



the feng shui
of the
big boss

By DEBORAH MAGDALENA

Feng Shui is the ancient Chinese practice of placement and arrangement of space to achieve harmony with the environment.

A rainstorm serenaded a gathering, while burning sandalwood incense caressed the air. Merlot wine was consumed, along with a multi-grain-based dinner. Giggles were shared as Feng Shui Mistress Nadya helped the Samas rebalance their home and lives; all came to a screeching halt with a loud squeal: "Oh My God, I'm gonna Die! DADDY YANKEE?"

That's right, El Cangri, The Big Boss, DA! DDD! YAN! QUE!

The balance of harmony went out the window, once hubby invited young Carissa to stop by MEGA so she could meet Daddy Yankee. "Oh my God! What am I going to wear?"

I couldn't help but become extremely excited for her because I knew that he would meet her every expectation. I knew that his impressive balance would surprise even the sexist, certified Feng Shui Mistress.

My first Yankee encounter was back in 2005 during a meet-and-greet at MEGA 94.9. There I first witnessed his sincere connection with his fans. So many celebrities look through their fans. Not Yankee. During one of the photo ops, Yankee quickly recognized and directly went to a young boy, Devon, who's a fan who has survived

FENG TOUR

The Big Boss World Tour

AA Arena

Fri., Sept. 14, 8 PM,

Tickets \$55-\$95

over 18 operations. Still with his arms around Devon's shoulder, he asked his mom for an update on his health and made sure they'd attend his concert. I remember asking myself, is he really this balanced? The two years that followed he proved that he is.

Raymond Ayala, aka Daddy Yankee, the King of Reggaeton, originally aspired to play baseball in the Major Leagues someday — a dream which was sideswiped at age 16, when he was shot in the leg as he exited a recording studio late one night in Puerto Rico. After almost one year of recovery Yankee spent the '90s pouring his heart into music, and teamed up with the most important reggaeton pioneer, DJ Playero. As the corny cliché says, the rest is history.

Since then Yankee has appeared in over 70 albums, including the compilation "Más Flow 2." Solo, he's released eight albums, including the

groundbreaking, multi-platinum album "Barrio Fino," which featured his blockbuster hit "Gasolina." The success of this album became the launching pad for Daddy Yankee, The Mogul.

"I have always had a bigger vision than just to be a reggaeton artist; I wanted to create a revolution, a movement, much like the Afro-Americans artists have done in hip-hop. I wanted to be the first Latino artist to do that," Yankee said during a recent press conference in Miami.

He signed a massive distribution deal with Interscope/Universal, and launched his athletic signature collection with Reebok called DY, making him the first Latino artist in history to ever be associated with an athletic line. He's won numerous awards and was regarded as one of the 100 most influential people by *TIME* magazine.

Keeping a headlock on the air waves, ABC Radio Networks knew the important role Yankee has in the growing Urban Latino market, so they signed him on for "On Fuego Radio", a two-hour, weekly syndicated show. Co-hosts are DJ Jewelz Lopez, Faló, and DJ Crème, who also serves as the program's co-producer.

See YANKEE, next page

Paramount offered to distribute Yankee's first, long-awaited, Spanish-language film "Talento de Barrio," which accurately represents life in the barrio, specifically Puerto Rico's capital city San Juan's Villa Kennedy projects where he grew up. Yankee says that although the movie is not autobiographical, it does represent the difficult lives of himself and others living on the streets of El Caribe. In hopes of riding on the coattails of the buzz from his new album and tour, "El Cartel: The Big Boss," the movie is scheduled to be released late this fall.

Keeping it on the Feng Shui, balanced tip, El Cangri created a foundation called "Fundación Corazón Guerrero." This charitable organization works with troubled youth and ex-convicts teaching them special skills, to encourage them to lead a positive lifestyle after their release. Although the foundation is only based in Puerto Rico, Yankee has plans of eventually taking it to other Latin American countries.

Filled with all of this Yankee knowledge, I just knew our ballerina Carissa would love The Big Boss even more. If that were to even be possible.

I can only imagine the butterflies pirouetting in her belly as the cab driver was lost on his way to Clear Channel that infamous morning. Once

upstairs accompanied by sexy *abuela* Nadya and Cousin Chris, she waited ... and waited ... 8:30 am ... 9:23 am ... oh my GOD, where is he? ... 9:55 am, still no Yankee! His chauffeur was also lost.

Finally, the man of the hour, smelling good, wearing enough bling to stop world poverty, accompanied by an entourage of four, one of whom was his wife, all gathered inside MEGA's booth.

So Carissa, how was it?

Meeting Daddy Yankee was both inspiring and amazing. Seeing him in person felt like a dream come true. I was so happy to hear he was giving back to his community on the island. He was warm and welcoming, and like a true Latino he greeted me with a kiss and a hug. OMG!

Girl, you forgot to mention how good he smelled!

Regardless of his pheromones, Daddy Yankee has a new album out and a tour that's on fire. If you have never seen him live, you really should at least once in your life. Yankee works it. His lightning-quick rhymes and freestyles are clear, his DJ is off the chain, his dancers are sexy to death, and he works the entire stage.

Raymond "Daddy Yankee" Ayala achieves harmony with his environment.

iTunes Essentials

"El Cartel: The Big Boss"

The album features guest appearances from Akon, Nicole Scherzinger and Hector El Father. The first single "Impacto" was produced by Miami hitmaker Scott Storch. The English-language remix features Fergie. Other heavy-hitting producers are will.i.am, Tiny Tunes, Diesel and Menace. I don't think you need the entire album, but your iPod needs to have the following ...

"JEFF"

Down right HOT! A must have for a great workout.

"BRING IT ON" Featuring Akon
Warning lyrics, R&B track.

"TENGO CORAZON DIVINA"

This salsa-flavored track tells his story, how God is his light, and highlights DY singing.

"TODOS QUIEREN A RAYMOND"

Lyrical wizardry for the haters, with an '80s flare and Fresh Prince swing.

"WHO'S YOUR DADDY"

Love the ska vibe!

"QUE PASO"

Cocky track with great broken English "I take your chic in Español."

"PAPI LOVER"

Featuring NICOLE SCHERZINGER
R. Kelly's "Dance like a snake ma" improved.

"PLANE TO PR"

Featuring will.i.am
With reggaeton bounce, witty lyrics calling for all shades of brown to unite, and will.i.am's unmistakable charm.

"ME QUEDARIA"

A love letter to Puerto Rico with horns that will make Fania All-Stars proud!

YANKEE SHUI ESSENTIALS

FENG DY SHUI

RBK Custom Contest with Daddy Yankee
www.daddyyankeecustom.com

FENG "ON FUEGO" SHUI

www.onfuegoradio.com

ROCK EN ESPAÑOL



deborah
MAGDALENA
sama

Latin
street

*I ... wanna rock-n-roll aaaall nite! And party eevvvery-day!
Yo quiero rock-n-roll toda la noche y celbro todos los dias!*

There you have it! My sorry version of Rock en Español; rock-n-roll music with Spanish lyrics.

I was pleasantly surprised with my reconnection with Rock en Español. It's called Tango36. I had heard about this band from various people, especially the crew at elHood.com. So I was nothing but polite and showed interest in hearing their stuff once I finally met lead singer Jorge at the elHood studios.

After introduction banter, Jorge corners me with: "You don't remember me, do you?" he asked.

Uh-oh! I had no clue who stood before me! I quickly recalled all of my drunken nights out, of crazy poetic revolutionaries, of my incarcerated fan mail that included pictures of men in orange jumpsuits ... thankfully, there was no recollection. "It's me, Jorge from Clear Image!"

OOHHHH!!!!!! It's Jorgie — porgie, puddin' pie, kiss the girls and make them cry, kiss the girls and make them cry. During the time Jorge worked for a production company Clear Image, I co-owned a music production company and always greeted him with a song. Whew, a past with no drama! Just a beginning of sweet rock-n-roll.

Tango36 was formed in Miami back in 1991. After many rendez-vous gigs with other local bands, drummer and vocalist Carlos Garcia-Menocal, guitarist Jorge Garcia and lead vocalist Jorge Delgado decided it was time to take this Tango36 relationship to another level. Once guitarist Daniel Lazo and bass player Ricardo Bigai joined the trio, the blissful rock matrimony was official.

Tango36 have solidified themselves not only in Miami's rock scene but nationally. They have shared the stage with Grammy winners and international stars like Aterciopelados, Bacilos, and La Secta All Star, to name a few. They have been featured on international TV shows like Vidavisión Rock Total, Primera Edición de Telemundo and mun2. In the issue of Best of Miami — Miami New Times 2004, they were voted best Rock Latino band, and lead singer Jorge Best Masculine Rock Vocalist.



TANGO36

Their CD "CAMINO AL SOL" (Circo Records/Sony-BMG-Independent) is filled with pure rock. Tango36's sweet vocals and guitars in "Bailando En La Lluvia" (penned and sung by drummer Carlos) are Led Zeppelin-ish. On track "Ahora Te Alarmas," their thick bass is like The Police; their arrangements are innovative like U2 and The Smiths. Their all-around feel-good rock show is much like the Dave Matthews Band's. Their style is a black guayabera, cowboy hat and fly-lens sunglasses. What else can I say? They ROCK!

Deborah Magdalena: What does Tango36 mean?

Jorge Delgado: There was a time when using letters for phone numbers was popular, e.g. 444-HURT. When we first hooked up, there was a band member who spent too much time at a girl's house — her number was Tango36.

DM: Who was it?

JD: Sorry, we are sworn to secrecy!

DM: Why Rock en Español and not just Rock?

JD: We used to do covers when we first started. Carlos came back from a family reunion in Puerto Rico with two CDs of Mana and Enanitos Verde and said, "We need to do these songs!" Immediately, we felt magic once we did these songs, not only from the crowd but with our own chemistry and performance. We knew then this is what we are meant to play.

