

VIBE Magazine's Antidote to the Grammy's – Meet the Vammy's – Voting Begins Monday, January 12th

One of the world's most prestigious music award shows is around the corner, and VIBE magazine, the definitive voice of multicultural lifestyle and culture, is weighing in. In the fresh February 2009 issue, VIBE resident music guru, Sean Fennessey, writes "THE WORD: How To Save The Grammy Awards," which express the long standing feeling that the award show, since introducing the first hip hop category 20 years ago, continues to miss the beat of popular culture by omitting key categories and giving awards to artists not on the top of most true hip hop lovers' lists. So, VIBE magazine has created the first annual Vammy Awards, featuring categories and nominees VIBE thinks will make the award show ballot hotter and hipper in 2009, including Vammy categories: "Best Ringtone," "Best Hook," and "Best Hook Artist." The Vammy Awards winners will be determined by tallying the artists who garnered the most votes in a nationwide sweepstakes launching January 12 (12 noon EST) on VIBE.com. All entries get a chance to win an all-expense paid trip to a VIBE photo shoot along with other special prizes. Winners will be announced on February 9th, the day after the Grammys.

THE WORD "How To Save The Grammy Awards"

The Grammy's have always had problems connecting with kids. And by kids, we mean anybody under the age of 60.

First they hated on hip hop. Then, when they finally acknowledged the genre in 1988, they couldn't quite find the right artists to hono. (Sorry, Will). Now, more than ever, the

long-running music awards show is facing an identity crisis. If producers continue to skew old (Hi again, Santana!), they'll keep ratings just high enough to stick around until all the loyalists die. Sure, they finally added the Best Rap/Sung Collaboration award in 2001, but somehow Linkin' Park got one of those. This year you'll see talented but safe newcomers like Leona Lewis and Adele in the spotlight, and Lil Wayne will get a big look for his mammoth year. But if the Recording Academy revamped some categories and tried to engage in what is truly popping in popular music, it just might have a future in these download days. Check out our revised ballot to see the artists and genres that the Grammys ought to keep their eye on—if they don't want to go the way of the gramophone.

Sean Fennessey for VIBE magazine's February issue. On stands January 20

Starting Monday, January 12, vote at VIBE.com on the VIBE Vammy ballot for a chance to win an all-expense paid trip for two to a VIBE photo shoot.

Throwback:Pete Rock Featuring Loose Ends-Take Your Time

This legendary hip-hop producer from the Bronx came to the surface the loudest with CL Smooth and their classic album Mecca And The Soul Brother in 1992. Their song "They Reminisce Over You (T.R.O.Y.)" which was dedicated to their friend the late "Trouble T. Roy" who was a dancer for Heavy D. He has

produced songs for Nas, Public Enemy and Biggie Smalls. "Take Your Time" is from his critically acclaimed solo album Soul Survivor from 1998. Loose Ends were the premier soul group from England in the '80s until Jazzie B's Soul II Soul crew arrived in 1988.

Most people know them for the songs ["Hanging On A String,"](#) ["Slow Down"](#) ["You Can't Stop The Rain"](#) and ["Stay A Little While Child."](#)





Kickmag's 2008 Picks

Eric Benet-Love And Life 

West side homeboy continues the NWA tradition with multiple producers proving again that he acknowledges the influences of lyricists past but he is his own rapper.




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Santogold-Santogold 

Three bass warriors duke it out in layers of virtuosity and fun.



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Leon Ware-Moon Ride 

More speaker funk from Snoop with notable appearances from Teddy Riley and a country song with Willie Nelson and Everlast.

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N.E.R.D.-Seeing Sounds

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Erykah Badu-New Amerykah

✕

Musiq maintains his part of the Philly soul lifeline. A decent radio cut with Mary J., his usual channeling of Stevie Wonder and more undiluted devotion.

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Kickmag's 2008 Picks

Raphael Saadiq-The Way I See It

✕

The most original voice in R&B, Dwele doesn't sound like anyone but Dwele. And that sound is urbane, sensitive and walks the right line between digital and organic soul.

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The Foreign Exchange- Leave It All Behind

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Jazmine Sullivan-Fearless

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Labelle-Back To Now

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Nappy Roots-The Humdinger

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