

A3C Announces Panel Line-Up & A-List Performers For 2010 Hip-Hop Festival

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(September 22, 2010 â€” Brooklyn, NY) The 3-day A3C Hip-Hop Festival is excited to make two big announcements, the listing of five panel discussions as well as the addition of premiere artists, Murs, 9th Wonder, Buckshot, Jean Grae, and more to the weekend's performance schedule. The panels, taking place over the course of the weekend, are all located in the Festival's main building, The Masquerade, with themes including social networking, production, licensing and publishing, journalism and mixtapes.

â€œSocial Networking and Media: My Mom's A Fan, How Do I Get More?â€ will take place on Friday, October 8 from 4:30pm to 6:00pm in The Masquerade's Hell. The panel will discuss the importance of developing an online presence and is designed to assist artists how to most effectively build that presence using a variety of tools. Panelists include Vandalyzm, Rosylnn Cobarrius of MySpace, Rob of Green Hitz, Z of DJBooth.net, and Brian Rikuda, and will be moderated by Fadia Kader.

The iStandard Production Showcase presented by Native Instruments also features a platinum producer panel on Friday, October 8, 2010 from 6:00pm to 7:30pm in The Masquerade's Purgatory. Aside from the beat, production is the other essential in crafting a Hip Hop anthem. The panel, discussing the importance of production in hip-hop and the evolution of production over the years, comprises a who's-who list of producers as panelists including DJ Toomp, Mr. Collipark, Tha Bizness, The J.U.S.T.I.C.E. League, Nard & B, and Needlz. The panel will be moderated by iStandard coâ€CEO J Hatch.

A music licensing and publishing panel, moderated by Bruce Burch, will take place Saturday, October 9 from 3:00pm to 4:30pm in The Masquerade's Hell and will feature panelists Steve Collins (Chromatic Music), Ricardo Spicer (Sweatbox Music), Simon Horrocks (Affix), TREE (ASCAP), Byron (BMI) and CAP (SAESAC). Elsewhere, A panel on Hip Hop journalism, "I Rock a Mic but Don't Rap," will take place on Saturday, October 9 from 4:30pm to 6:00pm in The Masquerade's Hell. The panel, moderated by Maurice Garland and featuring Rodney Carmichael of Creative Loafing, John Gotty of Smoking Section, Shake of 2DopeBoyz, Dominic Brady, and Brainstorm, will focus on what it takes to get featured in major publications and on top websites and blogs.

Finally, "What is a Mixtape... Really?" will take place on Saturday, October 9 from 6:00pm to 7:30pm in The Masquerade's Purgatory, discussing all the pertinent, need to know information on the mixtape game. An all-star list of panelists include DJ Burn One, Trackstar, DJ Green Lantern, DJ Red Alert, and DJ Judgemental. Moderating the discussion will be Randy Roper of Ozone Magazine/Million Dollar Dreams.