DM: Why do you think the Rock en Español scene is growing in Miami?

JD: Actually, it's not growing fast enough. But the latest buzz is due to the fact that there is more South Americans migrating to Miami. Rock en Español is huge there. They love rock!



DM: Why do you think it's NOT growing fast enough?

JD: Miami suffers from lack of attention, not lack of talent. Houston, L.A., Seattle, are cities known for support and spawning great rock bands. It's not enough that all of the labels are based in Miami, bands need to build a fan base, and do more live gigs. Unfortunately, our community lacks support for local bands, rock shows and venues. That's why someone like an Alex Gonzalez (Mana's Drummer) who's a Kendall boy, migrated to Mexico.

DM: What are your hopes for Tango36, your CD and music videos?

JD: That we explode Miami's eyes open to the talent pool that exists here, before they die of neglect and end up leaving to another city.

DM: Rumor has it that you are about to release your second video to your CD's title track "CAMINO AL SOL"?

JD: Yes, we are! And we are super excited about it and grateful to elHood.

HOODINY: *The escapists of everyday media.*

Various artists that are a part of elHood community have not only made great friends but their networking have gotten them record deals (e.g. Melocos, Song/BMG) and their own music videos

produced. Parent company Hoodiny Entertainment also owns Hoodiny Productions, who produced music videos for Spain's rock stars Melocos and Second. Now, this Miami-based company is showing some Miami love to Miami Band Tango36 by producing "CAMINO AL SOL," directed by David Rousseau (Pitbull, Garcia, Fat Joe).

DM: Is directing a rock video any different than doing a hip-hop video?

DR: Not really, the emotion of the song is what drives a music video regardless of the genre.

DM: Who came up with the concept of the video?

DR: Ariel Bellumio, VP of Hoodiny Entertainment/Creative Director and myself — we loved the idea of playing with lighting since the song is "CAMINO AL SOL" (Path to light/sun) and since Tango36 is such a great performance band we wanted to display that.

I sneaked a peek and LOVED IT! Log on to www.elhood.com/tango36 for details on the premiere of their music video.

Gracias!

Thanks to Tango36, my amazement and interest in Miami's Rock en Español scene grew and has been blown away. Not only with their genius, but I've discovered that yet another talent pool, lacking the recognition and support from our community.

WAKE UP, Miami — we have a gold mine! If we don't get off our lazy, novella-intoxicated asses, we can no longer claim these soon-to-be stars once they leave us and find support elsewhere.

MIAMI'S ROCK EN ESPAÑOL BANDS YOU NEED TO KNOW



FULANO - (Fulanomusic- Independent)

We can never forget the true pioneer of Rock en Español. Grammy nominee artist and songwriter, formerly of the band Fulano de Tal, Elstein "FULANO" Torres is the first U.S.-based artist to be signed, distributed and respected.

www.elhood.com/fulano

ALIH JEY - (Independent)

Alanis Morissette who???? This songstress/songwriter/guitarist has been making music as long as she has been able to talk. At age 16, she signed with a major label and released two critically acclaimed albums. However, after many ups and downs and disagreements with her label, she is now on her own. You go, girl! www.elhood.com/alihjey



MONTE ROSA - (Fabrika Music Record Label - Distributed in USA by J&N Records/Sony BMG)

Not only are they a charitable band (St. Jude's Hospital), but I LLOOVVEEEEE the lead vocalist's gentle voice and band's fusion sound. Miami's own Santana! Check out their single and video "Mi Cielo Perdió un Ángel" (inspired by the divorce of lead vocalist Eric J.M.).

www.elhood.com/monterosa

DIESTRA (SINIESTRA RECORDS)

For the harder rock lovers, this is a must check out. Conceived by two brothers, Luis Eduardo and Ricardo Antonio Bonilla. Earlier this year, Richardo tragically lost his life in a car accident. Luis vows to continue his brother's legacy ... pick up "Una Nueva Vida."

www.elhood.com/diestra



ALIH JEY



ROCK EN ESPAÑOL HOT SPOTS

JIMMY'S IN KENDALL

13754 SW 88 St., Miami, FL 33186 305-386-7260

Friday nights Rock En Español www.elrocklatino.com

FABRIKA

Not only is Fabrika Music (Distributed in the USA by J&N Records / Sony BMG) a record label, but they also host great events. Log on and see what they are up to www.fabrikalink.com

TOBACCO ROAD

626 S. Miami Avenue, Miami, FL 33130 305-374-1198

One can never go wrong with Miami's oldest bar and cabaret. I just love the fact that they still call themselves a cabaret! Call or log on for show schedules.

www.tobacco-road.com

CHURCHILL'S PUB

5501 NE 2nd Ave., Miami, FL 33127 305-757-1807

Miami's most infamous, and my favorite hole-in-the-wall bar — people from all walks of life, from all sorts of income brackets come together for a beer, some pool, lots of smoke, great bands, poetry and soccer, of course. Call or log on for show schedules.

www.churchillspub.com

PS 14

28 NE 14th St., MIAMI, FL 33132 305-358-3600

Thursday nights, Rock En Español. Call for show schedules.

CAFÉ NOSTALGIA

3425 Collins Ave., Miami Beach, FL 33140 305-531-8838

Regardless of their numerous moves and management changes, the name itself attracts great acts. Call or log on for show schedules.

www.cafenostalgia.com

HOY COMO AYER

2212 SW 8th Street, Little Havana, FL 33135 305-541-2631

Every second Wednesday of each month, no cover, 8 p.m. Songwriter Showcase - Escencia. Call or log on for show schedules.

www.hoycomoayer.net

REVOLUTION

200 West Broward Blvd., Fort Lauderdale, FL 33312 954-272-0950

This venue hosts the hottest concerts. Whether it's rock or hip-hop. ... Call or log on for show schedules. www.jointherevolution.net

TALKING SENTIMENT

WITH IVY QUEEN



deborah
magdale-
na
Latin
street

How depressing. It's the month of love. The big VD! Valentine's Day. A day in which we are all torn with the status of our romantic relationships or lack thereof.

My most depressing Valentine's was back when my family and I still lived in New York. I cried to my mom how I was afraid I'd die alone, never have kids, never have a Valentine ... blah, blah! The next morning, on the bathroom sink, was the most beautiful Valentine's Day card that was signed, "You see, you do have a Valentine, Love Mom." Boo Hoo! I still cry when I tell that story.

From that moment on, I realized that there are many levels of love and the true meaning of sentiment. I have the power to make a choice to make Valentine's a positive day. Now, luckily, I'm happily married and still choose to make Valentine's about family and REAL friends.

Love, when it's real, doesn't hurt and for the most part it should be fun.

For the in-between sessions, we cry, grow, forgive and start the cycle all over again.

For each cycle, just remember to have "Sentimiento."

IVY QUEEN RISING

The Puerto Rican-born, New York-raised Martha Ivelisse Pesante, a.k.a. Ivy Queen La Caballota is unknowingly becoming a legend. The renowned daily newspaper the New York Times has described her as "the only significant female reggaeton rapper."

Just recently she proudly announced signing an exclusive contract with Univision Music and her March release of her next album "Sentimiento." The first cut, "Que Lloren (Let Them Cry)" was written by Ivy herself.

"I'm super proud to be a part of Univision Music Group ... They are a strong and important company who always respects its artists," she said.

As I sat down to talk with La Diva for the Billboard Latino television show, I had to confess my admiration to her. I deeply appreciate that no matter where she is — on stage, walking in a lobby of a hotel, or about to speak on a panel — whenever she sees my hubby, DJ Sama, she verbally and loudly acknowledges him. He was so instru-

"In Sentimiento we find that love is what keeps us alive, whether it's a breakup or reconciliation."

— Ivy Queen

SENTIMENT

(sen-ti-ment) noun
manifestation of the
higher or more
refined feelings
(www.dictionary.com)



IVY QUEEN AND MAGDALENA

mental to her success during his tenure as host and DJ of Mun2's TV show "The Roof."

"Sama has been real good to me!" she confesses.

Deborah Magdalena: How are you?

Ivy Queen: Super happy, with my new label Univision Music and my new baby, Sentimiento.

DM: After having such a public breakup (with producer Omar Navarro), I'm sure your lyrics will kill us softly.

IQ: Look, love has many levels, your heart gets broken, you cry, you realize it wasn't meant to be, you learn and you forgive. The best part about getting my heart broken is this CD. Although it still delivers banging reggaeton, with a strong hip-hop and reggae vibe, the lyrics speak of all of the levels of love.

DM: Are you in love now?

IQ: Deeply. With my CD, my new record label and myself. It's all about me right now. I'm even releasing my CD in March, around my birthday as a gift to myself because it represents my growth as a woman and my soul.

DM: Speaking of womanhood, what about kids someday?

IQ: Absolutely, with or without a

man. I'm going to work my ass off for about another five years, then take a break and start popping them out.

DM: Aren't you scared of being a single mom?

IQ: Don't get me wrong, I'd love to meet my life partner, but I take my crown off to all single mothers. They work very hard and make many sacrifices for their kids. It would be an honor to even be in their league.

DM: Would you ever retire to raise kids?

IQ: I'll slow down, but not retire. I hope to be like La Sra. Celia Cruz, sing till my last breath.

DM: What advice do you have for female vocalists?

IQ: If you think you have the balls to be in this game, then get ready to work, you don't see your family much, your romantic life is always affected, and you must be lyrically strong.

DM: Do you consider yourself sexy?

IQ: No! (With a Marilyn Monroe pout). Music is always the best antidote for any human condition, especially if you have "Sentimiento."

"Sentimiento" out in stores March 27. For Billboard Latino's local listings, visit <http://billboard.latino.msn.com/>.

