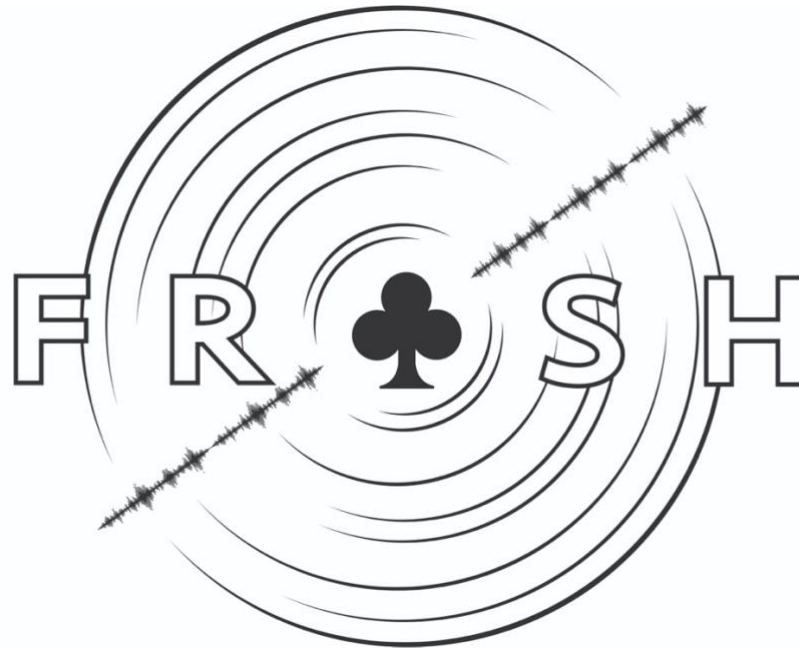




BUSINESS PROPOSAL

Chasney Maturine 1910394

Module Code: BMTY7006

Tutor: Steve Cole

Introduction

In this report I will present a sustained business proposal for FR♣SH.

Currently at the pre-relaunch stage I will deliver this report as an investor presentation providing convincing arguments for the business case, the methods used and the application of underpinning theories supported by appropriate evidence based on coherent research which will evidence analysis, synthesis, evaluation, critical reflection and the formation of judgment and conclusions based on the FR♣SH business model.

The creation of a fully formed digital music business encapsulating elements from market entry analysis to mission statement to final execution. The development and eventual execution of the Club FRSHRZ record label.

A complete fit for purpose business model for a record label that defines all relevant aspects such as structure, A&R, branding, marketing and promotion, distribution, contracts, publishing and sync ethos, planning and eventual release schedule.

The development of a music label with evidence to support the design, structure, repertoire, ethos, contractual format, market approach and final execution.

Back story

When Chasney 'SKANDOUZ' Maturine a Hip-Hop artist was 17 he was offered a development deal with Tribal Sound and Vision who were a subsidiary for Universal Music.

Upon closer inspection of the contract he was given with his music Lawyer they discovered a clause stating that if he signed, they would own any music created under contract to Tribal, Sound and Vision would be owned by the label up to 25 years after the artists death.

This deeply affected SKANDOUZ as he rejected the offer to sign. He then made the decision to remain independent like his musical heroes at the time who basically treated being signed to a major label like it was a bad word and educate himself about the music business. First with various colleges leading up to him completing a Degree in Commercial Music in 2006 with a 2:1. Music Business became as much of a passion as creating the music itself. The passion spilled over to the first incarnation of the label. A company called Restless24Seven (R24S). this was used as a vehicle to promote SKANDOUZ music and to also run live music events for SKANDOUZ and his fellow independent artist friends from 2006 to 2015.

Also witnessing personal friends like Kevin Mark Trail who signed to Warner and how they ruined his music and the potential career.

The title Restless24seven derived from SKANDOUZ growing up seeing his parents working seven days a week to make ends and him having a creative mind that ticks 24/7 as well being diagnosed with ADD he felt he was the living embodiment of being Restless24Seven. The tag line for the company was that "We Only Sleep on December 32nd" Which breaks down as Restless24Seven never sleeps and its intension to be known as an organisation that's always on point.

The decision to close Restless24Seven came from the rise of the Hip Hop Super group FRSHRZ made up of SKANDOUZ, Artcha and Dray Styles. A new chapter felt like a natural progression, so to move forward and make a fresh start with Club FRSHRZ. Build with a new team with a new set of artists and expand grow as we moved into the digital era of the music business. Restless24seven was in operation for 10 years (2006-2015).

Company Formation

Founded in 2016 by Chasney 'SKANDOUZ' Maturine as a platform for the FRSHRZ, a Hip Hop Super group consisting of Emcee/producers SKANDOUZ, Artcha and Dray Styles, along with affiliate artists Earth2tom (Production Duo), Juke 84 (Producer), Daak Martin (Emcee), Chrom3(Singer/Song writer – who has two UK number one records with Dizzee Rascal), Keesha Simpson (Singer/Songwriter) and Queens Edition (6 Piece All-Female Rap collective) as a means to create an umbrella to release material and collectively grow together with the more seasoned artists building with the lesser experienced artists in the club. In 2017 Club FRSHRZ signed a digital distribution deal globally renowned digital distribution company, "Believe Digital" on the 26th June 2017.

Mission statement

Club FRSHRZ exists to deliver positivity, quality, consistency and quality to the music industry.

Club FRSHRZ has a mission to expand and have a dedicated hard-working team all driven to building a brand that has a positive impact on people's lives and help encourage a spark of positive change in the world.

The current team breaks down as:

- Chas (CEO, AnR)
- Kevin (Manager)
- Tom (Finance, Producer)
- Artcha (Social Media, Studio Engineer)

Our goal is to provide consistency and innovative, dynamic music with timeless qualities on the label. Supporting new and established independent artists that will continue to build and challenge boundaries in the music industry.

We also wish to expand our creative network around us. This would be done either by word of mouth, recommendations along with hiring apprentices who are passionate and have an understanding of our mission and what we plan to build. The aim is to have experienced and reputable mentors in our field and build our support network.

Ideal Clientele

Qualities we seek in potential investors. Is experience and a track record of successful investments in the music industry. Failing that have someone onboard with enough experience that can guide an inexperienced investor and protect their money. Trustworthy and authentic Someone on the team with legitimate music business experience at a very high level to mentor and advise our team. Having guidance from someone with recent success in the music industry who can reassure an investor that they'd get their money back kind of product or service it provides, its primary customers or market, and its geographical region of operation.” Club FRSHRZ provides consistency and innovative, dynamic music with timeless qualities. Supporting new and established independent artists that will continue to build and challenge boundaries in the ever-evolving music industry. Club FRSHRZ aims to present both an equal and diverse representation of artists on its roster. we encourage artists from primarily but not exclusively from BAME backgrounds. However, our clientele would be someone who buys into our vision, appreciates quality music and visuals which is part of the full Club FRSHRZ experience. This will not just about the music but merchandise, live shows and edutainment. We pride ourselves in being constant in everything that we do. Creating music that will stand the test of time and leaving a legacy.

Club FRSHRZ Vision statement

According to projectmanager.com “A vision statement is an inspirational statement of an idealistic emotional future of a company or group. Vision describes the basic human emotion that a founder intends to be experienced by the people the organization interacts with, it grounds the group so it can actualize some existential impact on the world”

The vision for Club FRSHRZ is develop our brand identity and continue to solidify our reputation as a company that delivers consistently with a high standard. We aim to live up to the motto of being “The Constant” having a solid library of critically acclaimed projects. Bringing through the next generation of artists in search of the next global superstar then expanding to working with artists on a global scale not just within the UK. We also aim to expand from releasing singles, EPs, Playlists, Soundtracks, Albums and Instrumental Albums outside of music into Documentaries, Film, TV, Live Music Festivals and clothing. I would like to start developing artists through management, publishing and sync departments on the label. We will be open to the possibly partnering up with other companies to realise these goals. I will seek consultation on how rebrand Club FRSHRZ to make this more consumable to a diverse range of audience. This will be done by naming our clothing FR♣SH (Formally FRSHRZ) in order to spread a more inclusive and relatable message. Ultimately our vision be Globally respected and recognised as the world leader in our field of expertise.

Club FRSHRZ Goals

- To further develop the brand
- Update the website and build up our database,
- Build an online store
- Start putting out monthly newsletters, to keep our fan base updated.
- Redesign our logo and develop a new line of merchandise.
- Lock existing artists into contracts
- Complete Projects with artists on the label
- Start an annual Club FRSH Music and lifestyle festival
- Run a successful UK tour
- Run a successful European Tour
- Run a Successful World Tour

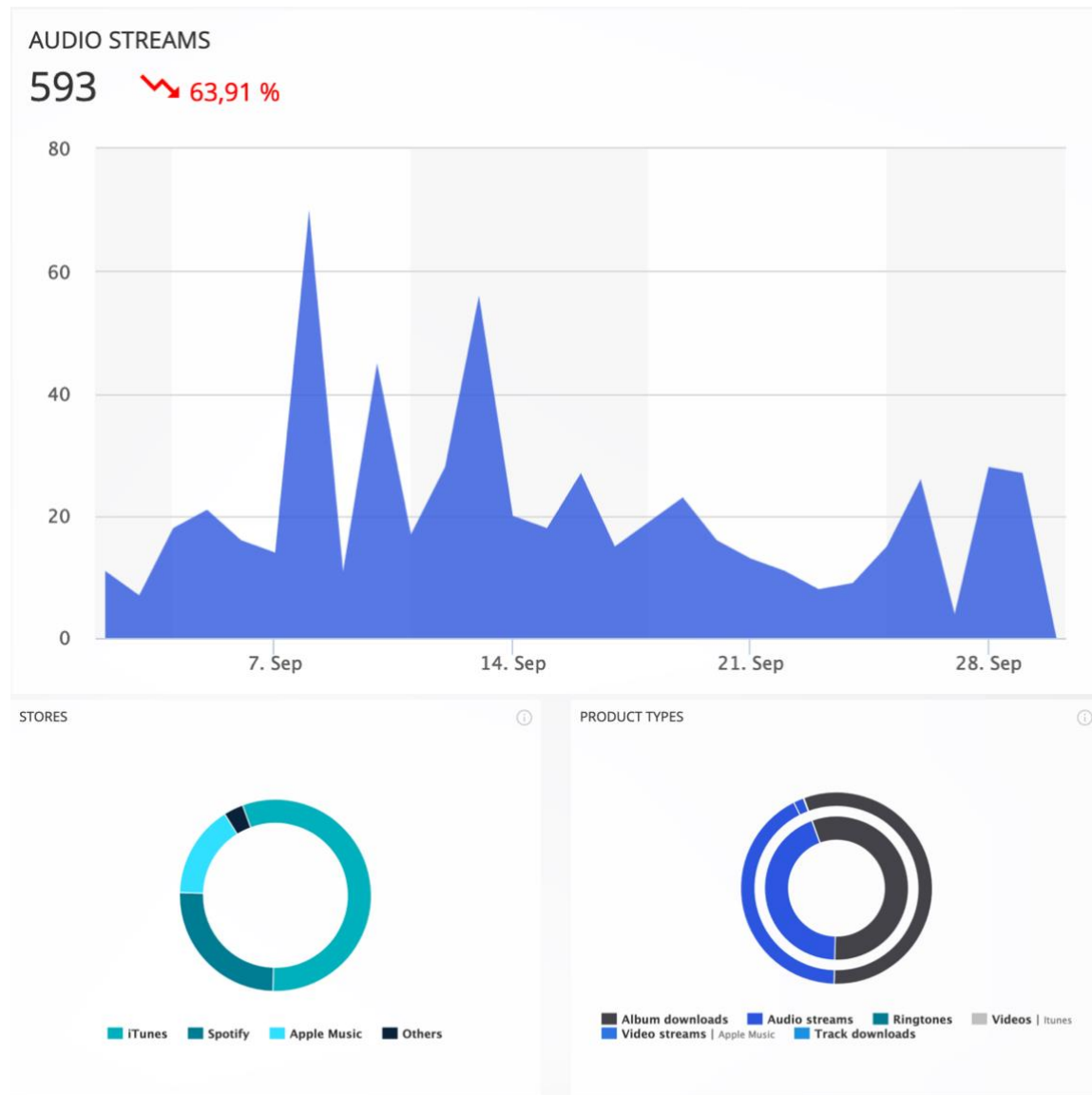
FR♣SH will continue to build the number of subscribers and fanbase. Grow a e-website designed to sell merchandise directly to the consumer. Our Ultimate goal is to secure Club FRSHRZ short term investment signed to a major label. We see this as a public endorsement that Club FRSHRZ will stay persistent when it comes achieving our goals.

Financial forecast

“A financial forecast is an estimate of future financial outcomes for a company or project, usually applied in budgeting, capital budgeting and or valuation.” (F, Forcast 2019)

Club FRSHRZ phase one was completely self-financed. Money spent on Studio sessions, photo shoots, music videos, Merchandise, artwork, travel, marketing and promotion. Expenses covered from money reinvested from music physical sales, streams, gigs, Merchandise and a successful Arts Council application from 2017-2020

Going forward we estimate our expenditure will increase as we look to spend more on PR and Marketing. Mixing and Mastering, Artwork, designers, photoshoots, studio time, Physicals (Vinyl, CD and Cassette tapes) merchandise, promotional materials and promo campaigns.



[Club FRSHRZ Streams and downloads for September 2020 *Curtesy of Believe Digital]

ARTISTS



(right to left) FRSHRZ, Queens Edition, Keesha Simpson, Daak Martin, Dray Styles, Artcha, SKANDOUZ, Earth2Tom, and Juke 84

Company History Phase One 2017-2020 (The Releases)

- **Artcha:** released seven singles (Life like, Grandma's House, Circles, Stella, The Wall, Avalanche & Brand New) and three Albums (Urban Tales Volume One, Urban Tales Volume Two and Ego Playlist).
- **Club FRSHRZ Presents... The BLXCK Playlist** a compilation Album which featured Two Singles "Buy BLXCK" and "BLXCK Pride (Queens Edition)"
- **Earth2Tom:** The Production duo made up of Producers Charles The Earthman and DJ Tom Foolery Beats released four singles (Robotz, N_WRD, You and Hope) alongside the "One EP" and the "One LP"
- **FRSHRZ:** released three singles (BLXCK Pride II, EA Sports and What's Love?) alongside the "FRSHRZ EP" and "FRSHRZ Deluxe"

Other Bandcamp Exclusive releases included Artcha's: Quantum Leap Mixtape, FRSHRZ ReMIXTAPE, WISDM Presents... Freedom Fighters & The Monk all released in 2018. FRSHRZ also released two Documentaries "FRSHRZ TV at Park Jam" and "FRSHRZ TV Radio Tour" both shot and edited by LDN Creative and released in 2017.

RELEASES



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Other Bandcamp Exclusive releases included Artcha's: Quantum Leap Mixtape and FRSHRZ ReMIXTAPE both in 2018.

Company History Phase One 2017-2020 (The Merchandise)

- FRSHRZ tee's
- FRSHRZ Exclusive New Era Snapback Caps
- FRSHRZ Hoodies
- FRSHRZ tracksuit jackets
- FRSHRZ EP Vinyl's
- FRSHRZ EP CD's
- Earth2Tom One LP CD's
- Earth2Tom tee's
- Artcha tee's

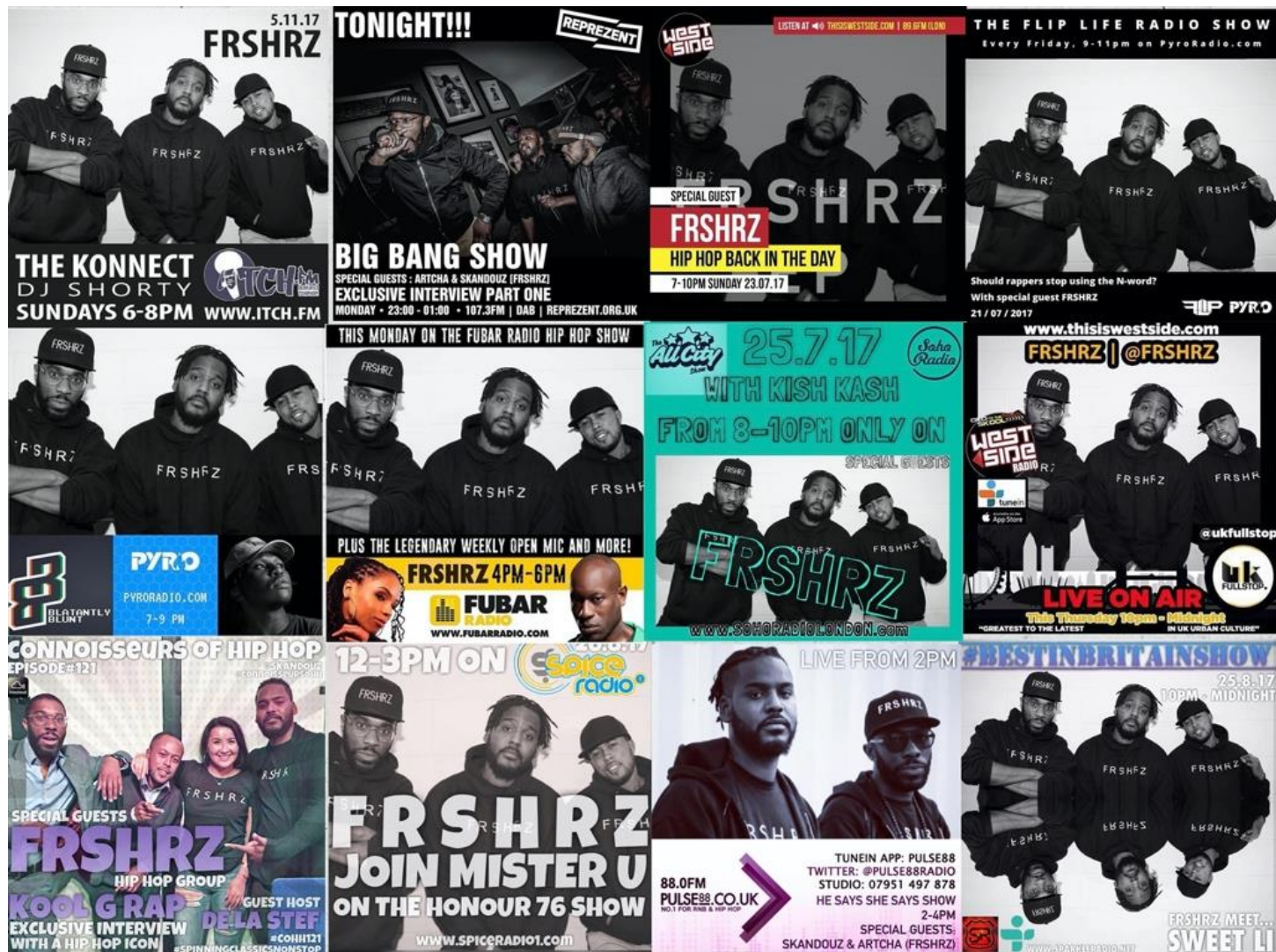
MERCHANDISE



Company History Phase One 2017-2020 (Key gigs and Radio Tour)



