

New Book! THIRD COAST: Outkast, Timbaland and How Hip Hop Became a Southern Thing by Roni Sarig (May 07)

THIRD COAST fully explores the history of rap as it emerged out of the South through many crosscurrents. Sarig goes way back to the oral tradition of slaves in the South, field hollers, the blues and gospel, and connects the dots to early 20th century African American radio announcers who rhymed, testified and signified. Hosts like Jocko Henderson, Daddy-O and Poppa Stoppa actually spoke in rhyme, and their broadcasts reached way down into the Caribbean, “influencing Jamaica’s earliest toasters such as U-Roy and Sir Lord Comic to perform their rhythmic rhymes over reggae dubs.” It would be these toasters, then, who would influence and inspire the young Jamaican on his way to New York: Kool DJ Herc, aka the father of hip-hop. Sarig also notes the influence of musicians, poets, comedians and celebrities with roots in the South who continued with the toasting, boasting, signifying and rhyiming: Rudy Ray Moore, Clarence “Blowfly” Reid, Muhammad Ali, the Last Poets, the Watts Prophets, Gil Scott-Heron and H. Rap Brown.

THIRD COAST is the most thorough, wide-ranging, and exhaustively researched book yet to examine the roots and development of Southern Hip Hop. Sarig follows rap’s history from Miami Bass to Houston’s Gangsta Goths, hitting on Memphis’ gangsta walk and New Orleans’ bounce music, and exploring Atlanta as the New Motown and Virginia as a no man’s land where studio wizards such as Timbaland and the Neptunes spun pop magic. On his journey through Dirty South Hip-Hop, Sarig explores how far recent hip-hop has come both sonically

and culturally, focusing on the big players like OutKast, Missy Elliott, Ying Yang Twins, T.I., UGK, Eightball & MJG, Three 6 Mafia, Juvenile, Ludacris, and Lil Jon, exploring its roots, style, slang and influence, and considering its more recent genre-busting iterations like crunk.

The '90s had artists talking East vs. West, but it's now impossible to ignore the Third Coast.

Roni Sarig is the author of three books, including *The Secret History of Rock: The Most Influential Bands You've Never Heard*. His work has appeared in *Vibe*, *Rolling Stone* and *Spin*. He lives outside NYC.

THIRD COAST Chapter Listings

INTRO: What You People Know About the Dirty South?

Word Up: The African-American Oral Tradition. Go DJ, That's My DJ: Jive Talking to Reggae Toasting. Raise Up, This One's For You: Southern Rap Explosion. Southern Heritage. Social Music. Inversion. Southern strategy. Down to the Crossroads.

PART I: REGIONALISM AND EARLY CROSSCURRENTS

1. The Rise and Fall of Miami Bass: Soul Talking: Clarence Reid and Henry Stone. Hip-Hop Comes South. 2 Live is What We Are: Miami Bass Booms. As Nasty As They Wanna Be. Maximum Boom: Bass in the Car and on the Charts.

2. Houston and the Gangsta Goths: Texas Hip-Hop: Life on the Human Ranch. Houston Starts Making Trouble. Geto Boys Get a Grip. Southern Gangsta Can't Be Stopped. The South's True Underground Kings.

3. Memphis-Pimped Out or Bucked Up: Wheatstraw's Gangster Blues. Memphis Gets Buck. Eightball & MJG: Pimps in the House.

4. New Orleans' Soldiers in the Murder Capital:

In New Orleans, the Waters Rise, But So Do the People. From Calliope to Cali Hope, and Back. No Limit Tests the Limits.

Part II SYNTHESIS AND THE NEW SOUTH SENSIBILITY

5. Atlanta-Fusion and Family:

The Great Southern Crossroads. "Good Morning, Atlanta. We are Here." Atlanta Originals. Young, Fly, and Flashy. L.A. and Babyface Move South. The TLC Tip. 3 Years, 5 Months & 2 Days in the Birth of Southern-Identified Hip-Hop. Atlanta's Bass Survivors. Up From the Dungeon. The Road to Southernplayalisticadillacmuzik. Serving Up the Soul Food. Second Acts: The ATLiens are Still Standing.

6. Virginia-Transmissions from the Edge: Welcome to the Blank Slate. Untapped Market: Teddy Riley Comes to Town. When Timmy Met Missy. Good Ol' Virginia: The Masters of Urban Pop.