A NEW MEANING TO THE WORD 'ECHO'



deborah
MAGDALENA
sama

latin
street

Definition 1 — *ECHO*: a repetition of sound produced by the reflection of sound waves from a wall, a mountain ...

This Boricua (Puerto Rican) producer Paul Irizarry, aka Echo, has done just that, produced sound waves around the world.

I found it curious that this three-time Latin Grammy Award winner — best producer and engineer for Vico C's (EMI Int'l) album "En Honor a la Verdad" and for Daddy Yankee's (UMG) 2004 multi-platinum album "Barrio Fino" — a 10-year veteran of the reggaeton/Latin hip-hop game, was just now becoming press-friendly.

"I wanted my success to speak for itself," Echo says. "I'm also a very skeptical person; I can't depend on others to give me my due credit."

He also pointed something out that is so true and so sad.

"In the Latin market, they don't respect producers like in the American market. In the Anglo market they recognize the importance of a good producer for the success of any artist. Latinos? They see the long hours away from our family and all of our personal sacrifices to produce them a hot track as our duty. They really need to start recognizing."

Amen to that, *nene!*

Echo began playing the piano at 5 years old. Once, his dad gave him a Casio keyboard where the keys would light up so you can follow in order to play a melody. His first self-taught song? "Eye of the Tiger." Showing his Rocky Balboa champion skills, he learned all of his Casio tunes in less than a month.

His first exposure to hip-hop was, like most of us, Run-D.M.C., Rakim & Eric B, Black Sheep ... he got the fever for the flavor.

"I knew I needed to hear more and learn more about this music," says Echo.

He upgraded to a new keyboard that had a four-bar loop and only 36 sounds. With a tape recorder in hand, a producer was born.

"Although I started out as a musician, a pianist, during my rebellious teenage years I lost my musical discipline," Echo says. "But I never lost my love for music. So I first and foremost consider myself a producer."

Cleverly seeing there was a shortage of hip-hop studios and a demand for them in Puerto Rico, Echo and producing partner Diesel opened a state-of-the-art recording studio in San Juan called The Lab Studios.

Today known as one of the top, if not



PAUL IRIZARRY aka ECHO

THE No. 1 studio, it houses Echo's dream team of engineers, songwriters and producers — The BeatSlappers.

This very serious "beat slapper" has produced beats, recorded and mixed tracks and albums for international, multi-platinum and award-winning artists like: Tego Calderón, Ricky Martin, Nina Sky, Don Omar, Nicolás Tovar, Obie Bermúdez, Jadakiss, Baby Ranks, Fat Joe, Tony Touch, Pitbull, La India, Bounty Killer, Beenie Man, Wayne Wonder, Wizin & Yandel, Voltio, Baby Rasta, Hector "El Father" and many more.

Believing in this genre when no one else did, Echo was savvy enough to record with urban Latino pioneers Tempo and Ivy Queen. He produced a promo compilation CD for the magazine *In Da House* which featured these artists. Quickly, word spread of his talent and his professional ethics, which continue to drive him to work on productions day and night. This is why it was a natural decision to name his record company *Insomnio, Inc.*

"I never imagined myself collaborating or producing with such stars like Ricky Martin or Beenie Man," he said. "Especially ever winning Grammys. I just wanted to do what I love to do. Music. It was never about the money. Still, today, I like to work on projects that I believe in. It's important that we producers evolve this urban genre, it's not just about a loop, we need to make music first. True urban music is, or at least should be, blends of R&B, reggae, jazz and hip-hop. Sometimes even a little

rock 'n' roll, even classical. If it's a hit, and rocks the party — that's a plus. But it has to be good music first."

CLASSICAL?

Definition 2 — *ECHO*: a sympathetic or identical response, as to sentiments expressed.

Classical!

Echo and partner Diesel flew to London to record at Abbey Road studios with the London Symphony Orchestra, on the track "Porque soy Tempo," part of the "FREE TEMPO" album.



His echoing sentiments of gratitude and friendship have driven him to solidify his bond with reggaeton pioneer David Sánchez Badillo, aka "Tempo," by joining the FREE TEMPO movement. At a time when Urban Latin Music was not even envisioned, Tempo's first two albums "Game Over" and "New Game" were certified Gold by the Recording Industry Association of America. Not only was Tempo one of the very first artists to work with Echo, but Tempo defined himself as an articulate spokesperson for

the dispossessed. He is idolized in the urban Latino community, much like Tupac and Biggie are.

Unfortunately, Tempo was incarcerated on a 2002 charge and then later convicted, on circumstantial evidence, of conspiracy to distribute drugs

"It really wasn't till my work with Tempo blew up that the streets knew my name," Echo says. "That is something I will never forget and will always appreciate."

(For more info www.freetempo.org)

Definition 3 — ECHO: a lingering effect

What new reverb will Echo make next? A loud one.

With the success of the Tego Calderon & Don Omar track called "Bandoleros," which was

included in the soundtrack for the movie "The Fast and the Furious: Tokyo Drift," Hollywood has been knockin' on his door, wanting Echo's help with other soundtracks and film scores.

His much-anticipated compilation CD "Invasion," featuring Fat Joe, Pitbull, Hector "El Father" and the who's who of this Latino-flavored genre has everyone bumpin'.

Artists and labels continue to have him on their cell phone speed dial, waiting in line to work with him on their new albums. Some of these include the likes of the West Coast-based Salvadoran brothers, Crooked Stilo (FONOVisA) and the Cuban hip-hop trio Orishas (UNIVERSAL).

With all of these successful projects, and so many more pending, performance rights organization SESAC must be ecstatic that they were

able to recently exclusively pen this hit-making producer and his hit-making partner Diesel.

"We are particularly proud that Echo and Diesel have selected SESAC as their organization to represent their interests in protecting and promoting their music in regards to performance rights" said J.J. Cheng, senior director of SESAC Latina.

You damn right you are!

Personally, this was one of my most interesting and profound interviews to date. We both appreciated each other's professionalism and musical knowledge — something which should be an automatic for any successful producer or good writer, but tragically in this industry most movers and shakers lack.

Can you echo that?

JULY'S ECHOING EVENTS

SURE TO ECHO CONCERTS

Si*Se

Friday, July 13, 8 p.m.

Studio A, 60 NE 11th St., Downtown Miami
www.studioamiami.com

Morrissey

Saturday, July 14, 8 p.m.

Mizner Park Amphitheater, 590 Plaza Real, Boca Raton
www.miznerparkamp.com or www.fabrikalink.com

La Mala Rodriguez

Wednesday July 18, 9 p.m.

Tempo, 619 Washington Ave., Miami Beach

MUST ECHO OUT!!!

You have heard me write about her, talk about her and praise Spain's Lauren Hill — now here is your chance to see, hear and witness what I've been blabbin' about!
www.fabrikalink.com



ECHOING CLUB NIGHTS

Saturday nights at PS14 is "Noches de Fabrika"

28 NE 14th St.
Downtown Miami

Thursday, July 5 at 10 p.m.

Celebrating Independencia de Venezuela — Live performance by Bachaco



Thursday, July 19 at 10 p.m.

Concrete Rebels (special guest DJ Alesouljah)
Reggae in Spanish & English
www.nochesdefabrika.com

DJ Sama's Echo Deafening MEGA Birthday Bash

Saturday, July 28 at 10 p.m.

MUST ECHO OUT!!!

Keep it locked to MEGA 94.9, MEGA FLO MORNING SHOW 6-10 a.m. for party details and confirmed celebrity guests.
www.mega949.com

Café Iguana

Every Wednesday Night is Latin Night at 9 p.m.

8358 Pines Blvd., Hollywood

Ladies drink free all night! LIVE filming of weekly show Iguana TV f

or GEN TV (channel 8)

www.cafeiguanapines.com

A Poetic Echo - SNL

Every Sunday - Sunday Night Live 8 p.m.

7920 Pines Blvd., Pembroke Pines

Open Mic & Featured Artist Showcase

For info, e-mail grassroots3000@yahoo.com

ECHOING FESTIVALS

Sunday, July 8 from noon to 11 p.m.

Festival Argentino de Miami at The Grounds

Sunday, July 15 from noon to 11 p.m.

Peruvian Independence Day Festival

Outdoors & The Blue Ribbon Room

Fair Expo

Tamiami Park

10901 Coral Way

Miami

Sunday, July 22

from noon to 11 p.m.

Columbian Independence Day

Festival -

Outdoors

& The Blue Ribbon Room

MUST ECHO OUT!!!

Performance by Tercera Vizion,

a psychedelic urban experience,

as they share the stage with

bachata supergroup Aventura,

salsa legendary group El Gran

Combo, Fonseca, rockeros

Circo, merengue king Sergio

Vargas and more.

www.fairexpo.com

Don't forget your sunblock!



CON URBAN FLAVA



deborah
MAGDALENA
sama

Latin
street

*Tu pom pom mami mami, no me ...
va matar — Tu pom pom mami mami,
no me ... va matar!*

In 1990, New York's Latin nightclub Palladium on Thursday nights, and here off the Palmetto, Rick's Bar, the bass was thick, the bodies bumping and humming! Panamanian MC "El General" was the next-best thing since sliced bread when it came to the fusion of reggae, dance hall and Spanish lyrics. That was my first official taste of what today is called reggaeton, Spanish reggae, Latin hip-hop and all that is urban Latino.

Regardless of how much all Latinos throughout the world danced to that anthem, it's safe to say many of us didn't think this urban Latino thang would explode the way it has.

Just like hip-hop 20 years ago, DJs made mix tapes, rapped in Spanish over hot beats, put on shows at block parties and quinceneros. MCs, DJs, producers and promoters had no idea what copyright infringement meant, let alone how a contract was written. All they knew was that they were riding a rhythmic wave they couldn't get off of.

