAPPEN.

I'VE BEEN WORKING WITH „BCHCEO“ ON OUR LABEL FOR DECADES SO I THINK NOW IT IS TIME TO SHINE FOR US AND BUILD A LEGACY FOR OUR FAMILIES AND OUR ARTISTS FAMILIES PLUS WE WANT TO GIVE IT BACK TO OUR COMMUNITY AND OTHERS. SO Y'ALL CAN EXPECT THAT WE WILL HAVE NEW PROJECTS COMING OUT FOR EXAMPLE MUSIC VIDEOS, NEW ALBUMS, A CARTOON AND MANY MORE PROJECTS BUT WE WILL NOT TELL YOU EVERYTHING *LAUGH* IT WILL BE SOME SURPRISES.

Q. YOUR MUSIC IS DEEPLY PERSONAL, OFTEN TELLING YOUR OWN STORY. HOW DO YOU NAVIGATE THE BALANCE BETWEEN SHARING YOUR EXPERIENCES AND MAINTAINING YOUR PRIVACY AS A PUBLIC FIGURE?

I BALANCE IT VERY WELL. SO THE PUBLIC ONLY WILL KNOW THE EXPERIENCES AND THE STORIES FROM THE PAST WHAT I WAS GOING THROUGH AND OF COURSE FROM MY PRESENT AND FUTURE.

SO THE MUSIC IS ACTUALLY ALL ABOUT ME. I WILL NOT INVOLVE MY FAMILY'S BUSINESS IN MY MUSIC BECAUSE THAT'S PERSONAL AND PRIVATE.





NOBODY NEEDS TO KNOW A PERSONAL AND PRIVATE LIFE FROM SOMEONE UNLESS MAYBE YOU ARE HIS/HERS BEST FRIEND. NOWADAYS PRIVACY IS SUPER IMPORTANT BECAUSE A LOT OF PEOPLE WANT TO DESTROY YOUR JOY AND HAPPINESS. IF THEY CAN NOT HAVE WHAT YOU GOT THEN THEY DO NOT WANT YOU TO HAVE IT AS WELL. SO BE CAREFUL WITH WHAT INFO YOU ARE SHARING WITH SOMEONE IN YOUR LIFE ESPECIALLY IN YOUR MUSIC THAT MAYBE CAN AFFECTS YOUR FUTURE.

Q. IN WHAT WAYS HAS YOUR GERMAN BACKGROUND INFLUENCED YOUR MUSIC AND YOUR APPROACH TO THE RAP SCENE? ARE THERE ELEMENTS OF YOUR HERITAGE THAT YOU CONSCIOUSLY INCORPORATE INTO YOUR WORK?

THE MOST GERMAN BACKGROUND FEATURE THAT INFLUENCED MY MUSIC IS MY WORK ETHIC. I PERFECT MY ART.

I GREW UP WITH DIFFERENT CULTURES AND DIFFERENT ORIGINS.

SO I DO NOT ONLY CONSCIOUSLY INCORPORATE MY OWN CULTURE INTO MY MUSIC, I INCORPORATE ALL THE OTHER CULTURES INTO MY MUSIC AS WELL. SO I ACTUALLY BRING THE EUROPEAN WAY INTO MY MUSIC. WE EUROPEANS SUPPORT EACH OTHERS MUSIC AND CULTURES A LOT BUT WE DO NOT ONLY SUPPORT OUR EUROPEAN CULTURES, WE SUPPORT EVERY OTHER CULTURE FROM ALL OVER THE WORLD.

WE ARE VERSATILE. YOU ALSO CAN SEE IT HOW I DRESS MYSELF, IT IS A BIT DIFFERENT COMPARED TO THE OTHER ARTISTS. SO IN MANY WAYS MY GERMAN BACKGROUND AND OTHER BACKGROUNDS INFLUENCE MY MUSIC.

Q. CAN YOU SHARE SOME MEMORABLE MOMENTS FROM YOUR CAREER, PERHAPS A LIVE PERFORMANCE OR A PARTICULAR SONG THAT HOLDS SPECIAL SIGNIFICANCE TO YOU?

TO BE HONEST I DO NOT HAVE A SPECIAL MOMENT OR MOMENTS THAT I HOLD ON TO. THE WHOLE CAREER IS MEMORABLE SINCE DAY ONE. ALL THE PEOPLE I HAVE MET SO FAR AND WILL MEET IN THE FUTURE IS MEMORABLE. ALL THE EXPERIENCES I MADE SO FAR AND WILL MAKE ARE MEMORABLE. IT IS A BLESSING TO SHARE AN ART WITH OTHERS.

EVERY SONG HAS A SPECIAL MEANING TO ME BECAUSE I PUT MY LIFE TO THE PAPERS AND SHARE IT WITH THE WORLD SO THAT IS MEMORABLE TOO.

Q. THE MUSIC INDUSTRY IS CONSTANTLY EVOLVING. HOW DO YOU STAY CURRENT AND ADAPT TO CHANGES IN THE INDUSTRY TO CONTINUE THRIVING AS AN ARTIST AND LABEL EXECUTIVE?