(FRSHRZ EP UK Tour 2017-2018)



(FRSHRZ EP Radio Tour, Itch FM, Rerezent, Westside, Pyro, Fubar Radio, Soho Radio, Reel Rebels Radio, Spice Radio, Pulse FM, Sparkle Radio. 2017)

Phase One 2017-2020: Reflective Summary

- Earth2Tom was the most accessible and sold the most during this period due to having a solid PR campaign with Blatantly Blunt PR. Earth2Tom were closely followed by Artcha then FRSHRZ.
- FRSHRZ performed at Europe's largest Hip Hop festival Hip Hop Kemp in the Czech Republic
- The FRSHRZ Radio tour was an unprecedented success. Securing eight interviews on eight different radio stations during July 2017 leading up to the release of the FRSHRZ EP
- FRSHRZ pressed up Vinyl for the FRSHRZ EP
- We launched A successful live music showcase called "Club FRSH"
- FRSHRZ EP Launch party Upstairs at the Ritz in Partnership with the World-famous End of The Weak Hip Hop Organisation.
- Launched www.ClubFRSHRZ.com

During this phase one period between 2017-2020 Club FRSHRZ exceed initial expectations, receiving universal praise from peers and fans alike. Delivering a very consistent quality of music and leaving a positive mark in the music scene.

Interviews

In an interview with **DJ Tom Foolery Beats** one half of the production duo Earth2Tom who states that "We have a strong circle of Artists everyone has grown creatively over the last three years.

Club FRSHRZ is a family and we put in a team effort. We have a quality control component which enables everyone to grow artistically. A personal highlight for me is flying to Prague and DJ'ing for FRSHRZ at Hip Hop Kemp in 2017. This was a dream come true for me as I to meet some of my Hip Hop heroes such as Large Professor, Rah Digga and Mos Def. I also had a chance to network with Hip Hop artists and fans from all over the world.

I am the only member of the team based outside of the UK as I live in Spain and even during a Pandemic we continue to have great communication and work on projects. Whenever I was back in the UK for a short visit, I was impressed that we were able to coordinate gigs, video shoots, radio, press and studio sessions to push the Earth2Tom and FRSHRZ brands.

Finally, as a leader SKANDOUZ is very supportive and a strong leader who feels more like a friend and peer than a boss he has an inspiring work ethic and is dedicated to putting out a quality product. (T, Wroe 2020)

Artcha a Hip-Hop Artist and one of the founding members of FRSHRZ adds when reflecting on the initial three years of Club FRSHRZ.

"I love the backing I get from the team, the artistic freedom I get is the perfect way for me to explore and expand during this time, I have been really inspired to produce my best work, level up and thus enabling me to come in to my own more as an artist.

Personal Highlights for me was the radio tour and traveling for to the Czech Republic for Hip Hop Kemp. I love the planning and the level of organisation that goes into the music that is thought provoking and always spreads a positive message whilst having fun with the music.

Long in-depth discussions that took place long before certain songs were even recorded really aided the execution, Dressing Up for Hip Hop gigs with full live bands in full suits at world famous venues such as The Old Queens Head and the Jazz Café.

I was also really happy with the merchandise we produced. They were received well by the public and sold really well at gigs.” (M, Edwards 2020)

Dray Styles Hip Hop artist / Personal Trainer.

“Since the formation of Club FRSHRZ I appreciate the freedom to experiment and develop my craft. Everyone’s growing artistically and we are all pushing each other, it’s very much a team effort. Along with the musical growth there’s a personal growth. This is a strong circle of artists and I’m happy to be associated with this level of positivity. Finally, I also admire the quality control aspect of everything we do on Club FRSHRZ and I look forward to continuing to raise the bar going forward.

Winners find the positive in everything. Partnering up with my personal training start up called Starbright Fitness to produce music that not only entertains but motivates you to train hard and stay in shape. This is an emerging market and I’m proud to be at the forefront with team Club FRSHRZ.

Personal highlights for me was that day we shot the LDN Posse Music Video then went to the American Embassy to march alongside the Black Lives Matter Movement in full FRSHRZ gear and for me that solidifies the legitimacy of what we stand for and the positive impact we wish to have on the world through this movement.” (O, DaCosta 2020)

Phase One: Conclusion

To conclude phase one of Club FRSHRZ has displayed great potential with a strong roster of self-motivated artists, music and Merchandise. The financial forecast shows that strong social media growth with a steady growing artist following.

We delivered music with sync and licensing potential but didn’t follow upon our potential due to lack of financial resources. We haven’t yet set up our online merchandise store, build up the backstaff and generate more income and have a more professional presentation. Queens Edition slightly underwhelmed but needs more time to develop. Club FRSHRZ needs a full-time experienced manager on board.

We need a booking agent to secure more gigs and a full-time member of staff to work on delivering on-line content which is high demand right now.

We need to focus on expanding our audience. Ultimately, we lacked the financial investment needed to take this label to the next level.



(FRSHRZ @ Hip Hop Kemp, Czech Republic. 2017)

Phase Two: Proposed rebrand for relaunch of FR♣SH

The reason for phase two was to apply the knowledge acquired on the Music Business MA during 2019/2020. Whilst analysing and deconstructing what worked and what didn't work during Phase One of Club FRSHRZ. I looked at how this brand could be improved and taken to the next level. Whilst looking at ways to increase its appeal to a global audience with aspirations of competing with some of the largest Independent labels in the Hip Hop genre and beyond. First, I will analyse two labels who have inspired Phase Two of Club FRSH. I will look at their journeys and how they grew from the ground up. Whilst also looking at practical ways for this company to build on previous success of Phase One and progress.

Current inspirations Griselda and Love Renaissance (LVRN)

Griselda is an independent Hip Hop record label founded in 2012 in Buffalo New York by Hip Hop Artist Westside Gunn along with fellow artists Conway the Machine, Benny the Butcher and in-house producer Daringer.

Due to high work rate of the artists and the consistent quality of the music that was released gained the group a global reputation which led them collectively signing a distribution deal with Hip Hop Icons Eminem's Shady Records and a Management deal with Jay-Z's Roc Nation label while then going on to release a Grammy nominated Album.

Over the years Griselda built a cult following by staying true to themselves in a recent interview with Complex News Conway stated that its always been about "Art fashion and Pro Wrestling. Being true to who you are and don't compromise"

LVRN is an Atlanta based record label founded in 2012 by Justice Baiden, Tunde Balogun, Sean Famoso, Carlon Ramong, and Junia Abaidoo. Generating a buzz based off the success of the first artist Raury (Emcee / Folk singer) this led to them growing the roster continuing this successful formula.

In 2017 Love Renaissance signed a distribution deal with Interscope Records and launched a creative space studio in Atlanta called LVRN Studios. Sean Famoso said "This launch is another example of the power and influence of Atlanta's youth in the industry and culture. This studio and creative space belong to the rest of the city as much as it does us." Successful artists on label include RnB / Hip Hop artists DRAM, 6lack and Summer Walker.

What inspired Club FRSHRZ about Griselda and LVRN?

"Artists that are getting traction getting better deals in their favour" According to record exec Jimmy Iovine which puts the emphasis on the power artists gain from building a following from the ground up. These are two examples of contemporary companies who have risen independently to become world leaders in both the Hip Hop and RnB genres within a five-year span. Both companies were initially self-funded and quickly expanded outside of just releasing music into merchandise, community initiatives and touring.

Funding of Club FRSHRZ

Phase One of Club FRSHRZ was mainly self-funded and exceeded expectations in what we were able to achieve in the first three years but along with success we were able to analyse the areas where we need financial assistance to enable Club FRSHRZ to get to the next level.

The plan is to explore the options which includes taking out a small business loan, forming a funding collective, crowd funding, applying for match funding, look for private investment from venture capitalists or even sign Club FRSHRZ to a major record label.

The long-term plan is for Club FRSHRZ to be able Financially sustain itself.

A&R, Artist and Repertoire. Typically, the scouts on behalf of a record label or publishing company. The aim of an AnR is to discover who they feel could be the next major superstar in music. I stand by the artists on Club FRSHRZ and look to develop them for years to come.

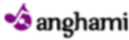
Branding, Branding is the way in which you use your name logo and reputation to build up a particular image in the public mind and is intrinsically linked with the marketing of you and your product whether that is on record or live or in the products you want to sell off the back of your name. Music producer Salaam Remi says when it comes to getting the best results from branding “Tell the truth then turn it in to product”

Marketing and promotion, The Internet has proved to be an excellent means of marketing brand for artists to link their online marketing efforts to those of their record company and, of course, to their own efforts in terms of live work. Artists can successfully sell out a concert in minutes when tickets are advertised for sale on their websites, and many artists now make a portion of their tickets available for sale only on their official website, thereby lowering the fees to the mediator and providing the opportunity for an exclusive offer to fans. D2C (Direct to consumer) cutting out the middleman.

Club FRSHRZ will plan to market through the use of product placements using the logo and merch. We would market across the socials of all the artists and affiliates of Club FRSHRZ and use sponsored advertisement (Google ads, Instagram, Facebook and Twitter).

Budget permitting, we would additionally invest in a PR campaign, blogs and promotions through live events and finally our clothing line we will be self-promoting our brand. Also seeking out brand partnerships. On the “BLXCK Playlist” Album we partnered with natural skin care products Yanga.

Digital Distribution, during this global pandemic sales of physical CD's, Vinyl and Cassettes have fallen dramatically. In terms of strategy Club FRSHRZ distribution is handled by Believe Digital who sends our music in twenty-nine online stores covering two hundred and forty territories.

	Search on 24/7 Musicshop			Search on 7Digital
	Link not available			Link not available
	View on Deezer			Search on Google Play
	Link not available			Link not available
	Link not available			View on Itunes
	Link not available			Search on Juno (Rap Reggae)
	Search on KKBOX			Link not available
	Link not available			Link not available
	Link not available			Link not available
	Search on Qobuz			Link not available
	Link not available			Link not available
	View on Spotify			Search on Tidal
	Link not available			Link not available
	Link not available			Link not available
Билайн.Музыка	Link not available			

(Digital streaming Platforms, DSPs globally where Club FRSHRZ music has been distributed)

Asia	Europe	Africa	Australia	North America
Afghanistan	Aland Islands	Algeria	American Samoa	Anguilla
Bahrain	Albania	Angola	Australia	Antigua And Barbuda
Bangladesh	Andorra	Benin	Christmas Island	Bahamas
Bhutan	Armenia	Botswana	Cocos (keeling) Islands	Barbados
British Indian Ocean	Austria	Burkina Faso	Cook Islands	Belize
Brunei Darussalam	Azerbaijan	Burundi	Fiji	Bermuda
Cambodia	Belarus	Cameroon	French Polynesia	Canada
China Mainland	Belgium	Cape Verde	Guam	Cayman Islands
Hong Kong	Bosnia And Herzegovina	Central African Republic	Heard Island And Mcdonald Islands	Costa Rica
India	Bulgaria	Chad	Kiribati	Cuba
Indonesia	Croatia	Comoros	Marshall Islands	Dominica
Iran	Cyprus	Cote Ivoire	Micronesia, Federated States Of	Dominican Republic
Iraq	Czech Republic	Djibouti	Nauru	El Salvador
Israel	Denmark	Egypt	New Caledonia	Greenland
Japan	Estonia	Equatorial Guinea	New Zealand	Grenada
Jordan	Faeroe Islands	Eritrea	Niue	Guadeloupe
Kuwait	Finland	Eswatini	Norfolk Island	Guatemala
Kyrgyzstan	France	Ethiopia	Northern Mariana Islands	Haiti
Lao People's Democratic Republic	Georgia	Gabon	Papua New Guinea	Honduras
Lebanon	Germany	Gambia, The	Pitcairn	Jamaica
Macao	Gibraltar	Ghana	Samoa	Martinique
Malaysia	Greece	Guinea	Solomon Islands	Mexico
Maldives	Holy See (vatican City State)	Guinea-bissau	Tokelau	Montserrat
Mongolia	Hungary	Kenya	Tonga	Netherlands Antilles
Myanmar	Iceland	Lesotho	Tuvalu	Nicaragua
Nepal	Ireland	Liberia	United States Minor Outlying Islands	Panama
North Korea	Italy	Libya	Vanuatu	Puerto Rico
Oman	Kazakhstan	Madagascar		Saint Kitts And Nevis
Pakistan	Latvia	Malawi		Saint Lucia
Palau		Mali		Saint Pierre And

North Korea	Ireland	Libya	Tuvalu	Puerto Rico
Oman	Italy	Madagascar	United States Minor Outlying Islands	Saint Kitts And Nevis
Pakistan	Kazakhstan	Malawi	Vanuatu	Saint Lucia
Palau	Latvia	Mali	Wallis And Futuna	Saint Pierre And Miquelon
Palestinian Territories	Liechtenstein	Mauritania		Turks And Caicos Islands
Philippines	Lithuania	Mauritius		United States
Qatar	Luxembourg	Mayotte		Virgin Islands, British
Saudi Arabia	Macedonia	Morocco		Virgin Islands, U.s.
Singapore	Malta	Mozambique		South America
South Korea	Moldova	Namibia	Antartica	Argentina
Sri Lanka	Monaco	Niger	Antarctica	Aruba
Syrian Arab Republic	Netherlands	Nigeria	Bouvet Island	Bolivia
Taiwan	Norway	Republic Of Congo	French Southern Territories	Brazil
Tajikistan	Poland	Reunion		Chile
Thailand	Portugal	Rwanda		Colombia
Timor-leste	Romania	Sao Tome And Principe		Ecuador
Turkmenistan	Russian Federation	Senegal		Falkland Islands
United Arab Emirates	Saint Helena	Seychelles		French Guiana
Uzbekistan	San Marino	Sierra Leone		Guyana
Viet Nam	Serbia And Montenegro	Somalia		Paraguay
Yemen	Slovakia	South Africa		Peru
	Slovenia	Sudan		Saint Vincent And The Grenadines
	Spain	Tanzania		South Georgia And The South Sandwich Islands
	Svalbard And Jan Mayen	The Democratic Republic Of The Congo		Suriname
	Sweden	Togo		Trinidad And Tobago
	Switzerland	Tunisia		Uruguay
	Turkey	Uganda		Venezuela
	Ukraine	Western Sahara		
	United Kingdom	Zambia		
		Zimbabwe		

Countries where our music is digitally distributed

Contracts

Nick Eziefula a Lawyer who is a partner at internationally renowned law firm Simkins LLP and joined the firm in 2010. Nick previously worked as a recording artist, releasing several albums and touring internationally.

Nick draws on this experience of being a signed artist when advising us on all aspects of the music business. He also advises on drafting simplified short-form contracts to protect Club FRSHRZ and all the associated artists. Below is a breakdown of some of the key clauses in the Club FRSHRZ artist contract Nick drafted:

Duration – The duration of this contract will be one album or number of singles equalling to an album with the option to extend for additional singles and albums. Contract clauses to include goal, sets and end date.

Licensing – Club FRSHRZ It will not own the music, but will licence it from the artists for the duration of the contract.

A general licence is when a record label (or other group of owners) can licence a collection of rights to the user so that the user does not need to obtain individual permissions. In many contexts that are used, general licences make music licencing easier for the licencing party.

As an example, TikTok and Facebook have full licences to use music on their platforms. In the same way, bars and restaurants obtain a general licence from PRS and PPL to play music at their venues. Without a general licence, Facebook and TikTok would have to purchase individual licence applications from all artists on their own; a process that would take time, money and resources. Blanket Licenses are an easy, affordable solution to a problem that is otherwise very difficult to solve (Meiselman, J 2020)

Copyright - The artist owns the copyright in the recordings and songs and leases them to the record label / publisher for a limited term. 1-year deals (including master recordings)

If you don't see out the full-term of the contract and its breached then we pull our investment and the artist then gets to leave with their masters.

Publishing and sync ethos,

There are three basic types of music publishing agreement the administration deals, the sub publishing deal and a fully exclusive song writing deal within the category of exclusive song writing deals. There is a subcategory where rights are just assigned in a single song this is called the single song assignment.

