

On September 20<sup>th</sup> the “Who’s Who” in the music industry will descend on New York City to kick off the third edition of the Latin Rap Conference (LRC) at Latin Quarters. Over 100 Latino artists, more than 30 premier record labels, over 60 radio stations, ASCAP and BMI, top marketing companies, DJs and Latino innovators are confirmed to participate in this year’s event.

Exclusive presentations will position the LRC as the premier forum to learn about the Latino rap, hip hop and Reggaeton movement. Four informative and substantive panel discussions, a music showcase for top up-and-coming Latino artists and the industry’s first Latino Youth Town Hall meeting where top artists and executives face off with the elusive bilingual teen consumer.

“We are thrilled that the LRC has attracted incredible talent and industry visionaries. Their candid insight will be invaluable to conference attendees,” said Jess Peres aka Shysti, Chairman of the LRC. “This is the first time that all segments of the Latin Rap community are being brought together with major label and radio executives to talk about the future.” The LRC is an organization dedicated to fostering the growth, education, empowerment and development of good business practices for the Latin Rap industry segment.

Confirmed participants include Univision Radio, Clear Channel Radio, New York’s Hot 97, Los Angeles’ Power 106 Pocos Pero Locos, Mun2, Billboard, ASCAP, BMI, Warner Music Group, Wu Tang Latino, Sony BMG, Universal Music Group, UBO, Fuego Magazine, EMI Latin, Sirius Radio, Machete Records, and Mediabase.

Rich Isaacson, of the Fuerte Group, an LRC member and Conference organizer added: “We recognized the need to create a national forum that represented a segmented, but powerful group of pioneers, to share each other’s visions and enable ongoing collaboration. I hope the conference brings together all of these important regional groups and business leaders to establish a vibrant community that can exercise its collective power as the fastest-growing segment within the music industry.” Fuerte Group is a multi-cultural music promotion and lifestyle marketing company with specific expertise in the US Hispanic Market (Fuerte Marketing, Fuerte Management and Fuerte Records).

The conference will be hosted by talented poet, recording artist, actress and comedian, La Bruja. Through its attendees, the Latin Rap Conference reaches over 20 million Latinos

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Written by Keith ID1793

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nationwide with radio, street promotions, concerts, clubs and the internet.

### Latin Conference Agenda

Monday, September 19, 2005

8:00pm - Kick-off Event – Latin Rap Conference Presents Latin Connection at SOB's

Tuesday, September 20, 2005

8:00am - Conference registration

9:00am - Breakfast

Panel I - Radio - Hispanic Urban – Here to Stay

What is the state of new Hispanic Urban format? How are the new Reggaeton stations performing? What changes can be expected? How has Reggaeton and the new format affected English language Hip Hop and Pop stations? What is the future of Latin Rap beyond Reggaeton?

Moderator: Vince Pellegrino (S.I.N.)

Panelists: DJ Kazzanova (La Kalle 105.9), Pocos Pero Locos, Al Fuentes (KLOL), Ebro Darden (Hot 97), Lisa Rodriguez (Sirius), Pete Manriquez (Univision Radio)

**Panel II - Corporate Marketing – Successful Outreach, Business Unusual**

Now that the Latin Hip Hop explosion has been recognized as a viable format by the record industry and major radio conglomerates, what are corporate marketers doing to capitalize on this emerging demographic? How do they plan on reaching young Latinos? What are the challenges competing with the general market campaigns and audience?

Moderator: Leila Cobo (Billboard)

Panelists: Barrio Movil, Michele S. (Napster), Fuego Magazine, Mun 2 Adam Kidron (UBO)

**Panel III – Regional Artists and Labels - Getting Started**

How did artists who started as local and regional phenomenons explode onto the national scene? What should new artists do/not do? What makes label executives excited about a new artist? What makes artists choose a label when there is a bidding war? Artists and labels from Puerto Rico, Texas, New York and Los Angeles discuss the growth of Latin Hip Hop and its regional roots.

Moderator: TBD

Panelists: Boy Wonder (Chosen Few/ UBO), Chingo Bling, Lil Rob, John Lopez (Upstairs Records), Juan Vidal (VI)\*, Sal Rojas (Brownpride.com), MiGente.com

**Panel IV - Town Hall Meeting - The Face of Tomorrow; Young Bilingual Latinos**

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Forum where music executives will have a chance to learn from existing, and future young customers, about the 'Urban' scene and how they can better connect with consumer audiences. What do these young Latinos buy? Why? What music do they prefer to listen to? Is the record industry missing the boat? How do these consumers find new music – online? What sites? Do they pay for Digital music? The answers to these questions will surprise and enlighten.

Moderator(s): Julissa (BET's 106 & Park) and Marianela (Daily Download)

Panelists: Richard Bull (EMI Latin), Gus Lopez (Machete Records), Jose Tillan (MTV)\*, Domingo Ramos (Atlantic Records), Ray Acosta (Wu-Tang Latino), Pitbull or N.O.R.E.\*

### Latin Rap Conference Workshops

In addition to the panel sessions, there are a number of workshops that will take place, allowing conference attendees to interact with industry veterans and learn more about best practices. The workshops include:

-- Mediabase – Presentation on the state of the Hispanic Urban Format at Radio

-- Publishing Workshop – ASCAP – Will lead workshop explaining the mechanics of publishing deals, performance rights and licensing

-- Label Workshop – Tim Mandelbaum – Leading industry attorneys will explain the ins and outs of record deals

\*to be confirmed

The LRC recently formed a Coalition Board of Directors, with the aim of contributing

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meaningfully to the creation of a Latin Rap community focused on demonstrating the diversity of Latin Rap, the genre's power and growing momentum and enabling collaboration among artists, business veterans and other key influencers. Coalition Board members include Jesse Perez (Shysti of Rhythm Impact), Rich Isaacson and Jerry Blair of the Fuerte Group, Gustavo Lopez, President of Machete Records, the nationally syndicated Pocos Pero Locos founders Khool Aid and E-Dub, Univision Radio's Pete Manriquez, John Lopez of Upstairs Records, FUSE TV VJ Marianela, legendary radio consultant Steve Smith, Elizabeth Rodriguez of Sirius radio, SITV's Nick Rodriguez, DJ Kazzanova of La Kalle 105.9, Mexican-American rapper Chingo Bling, and Toy Hernandez of Control Machete.

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