I DO NOT STAY CURRENT OR ADAPT TO CHANGES BECAUSE I CREATED MY OWN STYLE OF MUSIC AND I STICK TO THIS STYLE TIL TODAY. SOMETIMES MAYBE I ADJUST MY MUSIC STYLE HERE AND THERE A TINY BIT BUT TO BE HONEST I WILL NEVER CHANGE ANYTHING IN MY MUSIC AND THE MAINSTREAM MUSIC WILL NOT CHANGE MY STYLE BECAUSE I CREATE MY OWN ART AND STYLE AND NOT OTHERS. I GOT INFLUENCED BY THE OLD SCHOOL AND I THINK THAT'S WHAT YOU CAN HEAR IN MY LYRICS AND MUSIC.

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Q. AS CO-CEO OF BLACK CITY HUSTLA RECORDS, WHAT DO YOU BELIEVE ARE THE KEY QUALITIES THAT MAKE A SUCCESSFUL ARTIST, AND HOW DO YOU IDENTIFY AND SUPPORT THESE QUALITIES IN THE ARTISTS YOU WORK WITH?

I THINK SOME KEY QUALITIES ARE DEDICATION, PASSION, HUNGER, RESILIENCE, STRONG WORK ETHIC, FAITH, KEEP IT REAL, KEEP YOUR WORDS AND WAY MORE. SO THIS IS MY IDENTITY AND IF I SEE THOSE TYPE OF QUALITIES THAT I HAVE IN OTHER ARTISTS THEN I DEFINITELY WILL SUPPORT AND HELP THEM AND SUPPORT THEIR FUTURE AND INVEST MY TIME IN THEM. I ALWAYS HELP PEOPLE AND TRY MY BEST TO CONNECT THE ARTISTS WITH OTHER ARTISTS OR THE RESOURCES I KNOW OR GIVE THEM MY ADVICES WHAT TO DO BUT IF YOU THINK THE MUSIC IS A JOKE OR IT IS FUN THEN I AM SORRY, I AM NOT THE RIGHT PERSON FOR YOU BECAUSE I DO NOT WANT TO WASTE MY TIME. EVERY PERSON'S TIME IS PRICELESS.

SO IF I SEE YOUR WILL THEN I HAVE THE WILL TOO

INSTAGRAM

@ITSABLOCK

REVERBNATION

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SOUNDCLOUD

ITSABLOCK

EXCLUSIVE INTERVIEW WITH BCHCEO

Q. CAN YOU TELL US ABOUT YOUR EARLY YEARS IN MONROE, LOUISIANA, AND HOW THAT ENVIRONMENT INFLUENCED YOUR MUSICAL JOURNEY AND STYLE?

I ACTUALLY WAS JUST BORN IN MONROE AND WAS RAISED IN TALLULAH , LOUISIANA WHICH IS ABOUT A HOUR AWAY .IN MY EARLIER DAYS AROUND MAYBE 9, SO SO DEF AND BEING FROM LOUISIANA MASTER P INFLUENCED ME SINCE IT WAS ONE OF THE MOST CURRENT RAP ON THE RADIO SO I WOULD OFTEN FREESTYLE ON THE BRIDGE OF THE SONGS OR THE OUTRO OF THE INSTRUMENTAL .

LATER ON AS I GOT OLDER, I CAUGHT ON TO MEMPHIS ,TEXAS AND ATL MUSIC WHICH IMPACTED MY MUSIC CAREER WITH THE SOUTHERN CLUB STYLE .

Q. YOU STARTED RAPPING IN 1997 WITH A CHILDHOOD FRIEND. WHAT WAS IT ABOUT HIP-HOP AND RAP THAT INITIALLY DREW YOU IN, AND HOW DID YOUR JOURNEY PROGRESS FROM THERE?

THE BEATS ARE WHAT CAUGHT MY ATTENTION , THE WORD PLAY CATCHY LINES ETC . SO I HAD A FRIEND NAMED "MEATBALL" WHO WAS MORE INTO RAPPING THAN I WAS. AT AROUND 12 , I WOULD FREESTYLE ON THE SONGS ONCE HE GOT DONE RAPPING . I ENDED UP MOVING TO OHIO WITH MY POPS. FROM THERE I STOPPED RAPPING



BCHCEO



AROUND 14 WHEN I MOVED BACK TO LOUISIANA , I STARTED HANGING OUT WITH A FEW FRIENDS WHO WOULD ALWAYS FREESTYLE ON SOUND RECORDED ,AND WE WOULD CHOP AND SCREW MUSIC SINCE IT WAS POPULAR AT THE TIME . I WAS SHY TO FREESTYLE BUT AFTER SCHOOL, WE WOULD GO TO THE LIBRARY AND JUST PRINT OFF LYRICS TO POPULAR SONGS AT THAT TIME AND WE WOULD TAKE TURNS RAPPING THE VERSES TO THOSE SONGS , EVENTUALLY IT TAUGHT ME THE FORMAT OF WRITING VERSES , HOOKS ETC SINCE I WOULD GO BACK AND PLACE DIFFERENT WORDS INSIDE OF THE VERSES SO THAT I BECAME FAMILIAR WITH THE STRUCTURE OF WRITING AND RAPPING OUT LOUD . AROUND 15 , ME AND MY FAMILY MOVED TO MINNESOTA.

Q. YOUR ALIAS "TONY TONE MONTANA" IS QUITE UNIQUE. CAN YOU SHARE THE STORY BEHIND THAT NAME AND HOW IT REPRESENTS YOUR ARTISTIC PERSONA?

OK SO WITH MY NAME BEING INFLUENCED BY THE SCARFACE MOVIE , TONY MONTANA , HE IS AGGRESSIVE WHEN IT COMES TO HANDLING HIS BUSINESS AND ALWAYS MEANT WHAT HE SAID AND I LIKED THAT .THE WORD TONE WAS ADDED BECAUSE ITS DEFINITION ITSELF WHICH IS A MUSICAL OR VOCAL SOUND AND ALSO IT BEING KEY TO MUSIC .