Seventeen-plus years later, it's all about *Tu pom pom mami mami* — "I got distribution with universal" *Tu pom pom mami mami* "I got paid," *Tu pom pom mami mami* "Billboard has new categories ..."

Leading the pack in the new categories for the Latin *Billboard* Music Awards (LBMA) 2007 is Universal/Machete Music with 16 nominations, including Hot Latin Songs Label of the Year, Latin Rhythm Airplay Label of the Year, and Latin Rhythm Albums Label of the Year.

Universal had been signing distribution deals with smaller labels in Puerto Rico since the reggaeton movement was more of an island movement that had various pockets of U.S.-based Puerto Rican followers in NY, Orlando and other heavy Puerto Rican-populated U.S. cities. Suddenly radio caught on and artists like Don Omar were no longer innovators but legends in the making.



KUKY

It was a very natural move for Universal to launch Machete Music. A label that

would not only distribute, but market, produce music videos and fully support artists, that gave signs of becoming key players and key sellers.



LA MALA

Machete's top money maker, booty shaker right now is the duo Wisin y Yandel, who've nailed six nominations, including Hot Latin Songs Artist of the Year and Latin Ringtone of the Year with their hit "Rakata." Their album "Pal Mundo" (For The World) has been on the *Billboard* charts for over 60 weeks and they just launched their own label W&Y Records under Machete Music.

Other hit makers under their helm are Hector "El Father," superstar producers Luny Tunes & Tainy, and former lead vocalists of "Born Jamericans" — key players who introduced Reggae to the American mainstream in the '90s — Notch.

WHAT'S THE PLAN TO STAY ON TOP? ARE THESE HIT MAKERS ENOUGH? PROBABLY NOT, AS THE REGGAETON AND LATIN HIP-HOP SOUND IS EVOLVING.

Evidently, Machete is prepping to stay "The King of Dons" by pushing "The Divas." Machete's new diverse roster includes La Sistah, the female Tego Calderon, R&B Latina Kuky, and Spain's Lauren Hill, La Mala Rodriguez. I predict that these Divas, especially Ms. Mala, will be Machete's next LBMA top nominees. They are the future sound.

La Mala, already signed with Universal, is sought after by the who's who in the music world, like Alejandro Sanz, Akon and anyone with a mic. Her voice has a flamenco edge and her lyrics are cool but deadly. Her sound is what this urban Latino movement needs — FUSION with very strong roots.

The LBMA, like the regular *Billboard* Awards are based on sales — a fact I'm sure urban label Machete and others are

very much aware of. If they want to stay on top of their game and build their reputation, they have to smartly launch more artists whose style and lyrics reflect and address the diversity of the entire U.S. Hispanic community. Yet the music needs to embrace and celebrate our U.S. hip-hop culture and sound, which is filled with earth-bumping grooves. All of which is a perfect formula for *Tu pom pom mami mami*, more sales! *Tu pom pom mami mami*, I gotta hot rep!

As La Mala says ... "Sin reputación no hay respeto" (Without a reputation there's no respect)!

CALL ME THE GOOGLE QUEEN

As I was double-checking my sources for my article, I Googled and re-Google'd anything and everything about this year's LBMA nominees. On my final Google, HOLY COW! My brother Nestor Torres is nominated for Best Latin Jazz Album Of The Year. That's HUGE. I called him ASAP!

Me: "Did you know that you were nominated for Best Latin Jazz Album Of The Year?"

Him: "What? Are you kidding me? No! Are you sure?"

How this passed us, him, and his label, only the universe knows.

Interestingly, the only one it didn't pass by was his PREVIOUS label, Shanachie Records. This nomination represents \$ALE\$; they naturally are taking advantage of this opportunity.

Me: "Hello Hermano"

Him: "Did you know that Shanche is releasing a 'Best of Nestor Torres?'"

Me: "What? Are you kidding me? No! Are you sure?"

Just last April, Latin Grammy winner and Grammy nominee Nestor Torres, via Heads Up International released this nominated album — "Dances, Prayers & Meditations For Peace." Many try to remember that Latin Grammy win ("This Side of Paradise"), but can't, because it was cut very short with the infamous events of 9/11.

Consumed by a mixture of shock and grief in the aftermath of 9/11, Nestor traveled to NYC in late September 2001 to meditate and perform in various houses of worship near Ground Zero. From those improvisational performances emerged the songs included in "Dances."

Now a year later, mystically the album that helped so many heal from the same event that once could be looked as a splinter to Nestor's Grammy moment receives, truly, the most important nomination. Which reflects the need we all have for more than pounding thick bass booty music; we all need to be soothed.

Go to www.nestortorres.com for updates.

TRUE HIT MAKERS WITH 'MAS FLOW'



magdalena

Who would have thought that two college buddies, one a chef and the other a dishwasher at Harvard University, would become Reggaeton legends in their short, 20-something lives.

Meet Luny Tunes, the producers of Reggaeton who make you say, "Diddy who?"

Francisco Saldaña (Luny) and Victor Cabrera (Tunes) were born in the Dominican Republic and raised in Puerto Rico. With a production company called Mas Flow (meaning "more flow"), Luny's beats, Tunes' melodies and Daddy Yankee on speed dial, this rhythmic duo makes history with every step they dance.

Already multi-platinum commemo-

"We still believe in barbers," Tunes said. "Many of today's stars started out with us, just like us, so what we do is, you do a track for me and I'll produce one for you."

rated with multiple Latin GRAMMY and Latin *Billboard* awards, Luny Tunes has finally released "Mas Flow: Los Benjamins," a compilation album featuring the industry's hottest artists.

This album has an additional "flava," or *sabor*. This time the special ingredient is Tainy [Tiny], LunyTunes' 15-year-old protégé.

I met up with them at a recent press junket at South Beach Tides Hotel, their corn rows flawless, skin glossy and sporting plenty of cologne and their signature huge smiles. Tainy must have worn more than a million dollars worth of diamonds. I couldn't stop wondering if they were borrowed or part of a record advance that at his tender age he likely doesn't realize he'll be paying off for years to come. Call me jaded, but any time I see a new young celeb thrown into the craziness of the entertainment industry, I can't help wonder if I'm going to see him on "E! True Hollywood Story."

I had to ask Luny and Tunes what advice they had given their protégé.

"He needs to save his money!" Luny said. "He is now in a position where he can help his mom and family, you know, buy a house, invest his money, because it will come and go."

"When our friend brought us his demo, we were blown away with his talent but very concerned about his age. How would we deal with him? You know, give him orders and stuff. But we had a good long talk and here we are," Luny said.

Tunes jumps in: "Yeah, here we are



TUNES, TAINY, LUNY AND SAMA

sitting with the High School Puff Daddy!" as he gives him a big brother nudge and we giggle.

Tainy didn't talk much during our time together, but he did listen to every word like a good protégé should.

More than 250,000 copies of "Los Benjamins" were pre-sold before the release date. The first single, "Noche de Entierro," featuring Reggaeton heavy hitters Daddy Yankee, Wisin & Yandel, Zion and Hector "El Father," already is dominating the charts, radio and video channels.

The album is a virtual who's who of Latin hip-hop and Reggaeton artists, featuring Tego Calderon, Don Omar, salsa star Victor Manuel, international pop superstars RBD and pretty much anyone who is on the top 10 of any chart. With Luny Tunes having produced many of these superstars' hits, it's no wonder they're eager to return the favor and appear on albums for Luny Tunes.

"We still believe in barbers," Tunes said. "Many of today's stars started out with us, just like us, so what we do is, you do a track for me and I'll produce one for you."

Since they produced "Gasolina," the track that put Daddy Yankee on the map, Daddy Yankee pretty much will appear on most of their albums.

What makes Luny Tunes so successful is their sound, which is a fusion of Reggaeton, hip-hop, rock, salsa, merengue and Vallanato.

They already have collaborated with

Janet "Miss Jackson, if you're nasty," the Black Eyed Peas and many more.

"We just worked with Lenny Kravitz, and that was amazing," Tunes said.

The duo has a new multi-million-dollar studio, movie deals and exclusive artists signed to the production company.

"That's really what I want to be doing in the next few years, focusing on nurturing and developing our artists," Luny said.

Who is their primary artist? Deevani, Luny's sister. Once upon a time she was Mas Flow's CEO, a finance specialist who, on a whim and favor to her brother, sang a catchy "Bollywood" melody on another Daddy Yankee hit "Mirame."

Nostalgic for their original home studio and Luny's mom's killer rice and beans, chicken and tostones in between sessions, the duo considers la casa de Mami their No. 1 choice to create magic.

Luny Tunes consistently created hits and maintained a very good reputation for being stand-up guys and greeting everyone with a smile. These two young men walked away from bachelor's degrees from Harvard University, never once looking back, and never once forgetting where they came from and who helped them on their way up!

Keep counting Los Benjamins, baby!

For more info on LunyTunes, visit www.lunytunes.net, and for more Reggaeton news, visit www.reggaeton-line.net.

A Different Side to Cancun

By DEBORAH MAGDALENA-SAMA

Have you ever been so stressed out that you get the shakes? Your body actually becomes feverish? Well, lucky I found the remedy for that, and I find it my obligation to give you the prescription.

Le Blanc Spa Resort in Cancun, Mexico.

UPON ARRIVAL

My meditative vacation began the moment our cab was stopped by the resort's security guard. He asked for the cab's ID number, driver's name, and guest name. Once we were cleared, and drove up the exclusive entrance, a cool bell dude dressed in an off-white uniform with a matching Kangol cap greeted us with a huge smile

"Bienvenidos, Señor y Señora Sama!"

It was as if the entire staff was radioed about our arrival, as if we were royalty. We were whisked away into the hotel's all-white, minimalist-décor welcoming desk. The smell of citrus oils smoldered all of my senses. One young lady greeted us while another handed us cool wash clothes to refresh our hands.