FR♣SH

My Intentions for my creative business project are to launch an independent HIP HOP record label with A&R, branding, marketing, promotion, PR, contracts, publishing and sync departments along with a fully functioning website and online store.

This should communicate the context and scope of FR♣SH and how it aligns with the academic and learning outcome aspects of this report.

A complete fit for purpose business model for a record label that defines all relevant aspects such as structure, A&R, branding, marketing and promotion, distribution, contracts, publishing and sync ethos, planning and eventual release schedule.

The development of a music label or publishing company with evidence to support the design, structure, repertoire, ethos, contractual format, market approach (i.e. library, sync, writing commissions etc.) and final execution

- Club FRSHRZ is not your conventional record label
 - All artists on Club FRSHRZ are Partners and co-stake owners
 - Although CF was originally set up as a record label Club FRSHRZ expanded to cover live events, Management, Sync and merchandise.
 - All releases are consistent
 - Team Mental Health awareness
 - Our Vision “is to deliver a shot of positivity to the music industry”
 - Financially Club FRSHRZ doesn’t solely rely on streams but also generates income from Physicals (CD, Cassette and Vinyl’s) Merchandise (Clothes, Caps, facemasks etc...) Live Events, Sync and management.
-
- Year One – Secure investments, draft contracts, Expand into Sync music for YouTube, TV and Film. Build a core team of staff.
 - Year Two – All artists on the label signed, secure a premise (Studio/Office)
 - Year Three – Secure investments, first annual Club FRSH festival, Expand into TV
 - Year Four – Clothing line in stores globally, Annual Festival, Expand into Film.
 - Year Five - Fully functioning, self-sufficient with was strong roster and departments that all feed into strengthening the core of Club FRSH and look to expand outside of the UK.

SWOT Analysis

A SWOT analysis is a strategic planning technique used to help an organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.

Strength: Club FRSHRZ strength lies in the power of our team and our track record and the state-of-the-art music studio equipment that we have. We have a team that can go all the way to give our clients value for their money; a team that can make an upcoming music artist a star within a short period of time. We are well positioned, and we know we will attract loads of clients from the first day we open our doors for business. Science of morals standards and behavior's. as team we try to maintain a high standard of morality to enable us to shine in a business that traditionally lacks.

Weakness: Our main weakness as a new record label is that it will take some time for our organization to break into a highly populated market and attract some well-established music artists to sign under our label and start to generate income. Keeping up with all the latest changes in technology. Teams not big enough. Lack of finance.

Opportunities: The opportunities in the music industry are massive and we are ready to maximise every opportunity that comes our way through extensive preparation. Having a do it now mentality with a running mate that works at your pace and pushes you to grow the business.

Threat: Competition. Other labels taking our artists before we can lock them down to a contract. The mental health of our artists during a global pandemic. The internet and social media platforms now make it pretty easier for record labels both legally registered and unregistered to promote their company and attract new artist as well. Just like any other business, government unfavourable government policies and also economic downturn form no live events can pose a threat and challenge to the survival of a record label company.

Upcoming Releases

FRSHRZ – FRSHRZ Summer Invasion3 (Spring 2021)

Artcha – EGO Playlist Remix LP (December 2020)

SKANDOUZ – Nettie (30th October 2020) + Single

Earth2Tom – Instrumental LP + True LP (November 2020)

Dray Styles – FXCK It EP (October 2020)

Juke 84 – Project (TBD)

Connoisseurs of Hip Hop: The Interviews Vol. 1 (December 2020) (E-Book)



(SKANDOUZ, Nettie Album cover. Photo: Mr Sprinx, Design: VL4EVA)

Press Release

Classic Debut Album from SKANDOUZ 'The Hip Hop Original' featuring: Chuck D (Hip Hop Icon) !LLMIND (Grammy nominated multi-platinum music producer), Blak Twang (UKHH Legend) FRSHRZ (Hip Hop Super Group), Lara Lee (Voice UK Finalist), Gee Bag (EOW UK Champion) & more...

Nettie is an EPIC debut album from UK Hip Hop Artist SKANDOUZ. Raised in Kentish Town SKANDOUZ is a community-based creative with over 20years experience of recording and performing on stages across Europe with some of the most legendary artists in the history of UK Hip Hop such as Rodney P, TY and Blak Twang. SKANDOUZ as well as being a solo artist, CEO of Club FRSHRZ Record Label is also 1/3 of the Hip Hop Supergroup FRSHRZ alongside Certified Rap Veterans Artcha & Dray Styles.

Nettie is an Album 10 years in the making. Dedicated to SKANDOUZ's biggest supporter his Auntie Nettie who tragically passed away in 2009. Released during a global pandemic and racial unrest this Album is a reflection of the time we live glowing with positive messages as well as bringing a large ensemble of guests together.

'SKANDOUZ is a student of the game, so his artistry always pays tribute to the greats that came before him, whether in quoting lines in his verses or the musical choices for his projects. There is great thought and strategy in every song and a stickler for detail and cohesive progression in a song, EP, album or promotional campaign. He is both lyrical and harmonic in delivery blending genres seamlessly and interchangeably'

-Artcha(FRSHRZ)

'SKANDOUZ as an MC, there is great lyricism, energy and purpose in each verse. Comparisons to Talib Kweli, Guru, Black Twang and J. Cole for content come to mind. He is able to adapt to tempos and rhythms but really sits comfortable in live jazz settings, almost spoken word.' **-Emeson(First Word Records)**

'What I expect from Nettie is musicality, lyricism, content and range. I think it would be amazing to see a body of work that has a continuous narrative of theme throughout. When I think of the greats, they have the ability to tell stories, engage musically and cause the listener to reflect or think differently. I believe he has this type of album within him'

-Rishma(I Am Hip Hop Magazine)

Nettie will be available on all Streaming and Digital platforms on Friday 30th October 2020 via Club FRSHRZ & Believe Digital

PR (Public Relations) And Publicist

Public Relations includes a promotional campaign strategy to stimulate public, media and record companies' interest in music artists. The campaign usually encourages new releases, books, or live tours. A music publicist capitalizes on an extensive network of contacts in both media circles and the music industry to tell the story of the artist and to set up a brand. A music publicist works with a musician / client to set long-term and short-term recognition goals. With a successful music PR campaign, artist interviews, album and live show reviews as well as other promotional efforts keep the artist in the spotlight.

For this campaign of his upcoming album 'Nettie' SKANDOUZ chose to work alongside Andy Kettle.

Andy “has worked in various fields of the Music Industry over the 15 years, and finally settled with founding Steaming Kettle PR and Management a few years ago. Based in the creative capital of culture that is Liverpool, he has fronted PR campaigns for National and International tours, releases, and festivals for various promoters, labels, and managers covering press, radio, television, and online in every capacity.

Having worked on projects including Jools Holland, Deacon Blue, Bill Wyman, V Festival, Nils Lofgren, and Wet Wet Wet, Andy also has a strong passion to help push upcoming artists and see them grow, develop, and succeed! He has seen clients progress as support acts on stadium tours for various artists, win national awards, get multinational media coverage, and gain a genuine buzz around them.” (Kettle, S 2019)

In response to SKANDOUZ Nettie Press release. Renowned PR Andy Kettle head of Steaming Kettle PR and MGMT

“So from I gather we’re looking at pushing a video alongside album release.

Looking at blogs for the video being UK/Europe, US, and then there are some other more random territories we can try.

I guess the next single would be the main radio push, but we would explore if any other tracks might be suitable for certain/specialist shows.

Same with playlists.

I would think the work will be spread over around 6/7 weeks.

We would look at budget of £600.”

Our response

“Hey Andy

Thanks for the breakdown,

Excuse the delayed response as it took a few hours to collate everyone's feedback.

You assume correctly, we do have a lot of contacts and when it comes to blasting out emails to all the relevant blogs, print and radio contacts in the UK Hip Hop scene. We more or less have that covered.

Due to the current climate (No Live shows etc...) and the very British style of the music on the album, we have no desire to promote this project in the US.

To feel as though we'd be getting value for money, we would need to see a more detailed, creative 6/7-week strategy for promoting the upcoming Single/Video/Album as well as hear some examples of recent successful campaigns you've run.

I know this is a challenging time to run a PR campaign and although this is a really good project, we have coming out on the 30th without the financial security we usually get from doing live shows to invest £600 on a PR campaign is a financial risk for us.

We would to see some realistic results and feel like your generally behind this project which is tricky since we haven't sent you the album yet.

We would be keen to hear your views on how we can maximise the reach of this Album.

Warm regards,”

His response

“Hey Chas I totally get that for sure!

Thanks for the feedback.

My suspicions were fairly correct for you UK-wise in that sector and I thought you might say that :-)

I understand what you have said about the US due to it being more of a UK focused project sound-wise, but that does make it more difficult for me because that is where a lot of my contacts are.

A lot of what I am doing is getting UK/European acts a lot of N American coverage, and likewise US artists UK/European coverage.

I am sure there are pockets of media here I can help with for sure, and in Europe- but it makes me a little dubious if there is a large amount of people that you know be it in blogs, radio, press, etc.

The easiest thing is I can share a few examples here on recently finished or ongoing projects if you like? Please keep this confidential!

Also, you know what, if your direction for this project is clear and it might not work out then at least you have a clearer idea for the future either on yourself, or someone else you're talking with you pass over to me?" (Examples of full artist album campaigns in the Appendices)

Final Decision

Based on the extensive campaigns laid out in the Appendices we chose to go ahead and work with Andy agreeing to pay his fees in instalments.

I was impressed with Andy's passion for the music and his work ethic. The detail he puts into

Upcoming Shows

On Saturday 4th July Club FRSH Presents the FRSHRZ Summer Invasion 3 Album release party. An all-day cross media cultural live event held at Tile yard Studios courtyard. Featuring and industry panel discussion hosted by Wisdom from Tile Yard Impact. DJ sets from Tom Foolery Beats and Psykhomantus. A full Fashion show featuring the latest collections from the GeekStar and FRSHRZ 2020 Clothing lines. Live performances Legendary UK songstress Terri Walker and UK Reggae sensation Natty Headlined by the Hip Hop Super Group FRSHRZ featuring special guests. This event will be free entry open to the general public between 3 and 11pm. The public will be able to purchase food from one of our many food venders. Alcohol from the vinyl bar and Artist Merchandise. Unfortunately, due to the restriction on live events which came into play as a result of the Global Pandemic this event has now been postponed until further notice. FRSHRZ were also booked to perform on the Flying Moustache stage at the Boomtown Festival for Summer 2020 by Kaptin Barrett, Head of music at Boomtown Fair. This event was also postponed until further notice.



(Club FRSH III, FRSHRZ Summer Invasion 3 Album Release Party – Event Poster)

Conclusion

As concluded in my investor presentation for FR♣SH along with full album campaign proposal for actual releases complete with EPK.

Th Intentions for my creative business project is to officially relaunch my independent HIP HOP record label along with a fully functioning online store to showcase associated artists and upcoming releases.

I expanded my knowledge in A&R, branding, marketing and promotion, distribution, contracts, publishing and sync departments. Whilst exploring ways to generate income in those areas.

This project aligns with the academic and learning outcome aspects of this assignment. Through A complete fit for purpose business model for a record label that defines all relevant aspects such as structure, A&R, branding, marketing and promotion, distribution, contracts, publishing and sync ethos, planning and eventual release schedule.

The aim is to figure out how to win in the music business. During a global pandemic without the option of having our most lucrative income which is from live events while working to a very high standard capitalising on a solid work ethic with the ambition of leaving a legacy in this music business.

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APPENDIX

FR♣SH Merch 2020/2021



(Club FRSH Masks £5/7 per unit)



(Club FRSH T-shirts £10)

FRSH



(Club FRSH Hoodies £25/30)



(Club FRSH Varsity Jackets £45/50)



(Club FRSH Caps £15/20)



(Club FRSH Sports Bra - £20/25)



(Club FRSH Boxer Shorts - £10)



(Limited Edition FRSHRZ Nike Air Max £130)



FRSHRZ - EP

FRSHRZ

Club Frshrz

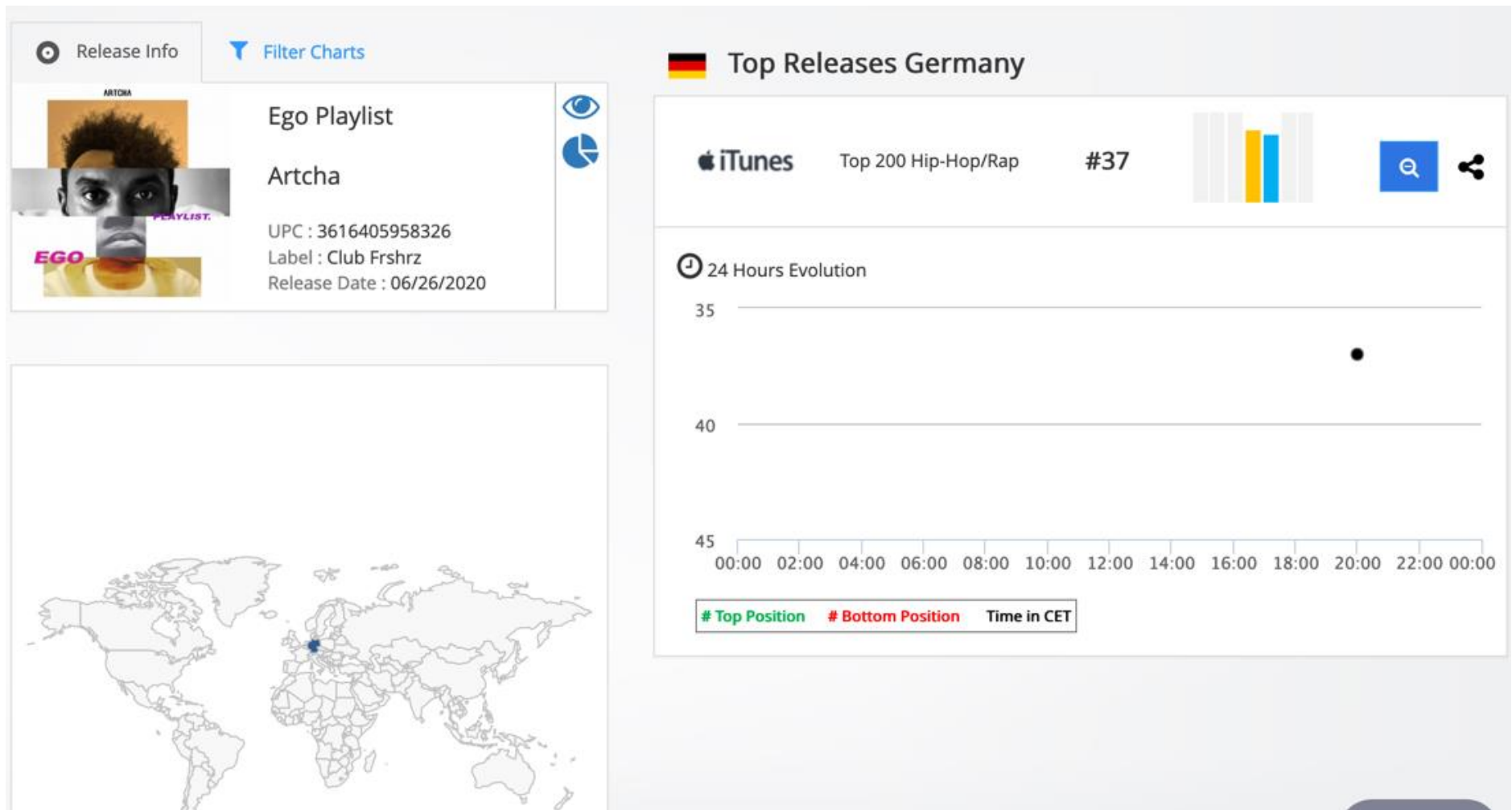


#23



iTunes Top 200 Releases United Kingdom Hip-Hop/Rap Chart

(FRSHRZ EP Peaked at Number 23 on the UK iTunes Hip Hop / Rap Chart. 2017)



(Artcha, EGO Playlist peaked at number 37 on the iTunes Hip Hop / Rap Chart in Germany)

		Releases	Artists	Audio Streams	% Stream	Unique listeners	Stream per user	Tracks	Albums
1.		Ego Playlist 3616405958326	Artcha	248	41.82 %	34	7.26	0	1
2.		Urban Tales, Vol. 2 3615939397816	Artcha	56	9.44 %	7	6.86	0	0
3.		Urban Tales, Vol. 1 3615934175884	Artcha	39	6.58 %	9	3.78	0	0
4.		Club FRSHRZ Presents...The BLXCK Playlist 3615935621311	Various Artists	43	7.25 %	33	1.3	0	0
5.		FRSHRZ 3615932193552	FRSHRZ	80	13.49 %	11	2.27	0	0
6.		Buy Blxck 3615934909373	Nate The Lyricist	22	3.71 %	15	1.47	0	0
7.		FRSHRZ - EP 3614976633772	FRSHRZ	16	2.7 %	6	2.17	0	0
8.		One 3615933654854	Earth2Tom	8	1.35 %	3	2.67	0	0
9.		Brand New 3616407417081	Artcha	12	2.02 %	7	1.71	0	0
10.		Avalanche 3616405914216	Artcha	15	2.53 %	8	1.88	0	0
11.		EA Sports 3614978953069	FRSHRZ	7	1.18 %	3	1.67	0	0
12.		Letter to My Big Bro 3616407436891	SKANDOUZ	7	1.18 %	2	2.5	0	0

(Club FRSHRZ Streams in September 2020)