Q. IN 2012, YOU FOUNDED "BLACK CITY HUSTLA RECORDS." HOW HAS YOUR RECORD LABEL IMPACTED YOUR CAREER, AND WHAT INSPIRED THE TRANSITION FROM "TONY TONE MONTANA" TO "BCHCEO"?

I WANTED TO COME UP WITH A NEW NAME BECAUSE OF MARKETING REASONS AND AT THE SAME TIME I WANTED SOMETHING THAT WAS ORIGINAL AS FAR AS MY CURRENT LIFESTYLE .

BCHCEO IS MORE OF A TITLE VS AN ALIAS FOR MYSELF .MY CAREER HAS BEEN IMPACTED BECAUSE FOUNDED THE LABEL ITSELF HAS PUSHED ME TO LEARN AND UNDERSTAND THE BUSINESS SIDE OF THE MUSIC INDUSTRY INSTEAD OF JUST BEING A RAPPER .

Q. SOUTHERN RAP HAS A RICH HISTORY AND A DISTINCT SOUND. HOW DO YOU FEEL YOUR MUSIC AND STYLE CONTRIBUTE TO THIS GENRE, AND WHAT SETS YOU APART FROM OTHER ARTISTS IN THE SCENE?

WHAT SETS ME APART IS THAT I'M TELLING MY OWN STORY WITH MY OWN UNIQUE SOUND . I THINK SINCE I'M MORE HANDS ON WITH THE MUSIC (I WRITE , ENGINEER , MAKE BEATS , I CAN READ AND PLAY CERTAIN INSTRUMENTS, SHOOT AND EDIT THE VIDEOS AND DO THE GRAPHICS) IT GIVES ME THE ADVANTAGE OVER SOMEONE WHO JUST WRITES MUSIC .

Q.YOUR MUSIC HAS RESONATED WITH FANS OF GROUPS LIKE THREE 6 MAFIA. WHAT ARTISTS AND INFLUENCES HAVE PLAYED A SIGNIFICANT ROLE IN SHAPING YOUR SOUND AND LYRICAL CONTENT?

THE ARTISTS WHO HAVE HELPED MOLD MY SOUNDS ARE PROJECT PAT , THE WHOLE THREE 6 MAFIA ,PIMP C , PASTOR TOY AND OTHER SOUTHERN ARTISTS . I LISTEN TO ALL STYLES OF HIP-HOP / RAP BUT SINCE SOUTHERN RAP IS THE FOUNDATION OF MY STYLE , I WANTED TO STAY IN THAT LANE AND MASTER THE SOUND INSTEAD OF HAVING MANY STYLES THAT WERE ALL OVER THE PLACE MAKING IT HARDER TO BUILD THE PROPER FAN BASE .

Q. "DYNAMIC BEATS AND CATCHY LYRICS" ARE OFTEN ASSOCIATED WITH YOUR MUSIC. CAN YOU TELL US ABOUT YOUR CREATIVE PROCESS WHEN IT COMES TO CRAFTING YOUR SONGS, AND WHAT YOU PRIORITIZE IN YOUR MUSIC PRODUCTION?

AT THE MOMENT I'VE BEEN HAVING SOMETHING CALLED "INSTRUMENTAL ROULETTE" GOING ON, WHICH IS I'LL HAVE A SMOKE SESSION, I'LL HIT THE BLUNT A FEW TIMES, I'LL TURN ON A RANDOM BEAT AND GO FROM THERE WITH WRITING A FEW SONGS EACH STUDIO SESSION AND RECORDING THOSE SONGS. I AVERAGE ABOUT 6 SONGS EACH SESSION. THE MOST IMPORTANT THING TO ME IS THE ENERGY AND WORD PLAY BEHIND THE SONG ATM.

Q. YOUR CAREER HAS TAKEN YOU ACROSS THE COUNTRY. WHAT HAVE BEEN SOME OF THE MOST MEMORABLE MOMENTS OR EXPERIENCES IN YOUR MUSICAL JOURNEY, AND HOW HAVE THEY IMPACTED YOUR GROWTH AS AN ARTIST?

LIFE ITSELF IS WHAT IMPACTS MY MUSIC AND INFLUENCES EVERYTHING I RAP ABOUT, MOST OF MY MUSIC IS PERSONAL.

Q. IN THE EVER-EVOLVING MUSIC INDUSTRY, WHAT CHALLENGES HAVE YOU FACED, AND HOW HAVE YOU ADAPTED TO OVERCOME THEM WHILE MAINTAINING YOUR AUTHENTICITY AS AN ARTIST?

I DON'T THINK IT'S HARD FOR ME TO ADAPT SINCE I DEAL WITH ALL STYLES OF MUSICIANS ON A REGULAR BASIS. I OWN A PUBLIC STUDIO, SO WHAT THAT DOES IS KEEP ME CURRENT WITH WHAT'S INSTYLE AND ALSO KEEP ME UPDATING ON ALL THE LATEST PLUGINS THAT ARE USED TO KEEP THE UP TO DATE SOUND.



