

Hip hop leaders form partnership with NNPA

Written by Jimmie Davis, Jr., Special to the NNPA from the Miami Times
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MIAMI BEACH, Fla. – Upcoming hip-hop artists may find it challenging to get a DJ to play their songs or a mainstream media critic to review their music, but if they belong to Core DJs World Wide, they have nothing to worry about.

Last week, leaders of the group representing more than 500 of the nation's most influential DJs met with National Newspaper Publishers Association (NNPA) Chairman Cloves Campbell and a partnership was established that will give them access to approximately 200 Black newspapers. In turn, NNPA will have a strong connection with a new generation of readers.

"We want to merge the hip hop community with the Black media," Tony Neal, CEO and founder of Core DJs World Wide said in an exclusive interview with the *Miami Times*. "Now we have two well-defined voices reaching the people."



Core DJs World Wide instructs young executives on how to polish their talent and business skills. That was done during a 3-day conference that ended Monday at the Sheraton Four Points Hotel on South Beach amid celebrating the group's 10-year anniversary.

A third – and perhaps most important – factor was Jineea Butler, president of Hip Hop Union. She was responsible for forming the union between Hip Hop Union, Core DJs World Wide and the NNPA.

"There was no type of conversation taking place between the Black Press and the hip hop community," Butler said. "We have to support one another."

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In addition to creating the unique alliance, Butler is a columnist for the NNPA News Service, reaching nearly 19 million readers.

Whether you're a DJ, singer, rapper or model – Core DJs is the team to belong to, because as the premier coalition of DJs, they have the inside track on the goings and comings of the industry.



Getting air play is the number one concern for rappers and R&B singers, and Neal has made this course of action relatively simple for his members. Throughout the conference, artists had opportunities to network and establish a rapport with DJs and producers.

Once the DJs listen to the music – the artist stands a better a chance of getting their music played in clubs and on the radio.

"I'm trying to push my entertainment career to the next level," said Rapper Pedro "Bizz" Juan Julio, who travelled from Topeka, Kansas to attend the conference. "I want to sign with a label, so I can feed my family." His debut CD is entitled "Count Me In".

These days it takes more than charisma to get noticed by a DJ. Musicians have to promote their strengths through establishing what's called a "brand."

"Your brand is your image," Bizz said. "It's who you are."

R&B singer and song writer Sincere Grant, based in Tulsa, Oklahoma performed his hot new single "Red Carpet Ready." He has a very delightful CD that's going to catch the eyes of a major record label. Don't be surprised, because has a very productive future in the entertainment field.

There was also a "Wrap" Session moderated by George E. Curry, editor of the NNPA News Service and BlackPressUSA.com .

"The "Wrap" session was all about the role that the NNPA is going to play at bridging the gap between the hip hop community and the Black Press. "We are here to let the collective know that the Black Press is a means of communication that they need to take advantage of," said Cloves C. Campbell, Jr., Chairman NNPA. "Our role as the Black Press is to give them positive exposure in the community they serve."

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Entertainer, Owner and CEO of Pack Rat Productions Sheryl Underwood is also a member of Core DJs World Wide and she says the gathering made a tremendous impact on the lives of individuals striving to get their foot in the door.

"I just love what I'm seeing here because there's so much unity," Underwood said. "This is how you select the next president."

Neal, Butler and Campbell all agree that by utilizing the principles set forth during the civil rights era a movement has flourished where Core DJs Worldwide, the NNPA and Hip Hop Union is a powerful political unit.

"We have created a political interest group," said Brooklyn Recording artist and Producer Jazo. "Musicians as well as members of the community will benefit from this partnership."