"May we offer you some agua de Jamaica?" she asked.

"What's that?" I returned the question

"Water from one of our fresh fruits called Jamaica."

Anything in a champagne glass named after Jamaica must be good. After a sweet sip, to our surprise, we were already checked in and simply handed our keys and a small map of the resort.

Literally seconds after we entered our suite, Marco, our Mayordomo (butler) knocked on our door. "Bienvenidos, Señor y Señora Sama!"

As he drew up a bubble bath, with relaxing salts and oils, he explained all of his services, radioed housekeeping to get me a lavender pillow, explained how the six shower heads worked, laid down our matching robes and slippers Jacuzzi side, and showed us our all-inclusive (FREE) mini-bar filled with delicious snacks, bottled water, and a hidden side panel that holds premium liquor dispenser with

liters of Absolute vodka, Johnny Walker Black Label, Ron Bacardi Blanco, and Jose Cuervo Tequila Especial.

Our first morning was slow, sunny and yummy. We arrived to the Spa with mimosas in hand.

"Buenos Dias, Señor y Señora Sama."

I wondered if they had cameras everywhere. How did they know who we were all of the time? From the bartender, to the butler, down to the maintenance crew, all of them wore Secret Service type of headsets and communicated.

R and R

The delightful receptionist escorted us through the boutique and floating lagoon pavilions. There, she turned us over to the spa attendants and our individual spa assistants.

My attendant, Magdalena, escorted me into a marbled cave sanctuary of tranquility, surrounded by an exquisite, candlelit environment of lavender sensory pleasures.

After changing into my silk, terry-cloth-lined robe and orthopedic sandals, Magdalena took me into the Dry Sauna with Eucalyptus essence.

"How long would you like to enjoy the sauna, Señora Sama?" she asked.

"Eight minutes, please."

Like a nanny putting down a baby girl for a nap, she helped me lay down on an Egyptian cotton towel-draped bench with a perfectly rolled towel pillow. She then handed me a chilled, eucalyptus hand towel to drape over my face. Exactly eight minutes later a whisper woke me up ...

"Señora Sama, are you ready for your shower?"

Directly next to the sauna I took a chilled cold shower! Apparently the hot, cold transition helps open the pores, relax the muscles and better prep you for your massage. After the shower, Magdalena was waiting for me with a humongous towel to cover me while I walked into the steam room with hypnotizing, colored lighting, where my pores opened nicely for another eight minutes.

My nanny Magdalena then placed me carefully into the hydro-reflexology tub (a Jacuzzi just for feet), perfectly placed a towel pillow under my neck, handed my mimosa and let the jets caress my feet.

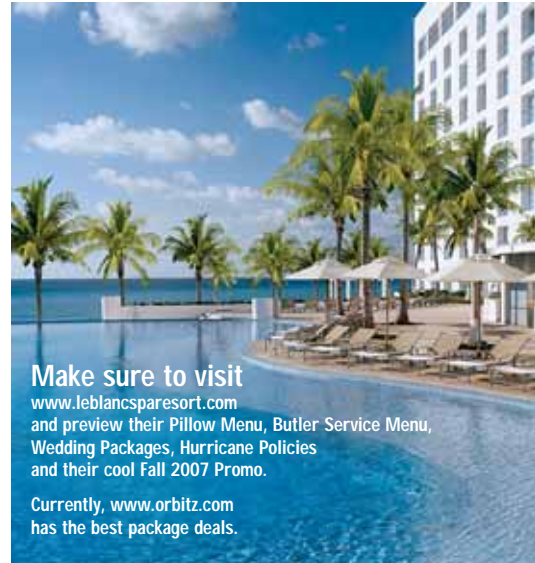
After a dip in the cool and warm lagoon waterfall, "Nanny" Magdalena escorted me to the relaxation lounge where Señor Sama was laid up on a delicious chair, snuggled by a warm lavender neck pillow. Our dazed-over eyes filled with joy just smiled at each other. We waited for our treatment gurus to land from the skies to whisk us into muscle-relaxing heaven.

Angelo — I think that was his name, if not I'll call him that because he was angel-like — directed me into the temple of massage suites.

This was no regular walk-in-closet-sized room; it was a SUITE with a deluxe shower, a plush chair, and an essential oils table.

"Let's start your treatment on the chair, Señora Sama," he said.

He knelt in front of me, placed my feet on his knees and began a short warming foot massage. He then offered me a platter of oils to choose from for my aromatherapy treatment.



Make sure to visit

www.leblancsparesort.com
and preview their Pillow Menu, Butler Service Menu, Wedding Packages, Hurricane Policies and their cool Fall 2007 Promo.

Currently, www.orbitz.com
has the best package deals.



"Lavender please."

Once on the pimped-out massage table, which felt like a Transformer's La-Z-Boy chair, for the first time this year my breathing became centered and yoga-like. According to hubby, his synchronized four-hand massage was pretty spectacular, too. After three hours of absolutely the best treatments, in the best facility I have ever been, and with the best service, I felt naturally drunk.

EXTRAS

Another highlight of Le Blanc is their world-renowned sommelier, Geraldo. He was Rico Suave personified! Charming, witty and very knowledgeable. Geraldo visited us in whichever restaurant we dined at and carefully walked us through a short wine course and wine tasting.

Naturally drunk and organic-wine-inspired buzz is the state of mind which my husband and I maintained during our stay. A state of mind everyone should at least once in their life experience at Le Blanc Spa Resort.

Tell them the Samas sent you!



PROMOTING A LIFESTYLE



deborah
MAGDALENA
sama

latin
street

As I sat at Allen's Pharmacy Diner and enjoyed a thick, brain-freezing, vanilla milk shake, I interrogated one of South Florida's most interesting promoters.

"I'm not an ordinary promoter. I promote a lifestyle."

Meet Gerardo "Toto" González and the world of FÁBRIKA.

From an early age, native Venezuelan Toto has been considered a rebellious "rotero." With ripped jeans, listening to The Cure and Sentimiento Muerto, this drummer was forced by his family of professionals to come to Miami to get his act together. All of which simply gave him the strength to step to Daddy and say, "I'm an artist, accept me as I am, or I'll happily go on my own." With hesitation, but lovingly, his family supported his graphic design studies in Miami, while he played the drums in local alternative rock bands.

During an internship with alternative rock magazine Estatica he discovered that his favorite worlds of design and music can actually coexist. He expanded his creative wings with other gigs like art director for music magazine *BOOM!* and Televisa's ERES. His stint with SBS Broadcasting System forced him to master the Internet since he created and managed 18 of their websites.

Regardless of his day jobs, he kept drumming at night and met another great artist, Claudia Calle. She not only became a well-known photographer in the Latin music industry who's worked with stars such as Ricky Martin, but became Fábrika's co-founder, and Toto's wife. Together and in many ways accidentally, through word of mouth, via parties, their website, labels and artists alike, they've become a strong force, not only in South Florida's alternative scene, but nationally. They've created a mama company of ventures that fulfill



GERARDO "TOTO" GONZÁLEZ

FÁBRIKA'S MOTTO
"Whether it's in Spanish or English,
what matters is communication."

the demand that Hispanic Americans have where they can identify themselves as Americans living in the U.S., without losing their heritage. Today, Fábrika Group is a lifestyle that creates and promotes all and anything that is of quality and considered alternative.

F
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B
R
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K
A

NOCHES DE FÁBRIKA produces weekly parties, art exhibitions, listening parties, and movie pre-launch parties that have become a new social trend in the "Spanglish" market from ages 21-35 by continually exposing them to new products and musical styles.

FÁBRIKA MUSIC, is an e-label whose vision is to promote

Latin alternative and eclecticsounds in the U.S. (iTunes, eMusic).

FÁBRIKA MEDIA uses customized tools such as ad campaigns, multimedia productions and marketing strategies bridging American culture with Hispanic flavor.

FÁBRIKA RADIO is a 24/7 Internet station showcasing a wide variety of genres, including reggae, ska, Latin rock, alternative, lounge, and others.

FABRIKARTE are events targeted to a more open-minded, brand-conscious market group, by merging the music and arts scene.

DM: Which one came first?

Toto González: Noches de Fábrika. All of our companies were born from necessity. I hosted a party in exchange for free rehearsal space for my band Soniko. For that party I couldn't afford a DJ, making me a DJ by default, hence the birth of DJ Pauer. We needed to promote our parties, so we launched our website. No label was paying attention to our band, so we self-released and self-marketed our CD. We needed a station to play our music and music of many good bands that deserved the expo, so we launched one. We always met great painters and graphic designers; it was only natural to merge music with art.

DM: When were you able to give up your day gig?

TG: (with a grin) It was a great day! Three years ago.

DM: Is your dad proud of you now?

TG: Big time. Especially because he sees that I love what I do and I'm living pretty well doing it.

DM: The alternative "underground" scene in many ways is becoming the commercial scene today. How do you stay fresh?

TG: Growing with the times and staying close to the new voices. High school kids and college kids are the best contributors to Fábrika. They are the pulse.

Fabrikalink.com welcomes and serves all music and cultural lovers. You can find info on events, new artists, promote events, submit your demo or CD for a review. It's all about good quality.

FÁBRIKA isn't just a scene, it's a movement!



FÁBRIKA'S TOP FIVE PROMOTING TIPS

1. Know your niche, love it, live it.
2. Be organized.
3. Be graphically attractive with your location, fliers, etc ...
4. Research other successful promoters and events.
5. Be patient, it may be months before it takes off.

EL HOOD IS YOUR HOOD

By DEBORAH MAGDALENA - SAMA

With so much talk about online child porn, I am very leery of all of the interactive e-communities that keep popping up on the Internet. But recently I found a site offering me — and millions of Hispanics around the world — a new and safe online flavor. So after much resistance, I finally broke down and became a part of an online community called elHood.com.