7. Atlanta as the New Motown: The Dungeon Family Move to the Front of the Bus. LaFace's Golden Era. Bombs Over the Dungeon Family. J.D. Welcomes You to Atlanta. Ludacris Disturbs the Peace. Laface's Legacy. To Camelot Like Campbellton. Kings of the South. The Beatles of Hip-Hop.

8. Hip-Hop's Ruralization: The Twice-Marginalized Rural South. Hip-Hop Sings the Blues. Mississippi Burning. Hollers from the Cotton Fields. Portrait of a White Boy. OutKast's Nappy Children. Sweet Home Cackalacky. Black Cowboys in Nashville.

PART III: WHAT GOES AROUND

9. Bounce Music-From Buck Jump to Bling Bling:

The Spirit of New Orleans. Buck Jumpin' in the Big Easy. Triggerman's Unlikely Getaway. Bounce Baby Bounce. Cash Money Gets its Roll On. Cash Money in Slow Motion.

10. Crunk Gets Crunk: Back in Memphis, Paul & Juicy Tear Da Club Up. Gette'm Crunk in the Crab Bucket. The Making of Lil' Jon. Crunk's Hidden Codes. Crunk Gets Crunk. Crunk's Fellow Travelers: Pastor Troy, Oomp Camp. Ying Yang in the Booty Clubs. Miami Becomes a Hip-Hop City (Again). Down South (of the Border) Hip-Hop.

11. Houston Reprise-The Turn of the Screw: Things is Slower in the South. The Southside's Screwed-Up Empire. The North Also Rises. Lone Star Shining.

Interviewees

Include

Al Kapone

Allen Johnston

Andre Benjamin

Anthony Murray

B.G.

Betty Wright

Big Boi

Big Oomp

Big Rube

Big Sam

Billy Hines

Bo Crane

Bonecrusher

Boss King

Bryan "Baby" Williams

Bubba Sparxxx

Bun B

Cecil "DC" Glenn

Cee-Lo

Chad Hugo

Charles Young Jr. Charles Young Sr.

Chuck D

Clarence "Blowfly" Reid

C-Murder

Crunchy Black

Da Brat

David Banner

David Noller

Dee Dee Murray

Devin Steel

Devin the Dude
Disco Rick
DJ Chill
DJ Jubilee
DJ Laz
DJ Magic Mike
DJ Paul
DJ Strez
D-Roc
DSGB
E.S.G.
Earl Mackie
Eightball
Freddy Hydro
Fresh Kid Ice
Gangsta Pat
Gene Griffin
Gipp
Gregory D
Henry Stone
Ian Burke
James McCauley (DXJ)
Jamilla Bell (Jack the Rapper's daughter) Jason Geter
Jason Orr
Jazze Pha
Jermaine Dupri
Jimmy Brown
Joe "DJ PappaWheelie" Gonzalez
John Abbey
John "J-Dogg" Shaw Juicy J,
Kaine
Kawan "KP" Prather
Khujo
Kilo
King J
KLC Knottz
K-Rino

L Rocc
Leatrice Pierre (Timbaland's mom)
Lil Bo
Lil Flip
Lil Jon
Lil Jon's
brothers & mom,
Lil Scrappy
Lil Troy
Luther Campbell Malice
Mannie Fresh
Matt "SoReal" Sonzala MC ADE
MC Shy-D
Melvin 'Magoo' Barcliff Michael Watts
Mike "Mr. Collipark/DJ Smurf" Crooms
Mike Clark
Missy Elliott
MJG
Mr. DJ
Mr. Mixx
Mz. Vet
Neil Case
Nick Scarfo
Orville Hall
Pastor Troy
Pharrell Williams
Pitbull
Pretty Tony
Prophet (Nappy Roots)
Pusha T
Ray Murray
Ready Red
Rico Wade
Rob "Mac" McDowell Robert Shaw
Ronald "Slim" Williams
Ryan Camron
Shirani

Sleepy Brown

Speech

Steve Gottlieb

T.I.

Ted Lucas

Teddy Riley

Timbaland

Tom Bowker

Tony Mercedes

Tony MF Rock (aka Woodchuck)

Trick Daddy

Wayne Briggs

Wes Philips

Willie D