

# Media Questions Of The Week



1. Is Vybz Cartel really going to sell bleach cream for men?



2. How is it that Conrad Murray could-up serving less than a lousy 4-year sentence if convicted for involuntary manslaughter in the death of Michael Jackson? And how is it possible that he could even end-up on house arrest?

[youtube]9y768coPoGo&[/youtube]

3. Now that Talib Kweli, Kanye West and Russell Simmons have visited Occupy Wall Street, will there some kind of creative project created around the movement?

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## Dubbed the Ambassador of Hip-Hop Reggae Rayvon Prepares

# Solo Album



(Los Angeles, California “ January 24, 2011) Most artists dream of a career that spans over a decade boasting international accolades, chart-topping hits, and underground classics, Barbadian-born/ Brooklyn-raised Rayvon has garnered this success and more while affectionately being dubbed the “ambassador of hip-hop reggae.” Having shared the stage with monolithic icons The Rolling Stones and Michael Jackson his pop-infused Caribbean flavor has paved the way for the next generation of Barbadian recording artists such as Rihanna, Shontelle, and Jaicko.

Rayvon’s eponymous third album. Rayvon features track work from heavyweights such Jah Snowcone (Sean Paul, Vybz Kartel) as well as the production prowess of Danny Champagne, Ali Cat, and Carl “Beaver” Henderson. The first single “Back it Up” is a hard-edged pulsating groove that have guys jumping and ladies gyrating. From “Hustle and Flow” to the pop reggae lilt of “Wedding Song,” the album result is an explosive collection of sonic heavy hitters (“Riding Skill”), Euro dance (“Private Dancer”), and his patented brand of hip-hop reggae (“Get Money,” “Bang Bang”). To date, “Back It Up” has garnered Rayvon an International Association of Independent Recording Artists (IAIRA) award and ranked in at No. 1 on Indie-Music.com’s top 25 for 2011. The second single “One N Only” is swiftly giving chase at No. 2.

Rayvon is probably best known for his work with multi-platinum selling vocalist Shaggy. The two began collaborating on a string of tunes in the 90’s which culminated in the Sting Int’l produced regional hit “Big Up.” Rayvon says, “We both got our break with that record. It put us in the reggae/dancehall spotlight. I had a smooth-edged style of

singing and he had that rough DJ style. The chemistry was amazing.â€ Rayvon was also featured covering The Melodians' classic â€œRivers of Babylonâ€ on the B-side of Shaggyâ€™s 1993 hit â€œOh Carolinaâ€

The following year Rayvonâ€™s solo star began to brighten with the release of his hip-hop reggae classic â€œNo Guns, No Murderâ€ (produced by Funkmaster Flex) on the venerable VP Records. The track hit a trifecta on Billboard, ranking in simultaneously on the Hot 100, Rap Singles, and R&B/ Hip-Hop Songs charts. VP issued the follow up â€œPretty (Before I go To Bed),â€ which quickly impacted the Billboardâ€™s Rap Singles chart. Rayvonâ€™s career trajectory accelerated in 1995 when he recorded the island-tinged duet â€œIn The Summertimeâ€ from Shaggyâ€™s platinum, Grammy award-winning album Boombastic. The song was a cover of Mungo Jerryâ€™s 1970 hit and following in its original success Shaggyâ€™s version with the help of Rayvon reached No. 3 on Billboardâ€™s Hot 100 and No. 5 in the UK while also featured in various major motion pictures and television series.

[youtube]HXqx8RoD0l0[/youtube]

Rayvon spent the next few years diligently releasing underground singles including â€œBashment Party,â€ which positioned itself on Billboardâ€™s Rap Singles chart. In 2001 he lent his vocals to yet another smash Shaggy duet, â€œAngel,â€ from the 6x Platinum seller Hotshot. This time, the duo topped Billboardâ€™s Hot 100 and took home an American Music Award for the wildly successful tune. Rayvon appeared with Shaggy in the national spotlight on shows like Live w/ Regis & Kelly, Saturday Night Live, Jay Leno, David Letterman and All My Children. The song has since clocked in at 18 million views on YouTube and has been certified gold and platinum around the world. Rayvon says, â€œPeople have grown up with the classic songs Iâ€™ve done over the years. People want to hear Reggae because it's feel good music. Feel good music will never die.â€

Rayvon previously released two solo albums including Hear My Cry (Virgin Records 1997) and My Bad (Big Yard Music/MCA Records 2002). Though hopes were high for his impressive debut album, it largely hovered under the radar in a whirlpool of label politics. "I came out in a year where it was like a small dog among big dog. Virgin released albums by UB40, Janet Jackson, Rolling Stones, and the Spice Girls that same year. I was caught in that whole whirlwind." The release of "2-Way" off the sophomore effort reached No. 10 on BET's 106 & Park countdown and chimed in on Billboard's R&B/ Hip-Hop Songs chart. The title track "My Bad" stands at 84 thousand views on YouTube, featured a cameo from cohort Shaggy and boasted No. 1 at Top 40 Radio for four weeks.

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1. Was Vybz Kartel's [response](#) to criticism over his [skin-bleaching](#) sensible and appropriate?



2. Why is Q-Tip upset about Michael Rapaport's documentary on A Tribe Called Quest when he knows that anything you say in an official interview can be used? And if he doesn't like the outcome he knows he can make a video response to it? Doesn't he know that regardless of the film's outcome Tribe's significance will not be diminished?



3. Why does Keyshia Cole want to record with [Nickelback](#) instead of someone like Lenny Kravitz or Janelle Monae????

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# Lady Saw-Party Till December

[vimeo]14773694[/vimeo]

*My Way* is out now.