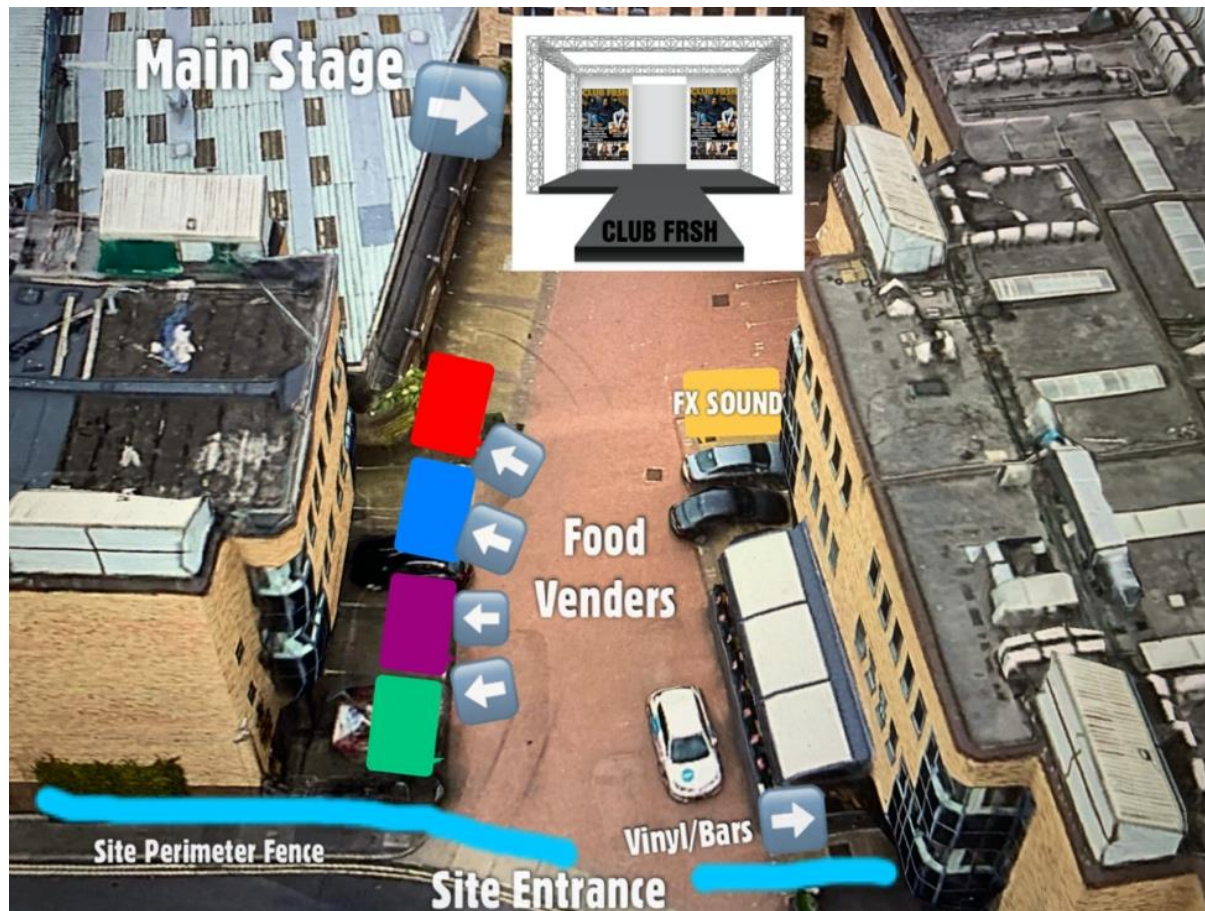
(Recording Artist, Dee Lush 1/6 of the group Queen's Edition with the FRSHRZ EP Vinyl)



(Recording Artists: Sophia Mina and Tia Lioni modelling Club FRSHRZ merchandise)



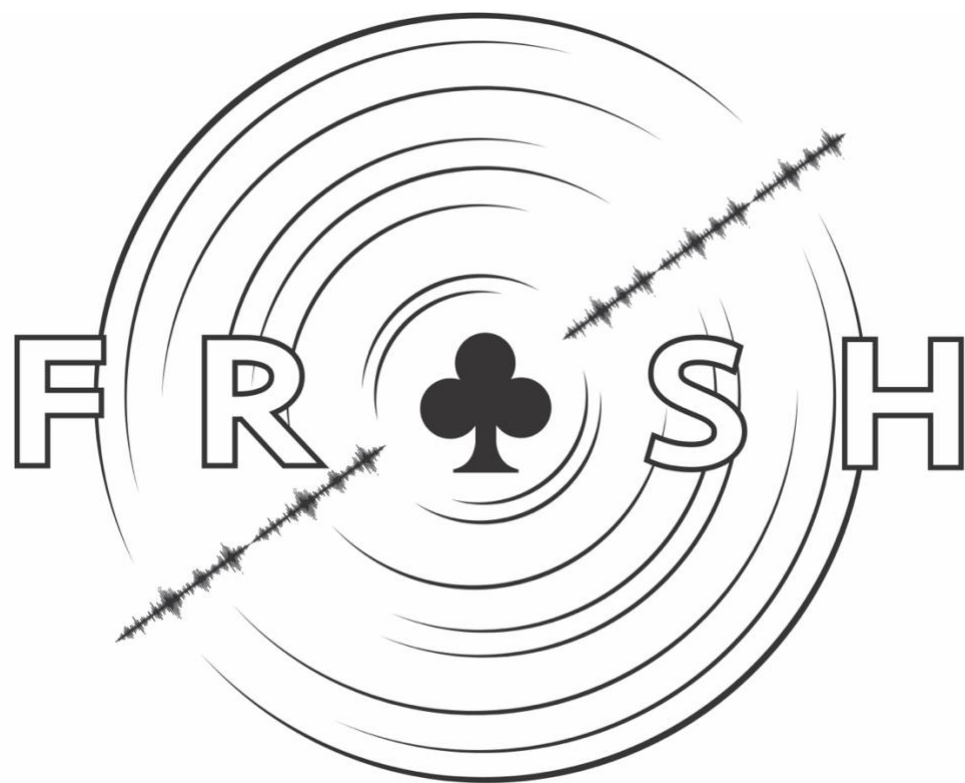
(Stage design for Club FRSH III, 2020)



(Site map for Club FRSH III event at Tile Yard, London. *Event Postponed till further notice)

F R ♣ S H

F R ♣ S H



(New Logo Designed by VL4EVA. July 2020)

NEW ALBUM OUT 30TH NOVEMBER 2018

CLUB FRSHRZ Presents...

THE BLXCK PLAYLIST



FEATURING:

**FRSHRZ • THE GRIME VIOLINIST • MIKEL AMEEN • COC07 • SHARNACANE • DEE
LUSH • MOHAMMED YAHYA • CHROM3 • KEVIN MARK TRAIL • GEMMA
WEEKES • MAGERO • KEESHA SIMPSON • NATE THE LYRICIST • SKANDOUZ • ZARA
SYKES • AHMAD IKHLAS • THE NEW BLXCK • MISS RANGER • JUKE84 • EARTH2TOM**

**CONNOISSEURS
OF HIP HOP**



**I am
HIP-HOP**
Urban Lifestyle Magazine



YANGA NATURAL

WISDM
WISDOM IN SOUND

(Promotional Poster for Club FRSHRZ Present...The BLXCK Playlist. 2018)



(SKANDOUZ and Queens Edition on Jasmine Dotiwala's Radio show BBC Radio London. 2019)

Sa-Roc - The Sharecropper's Daughter Album Project

Ver	MEDIA	TYPE	COUNTRY	LINK	CONTENT	NOTES		
12/08/2020	Press Party	Blog	UK	https://www.pressparty.com/pg/newsdesk/andyk/view/222032/?isworld=y	News item- Deliverance and album announce			
12/08/2020	Bbarak	Blog	Czech Republic	https://www.bbarak.cz/sa-roc-uz-vi-kdy-bude-debutovat-urhymesayers-novy-video-singl-i-produkoval-i-natocil-evidence/	Feature article- Deliverance and SC announce			
12/08/2020	Urban Vault	Blog	UK	https://urbanvault.co.uk/2020/08/12/sa-roc-deliverance-prod-by-evidence-music-video-taken-off-the-sharecroppers-daughteralbum-02nd-oct/	Feature article- Deliverance and SC announce			
12/08/2020	Hiphop4Real	Blog	Russia	https://hiphop4real.com/video-saroc-deliverance/	Feature article- Deliverance and SC announce			
12/08/2020	Trackblasters	Blog	Germany	https://trackblasters.com/2020/08/12/sa-roc-deliverance-video/	Feature article- Deliverance and SC announce			
12/08/2020	Grown Up Rap	Blog	UK	https://grownuprap.com/2020/08/12/sa-roc-deliverance-video/	Feature article- Deliverance and SC announce			
12/08/2020	Rap On Air	Blog	Spain	https://www.raponair.com/en/sa-roc-drops-new-single-deliveranceannounces-debut-album-the-sharecroppers-daughter/	Feature article- Deliverance and SC announce			
12/08/2020	MRCNN Live	Blog	USA	https://www.mrcnnlive.com/sa-roc-drops-new-deliverance-video/	Feature article- Deliverance and SC announce			
12/08/2020	Insomniac Magazine	Blog	USA	https://insomniacmagazine.com/sa-roc-releases-deliverancevideo/	Feature article- Deliverance and SC announce			
12/08/2020	Dr Wong	Blog	USA	https://drwong.live/music/sa-roc-deliverance-prod-by-evidence-mus	Video featured- Deliverance			
12/08/2020	Cypher Effect	Blog	USA	http://www.thecyphereffect.com/sa-roc-deliverance/	Video featured- Deliverance			
12/08/2020	Siccnss	Blog	USA	https://www.siccnss.net/wp/sa-roc-deliverance-official-video	Video featured- Deliverance			
12/08/2020	Bonafide Magazine	Blog	UK	http://www.bonafidemag.com/watch-sa-roc-deliverance/	Feature article- Deliverance and SC announce			
12/08/2020	Hxppy Thxxghts	Blog	USA	https://hxppythxxghts.com/sa-roc-deliverance-prod-evidence/	Feature article- Deliverance and SC announce			
13/08/2020	Kingsize Magazine	Blog/Magazine	Sweden	https://www.kingsizemag.se/videos/sa-roc-deliverance/	Video featured Deliverance	Interview also requested		
13/08/2020	Rapologia	Blog	Italy	https://www.rapologia.it/2020/08/13/sa-roc-deliverance-streaming/				
13/08/2020	Rimas e Batidas	Blog	Portugal	https://www.rimasebatidas.pt/album-de-estreia-de-sa-roc-pela-rhym	Feature article- Deliverance and SC announce			
13/08/2020	Groovement	Blog	UK	https://groovement.co.uk/2020/08/sa-roc-deliverance/	Feature article- Deliverance and SC announce			

13/08/2020	Old To The New	Blog	UK	https://oldtothenew.wordpress.com/2020/08/12/new-joint-sa-roc-6/	Feature article- Deliverance and SC announce			
13/08/2020	Gone Up Radio	Blog/Radio	France	https://www.goneup.fr/sa-roc-deliverance-prod-by-evidence-le-clip/	Feature article- Deliverance and SC announce			
13/08/2020	Fresh News By Steph	Blog	France	https://freshnewsbysteph.com/archives/51393	Feature article- Deliverance and SC announce			
13/08/2020	Yo? Komix Rapz	Blog	Eastern Europe	https://kcuhipp.blogspot.com/2020/08/sa-roc-deliverance.html	Video featured- Deliverance			
13/08/2020	Solo Vibes Music	Blog	USA	https://www.solovibesmusic.com/2020/08/sa-roc-deliverance.html	Feature article- Deliverance and SC announce			
13/08/2020	Wiz Nation	Blog	USA	https://wiznation.com/2750478/lil-yachty-future-pardon-me-slim-400	Video featured- Deliverance			
13/08/2020	MKZWO	Blog	Germany	https://www.mkzwo.de/sa-roc-the-sharecroppers-daughter/	Feature article- Deliverance and SC announce			
13/08/2020	Ginger Slim	Blog	UK	https://gingerslim.wordpress.com/2020/08/13/sa-roc-deliverance/	Feature article- Deliverance and SC announce			
13/08/2020	Only Hiphop	Blog	Italy	http://www.onlyhiphop.org/posts/14649/sa-roc-lancia-il-nuovo-sing	Feature article- Deliverance and SC announce			
14/08/2020	Backspin	Blog Spotify Playlist	Germany	https://open.spotify.com/playlist/531gtG63RwBSiuxb7XDGPL?si=dl	Added Deliverance to playlist	Thank Backspin It's Friday' playlist		
14/08/2020	I Am Hiphop Magazine	Blog	UK	https://www.iamhiphopmagazine.com/new-music-female-mc-sa-roc	Feature article- Deliverance and SC - announce			
14/08/2020	Definition Of Fresh	Blog	USA	https://definitionoffresh.blogspot.com/2020/08/video-sa-roc-deliverance	Feature article- Deliverance and SC announce			
14/08/2020	Dude FM	Blog	USA	https://www.dude.fm/#sa-roc-deliverance	Feature article- Deliverance and SC announce	Also extended coverage planned to support Deliverance and album via socials		
14/08/2020	File Under Hiphop	Blog	USA	https://www.fileunderhiphop.com/sa-roc-deliverance/	Feature article- Deliverance and SC announce			

14/08/2020	Soul Guru Sounds	Blog	Germany	https://soulgurusounds.com/sa-roc-kuendigt-mit-der-videosingle-del	Feature article- Deliverance and SC announce			
15/08/2020	North Herts FM	Radio	UK	https://www.northhertsfm.com/boombapboutique	Playlisted Deliverance	Show- Boom Bap Boutique		
16/08/2020	WFMU Radio	Radio	USA	https://wfmu.org/playlists/shows/95662	Playlisted Deliverance	Show- Put The Needle On		
16/08/2020	Koop 91.7 FM	Radio	USA	https://koop.org/programs/hip-hop-hooray/	Playlisted Deliverance	Show- Hip Hop Hooray. Link to playlist here next box along!	https://www.facebook.com/notes/hip-hop-hooraykoop-917-fm/playlist-08-16-20-miss-manners/3510062085704568/	
17/08/2020	Rimas e Batidas	Blog	Portugal	https://www.rimasebatidas.pt/7-dias-7-videos-1560/	Featured Deliverance	"7 days 7 videos" feature		
17/08/2020	SG1 Radio	Radio	UK	https://www.mixcloud.com/raymond-medwynter/the-rap-session-18t	Playlisted Deliverance	Show- Rap Sessions. Listen back 45mins 35secs in.		
18/08/2020	BGFM Radio	Radio	Wales/UK	https://www.bgfm.wales/presenter/view/dan-james	Playlisted Deliverance	Show- Dan James		

18/08/2020	BBC Wales	Radio	Wales/UK	https://www.bbc.co.uk/sounds/play/m000ls3m	Playlisted Deliverance	Show- Janice Long. Listen back 1hr, 9mins, 8secs in. Also includes intro segment about the history of Sharecropping.		
18/08/2020	All That Dope Shit	Podcast	Scotland/UK	https://www.spreaker.com/user/btnpodcast/atds-20-live-jam-master	Playlisted Deliverance	Listen back 65mins 20secs in.		
19/08/2020	Kane FM	Radio	UK	https://www.mixcloud.com/KaneFM/kfmpboot-records-show266/	Playlisted Deliverance	Show- Boot Records. Listen back 27mins 35secs in.		
19/08/2020	2Dope Boyz	Blog	USA	https://2dopeboyz.com/2020/08/19/sa-roc-deliverance-video/	Feature article- Deliverance and SC announce			
20/08/2020	We Up On It	Blog	USA	https://weuponithiphop.info/2020/08/20/music-video-sa-roc-delivera	Feature article- Deliverance and SC announce			
21/08/2020	Blackout Hiphop	Blog	Eastern Europe	http://www.blackouthiphop.com/video-sa-roc-deliverance/	Feature article- Deliverance			
22/08/2020	Wordplay Magazine	Blog/Magazine	UK	https://www.wordplaymagazine.com/blog-1/2020/8/22/sa-roc-delive	Feature article- Deliverance and SC announce			
23/08/2020	Soho Radio	Radio	UK	https://www.mixcloud.com/sohoradio/reaching-out-23082020/	Playlisted Deliverance	Show- Reaching Out show with Poet Curious. Listen back 5mins 5secs in.		
23/08/2020	Shade45	Radio	USA	http://www.rapisouttacontrol.com	Playlisted Deliverance	Show- Rap Is Outta Control.		
24/08/2020	You Call That Radio	Podcast	UK	https://www.youtube.com/watch?v=9k3qUi0keo4&t=1108s	Interview feature			
25/08/2020	Sugarcayne	Blog	USA	https://www.sugarcayne.com/2020/08/sa-roc-deliverance/	Feature article- Deliverance and SC announce			
25/08/2020	Radio Spin 96.2	Radio	Czech Republic	https://www.radiospin.cz/clanek/street-cypher-986.html	Playlisted Deliverance	Show- Street Cypher		
25/08/2020	Shade 45	Radio	USA	http://premierwuzhere.com/blog/dj-premier-live-headcourterz-radio	Playlisted Deliverance	Show- DJ Premier		
26/08/2020	Cloudshopper	Blog	Norway	https://cloudshopper.net/sa-roc-new-single-deliverance-out-now-vid	Feature article- Deliverance and SC announce			
26/08/2020	Limehouse Podcast	Podcast	UK	https://podcasts.apple.com/qb/podcast/sa-roc-deliverance/id119301	Interview feature	Another link option to listen if no Apple- https://soundcloud.com/user-434215118/sa-rocdeliverance		
26/08/2020	Raptz Radio	Radio	France & UK	https://www.mixcloud.com/djajffa/this-that-the-third-raptz-no68/	Playlisted Deliverance	Show- This That & The Third. Listen back 9mins 8secs in.		
27/08/2020	Versos Perfectos	Blog	Spain	http://versosperfectos.com/noticias/2020/08/video-sa-roc-deliveranc	Feature article- Deliverance and SC announce			
27/08/2020	Cypher Sessions	Blog	USA	https://cyphersessions.co/2020/08/27/the-sharecroppers-daughter-a	Interview feature			
28/08/2020	Word Is Bond	Radio	USA	https://www.thewordisbond.com/capone-n-dillinger-on-word-is-bond	Playlisted Deliverance	Show- Capone N Dillinger		
28/08/2020	Lily Mercer's Blog	Blog	UK	https://www.lilymercer.co.uk/sa-roc-deliverance-video-sarothemc/	Video featured- Deliverance	Lily is a prominent UK radio presenter & DJ		
01/09/2020	Jammerzine	Blog	USA/Europe	https://jammerzine.com/jammerzine-exclusive-an-interview-with-sa-	Interview feature			
01/09/2020	Radio Spin 96.2	Radio	Czech Republic	https://www.radiospin.cz/clanek/street-cypher-986.html	Playlisted Deliverance	Show- Street Cypher		
07/09/2020	Jammer Direct	TV	USA	https://jammer.direct/jammerzines-the-week-in-indie-for-9-7-2020/?t	Front segment Sa-Roc	Feature- The Week In Indie. Interview with Sa-Roc as front feature on episode and start of watch back video in link.		
10/09/2020	Melodic Distraction	Radio	UK	https://melodicdistraction.com	Playlisting Deliverance	On rotation		