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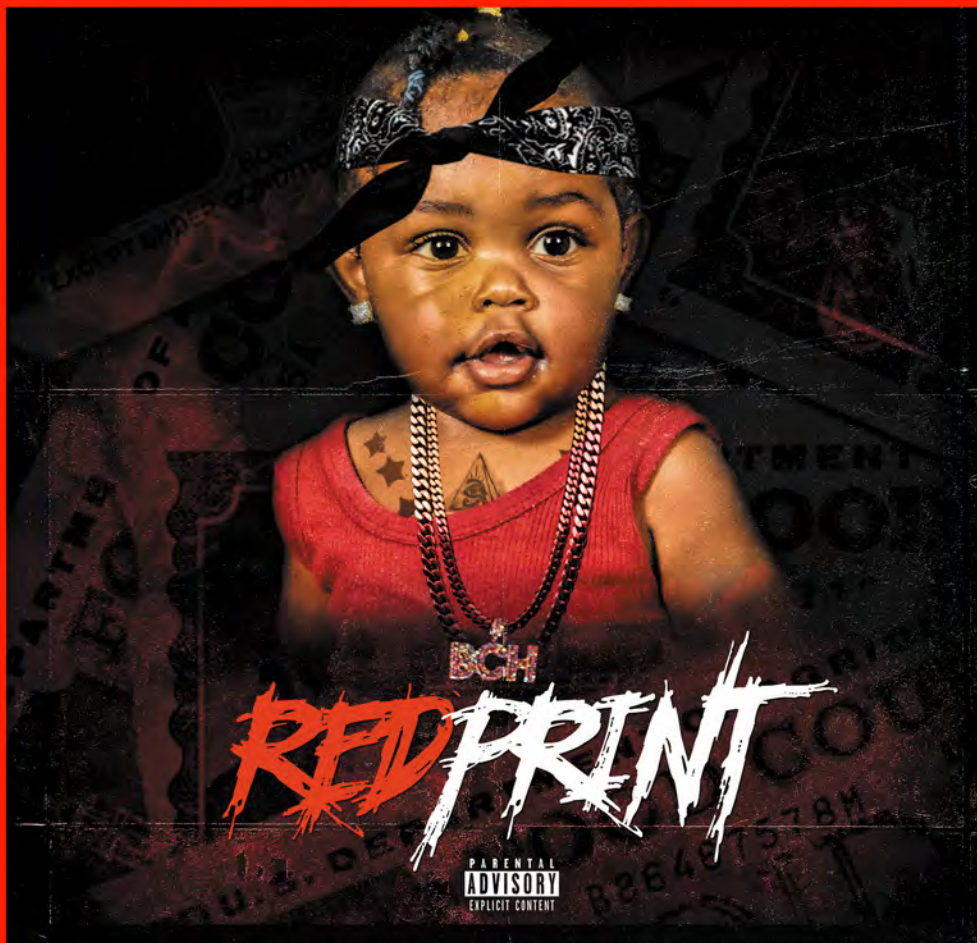
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EXECUTIVE PRODUCER: RILEY DAVIS A&R: KEVIN "A-BLOCK" OPP

"DONT LIE - DONT CHEAT - DONT STEAL"



**NYRII
GRAPHICS**

Q. WHAT CAN FANS AND LISTENERS EXPECT FROM BCHCEO IN THE NEAR FUTURE? ARE THERE ANY UPCOMING PROJECTS OR COLLABORATIONS THAT YOU'RE EXCITED ABOUT SHARING WITH THE WORLD?

I'M ALWAYS WORKING ON NEW MUSIC , IT PREVIEWS ON MY FAN PAGE @BLACKCITYHUSTLACEO. WE ARE CURRENTLY WORKING ON SO MANY PROJECTS AT THE MOMENT IT WOULD BE CRAZY TO LIST THEM ALL , A FEW CARTOONS ETC .

INSTAGRAM

@BLACKCITYHUSTLACEO

SOUNDCLOUD

@BLACKCITYHUSTLACEO

EXCLUSIVE INTERVIEW

Q. CAN YOU TELL US ABOUT THE ORIGINS OF BLACK CITY HUSTLA (BCH) AND WHAT MOTIVATED YOU TO START A RECORDING LABEL IN MINNESOTA'S MUSIC SCENE?

BCHCEO - BCH WAS FORMED ORIGINALLY IN NEW YORK BY YUNG BODIE (BLACK CITY HUSTLE), I MET HIM IN BROOKLYN PARK AND LINKED IN WITH BCH, FROM THERE SINCE HE WAS GOING THROUGH IMAGE CHANGED HE EVENTUALLY LEFT BCH AND I TOOK OVER WITH A-BLOCK AND YOUNG VEGAS (CODY) AND WE ENDED UP FORMING THE LLC IN 2012 CREATING BLACK CITY HUSTLA RECORDS. WHAT MOTIVATED ME TO START THE RECORDING LABEL WAS GIVING UPCOMING ARTISTS THE OPPORTUNITY TO RECORD MUSIC SINCE PUBLIC STUDIOS AT THE TIME WERE A HARD RESOURCE TO GAIN AT THE TIME.

Q. WHAT QUALITIES DO YOU BELIEVE SET BCH APART FROM OTHER RECORDING LABELS, AND WHAT IS YOUR VISION FOR THE LABEL'S FUTURE?