At the world launch of elHood.com, which means “The hood” in Spanglish — I was surrounded by ad execs, producers, lawyers, investors, artists, label executives, models and GRAMMY winners at Lincoln Road’s newest hot spot, Santo.

As I went on stage to introduce the last act, I couldn’t take my eyes off the white dress socks cleverly worn by the keyboardist for Tumbao, a Latin GRAMMY nominee and 10-piece band. He began to play deep, dark pads, and slowly each musician chimed in. Suddenly, I began to growl “EL HOOD DOT COMM MMMM” like a drunken vampire. The band got louder, and the groove got deeper.

Unexpected and unheard, a poem possessed me and I began spewing out poesia del hood, “Que rico es ser Latino en los EEUU — I have a blue passport, denim overalls, una cultura llena de rice & bean, Tito Puente and McDonald’s!” Finally ending it with a proud, “Give it up for Locos por Juanaaaaaa!!!!!!!!!!!!”

elHood’s logo, three digital figures listening to one headset, is symbolic for the three childhood amigos, two brothers and a friend, who came up with this much-needed online community. With the perfect mix of friendship, trust, expertise in music, design and finance, Demian and Ariel Bellumio and Andres Dalmaestro called their industry friends and family, turning this seven-month-old company into a highly touted industry leader and sought after marketing tool.

elHood is all about catering to an audience that is bilingual, tech-savvy and seeks Hispanic music, art and culture via a sophisticated technological platform. Similar to other online “spaces,” elHood.com offers digital entertainment options, social networking, photo and music sharing, artist showcases, blogs and interactive contests, but on steroids!

As a member of this “hood,” you get a seamless and unique digital user experience with advanced features like:

- 1 GB of free storage to upload hundreds of songs, photos and videos.
- A fully bilingual interface in English or Spanish



- High-end personal site design capabilities, enabling users to fully customize their profiles
- Community-building tools, such as audio and video blogging for a rich web interaction
- Innovative music interface with drag-and-drop functionalities that allow users to create and share music play lists from their favorite artists

Ideal for upcoming artists, their best feature by far is their stats page, which enables artists to connect with existing and potential fans. With real-time statistics, it allows them to track those visiting their pages and listening to their music, and it is broken down by gender, age and geographic location, among other demographic data. Given that the content of elHood.com is “streamed,” not downloaded from the site, the artists can promote their music without worrying about music piracy.

“Several record labels have confessed to us that they feel responsible for music piracy because they didn’t keep up with the technical times, allowing for companies like

iTunes to beat them to the punch,” elHood.com Vice President Ariel Bellumio said.

Record labels such as Universal Latino, BMG and Sony currently promote their artists on elHood. Artists and members such as Ricky Martin, Boy Wonder, Javier Gracias, Ballanato singer Fanny Lu, Spain’s Carlos Jean, actress Carmen Electra, Latin GRAMMY winner Nestor Torres and Latino hip-hop pioneers DJ Felix Sama, Don Dinero and Pitbull are leading this new online community movement.

Like them, now I can specifically say my target audience is 23- to 35-year-old artists based out of Miami and Spain.

As a part of this community, I’ve been turned on to various Spaniard rappers such as Bemol & Makub 301, who are pure fire! Others like Mr. Nutz, Digitano, Stylo Caro, Herbieman and Mr. Phillips are artists throughout the Latin Americas who are making thousands of fans and friends on elHood.com.

Proving six degrees of separation do exist; I actually received a friend request from a young lady who manages the son of one my brother’s oldest friends — Puerto Rican singer Jerry Medina. I had no idea his son is an mc/poet. Now we can’t wait to collaborate.

Join the movement, I did
(elhood.com/deborahmagdalena).

MARCH IN MIAMI MEANS CALLE OCHO



deborah
MAGDALENA
sama

Vamos o no vamos? This was the question my cousins and I would always ask ourselves when we wanted to escape the NY cold weather. I would fantasize about dressing up and getting into sexy salsa clubs — Copacabana style, but on the beach. I dreamt of walking up and down this infamous SW 8th Street like a pageant queen, having a hot salsa star fall in love with me while a network camera captured me dancing, leading to an offer to star in my own TV show.

Unfortunately or “fortunately,” my college budget just never permitted me to pursue that fantasy.

Blah, blah, blah and years later, now a South Florida resident and seeing the chaos that goes all around Calle Ocho I have avoided it like a plague. Nonetheless, I always find myself needing to know who would be performing at Calle Ocho, and who’ll become a star.

“Calle Ocho is more than a street festival. The audience will at once embrace your performance, while demanding you leave it all on stage as they take as much energy as they give. Like New York, if you can make it in front of a Calle Ocho audience, you can make it anywhere,” said Leo Vela of Mega 94.9’s “Mega Flow Morning Show.”

A block party that was planned by Kiwanis Club members Leslie Pantin Jr. and Willy Bermello back in 1977 to unite the community and enhance programs for the neighborhood children has turned into a world-renowned yearly event with over 1 million yearly attendees.

Apparently, attending Calle Ocho, you are guaranteed meeting people from all walks of life, all shades and sizes with one thing in common — PARTY! People dance up and down SW 8th Street between SW 4th Avenue and SW 24th Avenue. Kids can get down at “Kidzone” for four blocks of family fun. You can buy anything made under the sun with the flag of any Latin American country, whether it’s a Puerto Rican headband, or Colombian car seat covers. More significant are the numerous stages packed with performances by multi-platinum artists.

When no one knew who mega rapper Pitbull was, there he was, performing on each stage and corner that would let him. In fact he still does. The likes of Ricky Martin, Gloria Estefan, Daddy Yankee and Oscar de Leon have



THE CONTESTANTS OF “RUMBO AL EXITO,” AN “AMERICAN IDOL” STYLE COMPETITION AT THIS YEAR’S CALLE OCHO

numerously rocked stages at Calle Ocho. Major networks have 24-hour coverage of this festival. Various major record labels also release Calle Ocho remixes, Calle Ocho Greatest Hits and Calle Ocho Compilations from here to Egypt. Will you be in the next compilation?

Understanding the magnitude Calle Ocho can have on an emerging artist, and being a company that prides itself of being an artist-friendly site, elHood.com is producing Rumbo al Exitó (Road to Stardom). This cyber, “adobo”-flavored “American Idol”-styled contest aims to discover new local talent and help put that person on the path to a music career.

After submission screenings and an all-day audition, six diverse and talented semi-finalists were chosen.

“There is no reason why a future star can not come out from these semifinalists,” said Demian Bellumio, CEO of elHood.com.

“Calle Ocho is a worldwide renowned event like Mardi Gras. It’s the best platform to expose your talent, meet and make new fans.”

— two-time GRAMMY nominee Fulano

The semifinalists participated in a professional photo shoot, performed in a mini-tour at select Wal-Mart stores throughout the state of Florida, every Saturday leading to Calle Ocho. Another jewel prize for semi-finalists is to perform on the Coca-Cola stage, in front of millions at Calle Ocho! elHood users can watch videos of the mini-concerts, hear their demo, and see pictures of this entire Rumbo al Exitó process at www.elHood.com/cocacola.

More importantly, the elHood users vote for the last two finalists, who will perform a minimum of four songs, each, on the Coca-Cola stage. At the end of the day, the winner will be chosen by industry experts and will be awarded a professionally recorded demo, produced by two-time GRAMMY nominee Fulano, and featured artist status on elHood.com homepage.

“Calle Ocho is a worldwide renowned event like Mardi Gras. It’s the best platform to expose your talent, meet and make new fans,” Fulano said.

So log on, vote, and meet me on the corner of SW 8th Street & SW 22nd Avenue, at the Coca-Cola stage. Who knows, maybe we can take personal responsibility in the success of South Florida’s next super estrella?

Go to <http://www.calle8.com> for Calle Ocho final stage and performance schedule.

FELIZ NAVIDAD!



deborah
magdalena
sama
Latin
street

*"Feliz Navidad, prospero año y felicidad
I wanna wish you a Merry Christmas,
I wanna wish you a Merry Christmas
from the bottom of my heeeeaaaaarrrrr!"*

I highly doubt that when Jose Feliciano wrote that song back in 1973, he knew it would become a holiday anthem for all believers and non-believers.

Once this song starts playing on the radio, you know it's that time again — *Los días de fiesta!* Party time!

This song also reminds many of how the holiday season can bring more stress than joy — especially financial stress.

So do what I do? Be creative! Buy nice stationary from the Dollar Store and hand-write (it's more personal) a love letter or thank you letter to your friends and family. Write a nice poem and frame it. Make a loved one a special CD with music they love or music that best describes how you feel about them. Trust me, a personalized, hand-made gift means more to someone than any bling-bling. OK, maybe depending on the size of the bling-bling, but you get the idea. If they don't like it, then you need to kick them to the *esquina* ASAP!

On the upside, this is a time of socializing with co-workers, clients and out-of-town family and friends.

Here are some hot spots and music you need to roll with:

GULFSTREAM PARK RACING & CASINO

The television show "Extreme Makeover" has nothing on the NEW Gulfstream Park Racing & Casino. Wow! This newly renovated race track is the destination to hit this holiday season. The grandiose fountain and 13,000-gallon aquarium accentuate the six restaurants, lounges, nightclub, slot machines and more. For the ultimate Latin Miami sound, visit *Serenata*, an ultra-cool, Latin-flared, tapas lounge and nightclub. Choose from an exceptional selection of margaritas and mojitos before you hit the dance floor. The weekly lineup will help you lose those holiday pounds by dancing till it hurts — Tito Puente Jr., Carlos Oliva and Los Sobrinos del Juez (a must see) and Hansel Martinez and his orchestra. MEGA 94.9 New Mega Flo Morning Show's DJ Sama blazes the turn tables on Saturday nights. Visit www.gulfstreampark.com for more info.