12/09/2020	97.3 WRIR Radio	Radio	USA	https://www.wrir.org/2020/09/13/we-live-and-we-livin/	Playlisted Deliverance	Show- We Live and We Livin		
14/09/2020	Radio2Funky 95.0 FM	Radio	UK	https://radio2funky.co.uk	Playlisting Deliverance	Station rotation playlist		
18/09/2020	Cosmic Hiphop	Blog	France	http://www.cosmichiphop.com/v7/videos/sa-roc-revolution	Feature article r(E)volution			
18/09/2020	Vann Digital	Blog	USA	https://www.vanndigital.com/video-sa-roc-revolution/	Feature article r(E)volution			

18/09/2020	Hiphop Wired	Blog	USA	https://hiphopwired.com/908796/busta-rhymes-anderson-paak-yuud	Featured (E)volution	Included video in Daily Visuals round up		
18/09/2020	Press Party	Blog	UK	https://www.pressparty.com/pg/newsdesk/andyk/view/226427/	News item r(E)volution			
18/09/2020	Rap On Air	Blog	Spain	https://www.raponair.com/en/sa-roc-drops-her-next-single-and-mus	Feature article r(E)volution			
18/09/2020	Insomniac Magazine	Blog	USA	https://insomniacmagazine.com/sa-roc-releases-revolution/	Feature article r(E)volution			
18/09/2020	Trackblasters	Blog	Germany	https://trackblasters.com/2020/09/18/sa-roc-revolution-video/	Feature article r(E)volution			
18/09/2020	Beat Trotterz	Blog	France	https://beattrotterz.com/2020/09/18/sa-roc-revolution-video/	Feature article r(E)volution			
18/09/2020	Soul Guru Sounds	Blog	Germany	https://soulgurusounds.com/sa-roc-revolution/	Feature article r(E)volution			
18/09/2020	Old To The New	Blog	UK	https://oldtothenew.wordpress.com/2020/09/18/new-joint-sa-roc-7/	Feature article r(E)volution			
18/09/2020	Rap Noticias	Blog	Portugal	https://www.rapnoticias.pt/index.php/rap-internacional/20690-video-	Feature article r(E)volution			
18/09/2020	Siccnss	Blog	USA	https://www.siccnss.net/wp/sa-roc-revolution	Feature article r(E)volution			
18/09/2020	The Cypher effect	Blog	USA	http://www.thecyphereffect.com/sa-roc-revolution/	Feature article r(E)volution			
18/09/2020	The 9 Elements	Blog	USA	https://www.instagram.com/the9elements/	Added r(E)volution to Insta story			
19/09/2020	File Under Hiphop	Blog	USA	https://www.fileunderhiphop.com/sa-roc-revolution/?preview=true&	Feature article r(E)volution			
19/09/2020	Wizard Radio	Radio	UK	https://www.wizardradio.co.uk/presenters/myles-mc-caulskey	Interview feature on show	Show- Myles McCaulskey		
19/09/2020	Myles McCaulskey Channel	You Tube	UK	https://www.youtube.com/watch?v=RrWeTD5ZR4I	Same as above but also on you tube	Show- Myles McCaulskey		
19/09/2020	Radio2Funky 95.0 FM	Radio	UK	https://radio2funky.co.uk	Playlisting r(E)volution	Added to station rotation		
19/09/2020	Yo Komix Rapz	Blog	Eastern Europe	https://kcuhipb.blogspot.com/2020/09/sa-roc-revolution-prod-sol-me	Video featured r(E)volution			
20/09/2020	Soho Radio	Radio	UK	https://www.mixcloud.com/sohoradio/reaching-out-20092020/	Playlisted r(E)volution	Show- Reaching Out show with Poet Curious. Listen back 00.00mins in (track opens show)		
20/09/2020	Jammerzine	Blog	USA/Europe	https://jammerzine.com/first-look-sa-roc-revolution/	Feature article r(E)volution	First Look feature		
21/09/2020	Kingsize Magazine	Blog/Magazine	Sweden	https://www.kingsizemag.se/videos/sa-roc-revolution/	Video featured r(E)volution			

21/09/2020	Bbarak	Blog	Czech Republic	https://www.bbarak.cz/ahoj-tohle-je-revoluce-prozpevuje-si-v-novine	Feature article r(E)volution			
21/09/2020	Definition Of Fresh	Blog	USA	https://definitionoffresh.blogspot.com/2020/09/video-sa-roc-revolution	Feature article r(E)volution			
21/09/2020	Solo Vibes Music	Blog	USA	https://www.solovibesmusic.com/2020/09/sa-roc-revolution.html	Feature article r(E)volution			
21/09/2020	Versos Perfectos	Blog	Spain	http://versosperfectos.com/noticias/2020/09/video-sa-roc-r-e-volutio	Feature article r(E)volution			
21/09/2020	Hiphop DX	Blog	USA	https://hiphopdx.com/videos/id.28554/title.sa-roc-calls-for-revolution	Video featured r(E)volution			
22/09/2020	MRCNN Live	Blog	USA	https://www.mrcnnlive.com/sa-roc-drops-her-next-single-and-music	Feature article r(E)volution			
22/09/2020	All That Dope Shit	Podcast	Scotland/UK	https://www.speaker.com/user/btnpodcast/atds-live-25-with-zagnif	Playlisted r(E)volution			
22/09/2020	Radio Spin 96.2	Radio	Czech Republic	https://www.radiospin.cz/clanek/street-cypher-986.html	Playlisted r(E)volution	Show- Street Cypher		
22/09/2020	Shade45	Radio	USA	http://premierwuzhere.com/blog/dj-premier-live-headqcourterz-radio	Playlisted r(E)volution	Show- DJ Premier		
23/09/2020	Blatantly Blunt	Blog	UK	https://blatantlybluntblog.tumblr.com/post/630029744417734656/ne	Feature article r(E)volution			
25/09/2020	WFMU Radio	Radio	USA	https://www.wfmua.org/playlists/shows/96755	Playlisted r(E)volution	Show- Put The Needle On		
26/09/2020	Raptz Radio	Radio	France & UK	https://www.mixcloud.com/dijaffa/this-that-the-third-raptz-no70/	Playlisted r(E)volution	Show- This That & The Third with DJ Jaffa. Listen back 35mins 07secs in.		
27/09/2020	You Haven't Heard This Music	Podcast	UK	https://www.youtube.com/watch?v=QZEdJVpBjIE&feature=youtu.be	Interview feature on show	Artist Of The Week' also airs videos for Hand Of God and Deliverance		
27/09/2020	Shade45	Radio	USA	http://www.rapisouttacontrol.com/playlists/	Playlisted r(E)volution	Show- Rap Is Outta Control.		
29/09/2020	Lily Mercer's Blog	Blog	UK	https://www.lilymercer.co.uk/sa-roc-revolution-video-sarocthemc/	Feature article r(E)volution			
30/09/2020	106.5 Beats FM	Radio	UK	http://leightheflava.blogspot.com/2020/10/gourmet-soulful-music-30	Playlisted r(E)volution	Show- Gourmet Soulful Music. Listen back link to follow		
30/09/2020	Wordplay Magazine	Blog/Magazine	UK	https://www.wordplaymagazine.com/blog-1/2020/9/26/sa-roc-revolu	Feature article r(E)volution			
01/10/2020	Killa Kella Podcast	Podcast	UK	https://www.youtube.com/watch?v=mhJpOFJHifq	Interview feature on show	On all podcast streaming platforms	https://soundcloud.com/killakela	
01/10/2020	Kingsize Magazine	Blog/Magazine	Sweden	https://www.kingsizemaq.se/intervjuer/intervju-sa-roc-med-inspiratio	Interview feature article			
02/10/2020	XXL Magazine	Blog/Magazine	USA	https://www.xlmaq.com/21-savage-metro-boomin-yg-bryson-tiller-n	Album included in new releases	Also to run in October new releases article		
02/10/2020	Backspin	Blog Spotify	Germany	https://open.spotify.com/playlist/531qtG63RwBSjuxb7XDGPL?si=q	Playlisting Dark Horse	Added to 'Thank Backspin It's Friday' playlist		
02/10/2020	Press Party	Blog	UK	https://www.pressparty.com/pg/newsdesk/andyk/view/228343/	News item SCD album			
02/10/2020	Connoisseurs Of Hiphop	Podcast	UK	https://www.mixcloud.com/skandouz/	Featuring SCD album	On Insta now, more to follow		
02/10/2020	Rap On Air	Blog	Spain	https://www.raponair.com/en/sa-roc-has-dropped-her-powerful-albu	Feature article SCD album			
02/10/2020	Grown Up Rap	Blog	UK	https://grownuprap.com/2020/10/02/sa-roc-the-sharecroppers-daug	Featuring SCD album			

02/10/2020	Trackblasters	Blog	Germany	https://trackblasters.com/2020/10/02/sa-roc-the-sharecroppers-daughter/	Feature article SCD album			
02/10/2020	Hiphop4Real	Blog	Russia	https://hiphop4real.com/sa-roc-the-sharecroppers-daughter/	Feature article SCD album			
02/10/2020	Siccnness	Blog	USA	https://www.siccnness.net/wp/sa-roc-drops-her-latest-project-the-sharecroppers/	Feature article SCD album			
02/10/2020	Rapologia	Blog	Italy	https://www.rapologia.it/2020/10/02/sa-roc-the-sharecroppers-daughter/	Feature article SCD album			
02/10/2020	Underground HipHop Blog	Blog	USA	https://undergroundhiphopblog.com/albums/sa-roc-the-sharecroppers/	Album review- SCD			
02/10/2020	Vann Digital	Blog	USA	https://www.vanndigital.com/stream-sa-rocs-the-sharecroppers-daughter/	Feature article SCD album			
02/10/2020	Rap Noticias	Blog	Portugal	http://www.rapnoticias.pt/index.php/rap-internacional/20847-album-sa-roc-the-sharecroppers-daughter/	Feature article SCD album			
02/10/2020	Rap Maniacz	Blog	Italy	https://www.rapmaniacz.com/sa-roc-pubblica-the-sharecroppers-daughter/	Feature article SCD album			
02/10/2020	Urban Vault	Blog	UK	https://urbanvault.co.uk/2020/10/02/sa-roc-the-sharecroppers-daughter/	Feature article SCD album			
02/10/2020	Rimas E Batidas	Blog	Portugal	https://www.rimasebatidas.pt/sexta-feira-farta-novos-trabalhos-de-sa-roc-the-sharecroppers-daughter/	Album included in new releases			
02/10/2020	We Up On It	Blog	USA	https://weuponithiphop.info/2020/10/02/album-stream-sa-roc-the-sharecroppers/	Feature article SCD album			
02/10/2020	I Am HipHop Magazine	Blog	UK	https://www.iamhiphopmagazine.com/new-music-saroc-releases-the-sharecroppers/	Feature article SCD album			
02/10/2020	Ghetto Blaster Magazine	Blog	USA	https://ghettoblastermagazine.com/features/album-reviews/new-music-sa-roc-the-sharecroppers-daughter/	Album review- SCD			
02/10/2020	I Still Love Her	Blog	Germany	https://istillloveher.de/2020/10/sa-roc-the-sharecroppers-daughter/	Feature article SCD album			
02/10/2020	WFMU Radio	Radio	USA	https://www.wfm.org/playlists/shows/97163	Playlisted Deliverance	Show- Put The Needle On		
02/10/2020	Pattyto	Blog	Spain	https://pattyto.com/sa-roc-estrena-su-nuevo-album-the-sharecroppers/	Feature article SCD album			
02/10/2020	The 9 Elements	Blog	USA	https://www.instagram.com/p/CF21-fJBoi6/?igshid=f6fn4snx50um	Posted on SCD via Insta			
03/10/2020	Wordplay Magazine	Blog/Magazine Playlist	Spotify (UK)	https://open.spotify.com/playlist/30PtEaRt99ArNtkl8bQwt?si=NIMaE5a-Roc-marked-as-the-Featured-Artist	Sa-Roc marked as the Featured Artist	Bi weekly 'On Rotation' playlist, added r(E)volution, Rocwell's America, and The Black Renaissance		
03/10/2020	Soul Legends Radio	Radio	UK	https://www.mixcloud.com/ninomalo/slr156-soul-to-the-universe-3rd	Playlisted r(E)volution	Show- Soul To The Universe. Listen back 23mins 8secs in		
04/10/2020	Koop 91.7 FM	Radio	USA	https://koop.org/programs/hip-hop-hooray/	Playlisted Hand Of God	Show- HipHop Hooray		
04/10/2020	Hype Magazine	Blog	USA	https://www.thehypemagazine.com/2020/10/sa-roc-has-dropped-the-sharecroppers/	Feature article SCD album			
04/10/2020	Trend Music News	Blog	USA	http://trendmusicnews.com/?p=76080	Feature article SCD album			
05/10/2020	Cloudshopper	Blog	Norway	https://cloudshopper.net/sa-roc-has-dropped-her-powerful-album-the-sharecroppers/	Feature article SCD album			
06/10/2020	Definition Of Fresh	Blog	USA	https://definitionoffresh.blogspot.com/2020/10/sa-roc-the-sharecroppers/	Feature article SCD album			
06/10/2020	Black Grooves	Blog	USA	https://blackgrooves.org/sa-roc-the-sharecroppers-daughter/	Album review- SCD			

06/10/2020	Versos Perfectos	Blog	Spain	http://versosperfectos.com/noticias/2020/10/stream-sa-roc-presenta	Feature article SCD album			
06/10/2020	Radio Spin 96.2	Radio	Czech Republic	https://www.radiospin.cz/clanek/street-cypher-986.html	Playlisted SCD	Show- Street Cypher		
Interviews requested								
	Itch FM	Radio	UK	https://www.itch.fm/radio-show/sample-nation/	Interview requested- done waiting to run	Show- Sample Nation		
	BBoy Document	Magazine	UK	https://www.bboydocument.com	Interview requested- done waiting to run	Requested for Sa-Roc to be on front cover in line with interview when it goes to print		
	All That Dope Shit	Podcast	UK	https://www.spreaker.com/show/all-that-dope-sh1t	Interview requested- still to book			
	File Under Hiphop	Blog	USA	https://www.fileunderhiphop.com	Interview requested- still to book			
	Soul Logistics Radio	Radio	USA	https://www.soullogisticsradio.com	Interview requested- still to book			
	Koop 91.7 FM	Radio	USA	https://koop.org/programs/hip-hop-hooray/	Interview requested- still to book	Show- Hip Hop Hooray		
	Wordplay Magazine	Blog/Magazine	UK	https://www.wordplaymagazine.com	Interview requested- still to book			
	Connoisseurs of Hiphop	Radio/Podcast	UK	https://www.mixcloud.com/SKANDOUZ/	Interview requested- still to book			
	WFMU Radio	Radio	USA	https://www.wfmua.org/playlists/shows/97163	Interview requested- still to book	Same interviewer as Amoeba Music- as one		
	Amoeba Music	Blog	USA	https://www.amoeba.com/blog/	Interview requested- still to book	Same interviewer as WFMU Radio- as one		
Pencilled to run								
	Agora FM	Radio	France	https://agorafm.com	Interest on album	Not playlisting Deliverance but pending on other album tracks at later date		
	BBC 6Music	Radio	UK	https://www.bbc.co.uk/programmes/b01pp0xq	Possible airplay- Deliverance	Show- Mary Anne Hobbs		

	HipHop DX	Blog	USA	https://hiphopdx.com	Possible interview interest around album		
	Radio Krimi	Radio	France	http://www.radiokrimi.com	Playlisting r(E)volution	Date TBC	

	1BTN FM	Radio	UK	https://1btn.fm/schedule/	Playlisting r(E)volution	Show- Burnt Toast		
	The Face Radio	Radio	USA	https://thefaceradio.com/burnt-toast/	Playlisting r(E)volution	Show- Burnt Toast		
14/10/2020	106.5 Beats FM	Radio	UK	http://leightheflava.blogspot.com/2020/10/gourmet-souful-music-30	Playlisting TSD	Show- Gourmet Souful Music.		