A-BLOCK - WE ARE DIFFERENT COMPARED TO OTHERS BECAUSE WE GIVE ARTISTS MORE FREEDOM. WE SUPPORT MANY MUSIC STYLES AND WE ARE MORE FLEXIBLE. MAYBE WE ARE SMALLER THAN OTHERS BUT WE CAN CHANGE QUICKLY. BIG LABELS ARE OFTEN MORE ORGANIZED BUT LESS PERSONAL SO WE ARE, WE ARE MORE PERSONAL TO OUR ARTISTS. OUR VISION IS TO COOPERATE WITH BIGGER LABELS TO GIVE OUR ARTISTS THE OPPORTUNITY TO MAKE THEIR NEXT STEP IN THEIR CAREER AND GET THE RECOGNITION THEY DESERVE.



IG: @HSUNIVERSITY08



BLACK CITY HUSTLA RECORDS



Q. BCH IS NOT JUST A MUSIC LABEL BUT ALSO OFFERS A RANGE OF SERVICES. COULD YOU ELABORATE ON THE VARIOUS SERVICES YOU PROVIDE TO ARTISTS AND HOW THEY CONTRIBUTE TO THEIR GROWTH AND SUCCESS?

BCHCEO - AT BCH WE GIVE ARTIST DEVELOPMENT GIVING THE BASIC FUNDAMENTALS OF BEING A MUSICIAN, WE ALSO TEACH THE BUSINESS SIDE OF THE ENTERTAINMENT BUSINESS, GRAPHIC DESIGNING, PHOTOGRAPHY / VIDEOGRAPHY, PUBLIC STUDIO AND MARKETING SERVICES. THEY ARE THE BASIC NEEDS OF MOST ARTISTS.

Q. HOW DO YOU GO ABOUT ARTIST DEVELOPMENT AND MANAGEMENT AT BCH, AND WHAT KIND OF ARTISTS DO YOU TYPICALLY LOOK FOR TO JOIN YOUR ROSTER?

BCHCEO - IF AN ARTIST WANTS TO RAP, I LET THEM RECORD THEIR FIRST COUPLE OF SONGS AND FROM THERE LET THEM GET A FEEL OF HOW IT IS TO RECORD THEIR MUSIC. I'LL COACH THEM THROUGH SONG STRUCTURE, PRONUNCIATION, AND ALSO SONG CONTENT. IF THEY HAVE INTEREST IN DOING SHOWS, I'LL TEACH THEM THE BASICS ON STAGE PRESENCE ETC. WHAT I LOOK FOR IN AN ARTIST IS TO HAVE DRIVE, DEDICATION AND ALWAYS READY TO WORK.

Q. YOUR CREATIVE TEAM OFFERS GRAPHIC DESIGN, PHOTOGRAPHY, AND VIDEOGRAPHY SERVICES. COULD YOU SHARE SOME EXAMPLES OF PROJECTS WHERE THESE SERVICES HAVE MADE A SIGNIFICANT IMPACT ON AN ARTIST'S CAREER?

BCHCEO - IN TALLULAH, THE STUDIO KEEPS THE PEOPLE BUSY AND FOCUSED FROM GETTING THEMSELVES INTO TROUBLE. IT GIVES THE PEOPLE THE OPPORTUNITY TO HAVE AN

OUTLET, EXPRESSING THEIR FEELINGS WITHOUT FEELING JUDGED. IT'S LIKE MODERN DAY THERAPY. IT ALSO TEACHES THE ARTIST TO BE BUSINESS MEN/ WOMEN.

Q. MINNESOTA MIGHT NOT BE THE FIRST PLACE THAT COMES TO MIND WHEN PEOPLE THINK OF THE HIP-HOP AND RAP MUSIC SCENE. HOW HAS BCH MANAGED TO THRIVE AND MAKE WAVES IN THIS UNIQUE MUSICAL LANDSCAPE?

BCHCEO - IN MINNESOTA IT'S SO MANY CULTURES THERE, SO THERE ARE DIFFERENT SOUNDS. WE NETWORK WITH MANY ARTISTS, PROMOTERS, FOR THE MOST PART IT'S ABOUT GETTING OUT THERE AND MAKING SURE YOU GET HEARD AND STAYING ON TOP OF EVERYTHING. WE RELOCATED TO LOUISIANA (TALLULAH) SINCE THE POPULATION IS NO BIGGER THAN 10K, IT'S KIND OF EASIER TO BE HEARD HERE AND NETWORK WITH THE COMMUNITY.

Q. CAN YOU TELL US ABOUT SOME OF THE NOTABLE ARTISTS OR PROJECTS THAT HAVE BEEN ASSOCIATED WITH BCH, AND THE ROLE THE LABEL PLAYED IN THEIR SUCCESS?

BCHCEO - BACK IN MINNESOTA DAYS, OUR LABEL AS A WHOLE AND A FEW MUSICIANS ON OUR ROSTER HAVE BEEN NOMINATED FOR AWARDS. IN LOUISIANA, WE HAVE GONE VIRAL MANY TIMES BY WORKING WITH MOST OF THE ARTISTS HERE. WE PUT TOGETHER A DOCUMENTARY SHOW CASTING THE MUSICIANS OF THE CITY.



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Q. IN AN INDUSTRY THAT'S CONSTANTLY EVOLVING, HOW DOES BCH ADAPT TO CHANGING TRENDS AND TECHNOLOGIES TO STAY RELEVANT AND COMPETITIVE?

