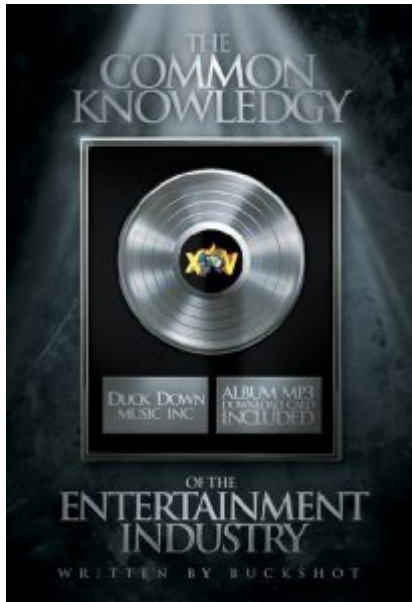


Buckshot 'The Common Knowledge Of The Entertainment Industry'



Buckshot is the co-founder of Duck Down Music & the lead MC for Black Moon & Boot Camp Clik. In 2005, Buckshot reinvented himself with his group project with 9th Wonder, entitled, Chemistry. The duo released a second title, The Formula, in 2008 and are currently in the mixing process of their 3rd album, 'The Solution,' in stores in 2011. In 2009, Buckshot teamed with KRS-ONE for their group album, 'Survival Skills.'

2010 marks the 15 year anniversary of Duck Down Music. Buckshot has taken his 15 year experience and has crafted a pamphlet entitled 'The Common Knowledge Of The Entertainment Industry.' The pamphlet is comprised of three stages. Buckshot first educates readers on the 'Basics' of the entertainment industry providing his definitions for terms associated within the business. Buckshot then transitions to the 'Framework,' or inner-workings of a music label and answers commonly posed questions that he receives from fans & interviewers. In the final stage, Buckshot unveils 'How It All Works,' and

illustrates the process of putting the knowledge to use & executing proposed goals.

Accompanying the pamphlet is a 13-track album provided as a download card, which can also serve as a page place-holder. The album features original Buckshot music based on the concepts from within the pamphlet.

Buckshot, along with co-owner of Duck Down Music, Dru Ha, has been the Executive-Producer of each title released by the long-standing and resilient Independent label. He's been part of over 3 million records sold, toured the globe performing his hits & worked with greats such as: Mary J Blige, Aaliyah, Tupac Shakur, Q-Tip, Bustah Rhymes, Talib Kweli, Funk Master Flex & more. Buckshot has created original music for ESPN, The History Channel, Pizza Hut, Belvedere, HBO, Smirnoff, 2K Sports & others. He's been a part of campaigns through Duck Down's marketing arm, Vision, for companies such as: Coca-Cola, Mark Ecko Brand, Sketchers, 2K Sports, Scion, Olde English, Rockstar Games & more. Within the pamphlet, Buckshot provides insight on the many caps he wears, ranging from recording & performing artist, label owner & marketing executive.

Audio Download Card Track Listing:

- 1) What Is Entertainment?
- 2) What is Street Team?
- 3) What is a Producer?
- 4) What is an Executive?
- 5) What is Radio?
- 6) What is a Retail Rep?
- 7) How Do I Make A Record?
- 8) What is a Road Manager?
- 9) How Do Record Label's Function?
- 10) How Do I Become An Artist?
- 11) How Do I Get My Record To A DJ?
- 12) What is a CEO?
- 13) How Do I Get My Beats To MCs?

14) How Do I Sell At Digital Retail?

15) What Is A Marketing Campaign?

16) Outro

Upcoming Buckshot Tour Dates performing alongside Pharoahe Monch,

Sean Price, Smif N Wessun, Skyzoo & Music by DJ Evil Dee:

For ticket info go to: <http://www.duckdown.com/eastcoasttour/>

Monday, October 11th – Tampa, FL – Club Empire

[Tickets](#)

Tuesday, October 12th – Orlando, FL – The Social

[Tickets](#)

Wednesday, October 13th – Miami/Ft. Lauderdale, FL – Revolution

[Tickets](#)

Thursday, October 14th – Atlanta, GA – Masquerade

[Tickets](#)

Friday, October 15th – Wilmington, NC – Soapbox

[Tickets](#)

Saturday, October 16th – Carrboro, NC – Cat's Cradle

[Tickets](#)

Sunday, October 17th – Baltimore, MD – Sonar

[Tickets](#)

Monday, October 18th – Washington D.C. – LIV

[Tickets](#)

Tuesday, October 19th – New York, NY – Le Poisson Rouge (CMJ Showcase with Talib Kweli, Pete Rock, Jean Grae, & Strong Arm Steady performing as well)

[Tickets](#)

Wednesday, October 20th – New Haven, CT – Toads Place

[Tickets](#)

Thursday, October 21st – Philadelphia, PA – TLA

[Tickets](#)

Friday, October 22nd – Providence, RI – Jerkys

[Tickets](#)

Saturday, October 23rd – Portland, ME – Asylum

Sunday, October 24th – Boston, MA – Middle East

[Tickets](#)