RA The Rugged Man Project

DATE	MEDIA	TYPE	COUNTRY	LINK	CONTENT	NOTES
26/03/2020	Press Party	Press	UK	https://www.pressparty.com/pg/newsdesk/andyk/view/207572/	News item- GO and Album	
26/03/2020	Versos Perfectos	Blog	Spain	http://versosperfectos.com/noticias/2020/03/adelanto-r-a-the-rugged-man-golden-oldies/	Feature article- GO	
26/03/2020	Pop Killer	Blog	Poland	https://www.popkiller.pl/2020-03-27%2Cra-the-rugged-man-all-my-heroes-are-c	Feature article- album	
26/03/2020	Underground Hiphop Blog	Blog	USA	https://undergroundhiphopblog.com/singles/r-a-the-rugged-man-golden-oldies-f	Feature article- GO	
26/03/2020	Hiphop4Life	Blog	France	https://hiphop4life.fr/news/r-a-the-rugged-man-ft-slug-golden-oldies/	Feature article- GO/Album	
26/03/2020	We Up On It	Blog	USA	http://weuponithiphop.info/2020/03/25/new-music-r-a-the-rugged-man-ft-slug-of	Feature article- GO	
26/03/2020	Premier Wuz Here	Blog	USA	http://premierwuzhere.com/music/r-rugged-man-feat-slug-golden-oldies/	Feature article- GO	Official blog of DJ Premier
26/03/2020	Go Radio MN 95.3	Blog/Radio	USA	https://goradiomn.com/rasluggo/	Feature article- GO	
27/03/2020	Weekly Rap Gods	Blog	USA	https://weeklyrapgods.com/2020/03/27/r-a-the-rugged-man-drops-golden-oldies/	Feature article- GO/Album	
27/03/2020	iHH Magazine	Blog/Magazine	France	https://www.facebook.com/pg/iHH.magazine/posts/?ref=page_internal	Featured GO on FB page	
27/03/2020	Vents MAgazine	Blog/Magazine	USA/Europe	https://ventsmagazine.com/2020/03/27/r-a-the-rugged-man-drops-golden-oldies/	Feature article- GO/Album	
27/03/2020	Solo Vibes Magazine	Blog	USA	https://www.solovibesmusic.com/2020/03/ra-rugged-man-featuring-slug-of.html	Feature article- GO	
27/03/2020	Urban Vault	Blog	UK	https://urbanvault.co.uk/2020/03/27/r-a-the-rugged-man-ft-atmosphere-eamon-golden-oldies/	Feature article- GO/Album	
27/03/2020	Dr Wong	Blog	UK	https://drwong.live/music/r-a-the-rugged-man-ft-atmosphere-eamon-golden-oldies/	Feature article- GO/Album	
27/03/2020	Blackout Hiphop	Blog	Eastern Europe	https://www.blackouthiphop.com/r-a-the-rugged-man-ft-slug-eamon-golden-oldies/		
27/03/2020	Hiphopzilla	Blog	Europe			
28/03/2020	Agora FM	Radio	France	https://agorafm.com	Added GO to playlist	Will be on rotation for next two months
28/03/2020	Go Radio MN 95.3	Radio	USA	https://goradiomn.com/first-impressions/	Added GO to playlist	Show- First Impressions

29/03/2020	Faded4U	Blog	Canada	https://www.faded4u.com/2020/03/ra-rugged-man-golden-oldies-feat-slug.html	Feature article- GO/Album	
29/03/2020	Shade45	Radio	USA	http://www.rapisouttacontrol.com/playlists/	Playlisted GO on show	Show- Rap Is Outta Control
30/03/2020	Rapologia	Blog	Italy	https://www.rapologia.it/2020/03/30/golden-oldies-r-a-the-rugged-man/	Feature article- GO	Interview also requested
30/03/2020	All That Dope Shit	Blog	UK	https://allthatdopeshit.blogspot.com/2020/03/ra-rugged-man-has-dropped-new-s	Feature article- GO/Album	
31/03/2020	BGFM	Radio	Wales/UK	https://www.bgfm.wales	Playlisted GO on show	Show- Dan James live from 2pm
31/03/2020	Ujima Radio 98FM	Radio	UK	https://www.ujimaradio.com	Playlisting GO	Show- Cruising
31/03/2020	Radio Spin	Radio	Czech Republic	https://www.radiospin.cz/clanek/street-cypher-986.html	Playlisted GO on show	Show- Street Cypher
01/04/2020	Radio Krimi	Radio	France	http://www.radiokrimi.com/blog/new-music-addition/320-playlist-du-18-mars-au	Added GO to playlist	Will be on rotation for a month
02/04/2020	Word Is Bond	Blog/Podcast	USA	https://www.thewordisbond.com/wash-your-hands-and-listen-to-the-podcast/	Playlisted GO on show	
03/04/2020	Jammerzine	Blog	USA/Europe	https://jammerzine.com/first-listen-r-a-the-rugged-man-golden-oldies-feat-slug-c	Feature article- GO/Album	Also review write up
03/04/2020	Backspin Magazine	Spotify Playlist	Germany	https://open.spotify.com/playlist/531qtG63RwBSjuxb7XDGPL?si=Rh0IYSjUSN	Playlisting GO	Added to 'Thank Backspin It's Friday' playlist
05/04/2020	Wordplay Magazine	Spotify Playlist	UK	https://open.spotify.com/playlist/30PtfEaRt99ArNtkl8bQwt?si=Nriqg5EtQ0qVb-lm	Playlisting GO	Added to 'On Rotation' bi weekly playlist
06/04/2020	SG1 Radio	Radio	UK	https://www.mixcloud.com/raymond-medwynter/the-rap-session-6th-april-2020-	Playlisted GO on show	Show- Rap Sessions. Listen back 31mins 10secs in.
07/04/2020	Rap On Air	Blog/Radio	Spain/Europe	https://www.raponair.com/r-a-the-rugged-man-drops-golden-oldies-feat-slug-at	Feature article- GO/Album	Also will playlist GO
08/04/2020	In2Beats Radio 106.5 FM	Radio	UK	http://leightheflava.blogspot.com	Playlisting GO on show	Show- Gourmet Soulful Music
08/04/2020	Stimulate Your Soul	Blog	Australia/UK	https://www.stimulateyoursoul.com/music/ratheruggedman-goldenoldies	Feature article- GO	
08/04/2020	PhotoGroupie	Blog	UK	https://www.photogroupie.com/post/ra-the-rugged-man-teams-up-with-atmosph	Feature article- GO	
09/04/2020	Radio Western	Radio	Canada	http://radiowestern.ca	Playlisting GO on show	
10/04/2020	Shoreditch Radio	Radio	UK/London	http://www.realmusiklondon.com/radio	Playlisted GO on show	Show- Real Musik Show. Track was 'single of the week'
13/04/2020	Brooklyn Vegan	Blog	USA	https://www.brooklynvegan.com/22-new-songs-out-today-26/	Feature article- Dragon Fire	New songs out of the week feature
15/04/2020	UK Hiphop.com	Blog/Magazine	UK	https://ukhh.com/r-a-the-rugged-man-interview/?fbclid=IwAR3oYLUU0KO4asac	Interview feature article- Album	
17/04/2020	Shoreditch Radio	Radio	UK/London	https://www.mixcloud.com/peterreal/the-realmusik-radio-show-17-april-2020/	Playlisted GO on show	Show- Real Musik Show. Closed show with track. Listen back 1hour 53mins in (plays out show with GO)
17/04/2020	Blatantly Blunt	Blog	UK	https://www.blatantlyblunt.com/r-a-the-rugged-man-drops-golden-oldies-video-e	Feature article- album	
17/04/2020	XXL Magazine	Magazine/Blog	USA	https://www.xlmaq.com/rap-music/new-music/2020/04/dababy-fredo-bang-tec	Feature article for weekly new projects round up - album	

17/04/2020	The Find Magazine	Blog/Magazine	Holland/Europe	https://thefindmag.com/hip-hop-downloads-music/gstn-brenx-ra-rugged-man-se	Feature article for 'No Words' weekly new projects to listen to- album	
17/04/2020	Grown Up Rap	Blog	UK	https://grownuprap.com/2020/04/17/r-a-the-rugged-man-all-my-heroes-are-dea	Feature article- album	

17/04/2020	Kingsize Magazine	Blog/Magazine	Sweden	https://www.kingsizemag.se/musik/r-a-the-rugged-man-ar-tillbaka-med-nya-alb	Feature article- album	
17/04/2020	Southsiders	Blog	UK	https://hiphopblog.co.uk/2020/04/17/r-a-the-rugged-man-interview/	Interview feature article- Album	
17/04/2020	I Am HipHop Magazine	Blog/Magazine	UK	http://www.iamhiphopmagazine.com/new-music-r-rugged-man-drops-new-albu	nFeature article- album	
17/04/2020	Backspin	Blog/Magazine	Germany	https://open.spotify.com/playlist/531qtG63RwBSjuxb7XDGPL?si=CNM5tkukTu	CPlaylisting Malice of Mammon	Added to 'Thank Backspin It's Friday' playlist
17/04/2020	Weekly Rap Gods	Blog/Radio	USA	https://weeklyrapgods.com/2020/04/17/candid-convo-with-the-iconic-ra-th	Interview feature article- Album	
17/04/2020	Hiphop4Life	Blog/Magazine	France	https://hiphop4life.fr/news/r-a-the-rugged-man-all-my-heroes-are-dead-album-s	Feature article- album	
17/04/2020	Wordplay Magazine	Spotify Playlist	UK	https://open.spotify.com/playlist/30PtEaRt99ArNtkl8bQwt?si=SoWz7N0KTBqIP	Playlisting Dragon Fire	Added to 'On Rotation' bi weekly playlist
17/04/2020	Straight Up HipHop	Blog	Germany	https://straightuphiphop.com/2020/04/17/album-drop-r-a-the-rugged-man-all-my	Feature article- album	
17/04/2020	Behind That Suit	Podcast	USA	https://www.youtube.com/watch?v=4aOnlTXILfQ	Album review	
17/04/2020	Hot New HipHop	Blog	USA	https://www.hotnewhiphop.com/ra-the-rugged-man-sets-underground-ablaze-w	Feature article & review- album	
17/04/2020	Underground HipHop Blog	Blog	USA	https://undergroundhiphopblog.com/albums/r-a-the-rugged-man-all-my-heroes-	Feature article & review- album	
17/04/2020	Brooklyn Vegan	Blog	USA	https://www.brooklynvegan.com/20-new-rap-and-rb-songs-out-this-week-3/	Feature article- album	New releases of the week
17/04/2020	Trackblasters	Blog	USA	https://trackblasters.com/2020/04/17/r-a-the-rugged-man-all-my-heroes-are-dea	Feature article- album	
17/04/2020	Rap Radar	Blog	USA	https://rapradar.com/2020/04/17/new-album-r-a-the-rugged-man-all-my-heroes-	Feature article- album	
17/04/2020	Strictly HipHop	Blog/Radio	USA	https://itsstrictly.wordpress.com/about/	Playlisting GO	Also album review/discussion
18/04/2020	Versos Perfectos	Blog	Spain	http://versosperfectos.com/noticias/2020/04/stream-r-a-the-rugged-man-presen	Feature article- album	
18/04/2020	We Up On It	Blog	USA	http://weuponithiphop.info/2020/04/18/album-stream-r-a-the-rugged-man-all-my	Feature article- album	
18/04/2020	Faygolovers	Blog	USA	https://faygolovers.net/v5/2020/04/in-case-you-didnt-know-r-a-the-rugged-man-	Feature article- album	
19/04/2020	7th Boro	Blog	USA	https://www.7thboro.com/r-a-the-rugged-man-all-my-heroes-are-dead-album-st	Feature article- album	
19/04/2020	Faded4U	Blog	USA	https://www.faded4u.com/2020/04/ra-rugged-mans-new-album-is-now-out-all.h	Feature article- album	
20/04/2020	Bbrak	Blog	Czech Republic	https://www.bbarak.cz/r-a-the-rugged-man-je-blazen-jsme-svedky-jedne-z-neje	Feature article- album	
20/04/2020	Rapologia	Blog	Italy	https://www.rapologia.it/2020/04/20/r-a-the-rugged-man-interview-intervista/	Interview feature article- Album	
20/04/2020	The Cypher Effect	Blog	USA	http://www.thecyphereffect.com/r-a-the-rugged-man-the-introduction/	Feature article- The Introduction	
20/04/2020	Rap Radar	Blog	USA	https://rapradar.com/2020/04/20/new-video-r-a-the-rugged-man-the-introductio	nFeature article- The Introduction	
20/04/2020	Old To The New	Blog	UK	https://oldtothenew.wordpress.com/2020/04/20/new-joint-r-a-the-rugged-man-1	2Feature article- The Introduction	
20/04/2020	Real HipHop Files	Blog	USA	https://realhiphopfiles.com/r-a-the-rugged-man-the-introduction/	Video feature- The Introduction	
21/04/2020	Blackout HipHop	Blog	Eastern Europe	https://www.blackouthiphop.com/r-a-the-rugged-man-ft-ghostface-killah-masta-	kFeature article- Dragon Fire	

21/04/2020	Hiphop4Life	Blog	France	https://hiphop4life.fr/news/r-a-the-rugged-man-the-introduction-clip/	Feature article- The Introduction	
21/04/2020	Ruby Hornet	Blog	USA	https://rubyhornet.com/since-we-last-spoke-new-shit-from-showyousuck-beasti	Feature article- album	Part of 'Since We Last Spoke' feature
21/04/2020	Beeshine	Blog	USA	http://www.thebeeshine.com/music-videos/r-a-the-rugged-man-the-introduction	Feature article- The Introduction	
21/04/2020	Dope Future	Blog	USA	https://www.dopefuture.com/2020/04/ra-rugged-man-introduction-video.html	Video feature- The Introduction	
21/04/2020	Reprezent Radio	Radio	UK	https://soundcloud.com/aillbhemairead/with-mixhell-and-pussyfoot-recs	Playlisted- Dragon Fire	Show- Ailbhe Mairead. Listen back 1 hour, 47mins 20secs in
22/04/2020	Hackney Citizen	Press	UK/London	https://www.hackneycitizen.co.uk/2020/04/22/all-my-heroes-are-dead-ra-the-ru	Album review	
22/04/2020	DJ Wreck Hiphop Vibe Show	Podcast	UK	https://www.podomatic.com/podcasts/wreckforreal/episodes/2020-04-22T11_2	Playlisted- Slayers Club	Show- DJ Wreck. Listen back 1 hour, 55mins 28secs in
23/04/2020	The Word Is Bond	Radio	USA	https://www.thewordisbond.com/taking-it-back-with-mastermind-on-word-is-bon	Playlisted E.K.N.Y	
24/04/2020	We Goin In	Podcast	USA	http://wegoinin.com/2020/04/24/episode-72-the-r-a-the-rugged-man-interview/	Interview feature	
24/04/2020	WFMU	Radio	USA	https://wfm.org/playlists/shows/92861	Playlisted Who Do We Trust	Show- Billy Jam
24/04/2020	Blackout Hiphop	Blog	Eastern Europe	https://www.blackouthiphop.com/video-r-a-the-rugged-man-the-introduction/	Feature article- The Introduction	
26/04/2020	Shade45	Radio	USA	http://www.rapisouttacontrol.com/playlists/	Playlisted E.K.N.Y	Show- Rap Is Outta Control
26/04/2020	Go Radio MN 95.3	Radio	USA	https://goradiomn.com/first-impressions/	Playlisted GO on show	Show- First Impressions
28/04/2020	Reprezent Radio	Radio	UK	https://www.mixcloud.com/Reprezent/aillbhe-mairiad-w-ra-the-rugged-man-28t	Interview	Show- Ailbhe Mairead. Listen back 30mins to interview feature.
28/04/2020	Backset Mafia	Blog	UK	https://www.backseatmafia.com/album-review-r-a-the-rugged-man-all-my-heroe	Album review	
28/04/2020	Rhymesayers Playlist	Spotify Playlist	USA	https://open.spotify.com/playlist/4qsehhZOaGiiVjir0vEI4?si=jgqfhNdqSkmwKo	Added Gotta Be Dope	Press Play' weekly playlist

28/04/2020	Shade45	Radio	USA	http://premierwuzhere.com/blog/dj-premier-live-headqcourterz-radio-show-wee	Playlisted Slayers Club	Show- DJ Premier
30/04/2020	Hiphop Saved My Life	Podcast	UK	https://play.acast.com/s/hiphopsavedmylife/91d816e8-0f7f-499f-89a1-f51c76c6	Interview	The UK's biggest Hiphop podcast, and one of the UK's biggest podcasts- period. Presenter Romesh Ranganathan is one of the UK's biggest comedians and celebs at the moment.
30/04/2020	Far Out Magazine	Blog	UK	https://faroutmagazine.co.uk/r-a-the-rugged-man-interview-far-out-meets/	Interview and feature article	
30/04/2020	MRCNN	Blog	USA	https://www.mrcnnlive.com/r-a-the-rugged-man--all-my-heroes-are-dead/	Feature article- album	
30/04/2020	Faygolovers	Blog	USA	https://faygolovers.net/v5/2020/04/r-a-the-rugged-man-will-be-taking-over-faygo	Feature article on interview preview & The Introduction	
30/04/2020	Syko	Blog	USA	http://www.syko.org/2020/04/ra-rugged-man-will-be-taking-over.html	Feature article on Faygolovers interview Insta live	
30/04/2020	Bbrak	Blog	Czech Republic	https://www.bbarak.cz/radimo-zachranil-moje-album-udelal-ho-dvakrat-tak-tvrd	Interview	(not setup by us but just adding for ref)
01/05/2020	Hiphop DX	Blog	USA	https://hiphopdx.com/editorials/id.4434/title.best-rap-albums-2020	Feature- best albums so far in 2020	

