

SMC Recordings Bringing Bay Area Hip-Hop

Written by Robert ID2261

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SMC Recordings, is one of the most promising record labels to ever come out of the Bay Area ;is the brainchild of industry pros George Nauful, Ralph Tashjian and Will Bronson, in conjunction with Universal Record's Fontana Distribution.

With a roster that includes heavyweights from 845 Entertainment, Pastor Troy and Bizzy Bone, as well as regional hip-hop and rap artists, B Legit, San Quinn and Balance it's easy to see why SMC is giving everyone a run for their money.

What sets SMC apart from the rest is their steadfast dedication to the sound of the Bay Area, (to the music itself and the dedication to its label partners) and the Mission District, in addition to other monster artists.

SMC hones in on the best local acts and brings them to wider audiences. They take artists like San Francisco favorite hip-hop MC Messy Marv from small distributors and place them with bigger distributors, doubling their sales in the process.

This unprecedented attention to a targeted market is many years in the making. Tashjian, whose family has been a corner stone of the Mission District for over 50 years, honed his own and has asserted himself as a promotions specialist among labels such as Motown, Island Records and 20th Century. As a promoter he's worked with Madonna, Michael Jackson, Barry White, Chris Isaac, rap artist and hip- hop producer Dr. Dre and Prince, to name a few.

Nauful, whose 25 years in the music industry includes successful campaigns with artists such as the Rippingtons, Black Uhuru and Lalah Hathaway, is an esteemed music guru, having held positions at Atlantic Records, Capitol Records and a variety of independent record labels.

Bronson's rise into the ranks of the record industry began as the Music Editor for Showcase Magazine, where he honed his skills, ultimately landing West Coast correspondent duties with XXL magazine.

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Thought you could only find talent like this in New York or Los Angeles? Think again. SMC's plans to have their name on everybody's lips and the Bay Area and the Mission District on everybody's mind. 2006 promises releases from Pastor Troy, Rick Rock's newest signee Eldorado Red, Lil' J and San Quinn to name a few. While the major labels are caught up on going platinum, SMC is taking a step back to the golden days of the music industry, when artists were developed and talents were cultivated. SMC is blazing the trail for an industry odyssey. Just remember that the journey started in the Bay Area.

Visit their web site at: www.smcrecordings.com