

In hip-hop culture your 'Street Credentials' are your bond, it is the way others in the 'streets' perceive you to be.

"Street Credentials", a new DVD releasing April 25<sup>th</sup>, delivers intellectual Hip-Hop content and still maintains its street credibility. It's an up-close and personal look into the underground Hip-Hop scene directly from some of the most unique and diverse personalities in the industry today.

From Hip-Hop's most outrageous icon, Kool Keith (Black Elvis, Dr. Octagon, Dr. Doom, Mr. Nogatco); to the multifaceted and introspective recording artist, spoken word poet, and movie actor, Saul Williams (SLAM, K-PAX); to underground superstar Aesop Rock, they're here.

'Street Credentials' pulls no punches while serving up hard insight into the industry, culture and the careers of some of the most interesting people within the genre.

Enter the world of Harlem's most respected rap artist Immortal Technique, Hip Hop's most dangerous Emcee. Get insight into the history of New York City's Mixtape game with veteran DJ Silva Sir-Fa. Check out the inside track on running an independent record label from KutMasta Kurt (producer of remixes for Linkin Park and The Beastie Boys). O.G., street basketball legend, and former MTV reality host, Pee Wee Kirkland breaks down his take on the state of the rap industry. While on the streets of Brooklyn, freestyle champ Poison Pen reveals the life of a rap battle emcee.

Featuring commentary from Hip-Hop scholar and long time radio talk host, producer, college lecturer and publisher, IZ-REAL, this is a look at Hip-Hop from a purist, independent and entrepreneurial angle. This DVD release continues the decade-long Insomniac tradition of revealing the true and many times unheard ideologies about success, obstacles, and life within the Hip-Hop music industry directly from personalities that have all earned their Hip-Hop Street Credentials.

Loaded with over 3 1/2 hours of footage, including the Street Credentials documentary, feature-length artist interview, and features a visit to youth detention center with director

## **Hip-Hop Street Credentials Drops 4-25-06**

Written by Robert ID2376

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IZ-REAL, and more.

'Hip-Hop Street Credentials' will drop April 25, 2006 don't miss it.