02/05/2020	Wordplay Magazine	Magazine/Blog Playlist	UK	https://open.spotify.com/playlist/30PtEaRt99ArNtkl8bQwt?si=-Lxm2AlmQ_-2--	Added E.K.N.Y	Bi weekly 'On Rotation' playlist for Wordplay Magazine
02/05/2020	Boom Bap Boutique	Radio	UK	https://www.northhertsfm.com/boombapboutique	Playlisted GO on show	Repeats again 7th May
03/05/2020	Faygolovers	Blog	USA	https://faygolovers.net	Interview- Insta live	
04/05/2020	OK-Tho	Blog	USA	http://www.ok-tho.com/2020/05/album-review-video-ra-rugged-man-all-my.html	Album review	
05/05/2020	Melodic Distraction	Radio	UK	https://melodicdistraction.com	Added GO and Dragon Fire to current rotation playlist	
05/05/2020	Take It Personal	Podcast	USA	https://soundcloud.com/user-997269105/take-it-personal-ep-64-life-of-the-party	Interview	3 hour feature with playlist over the years and interview
05/05/2020	I Am Hiphop Magazine	Blog/Magazine	UK	https://www.youtube.com/watch?v=HUVm3vuDtk&feature=youtu.be	Interview via Insta Live	Watch back link
05/05/2020	Shade45	Radio	USA	http://premierwuzhere.com/blog/dj-premier-live-headqcourterz-radio-show-wee	Playlisted The Big Snatch	Show- DJ Premier
08/05/2020	Jammerzine	Blog	USA/Europe	https://jammerzine.com/jammerzine-exclusive-an-interview-with-r-a-the-rugged-	Interview	
08/05/2020	Fomo Blog	Blog	USA	https://fomoblog.com/2020/05/08/r-a-the-rugged-man-from-long-island-to-berlin	Interview	Site for journalist- Shirley Ju
09/05/2020	All Hiphop	Blog/Magazine	USA	https://allhiphop.com/features/r-a-the-rugged-man-from-long-island-to-berlin-w5	Interview	
10/05/2020	Shade45	Radio	USA	http://www.rapisouttacontrol.com/playlists/	Playlisted Slayers Club and Wondering	Show- Rap Is Outta Control
11/05/2020	Jammer Direct	TV network	USA	https://jammer.direct/jammerzines-the-week-in-indie-for-5-11-2020/	Interview and feature	The Week In #Indie episode- RA is featured artist of the week, his segment is at beginning
12/05/2020	Radio Spin	Radio	Czech Republic	https://www.radiospin.cz/clanek/street-cypher-986.html	Playlisted Malice of Mammon on show	Show- Street Cypher
15/05/2020	The Find Magazine	Blog/Magazine	Holland	https://open.spotify.com/playlist/2qOQG2DXbBNH95T3OtrCF?si=qejFM5CdSZ	Playlisting- GO	
17/05/2020	Shade45	Radio	USA	http://www.rapisouttacontrol.com/playlists/	Playlisted GO	Show- Rap Is Outta Control
19/05/2020	Rap Reviews	Blog	USA	http://www.rapreviews.com/2020/05/ra-the-rugged-man-all-my-heroes-are-dead	Album review	
20/05/2020	SG1 Radio	Radio	UK	https://www.mixcloud.com/raymond-medwynter/slavas-pik-n-mix-with-a-bloke-c	Playlisted GO on show	Show- Slava's Pick & Mix. Listen back 32mins 30secs.
22/05/2020	Press Party	Blog	UK	https://www.pressparty.com/pg/newsdesk/andyk/view/213208/	Gotta Be Dope video	
22/05/2020	Hiphop DX	Blog	USA	https://hiphopdx.com/videos/id.28255/title.r-a-the-rugged-man-dj-jazzy-jeff-a-f-r	Gotta Be Dope video	
22/05/2020	Underground Hiphop Blog	Blog	USA	https://undergroundhiphopblog.com/videos/r-a-the-rugged-man-gotta-be-dope-f	Gotta Be Dope video	
22/05/2020	Rap On Air	Blog	Spain	https://www.raponair.com/en/r-a-the-rugged-man-releases-new-visual-gotta-be	Gotta Be Dope video	
22/05/2020	Urban Vault	Blog	UK	https://urbanvault.co.uk/2020/05/22/r-a-the-rugged-man-ft-a-f-r-o-gotta-be-dope	Gotta Be Dope video	
22/05/2020	Grown Up Rap	Blog	UK	https://grownuprap.com/2020/05/22/r-a-the-rugged-man-gotta-be-dope-video-fe	Gotta Be Dope video	
22/05/2020	Gone Up	Blog/Radio	France	https://www.goneup.fr/r-a-the-rugged-man-feat-a-f-r-o-and-dj-jazzy-jeff-gotta-be	Gotta Be Dope video	
22/05/2020	Hiphop4Real	Blog	East Europe	https://hiphop4real.com/video-ra-the-rugged-man-gotta-be-dope/	Gotta Be Dope video	

22/05/2020	Soul Guru Sounds	Blog	Germany	https://soulgurusounds.com/r-a-the-rugged-man-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	Trackblasters	Blog	USA	https://trackblasters.com/2020/05/22/r-a-the-rugged-man-feat-a-f-r-o-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	Insomniac Magazine	Blog	USA	https://insomniacmagazine.com/r-a-the-rugged-man-ft-a-f-r-o-dj-jazzy-jeff-says-it-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	Solo Vibes Music	Blog	USA	https://www.solovibesmusic.com/2020/05/ra-rugged-man-featuring-afro-and-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	Blackout Hiphop	Blog	East Europe	http://www.blackouthiphop.com/video-r-a-the-rugged-man-ft-afro-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	Blatantly Blunt	Blog	UK	https://blatantlybluntblog.tumblr.com/post/618895241207070720/ra-the-rugged-man-gotta-be-dope/	Gotta Be Dope video	

22/05/2020	Killahoe	Blog	Finland	https://www.killahoe.fi/news/r-a-the-rugged-man-julkaisi-uuden-musavideon-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	I Am Rap	Blog	Spain	https://iamrap.es/r-a-the-rugged-man-ft-a-f-r-o-and-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	7th Boro	Blog	USA	https://www.7thboro.com/r-a-the-rugged-man-ft-a-f-r-o-and-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	Tha Wilson Block	Blog	USA	https://www.thawilsonblockmagazine.com/2020/05/ra-rugged-man-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	Grand Good	Blog	USA	http://grandgood.com/2020/05/22/r-a-the-rugged-man-gotta-be-dope-feat-a-f-r-o-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	Dr Wong	Blog	East Europe	https://drwong.live/music/r-a-the-rugged-man-ft-a-f-r-o-gotta-be-dope-cuts-by-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	Hiphop Zilla	Blog	East Europe	http://hiphopzilla.com/view/post:3592629/Video-R-A-The-Rugged-Man-Ft-Afro-Dj-Jazzy-Jeff-Gotta-Be-Dope/	Gotta Be Dope video	
22/05/2020	Blenderrap	Blog	Poland	https://www.blenderrap.pl/r-a-the-rugged-man-i-a-f-r-o-w-klipie-do-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	Yo Komix Rapz	Blog	East Europe	http://kcuhip.blogspot.com/2020/05/ra-rugged-man-gotta-be-dope-feat-f-r-o-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
22/05/2020	Fresh News By Steph	Blog	USA	http://freshnewsbysteph.com/archives/50442	Gotta Be Dope video	
22/05/2020	Dead End Hiphop	Blog	Worldwide	https://www.youtube.com/watch?v=GYFp5pT_a_s	Album review	
23/05/2020	Pop Killer	Blog	Poland	https://www.popkiller.pl/2020-05-23%2Cra-the-rugged-man-feat-a-f-r-o-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
23/05/2020	Straight Up Hiphop	Blog	Germany	https://straightuphiphop.com/2020/05/23/r-a-the-rugged-man-a-f-r-o-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
24/05/2020	Itch FM	Radio	UK	https://soundcloud.com/majduckworth/ra-the-rugged-man-interview-x-itch-fm-x-	Interview	Show- Sample Nation
24/05/2020	File Under Hiphop	Blog	USA	https://www.fileunderhiphop.com/r-a-the-rugged-man-featuring-a-f-r-o-and-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
24/05/2020	Vents Magazine	Blog	USA/Europe	https://ventsmagazine.com/2020/05/24/r-a-the-rugged-man-unveils-music-video/	Gotta Be Dope video	
24/05/2020	Dope Future	Blog	USA	https://www.dopefuture.com/2020/05/ra-rugged-man-feat-f-r-o-and-dj-jazzy-jeff-gotta-be-dope/	Gotta Be Dope video	
24/05/2020	Japan FM	Blog	France	https://www.japanfm.fr/r-a-the-rugged-man-devoile-un-clip-pour-gotta-be-dope/	Gotta Be Dope video	

24/05/2020	Byron Crawford	Blog	USA	https://www.byroncrawford.com/2020/05/ra-the-rugged-man-gotta-be-dope-feat	Gotta Be Dope video	
24/05/2020	Rap Noticias	Blog	Portugal	http://www.rapnoticias.pt/index.php/rap-internacional/19328-video-r-a-the-rugge	Gotta Be Dope video	
25/05/2020	King Size Magazine	Blog/Magazine	Sweden	https://www.kingsizemag.se/videos/r-a-the-rugged-man-ft-a-f-r-o-dj-jazzy-jeff-go	Gotta Be Dope video	
25/05/2020	Berkeley Place	Blog	USA	http://berkeleyplaceblog.com/2020/05/25/albums-of-the-week-hip-hop-edition-a	Album review and Gotta Be Dope video	Part of 'albums of the week' feature
25/05/2020	Faded4U	Blog	USA	https://www.faded4u.com/2020/05/ra-rugged-man-releases-new-visual-gotta-ht	mGotta Be Dope video	
25/05/2020	Hiphop Wired	Blog	USA	https://hiphopwired.com/873794/az-feel-my-pain-mc-eiht-bang-on-em-more-dai	Gotta Be Dope video	Feature- hottest daily visuals
25/05/2020	Faygolovers	Blog	USA	https://faygolovers.net/v5/2020/05/r-a-the-rugged-man-gotta-be-dope-ft-a-f-r-a	Gotta Be Dope video	
25/05/2020	Syko	Blog	USA	http://www.syko.org/2020/05/ra-rugged-man-gotta-be-dope-ft-f-r-o.html	Gotta Be Dope video	
26/05/2020	Hiphop Since 1987	Blog	USA	https://hiphopsince1987.com/2020/news/r-a-the-rugged-man-releases-new-visu	Gotta Be Dope video	
26/05/2020	Radio Spin	Radio	Czech Republic	https://www.radiospin.cz/clanek/street-cypher-986.html	Playlisted Gotta Be Dope on show	Show- Street Cypher
28/05/2020	Cloudshopper	Blog	Norway	https://cloudshopper.net/r-a-the-rugged-man-unveils-gotta-be-dope-video/	Gotta Be Dope video	
29/05/2020	Nexus Music Blog	Blog	Europe	https://nexusmusicblog.com/album-review-all-my-heroes-are-dead-r-a-the-rugg	eAlbum review	
30/05/2020	Hiphop DX	Blog	USA	https://hiphopdx.com/editorials/id.4425/title.best-rap-rb-hip-hop-songs-of-2020-	sFeatured- GO	Article- Best Hiphop Songs of 2020
02/06/2020	For Da Fresh	Blog	USA	https://www.fordafresh.com/post/619766483456802816/ra-the-rugged-man-got	Gotta Be Dope video	Also review write up
26/05/2020	All That Dope Shit	Podcast	UK	https://www.spreaker.com/user/btnpodcast/atds-podcast-9-verzuz-battles	Playlisted Gotta Be Dope on show	
03/06/2020	Hiphop Golden Age	Blog	USA	https://hiphopgoldenage.com/list/the-best-hip-hop-albums-of-2020/	Featuring album	Best HH albums of 2020 article
05/06/2020	WFMU	Radio	NY/NJ USA	https://www.wfmuplaylists/shows/93698	Playlisted Wondering, and EKNY	Show- Put The Needle On. Playlist on link.
07/06/2020	Pop Killer	Blog	Poland	https://www.popkiller.pl/2020-06-07%2Cra-the-rugged-man-wywiad-all-my-hero	Video interview	
08/06/2020	Black Diamond FM	Radio	UK/Scotland	https://www.mixcloud.com/blackdiamondfm/soul-stream-8th-june-2020/	Playlisted- GO	Show- Soul Stream
08/06/2020	Jigga Juice	Blog	Israel/Middle East	https://juiceradio.com	Video interview	Watch back link here: https://www.youtube.com/watch?v=xA2UfFuQUJ
17/06/2020	Rimas Y Batidas	Blog	Portugal	https://www.rimasebatidas.pt/r-a-the-rugged-man-vamos-ter-eleicoes-com-dois	Interview feature article	
24/06/2020	Long Island Rap	Blog	USA/Long Island	https://www.longislandrap.com/2020/06/ra-the-rugged-man-interview.html	Interview feature article	
27/062020	Sehirveritim	Blog	Turkey	https://sehirveritim.com/ra-the-rugged-man-roportaji-all-my-heroes-are-dead/	Interview feature article	
June issue 2020	Underground Magazine	Blog/Magazine	USA	https://www.underground-nation.com/product/summer-heat-r-a-the-rugged-man	Interview feature article	In print, also RA on front cover .
August issue 2020	Bboy Document Magazine	Magazine	UK	https://www.bboydocument.com	Interview feature article	PDF of print received

<u>New Interview requests</u>						

	Chuo 89.1 FM	Radio	Canada	https://chuo.fm/byege	Interview requested	Show- Bring Ya Eh Game
<u>STILL PENDING</u>						
	Bearded Magazine	Magazine/Blog	UK	http://www.beardedmagazine.com	Possible album review	Editor sending out to writers this week
	Soul Legends Radio	Radio	UK	http://www.soullegendsradio.com	Playlisting GO- date TBC	Show- Soul To The Universe
	Kane FM	Radio	UK	https://www.kanefm.com	Playlisting GO- date TBC	Show- Jazz T
	91.7FM Philadelphia	Radio	USA	https://wkdu.org	Playlisting GO- date TBC	Show- Faucet 2 Drain
	Rinse FM	Radio	UK	https://rinse.fm	Playlisting GO- date TBC	Show- Marcia Carr
	Hiphop Shed Sessions	Podcast	UK	https://open.spotify.com/show/125L3TXoggzOaJAKA6ip1w?si=vnIQVEckSQUR	Playlisting GO- date TBC	
<u>INTERVIEWS</u>						
	<u>Done but waiting to run</u>					
July	iHH Magazine	Blog	France	https://ihh-magazine.com	Phone interview	

Felt Album Project

DATE	MEDIA	TYPE	COUNTRY	LINK	CONTENT	NOTES
07/08/2020	Rap On Air	Blog	Spain	https://www.raponair.com/en/surprise-album-drops-today-felt-slug-and-murs-	Feature article Felt4U	
07/08/2020	Press Party	Blog	UK	https://www.pressparty.com/pg/newsdesk/andyk/view/221605/	News article- Felt 4U	
07/08/2020	Dope Future	Blog	Russia	https://www.dopefuture.com/2020/08/felt-slug-and-murs-felt-4-u-album.html	Feature article Felt4U	
07/08/2020	Turn Me Loud	Blog	Europe	https://www.turnmeloud.com/2020/08/felt-slug-and-murs-felt-4-u-album.html	Feature article Felt4U	
07/08/2020	Grown Up Rap	Blog	UK	https://grownuprap.com/2020/08/07/felt-felt-4-u/	Feature article Felt4U	
07/08/2020	Underground Hip-hop Blog	Blog	USA	https://undergroundhiphopblog.com/news/slug-murs-return-as-felt-with-new-a	News article- Felt 4U	
07/08/2020	Hiphop 4Real	Blog	Russia	https://hiphop4real.com/felt-murs-slug-felt-4-u/	Feature article Felt4U	
07/08/2020	Rimas e Batidas	Blog	Portugal	https://www.rimasebatidas.pt/sexta-feira-farta-novos-trabalhos-de-amine-vult	Featured Felt4U	Weekly album release round up
07/08/2020	Rap Radar	Blog	USA	https://rapradar.com/2020/08/07/new-album-felt-slug-murs-felt-4-u/	Feature article Felt4U	Typo on last Felt release in article, has been addressed
07/08/2020	Underground Hip-hop Blog	Blog	USA	https://undergroundhiphopblog.com/reviews/felt-felt-4-u-album-review/	Album review- Felt4U	
07/08/2020	Tha Wilson Block Mag	Blog	USA	https://www.thawilsonblockmagazine.com/2020/08/felt-felt-4-u-album-review	Album review- Felt4U	(taken from UGHH Blog)
07/08/2020	Urban Vault UK	Blog	UK	https://urbanvault.co.uk/2020/08/07/felt-felt-4-u-prod-by-ant-album-audio-itun	Feature article Felt4U	
07/08/2020	XXL Mag	Blog/Mag	USA	https://www.xxlmag.com/amine-nle-choppa-lil-keed-new-projects/	Featured Felt4U	Latest releases article- included album
07/08/2020	The Source	Blog/Mag	USA	https://thesource.com/2020/08/07/new-murs-and-atmosphere-album-felt-4-u-	Feature article Felt4U	
07/08/2020	We Up On It	Blog	USA	https://weuponithiphop.info/2020/08/07/album-stream-felt-slug-murs-felt-4-u/	Feature article Felt4U	
07/08/2020	Hiphop 4Life	Blog	France	https://hiphop4life.fr/news/felt-slug-murs-felt-4-u-album-stream/	Feature article Felt4U	
07/08/2020	Wordplay Magazine	Blog/Magazine	Spotify Playlist	https://open.spotify.com/playlist/30PtFEaRt99ArNtkl8bQwt?si=QyFqsexTSsyX	Added Find My Way, Never's Enough, and Don't Do Me Like That	On Rotation Playlist- 2 weeks
07/08/2020	Bringing Down The Band	Blog/You Tube	USA	https://www.youtube.com/watch?v=wsceQCN70TA&app=desktop	Uploaded Felt4U onto channel	
07/08/2020	Rap Maniacz	Blog	Italy	https://www.rapmaniacz.com/felt-4-u-e-il-nuovo-album-di-slug-e-murs/	Feature article Felt4U	
08/08/2020	Insomniac Magazine	Blog	USA	https://insomniacmagazine.com/slug-x-murs-x-ant-deliver-felt-4-u-album/	Feature article Felt4U	