A-BLOCK - WE STAY RELEVANT AND CURRENT BY KEEPING UP WITH NEW TRENDS AND TECHNOLOGIES. WE USE THE INTERNET AND SOCIAL MEDIA TO SHARE OUR MUSIC AND CONNECT WITH FANS. WE ALSO KEEP AN EYE ON WHAT'S POPULAR IN MUSIC RIGHT NOW AND WE COLLABORATE WITH ARTISTS WHO FIT THOSE STYLES. THIS HELPS US TO STAY RELEVANT AND COMPETE WITH BIGGER LABELS. WE ALSO USE DATA AND ANALYTICS TO UNDERSTAND OUR AUDIENCE BETTER AND MAKE SMART DECISIONS ABOUT MARKETING AND PROMOTION.

Q. WHAT'S YOUR PERSPECTIVE ON THE ROLE OF INDEPENDENT RECORDING LABELS LIKE BCH IN TODAY'S MUSIC INDUSTRY, AND HOW DO YOU SEE THE INDUSTRY EVOLVING IN THE FUTURE?

A-BLOCK - WE INDEPENDENT RECORDING LABELS PLAY A CRUCIAL ROLE IN TODAY'S MUSIC INDUSTRY. WE PROVIDE A PLATFORM FOR EMERGING ARTISTS, FOSTERING DIVERSITY AND INNOVATION. WE OFFER ARTISTS CREATIVE FREEDOM, DIVERSE GENRES, AND A CHANCE TO BUILD GENUINE FAN BASES. WITH DIGITAL DISTRIBUTION AND SOCIAL MEDIA, WE CAN REACH GLOBAL AUDIENCES AND CHALLENGE THE DOMINANCE OF MAJOR LABELS. SOME INDIE LABELS ARE ALREADY CHALLENGING MAJOR LABELS AND THEY ACTUALLY DO NOT NEED THEM ANYMORE BECAUSE THEY CAN CONSIDER THEMSELVES MAJOR. I THINK THE MUSIC INDUSTRY'S FUTURE WILL BE SHAPED BY STREAMING DOMINANCE AND ARTIST EMPOWERMENT THROUGH DIGITAL TOOLS.

Q. FINALLY, WHAT ADVICE WOULD YOU GIVE TO ASPIRING ARTISTS LOOKING TO MAKE THEIR MARK IN THE MUSIC INDUSTRY, ESPECIALLY THOSE CONSIDERING COLLABORATING WITH BCH OR SIMILAR LABELS?

A-BLOCK - FOCUS ON YOUR UNIQUE SOUND AND TRY TO STAND OUT WITH IT, NETWORKING TO BUILD INDUSTRY CONNECTIONS, AND CREATING HIGH-QUALITY CONTENT, USE ONLINE PLATFORMS FOR EXPOSURE, PERFORM LIVE TO GAIN EXPERIENCE, AND STAY PERSISTENT THROUGH CHALLENGES.

LEARN THE BUSINESS SIDE AS WELL, EMBRACE FEEDBACK, MAINTAIN AUTHENTICITY AND STAY TRUE AND REAL TO YOUR ART.

SOUNDCLOUD

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TDUB AKA LOUISIANA FINEST BIO

TDUB, ALSO KNOWN AS LOUISIANA FINEST, HAILS FROM THE VIBRANT CITY OF TALLULAH, LOUISIANA. HE IS A RISING STAR IN THE RAP SCENE, CAPTIVATING AUDIENCES WITH HIS ELECTRIFYING TALENT AND UNDENIABLE CHARISMA. DRAWING INSPIRATION FROM INFLUENTIAL ARTISTS SUCH AS WEBBIE, MONEY MAN, BANKROLL FRESH, BG, AND SOULJA SLIM, TDUB HAS CRAFTED A UNIQUE STYLE THAT SETS HIM APART FROM THE CROWD.

WITH A STRING OF IMPRESSIVE PROJECTS UNDER HIS BELT, TDUB HAS BEEN MAKING WAVES IN THE MUSIC INDUSTRY. HIS LATEST RELEASE, "DA COME UP," SHOWCASES HIS DYNAMIC FLOW, INFECTIOUS ENERGY, AND THOUGHT-PROVOKING LYRICS. THIS PROJECT SERVES AS A TESTAMENT TO HIS DEDICATION AND PASSION FOR HIS CRAFT, AS HE CONTINUES TO PUSH THE BOUNDARIES OF WHAT CAN BE ACHIEVED IN THE RAP GENRE.

ONE OF THE KEY FACTORS THAT SETS TDUB APART IS HIS AUTHENTICITY. HE HAS BUILT A LOYAL FAN BASE WHO RESONATE WITH HIS GENUINE APPROACH TO MUSIC. TDUB'S LYRICS DELVE INTO HIS OWN LIFE EXPERIENCES, SHARING STORIES THAT ARE RELATABLE TO MANY. THROUGH HIS MUSIC, HE AIMS TO INSPIRE AND UPLIFT THOSE WHO MAY BE FACING SIMILAR CHALLENGES, OFFERING A SENSE OF HOPE AND MOTIVATION.



TDUB



TDUB'S RISE TO PROMINENCE IS NOT SOLELY BASED ON HIS LYRICAL PROWESS. HE IS AN ARTIST WHO GOES BEYOND THE CONVENTIONAL BOUNDARIES OF RAP, INFUSING HIS MUSIC WITH CREATIVITY AND INNOVATION. HIS ABILITY TO SEAMLESSLY FLOW AT VARIOUS LEVELS AND EXPERIMENT WITH DIFFERENT SOUNDS HAS GARNERED HIM WIDESPREAD ACCLAIM. TDUB'S MUSIC IS A TESTAMENT TO HIS VERSATILITY AS AN ARTIST, CONSTANTLY EVOLVING AND PUSHING THE ENVELOPE.