CASA PANZA

Ole! The No. 1 Spanish restaurant and Flamenco bar in all of South Florida. The décor, loud owner, thickly accented staff, hanging ham and Spanish tiles make you feel like you've been transported to Barcelona on a



TITO PUENTE JR.



LA VENA DEL GUSTO



GILBERTO SANTA ROSA Y EL GRAN COMBO

hot summer night. Any night from Tuesday to Saturday, you can enjoy your wine and chorizos while watching the best flamenco show in the U.S. Visit www.casapanza.com for more info.

LA VENA DEL GUSTO

On Wednesday, Dec. 6 at 7 p.m., help me and Vena Poetica, the only trilingual open mic in South Florida, bring a smile to a child's face this Christmas as we host a toy drive for Florida Department of Children and Families. Can only get your wine on during the weekend? No worries, both Latin Jazz sax player Gerard Dimitri and Latin Fusion group Raul & Havana Kafe fire up Fridays. On Saturdays, Raul takes his fusion to another level and makes you want to dance on table tops. La Vena del Gusto has a Chilean and Argentinian wine collection that will caress your palette. Their uniquely severed and cooked tapas help you keep your balance. Visit www.lavenadelgusto.com for more info.

MUSICA DE NAVIDAD

You can't have a great holiday without great holiday music! The CD you must have is Gilberto Santa Rosa y El Gran Combo de Puerto Rico — *Así Es Nuestra Navidad*. The 2006 Latin GRAMMY-nominated CD set comes with 20 traditional and new songs that have a salsa and boricua flavor.

MORE MUSIC

Don't know what CD to buy for your music-loving brother? Just want to buy a great CD for fun? Your solutions are Calle 13 and Sandro Bianchi.

The three-time 2006 Latin GRAMMY winner's self-titled CD, "Calle 13," takes Reggaeton where it needs to go with its musical fusion, live instrumentation and hot lyrics.

In a chill-out mood? Lean, sexy, tattoo-sleeved Spanish DJ/producer Sandro Bianchi's music is sexy — like a g-string on South Beach sexy — lounge music but his style is edgy. Check out his new CD, "Soul for the Body" at www.sandrobianchi.com

FELIZ AÑO NUEVO!



deborah
magdalena
sama
Latin
street

Hung over? Broke? Sad that the holidays are over? I hear ya. But know this, the 2007 chapter of your life is just beginning.

I always thought that another year is like another day. Until I realized that we mark very important events by the year, not necessarily by age. You know, we got married in '99, we went to Europe in '01, she graduated in '02, they broke up in '03, we filed for bankruptcy in '05!

So what is '07 going to be like for you? Have you started it with the infamous New Year's Resolution? I haven't! I'm gonna lose weight when I'm good and ready! How many times have you had New Year's Resolutions? Did you follow through?

"New Year's Resolutions are great — we are the ones that suck because we don't keep them. My '07 resolution is to simply and sincerely be happy, to not let people or situations affect my mood."

— Chanel,

Mega 94.9FM on-air personality



"To hit the gym more and produce the hottest concerts and tours showcasing new and established artists. Watch out Calle 8 2007!"

— Andres Dalmaestro,
VP of Entertainment elhood.com



"New Year's can be useful as a point of departure for new beginnings ... but then again, every day is the first day of the rest of our lives. My New Year's resolution: To mind my own store."

— Nestor Torres,
**Jazz flutist and
Latin GRAMMY winner**



"New Year's Resolutions are OK, but if you don't follow through, you are wasting your time. This year I want to make more money and work less."

— DJ Sama, **Mega 94.9
Mega Flow Morning Show**



"I stopped making New Year's resolutions a long time ago. If you want to change something about yourself, or your life, who says you can't do it in July?"

— Belkys Nerey, **WSVN anchor**



"To spread my music throughout the world. Self-Motivation is always important. Si Se Puede!"

— Malverde **Latin Hip-Hop star**



"Sharpen my Xbox skills. Yeah, girls, we get extra points for being able to kick our boyfriend's ass at Xbox. LOL! Also, learning to enjoy the journey, not just the destination."

— Ana Alicia, **super sexy
Univision Records artist**



NESTOR TORRES

MY RESOLUTION

I have a simple resolution: To continue on supporting hot talent. Like the new female voice of Reggaeton La Sista.

Just when I thought I had had it up to here with Reggaeton, here comes La Sista, a Puerto Rican ball of fire and truth. Many in the industry are calling her the female Tego Calderon, which is a major compliment. Maidel Amador Canales, like Tego, is a native of the town of Loiza, which was highlighted in MTV2's show "My Block." Loiza is most known for keeping its African traditions alive with annual festivals, colorful masks and dance rituals.

La Sista first came to the scene in a reality show called "La Casa Under" (an "American Idol"/"Real World" for aspiring Reggaeton artists). Immediately after taking second place, she went on to work with the likes of Residente, lead MC from Calle 13, Jerry Rivera, Andy Montañez and Anais, to name a few.

Her debut album, "Majestad Negroide," on Machete Music, features various artists and musicians bringing a deep-rooted, old-school dance hall sound. Her lyrics and voice on her first single "Anacaona" will hit you like a deep tissue sports massage.

I'm sure there will be disappointments in '07, too, baby mama dramas, MIA panties and many resolutions this year from already established artists.

Unfolding on the big screen will be "El

Cantante," a movie about the infamous and beloved salsa legend Hector Lavoe, whose life was ruled and destroyed by his heroin addiction. He later died of complications from AIDS.

Unless you've been living under a rock, you should know that this movie stars Marc Anthony and Jennifer Lopez.

I happen to be a Marc Anthony fan. Regardless of his heartless way of divorcing his first wife and mother of his youngest sons, ex-Miss Universe Dayanara Torres, this skinny brother can sing! His passion on stage is uncanny and explosive. Hopefully, under the

direction of Leon Ichaso ("Bitter Sugar," "Piñero"),

Marc's performance as Hector should be profound, and the soundtrack should be pretty kick-ass,

too. At press time, no release date had been set.

So with your last couple of bucks left over from the holiday storm, pick up "La Sista," take your sista to see "El Cantante" and try your best to succeed with your resolutions, even if it's in July.



ANA ALICIA



LA SISTA

REVIEWS

QUEEN LATIFAH: THE DANA OWENS ALBUM

Deborah Magdalena



She stands with the same cool regal attitude today as she did back in the day. Except instead of wearing African inspired suits and tower hats, she's really a *Lady First* in a sexy red pantsuit and white fedora hat singing on the "Today" show.

Perhaps I'm not the best person to review Queen Latifah's new CD, *The Dana Owens Album*, since I've always been a huge fan. Even my 74 year old diva mother has always liked her regardless of the fact that she never really understood her rhythms – but now, with *The Dana Owens Album* she does.

My mom and I sat in her living room, sipping a glass of Chardonnay, eating Gouda cheese, while we listened to Latifah's covers of old standards. With her legs crossed, my mom bounced her head gracefully to Latifah's cover of King Pleasure's *Moody's Mood for Love*, the same way I bounced my head when I heard *U.N.I.T.Y.* for the first time. She smirked at Latifah's scatting on the funk vibe song *Hard Times* (a Dr. Buzzard's Original Savannah Band tune) the same way I smirked when I heard Ladies Fresh's human beat box. Listening to *The Dana Owens Album*, we were both ageless and transgenerational.

With this release, Latifah eloquently reminds us that jazz and poetry are the parents of hip-hop. We can see the evolution of the music, but also see the evolution of the rapper Queen Latifah and the singer Dana Owens.

Do you love true hip-hop? True poetry? Live jazz? Then you will love *The Dana Owens Album*. If Lil Jon is the only hip-hop you know then maybe you should skip it. YEAH!

[Buy The Dana Owens Album from iTunes](#)

VOICE[©]VERBALISMS

HIP-HOP'S DIVAS SHOULD GIVE THANKS

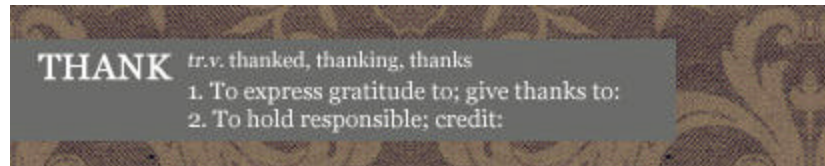
As Told by *Deborah Magdalena*

Nikki Giovanni probably gets heartburn each time she sees Lil Kim's pasties. Julia de Burgos's spirit must rumble in her grave with every mention of Jackie-O or Foxy Brown's couchies.

Angela Davis, Sonia Sanchez, Celia Cruz, Maya Angelou, Lolita Lebron, strong intelligent women, poets, activists, who have open the paths for hip-hop's divas, must frown on us each time they hear the words of the women prevalent in our culture. And they should.

Don't misunderstand; I am not a playa hatin'! (Besides, as Ursula Rucker said, "Playa hatin' is played out!") I love the bling-bling of hip-hop's Lil Kims and the vibes from the Angie Martinezs of the culture, but I just miss the lyrically strong MC Lytes and the powerful femininity of the Salt & Pepas!

With all the trials and challenges that woman face and work hard to overcome daily, we need more positive sources of hip-hop to keep our heads bopping and our spirits strong. I'm not saying we need zealot Tammy Faye emcees, but as female artists we have the responsibility to not only entertain, but to also inspire other women.



Sonia, Lolita and Angela didn't tear down adversity and oppression for us to forget about the struggles they conquered. These are now our opportunities and we can't ignore or forget the grandmothers of hip-hop who made our presence in the culture a possibility. We cannot afford to miss out on passing their wisdom and pride to our daughters.