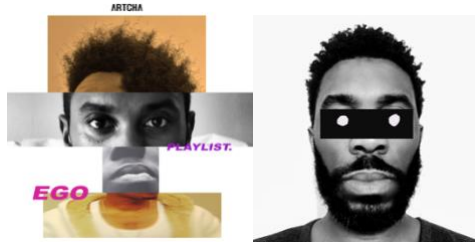
08/08/2020	Hiphop In Jesmoel	Blog	Holland	https://www.hiphopinjismoel.com/releases/felt-oase-fred-the-godson-en-ami	Featured Felt4U	Latest releases article- included album
08/08/2020	Soul Legends Radio	Radio	UK	https://www.mixcloud.com/ninomalo/slr152-soul-to-the-universe-8th-aug-2020	Playlisted Sticks & Stones	Show- Soul To The Universe. Listen back 46mins 10secs in.
08/08/2020	BBC 6Music	Radio	UK	https://www.bbc.co.uk/sounds/play/m000lnkm	Playlisted- Name In Ya Mouth	Show- Huey Morgan. Listen back 1hour, 7mins, 28secs in.
09/08/2020	Agora FM	Radio	France	https://agorafm.com/	Playlisting Sticks & Stones	On rotation for 2 months
09/08/2020	Gingerslim	Blog	UK	https://gingerslim.wordpress.com/2020/08/09/felt-felt-4-u-stream/	Feature article Felt4U	
09/08/2020	Rap Noticias	Blog	Portugal	http://www.rapnoticias.pt/index.php/rap-internacional/20206-album-slug-murs	Feature article Felt4U	
09/08/2020	WFMU Radio	Radio	USA	https://www.wfmua.org/playlists/shows/95434	Playlisted Sticks & Stones, and Trees	Show- Put The Needle On
10/08/2020	Kingsize Magazine	Blog/Magazine	Sweden	https://www.kingsizemag.se/musik/murs-och-slug-aktuella-med-nya-albumet	Feature article Felt4U	
10/08/2020	The Find	Blog/Magazine	Spotify Playlist	https://open.spotify.com/playlist/2qOQG2DXbBNH95T3OtrCF?si=DlxRxbX	Added Trees and Barboleta	The Finds playlist
10/08/2020	Definition Of Fresh	Blog	USA	https://definitionoffresh.blogspot.com/2020/08/felt-felt-4-u.html	Feature article Felt4U	
10/08/2020	Rapologia	Blog	Italy	https://www.rapologia.it/2020/08/10/felt-slug-murs-felt-4-u/	Feature article Felt4U	
10/08/2020	Rap Reviews	Blog	USA	http://www.rapreviews.com/2020/08/slug-murs-felt-4-u/	Album review- Felt4U	
10/08/2020	BBarak	Blog	Czech Republic	https://www.bbarak.cz/slug-murs-do-toho-po-11-letech-praskli-poctvrte-a-tent	Feature article Felt4U	
10/08/2020	Hot New Hiphop	Blog	USA	https://www.hotnewhiphop.com/felt-ends-an-11-year-hiatus-with-new-album-f	Feature article Felt4U	
10/08/2020	Only Hiphop	Blog	Italy	http://www.onlyhiphop.org/posts/14639/felt-slug-e-murs-tomano-insieme-per	Feature article Felt4U	
11/08/2020	Blackout Hiphop	Blog	Eastern Europe	http://www.blackouthiphop.com/felt-felt-4-u-album-stream/	Feature article Felt4U	

12/08/2020	Photogroupie	Blog	UK	https://www.photogroupie.com/post/album-review-felt-felt-4u	Album review- Felt4U	
12/08/2020	MRCNN Live	Blog	USA	https://www.mrcnnlive.com/slug-and-murs-release-their-fourth-collaborative-o	Feature article Felt4U	
14/08/2020	File Under Hiphop	Blog	USA	https://www.fileunderhiphop.com/slug-murs-have-released-their-surprise-four	Feature article Felt4U	
14/08/2020	Golden Age Hiphop	Blog	USA	https://hiphopgoldenage.com/list/the-best-hip-hop-albums-of-2020/	Featured Felt 4U	Added to Best HH Albums of 2020 list
14/08/2020	Cypher Sessions	Blog	USA	https://cyphersessions.co/2020/08/14/a-weeks-worth-review-felts-felt-4-u/	Album review- Felt4U	
16/08/2020	WFMU Radio	Radio	USA	https://wfmua.org/playlists/shows/95662	Playlisted Crimson Skies	Show- Put The Needle On
16/08/2020	Jamutka x Zupany	Online mix	UK	https://www.mixcloud.com/Zupany/jamutka-x-zupany-reflecting-42/	Played Hologram	Listen back 24mins 15ses in.
17/08/2020	Blatantly Blunt	Blog	UK	https://www.blatantlyblunt.com/album-review-felt-murs-slug-felt-4-u/	Album review- Felt4U	

17/08/2020	SG1 Radio	Radio	UK	https://www.mixcloud.com/raymond-medwynter/the-rap-session-18th-august-	Playlisted Trees	Show- Rap Sessions. Listen back 47mins 55secs in.
17/08/2020	Camglen Radio	Radio	Scotland	https://camglenradio.org/vals-rb-playlist	Playlisted Find My Way	Show- Val's RnB Playlist. Listen back 47mins 5secs in. (Click on that week's show, and listen back will pop up in a new window)
19/08/2020	Kane FM	Radio	UK	https://www.mixcloud.com/KaneFM/kfmpboot-records-show266/	Playlisted Trees	Show- Boot Records. Listen back 44mins in.
20/08/2020	Versos Perfectos	Blog	Portugal	http://versosperfectos.com/noticias/2020/08/stream-felt-presenta-felt-4-u	Feature article Felt4U	
23/08/2020	Soho Radio	Radio	UK	https://www.mixcloud.com/sohoradio/reaching-out-23082020/	Playlisted Sticks & Stones	Show- Reaching Out show with Poet Curious. Listen back 27mins 35secs in.
24/08/2020	Black Diamond 107.8 FM	Radio	Scotland/UK	https://www.mixcloud.com/blackdiamondfm/soul-stream-24th-august-2020/	Playlisted Sticks & Stones	Show- Soul Stream. Listen back 1hr, 23mins, 15secs in.
24/08/2020	Take It Personal	Podcast	USA	https://www.takeitpersonalradio.com/episode-70-info	Playlisted Sticks & Stones, Never Enough	The guys created an episode outside of the normal format and did a 2hour special with some of their favorite new underground HH tracks, included two from Felt 4U
25/08/202	2&6 Collective	Spotify Playlist	Holland	https://open.spotify.com/playlist/0kJIC2AIFEvvgpg5q4A8k	Added Sticks & Stones to playlist	
26/08/2020	Cloudshopper	Blog	Norway	https://cloudshopper.net/felt-releasing-album-felt-4-u/	Feature article Felt4U	
26/08/2020	Raptz Radio	Radio	France & UK	https://www.mixcloud.com/dijaffa/this-that-the-third-raptz-no68/	Playlisted Crimson Skies mixed into Sticks & Stones	Show- This That & The Third. Both tracks mix starts 20mins 15secs in.
30/08/2020	Johnny Jazzmatazz	Blog	Spotify Playlist	https://open.spotify.com/playlist/7CRSph8ASmA7TbAMr4MkYb?si=8v7k2Dy	Added Find My Way to playlist	Playlist- Jazz HipHop (44,500 listeners)
02/09/2020	106.5 Beats FM	Radio	UK	http://leightheflava.blogspot.com/2020/09/gourmet-soulfu-music-02-septemb	Playlisted Find My Way	Show- Gourmet Soulfu Music
03/09/2020	Far Out Magazine	Blog	UK	https://faroutmagazine.co.uk/far-out-meets-felt-legends-in-hip-hop-fighting-th	Interview feature	
07/09/2020	Berkeley Place	Blog	USA	http://berkeleyplaceblog.com/2020/09/07/album-of-the-week-felt-4-u-and-a-fe	Feature article Felt4U	Album of the week
14/09/2020	Radio2Funky 95.0 FM	Radio	UK	https://radio2funky.co.uk	Playlisting Find My Way and Sticks & Stones	Station rotation playlist
21/09/2020	Johnny Jazzmatazz	You Tube	UK	https://www.youtube.com/watch?v=QwDplR0C3BI	Playlisting Find My Way	Hosted on You Tube channel
21/09/2020	Melodic Distraction	Radio	UK	https://melodicdistraction.com	Playlisting Sticks & Stones and Find My Way	On rotation
01/10/2020	1BTN FM	Radio	UK	https://www.mixcloud.com/1btn/burnt-toast-01102020/	Playlisted Trees	Show- Burnt Toast Radio Show. Listen back 2hours 35mins 15secs in.
01/10/2020	The Face Radio	Radio	USA	https://www.mixcloud.com/1btn/burnt-toast-01102020/	Playlisted Trees	Show- Burnt Toast Radio Show. Listen back 2hours 35mins 15secs in.

02/10/2020	The Find	Blog/Podcast	Europe	https://www.thefindmag.com/hip-hop-downloads-music/diggin-the-crates/digg	Interview feature	Podcast- Diggin The Crates
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04/10/2020	Good Kid	Blog	Poland	http://goodkid.pl/coraz-starszy-no-to-inny-rap/	Multi feature on new project and Felt	Overall story on recent Atmosphere antics
Penciled to run						
	Scene Point Blank	Blog	USA	https://www.scenepointblank.com	Album review	
	Cosmic Hiphop	Blog	France	http://www.cosmichiphop.com	Album review	
	Dead End Hiphop	Blog	USA	http://deadendhiphop.com	Album interest	Myke C Town has album with interest (being a Slug fan) will hit me up if he can push it forward
	Shade45	Radio	USA	http://www.rapisouttacontrol.com	Possible airplay	Show- Rap Is Outta Control. Eclipse has whole album is listening through and will let me know on possible airing
	Radio Krimi	Radio	France	http://www.radiokrimi.com	Possible airplay	
Interviews to book						
	Wordplay Magazine	Magazine	UK	https://www.wordplaymagazine.com	Interview requested	Pending??
	Sehirveritim	Blog	Turkey	https://sehirveritim.com	Interview requested	
	Blatantly Blunt	Blog	UK	https://www.blatantlyblunt.com/interviews/	Interview- done waiting to run	



Ego Playlist Press Release

“When it’s time to rally up and bally up and tally up the losses” the first intent filled lines from this dynamic project. Weeks after the Avalanche ft. Benny Bizzie, Artcha is back with the EGO Playlist and is pulling no punches with a range of genres in 8 songs.

This self-produced playlist is a collection of songs that showcases North-London artist, producer and filmmaker Artcha’s range both in production and song writing. As a pre- cursor to Urban Tales Vol.3, EGO playlist is unapologetically Artcha at his most arrogant and humorous with innuendos and playful jabs at some of his favourite MCs. Ambitious certainly but underlines the confidence this artist has in his ability, not only as an MC but a producer to be taken seriously.

Rally – “This Anthem begins the project and is reminiscent of J. Cole’s first world offering ‘Who Dat’. Lyrically, I was channelling my inner Jay Electronica and Jay-Z in terms of multi-faceted metaphors, double entendre and complex flow patterns. I wanted to start the project with this intense message of justice, leadership, angst and lyrical rebellion. I also wanted to nod to some of my favorite MCs in a cheeky fashion hence; “I’ll go against anyone, even Jay-Z” AND “I will cane Kano, wreck Wretch, Get Ghetts, chip at Chip and park Pyrelli...”. Although the rest of the project is quite upbeat and commercial, I needed to start with some Hip Hop authenticity as a symbol of my musical foundation.

Ego – “The title track of the project is quite Timbaland inspired in terms of the production. Funnily enough the original sample in the record is an old beat I made in 2002. I found it while clearing old boxes and stumbled across a pile of Mini-Discs. I really loved the melody I played at the time and decided to sample it and slow it down to fit a 75 bpm. Once I had that loop in place the drums came and I realized it had the Timbaland bounce and continued to layer the percussion and 808s. I wanted a song that really captured the title of the project. Although it could be viewed as crude, there is also an element of mature sensual appreciation – ‘I love your scars and your stitches’ – pertaining to female motherhood, menopause and growing older. Like any of my records there are always multiple perspectives of who we are and who we are at our most egotistical.”

Siesta – “You would never guess where the original sample for this record is from, particularly as I have chopped it up, slowed parts down and rearranged the melody sequence. Part of my love for producing is being able to make something from nothing. You really do need the patience to

listen to 100s of vinyl's and select parts that grab your ear, record them, edit, and put it through various effects and time signatures to make it your own. Once I had the two melody parts, it really felt reminiscent of a Lil Kim song from 'Hardcore' or a Junior Mafia song from 'Conspiracy'. The sound is very late 90's Hip Hop and I was hooked on these loops I had created. The piano sounds also had a salsa feel to it and that's where the concept came from. A siesta as we know is that part in the day where Mediterranean cultures would take a break from work in order to rest for a nap. The whole song is cheeky. It's the more humorous record on the playlist and one of my favourites. I cannot wait to perform this."

Tek Time – "I wanted a contemporary Rap record that wouldn't be out of place in today's club scene. It was important to challenge myself on this playlist and go outside of my comfort zones. It is not easy to make a song that seems easy. Stripping back my lyrical flow to be more attainable to the masses is a great pillar for me. I enjoyed the process. Most of the song is freestyled and then shaped in written form. 'Tek Time' is a Jamaican term and just means 'go easy', 'don't do too much', 'take your time'. The premise of this record is the clubbing experience from entering the club to having conversations with the opposite sex, dancing and having a good time. Littered with cheeky lines like: 'I was on stuff - details I can't tell my mum' and 'But she wants the rod of Troy' I really wanted to bring a typical club night to life where there is flirting and humour.

They Know – "More Jamaican influence on this record within the production and the subtle layers of vocal snapshots from Jamaican sound clash events, plus this song really captures two insane years of my life in the height of touring, going to festivals, Carnivals, Fashion weeks, Marley V.I.P. parties etc... I really wanted to document some of those experiences with lines that only a few who were there could understand but also commercial enough for anyone to latch onto lines like 'Hate nah go run' and 'I'm in the set with stylish dudes, stylish girls, stylish fools'. This was fun for me, and the flows, cadence highlight my more diverse delivery. I recommend turning this one up and letting the bass rattle your cars, homes and festivals. I dare anyone to ignore the infectious trumpets and hook-line this year."

Gosh – "I have always had the ambition to raise political issues in a song that can be played in the club. I know the power of Reggae, Ragga and Dancehall so with the Jamaican influenced production I could tailor my lines and delivery around this hypnotic beat and melody. Even though I had recorded this song 4 years ago, it has never been more relevant now in 2020. The lines 'You're looking out of place here, you look SOOO unaware' is really directed at racists; the fact that we are still experience blatant prejudice is bewildering, especially with everything that has happen in society, technology and freedom of information. There really is no excuse not to be more educated about all races and cultures. I pray this becomes an anthem for that reason."

Brand New – "Can you feel the old school garage sound? I am such a fan of Garage and the whole dance movement from the early 80s. I had made a few Dance productions over the years but never wrote to them. I guess I needed the confidence that I could contribute to the genre successfully. After recording this song, I realized my love for the movement even more. Imagine how much fun I will be having performing these songs... Absolutely tongue in cheek, lines like 'Don't forget to shave, your lucky night, my lucky night...' capture the fun and vibes of this genre. The video will be a collection of dancers from around the world so look out for the #BrandNewChallenge

Irregular – "This one feels like my Grime/Dubstep record, fast-paced drums and searing bassline with occasional drop outs. With the content, it flirts with social commentary: '10s and 20s and 50s (£ notes), Class, nobody's bunking' explaining the dominant drug, gang culture we have in London and obviously globally, but the idea that 'Class' has a triple meaning (Hierarchy, school, Class A drugs) is where I am at my best. I study the music

industry and watch the trends; mainstream artists tend to be economical with content and even words. I wanted to see if I could say a lot by saying a little. This is a record I want you to play in the clubs, festivals and stadiums as well as on your headphones where you can digest and dissect the lyrical content.”

EGO Playlist will be Available from 26th August 2020
For all bookings and press please contact ClubFRSHRZ@gmail.com