AS HE CONTINUES TO CAPTIVATE AUDIENCES WITH HIS TALENT, TDUB'S FAN BASE CONTINUES TO GROW. HIS LISTENERS APPRECIATE HIS ORIGINALITY AND THE RAW EMOTIONS HE BRINGS TO HIS MUSIC. THEY CONNECT WITH HIS LYRICS ON A DEEP LEVEL, FINDING SOLACE AND INSPIRATION IN HIS RELATABLE STORIES. TDUB'S MUSIC IS A TESTAMENT TO THE POWER OF SELF-EXPRESSION AND THE IMPACT IT CAN HAVE ON OTHERS.

WITH HIS SIGHTS SET ON THE MAINSTREAM MUSIC INDUSTRY, TDUB IS DETERMINED TO MAKE A LASTING IMPACT. HE IS EXCEPTIONAL IN HIS ABILITY TO CREATE ENGAGING AND HIGHLY RELATABLE RAP MUSIC THAT RESONATES WITH A WIDE AUDIENCE. TDUB'S DEDICATION TO HIS CRAFT AND HIS COMMITMENT TO DELIVERING QUALITY MUSIC IS EVIDENT IN EVERY PROJECT HE UNDERTAKES.

INSTAGRAM

@MONEYMANN_DUB

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LOVE LIVE



TAE BUTTA

MVMM



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TRA K INTRO

INTRODUCING TRA K, THE REALEST RAPPER TO COME OUT OF TALLULAH, LOUISIANA! TRA K USES HIS MUSIC AS A POWERFUL OUTLET TO EXPRESS THE RAW EMOTIONS HE'S EXPERIENCED, FROM THE PAIN OF LOSING LOVED ONES TO OVERCOMING LIFE'S TRIALS. HIS LYRICS ARE A REFLECTION OF REAL LIFE, KEEPING IT AUTHENTIC AND TRUE. PREPARE TO BE BLOWN AWAY BY HIS DEBUT ALBUM, "WANT ME DEAD ☐☐," BLENDING THE GRITTY VIBES OF DRILL RAP WITH THE SOULFUL SOUNDS OF R&B. STAY CONNECTED WITH TRA K ON UNITEDMASTERS.

INSTAGRAM

IG: @TRAYK_211_ODK

A portrait of rapper Tra K, a Black man with short dreadlocks and a beard, looking directly at the camera. He is wearing a blue and white patterned hoodie with a large orange and white football graphic on the front. A brown leather strap with the word "KINIZ" is visible across his chest. The background is a blurred outdoor setting with trees.

TRA K

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ARTIST : QUEEN KAYY
SONG NAME : OOY GOOEY
YOUTUBE CHANNEL NAME : GROUND GAME GLOBAL



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ARTIST : KEV THE POPE
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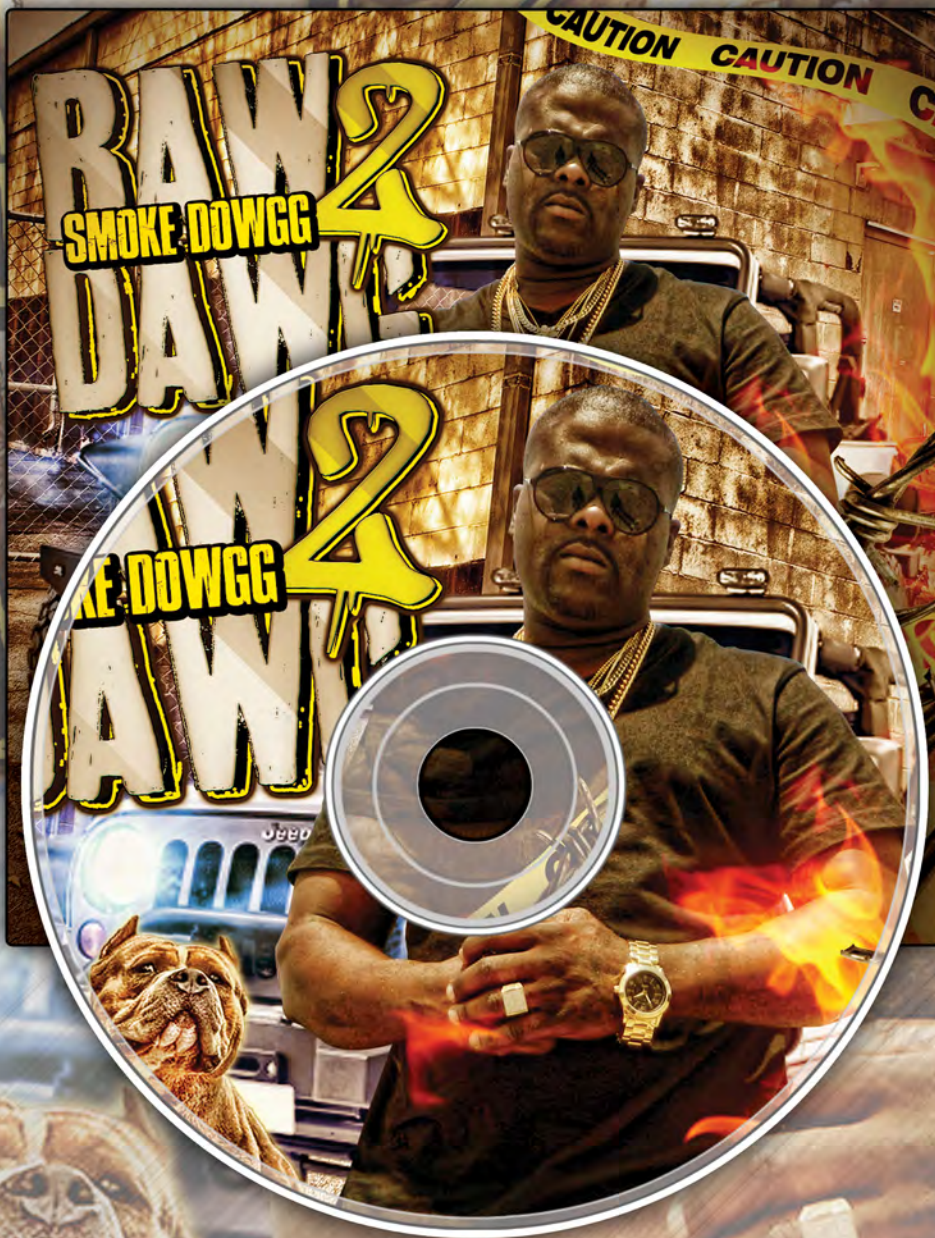
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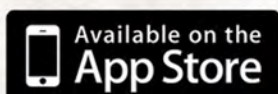
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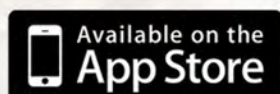
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@ PRÄSIDENT PORTER