We are the breakdance babies and are responsible for teaching the breakdance granddaughters that there is more to being a woman in hip-hop than the "video ho", "chickenhead" or "ghetto queen". Let us give thanks by inspiring self-respect, education, inner light and leading through example just like Nikki and Maya STILL do!

Power Juice

SETTING FIRE TO A MOVEMENT

Deborah Magdalena



She has over 20 pairs of puma sneakers, predominately pink of course, and Nas is on high rotation in her CD player. English is her first language, Spanglish is her second. As a child, she dreamed of becoming a fashion designer, but her early days as a street promoter for Def Jam Records led Melissa Giles to becoming an instrumental leader in the Urban Latino movement.

Growing up in Miami, Melissa was frustrated with the lack of events and activities that celebrated her diverse cultural background. Being of British and Venezuelan descent, she searched for something that blended her urban American upbringing with her sexy heritage.

Finding nothing that filled this void, Melissa decided to change things and made history by successfully launching Misto LES, a renowned all female marketing street team. But she didn't stop there. Melissa recognized the need for more entertainment outlets that met the needs of Urban Latians*, so she founded Soulfrito Urban Latin Music Festival. In her position as director, she is intramental with bringing the annual music festival to the people of Miami. Along with her Soulfrito staff, Melissa also organizes monthly events in Miami, NY and LA that celebrate music, fashion, poetry and up and coming artists.

What inspired you to launch Misto LES?

I started working for street teams where it was all male. They would always ask me to bring girls and I noticed we got mad attention. A rep from Bad Boy in Miami would always say, "You're the number one female street team." And it stuck! From there, it grew and now we've developed Misto LES into a Marketing & PR Agency for the Urban Latino market. Our clients have included Baby Phat, JLo Sportswear, HBO, AOL Latino, Def Jam Records and Loud Records.

Where does the word Soulfrito come from?

Well I wanted something that represented the flava of our culture. Sofrito is a seasoning we (Latinos) add to our food and I personified it by renaming it SOULfrito. The flava of our soul!

What woman do you admire in hip-hop?

Queen Latifah. She is one of the few female rappers who has evolved and developed herself into a successful actress, mogul and businesswoman.

How has Hip-Hop influenced your life?

I love hip-hop. I grew up on it but I'm not gonna front and say I'm a true hip-hop head. But I love good quality music and I admire artists who are actually saying something like Nas, Talib Kweli and Kanye West. I also miss what hip-hop use to be. It has become too CRUNK now.

What's your opinion of the future of Latin hip-hop (hip-hop beats with Spanish lyrics)?

I'm more concerned with Latinos making urban music in general not just latin hip-hop. I feel that Latinos have been apart of the whole urban movement since its birth and now with us being the number one minority group, the industry is finally staring to take recognition of our power.

That's why I feel that reggaeton is getting the recognition that it is. Everyone is like, "What's this reggaeton stuff?" What reggaeton has fortunately done is open the eyes to the urban and Latin music industries. By proving that there is a huge market with Latinos making mainstream urban music, whether it be hip-hop or R&B, and buying it.

Where do you see Soulfrito in 5 years?

Having successfully brought some culturally relevant substance to the youth across America and I expect to see Soulfrito as a leading brand in the national and international markets.

The Urban Latino movement is where hip-hop was 20 years ago, but growing twice as fast and Melissa Giles is in place and ready to burst doors open for the future urban Latino P Diddys, Queen Latifahs, Spike Lees and FUBUs of the world.

Botate Nena! Botate! (Puerto Rican seasoned, "You go gurl!")

*Sidenote:

Who or what is Urban Latino? Urban Latino is the term used to refer to U.S. born 2nd, 3rd and 4th generation Hispanics, who consume English language media and listen to more than just traditional Hispanic music, they listen to hip-hop, R&B, Reggaeton and various other genres. Urban Latinos represent a traditional Latino culture with an Urban upbringing with over \$300 billion in purchasing power.



JUNE – Y-CHROMOSOME ISSUE

CREATIVE PASSION COMES TO LIFE

Deborah Magdalena



This was my first live collaboration; uniquely wild. Music, my poetry and Kiki Valdes painting LIVE! I couldn't focus – I just wanted to watch Kiki.

In his wife beater tee with denim shorts, his athletic body leaned and weaved as he adjusted his glasses, like a mad scientist, while creating a masterpiece, under the watchful eyes of hundreds. Many, like P. Diddy and millions at Callé Ocho Festival 2004, have also been in awe of his painting performance.

Who is Kiki Valdes?

I'm a Cuban-American painter from Miami. Painting is my calling, my passion.

Who's your strongest female role model?

My mom told me I could be an artist for the world, making me believe in myself in ways I didn't know was possible.

What are your first memories of hip-hop?

Since the age of 5 I knew what breakdancing was from seeing all the guys in Union City carrying the huge stereos on their shoulders.

How does hip-hop influence your art?

The "in your face" attitude. Hip-hop is restless and I dig that. I wouldn't say my work is hip-hop; it's more like a hip-hop dude doing fine art.

What is *A Ché Industry*?

A painting I did about how the U.S. mass produces images of Ché. I think it's stupid. That's not what Ché was about.

Bitches and Hoes?

A piece that explains how men don't call women bitches and hoes until they get scarred by a woman. The pain then transcends to verbal pain towards woman.

Why *8th Street Music*?

8th Street Music is a painting I did for my dad, Humberto Valdes (RIP). He loved that painting. 8th Street celebrates my Cuban-American roots.

Explain painting privately versus painting live.

LIVE I'm painting for the spectator; bringing true art to a party atmosphere. Painting in my studio I'm not freestyle painting. I really develop the piece.

Kiki Valdes will be featured on American Latino TV on UPN in May 2006. Visit www.kikivaldes.com and stay informed about this exciting artist.



Deborah Magdalena: Women, Actress, Poet



MEGA 94.9's SANDYDOMINGO

As seen in Urban America – Miami,
Dec 2005 issue
By – Deborah Magdalena

She's the sweet voice that many of us wake up too every morning on MEGA 94.9's MEGA FLOW MORNING SHOW. Many women want to beat up co-hosts DJ Felix Sama and Ricky Santana for teasing her so much and others want to slap her off her obsession with Daddy Yankee. Nonetheless this mild mannered *chica* can ride with the best of them

DM - Where were you born and raised?

SD - I was born in Dominican Republic, raised in NY till the age of 12 and have been in FL ever since.

DM - Who was your first & strongest musical influence?

SD - That's hard to say cuz in NY my mom and I loved merengue yet I would put on shows in my living room to Janet Jackson's "Control" and MENUDO.

DM - What inspired you to do radio?

SD - I used to work as an insurance agent and one day I was eating lunch in my car. And heard this radio show that allowed listeners to "play DJ for a day" I called up and a couple of days later I went on air and fell in love with radio.

DM - What was your first big break?

SD - I enrolled in a broadcasting school and made a demo. One month after graduation I was on the air (Salsa 98 FM).

DM - Which on-air personality do you admire the most?

SD - Leo Vela, he took me under his wing and methodically trained me with patience and kindness. And Bo Griffin, I was always in awe of her ability to be herself and connect with female listeners.

DM - How did you get the MEGA gig?

SD - I was still working at Salsa and one day I receive a call from Frank Walsch (Operations Manager – MEGA) asking if I would be interested, in doing the AM show. "Is the sky blue?" Of course!

DM - What do you like the best about doing a morning show?

SD - We can make a horrible commute, the craziness of a busy morning a little better with laughter, good music and that feeling of friendship between Felix Sama, Ricky Santana, and myself that make the listeners a part of our friendship.

DM - What do you dislike the most about doing a morning radio show?

SD - Not being there in the morning when my husband wakes up and falling asleep

maybe 2 hours after he gets home from work.

DM - What's a typical day for you at work?

SD - The alarm goes off at 4am then I turn it off, it goes off at 4:10am then I turn it off, it goes off at 4:20 then I know I have to get up, so I rush to get ready. Once at the station we prep our topics, "celebrity spotlight" gossip segment and "weird science" segments that I do. Once the show is on the air we interact with each other and our listeners. After the show we have meetings with the boss or clients to create their promo spots. Finally we create a promo for our show which plays throughout the the day inviting everyone to listen.

DM - Do you think that bilingual programming can only be successful on a Reggaeton station?

SD - Absolutely not ... However it will be a little more difficult to make it to the mainstream because traditionally those who listen to jazz stations for example have not really been exposed to the different Hispanic cultures.

DM - Do you have any other aspirations?

SD - You always have to have something else, you can't just get to a spot and stay there because then you won't continue to grow. I also have a gift basket business for which I hope to one day open a store front. I also would love to do TV entertainment reporting or maybe have a talk show.

DM - Do you feel responsible as an on-air personality to inspire other women?

SD - Not so much responsible, more privileged. Working with two men, I feel I need to be the voice for women. They like to tease me and say "I was raised in a bubble" because I'm very traditional.

But I believe that there are women that do continue to have values. Many young women listen to our show that need something more than a token female, but someone to also show them you can be successful, have fun, enjoy life and still be a lady.

DM - What advice do you have for young women starting out in radio?

SD - You must stay true to yourself...your talent will take you to where you deserve. Don't sell yourself short because when you do you are discrediting your talent. Hone your craft and never give up.

DM - Do you think its harder for women to be successful on radio than it is for men?

SD - Unfortunately, yes. 90% of DJs are men. Back in the day it was said that only men could do radio properly and many still share this opinion. That's why it's important for those of us who do have the opportunity to be on radio to be responsible and support one another by not doing things that bring women back to being someone to look at and not be heard.

DM - Where do you see yourself in 10 years from now?

SD - A mother of two, the wife of a wonderful man and hugely successful in whatever life brings my way. As long as my family and I are happy life can only get better.