

A Rap Mogul Hip-Hop Culture Heavy Weight

Written by Robert ID1737

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"Before I was not in the television cameras every 5 minutes, I wasn't as visible, but this year I plan on being more visible to ensure that Virgin Rap Division does not lose. Although I am a very low key person, I am competitive, and with every ounce of my spirit, I will ensure that this label is taken seriously," hip-hop culture's rap mogul Jermaine Dupri says.

Jermaine Dupri has a very quietly confident presence about himself. Although he is the hit producer for such R&B and hip-hop and rap artists as Mariah Carey, Jay Z, Notorius B.I.G., Snoop Dog, Ludacris, Master P, Jessica Simpson, Usher, Run D.M.C., Bow Wow, Tamia, Toni Braxton and even rocks Elton John and that still doesn't complete his discography, this Rap mogul doesn't throw his weight around, he lets his success speak for itself.

Many have coined him as the Quincy Jones of today's music, both are quiet confident musical geniuses. So it is no wonder that Virgin Records scrambled to try to get this musical giant on their team. As a result, Jermaine Dupri has been making powerful moves from the very start, making Virgin a competitive rap label.

Everyone is now looking at Virgin to see what it can deliver. Before Virgin wasn't taken seriously. Before Virgin Records didn't quite merge with the rap genre. Virgin presented their artists on a platter. Yet the streets never really grasped or welcomed the artists as they do other rap labels. So Jermaine Dupri has spearheaded the Street Rap connection. Virgin Records now reconnects its artists to the streets with heavy weight New York Hot 97's DJ Envy and DJ Clinton Sparks.

These two are the most influential DJs throughout the rap game. Shemia Miller, Rap Development Director confides, "Mr. Dupri is a rap legend and genius. By reconnecting the artists with the streets, the Virgin Rap Label becomes believable. I mean all the artists are from the streets anyway, so it only made sense to present them to the very core of which they came from."

His music colleagues can tell that Jermaine Dupri is going for an industry take over. He has strategically picked the best artists representing all regions of the nation. He has an artist poised ready to attack: in the East - SunNY, in the Midwest - Mikkey, in the South - T.Waters, and in the West - Lil E.

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His roster can easily take down any competition: SunNY is regarded as New York's Hottest Emcee with lyrical word play and ruthless content to make the weak at heart bow out before stepping into the ring. Mikkey is Chicago's Revolutionary artist, remember Ice Cube's Death Certificate? Well that's Mikkey with a 2005 Flair, talking about politics so much that Mr. O'Reilly would not want him on as a guest. Bossman from Baltimore, move over Eminem, because Bossman's "Off The Record" hit single sends shock waves throughout the industry expect a few picket rallies to surround this artist. Bossman is Baltimore's Black Howard Stern. Move over T.I., T.Waters the rawest Georgia artist to come out with a mission purpose, and New York support. The living legacy of Eazy E is now incarnated in his son Lil E, this west coast artist will remind everyone what a Boy in the hood is up against.

Dem Franchise Boys, the group that has a club anthem without even an album out, is the founders of the New Crunk Movement. Each region has been chosen for total domination. Virgin Records definitely has a new movement. It's urban, it's gritty, it's guerilla, and Jermaine Dupri is not taking any prisoners.

Grammy Winner, Outkast's Big Boi was so confident that Mr. Dupri could run a successful label, he chose Virgin Records to be the home for the Purple Ribbon Label. Bubba Sparks, an artist on Big Boi's new label, is expected to give artists a run for their money.

Celeste Watson, Sepia Networks states, "I think with Jermaine Dupri in the picture, Bubba Sparks will give Eminem a run for his money this year, now that he is off of Interscope's label".

Virgin Rap Division has a new movement, a new drive, and a new sense of purpose. The purpose is to bring quality music to the masses.

Shanda Sealy, CEO of Radio Promotions, Platinum Queens, adds, "The new Virgin Rap Label is a label that has authentic rappers who connect to the streets, with a track record to make even the established mainstream rappers hold tighter to their crowns."

Everyone is used to Virgin mastering the R&B genre with acts such as Janet Jackson and D'Angelo, but thanks to Mr. Dupri, Virgin Records is dominating both genres - R&B and Hip

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