GOING THRU GENERATIONS OF MAMA BEGGING SET HIM FREE, NOT MY ONLY SON, TAKE ME!!" FOR FAR TOO LONG WE HAVE SUFFERED THE INJUSTICE OF A UNJUST SYSTEM. IT IS TIME FOR ALL OF US TO MAKE THE NECESSARY CHANGES. NO MORE DYING WITH HANDS UP!!

HANDS UP

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@ M32LO
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ENTERTAINMENT
PRESENTS

C M A N



SINGLE : SINCE I GOT THT CHECK
ARTIST : LACMAN



SINGLE : RICH AND FAMOUS
ARTIST : HURST

- HURST -



SINGLE : THE UGLY TRUF
ARTIST: TRUF DA CROOK

D A C R O O K



SINGLE : THE EMPITOME GROOVE
ARTIST : JOEL JUNE



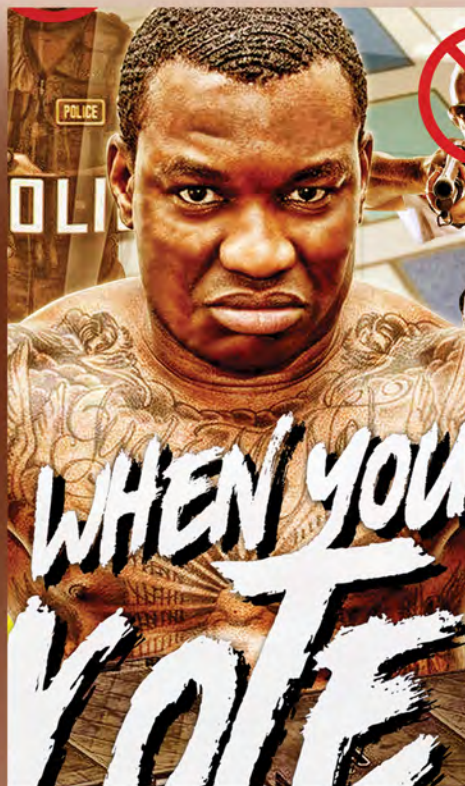
SINGLE : PROBLEM CHILD
ARTIST : YOUNG KIES



SINGLE : ANTI SOCIAL
ARTIST : NOVA RED



SINGLE : FUCK IT
ARTIST : EWOLF DA ONE



SINGLE : WHEN YOU VOTE
ARTIST : DJ BURN



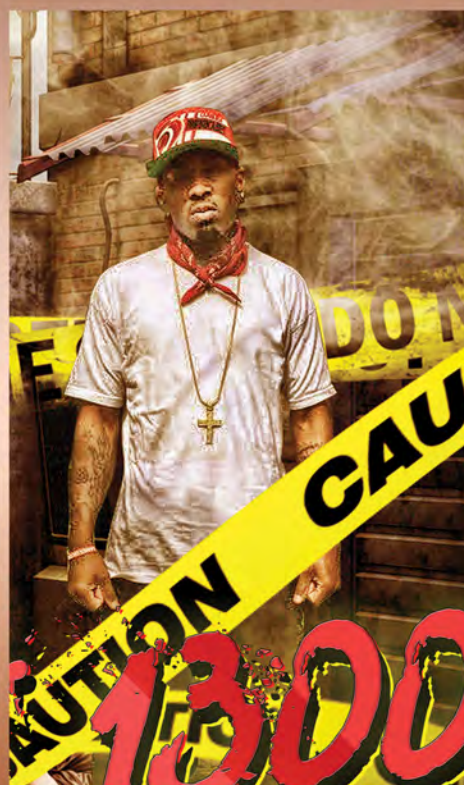
SINGLE : BE MINE
ARTIST : Z.WE



SINGLE : MOVE IN SILENCE
ARTIST : SLY COOP



SINGLE : RICH PAIN
ARTIST : MUDDY GEEZ



SINGLE : STILL 1300
ARTIST : YG RELL

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