

H H H F F M

CELEBRATING

50

YEARS OF
HIP HOP
CULTURE!



AUGUST 2022

PREMIERE ISSUE

**WITH HIP HOP'S KOOL KIM, KATIE MCDONOUGH,
JAY REESE, CELEBRITY ARTIST STEVE CAS
AND PHOTOGRAPHER CAL CUTTER**



Exclusive
**MICHAEL
DEERING
VS
THE REAL
MIKEY D**

**PLUS INTERVIEWS
FROM TODAY'S
ASPIRING
YOUTH!**



**TALLEY &
TWINE**

TALLEYANDTWINE.COM

HHFM

PRESIDENT/PUBLISHER
LARRY JONES

CHIEF EXECUTIVE OFFICER
WAYNE JACKSON

QUEEN EDITOR-IN-CHIEF
NADINE MUHAMMAD

**EXECUTIVE DIRECTOR
OF PUBLIC RELATIONS**
NADINE MUHAMMAD

**EXECUTIVE DIRECTOR
OF ENTERTAINMENT**
MICHAEL CLEE

BRAND AMBASSADOR
MICHAEL DEERING

CONTRIBUTING WRITERS
MICHAEL DEERING
WAYNE JACKSON
LARRY JONES

CONTRIBUTORS
CALVIN SMITH

**ART DESIGN
& DIGITAL MEDIA**
LARRY JONES

ADVERTISERS
TALLEY & TWINE
HIP HOP FEST
SPACE BOUND ENT.
HARD TIMES SKATE SHOP
MR. BIGGS WINES



WWW.HIPHOPFUNDAMENTAL.COM

GOT AN IDEA OR COMMENT?
CONTACT@HIPHOPFUNDAMENTAL.COM



05 THE EDITOR'S MESSAGE

07 KOOL KIM (THE UMC'S)

The emcee, who credits his overall drive to the aura of Staten Island's Utopia

10 YOUTH CORNER: NEW FACES

An inside look at young and aspiring entrepreneurs CamRon and Kayla

18 HIP HOP IS FUNDAMENTAL

Hip Hop is an artform, properly channeled with boundless opportunities

20 RESPECT THE SHOOTER

Cal Cutter respects the craft of photography, because it's more than just taking pictures

30 JAY REESE IS SPACE BOUND

Taking the brand of Mexicali Hip Hop to new heights



10

12



Katie McDonough

The CEO of Real Deal Entertainment is feeling fantastic. As long as music is in her life; life is good for this music industry executive.

34



Steve Cas

The 3x Award-Winning Celebrity Hip-Hop, Graphic, and 3D Artist gives HHFM, an inside look into his creative world.

24



The Real Mikey D

The legendary Jamaica, Queens born emcee gives HHFM the inside scoop to Michael Deering the businessman vs Mikey D the brand.



HHFM

The Editor's Message:

I am very excited to share this premiere issue of our HHF Magazine with our viewers. These exclusive interviews with our young entrepreneurs CamRon and Kayla are amazing! I enjoyed listening to them express their thoughts and ideas of becoming successful entrepreneurs.

The stories that the Artists, Pioneers and Legends shared with our team were personal. It was a true honor to sit and listen to them speak, the interviews created a picture for me of what it was like to be in their shoes during their highs and lows.

*HHF will focus on leading
the next generation
into tomorrow.*



I look forward to working closely with our youth and young adults through mentorship, Events, Music and more. As Queen Executive Chief, I salute and congratulate all of our participants, and hope everyone will view the magazine and enjoy it as much as I did. Be on the lookout for more exciting and amazing things coming from HHFM.

Sincerely,
Nadine Muhammad Queen
Hip Hop is Fundamental!

*Interview***KOOL KIM
(THE UMC'S)****AKA NYOIL****Queen: Who are you?**

Kool Kim: My name is Mr. Kim Sharpton, but I'm most commonly known as your Friendly Neighborhood Fly Guy Kool Kim. You may also know me as ½ of the rap duo "The UMC's" and for a time I was known as "NYOIL the ideal"

Queen: Where are you from?

Kool Kim: I was born in Brooklyn NY, but I was reared and raised in Staten Island NY.

Queen: Where did the name Kool Kim come from?

Kool Kim: When I transferred out of the H.S. of Art and Design, I returned to a local High School and there I was introduced to the "popular" lunch table. My boy John Felder was introducing me to this cat Larry Love and when he went to introduce me Larry was like... "I know him!

That's Kool Kim right there!!" and I've run with that name ever since. I liked that it was given to me vs making it up.

Queen: When did your career begin?

Kool Kim: I'd say around 1987 when I was about 16 yrs old. I had been rhyming beforehand but it wasn't until that point that I had met my then partner and we were making a serious effort to become professional rappers.

Queen: What was one of the most memorable time during your career?

Kool Kim: There were many amazing moments. I think the one that most stands out for me was when D-Nice took us on our first spot date (that's a show in another city but not a tour). I remember when the limo came to pick me up and my mother and stepfather (rip) were looking off the terrace (we lived on the 7th floor) as I was walking

up to the limo. As I was walking I looked up and back at her and she was waving at me yelling "GO PAPO!!" (that's her nickname for me). I think about her life and all that she had gone through. I was and remain very proud to have shown her so many amazing things that would come from HER SON.

Queen: Tell me about your history in Staten Island?

Kool Kim: Well where I was from, was like a utopia. It was a middle class neighborhood with a myriad amount of different races, religions and cultures in

these apartment buildings. Any given day you could go outside and see damn near 100 kids outside playing football, wiffle ball, freeze tag, roundup, skelzies and just hanging out. It was a wonderful place to generate an imagination and I credit it for my overall demeanor and drive.

Queen: How did you feel when you saw your picture on the Martin show?

Kool Kim: Of course I was super happy to see my face on the show. It was awesome. But at the same time we couldn't parlez it into anything more than

THERE WAS ONE TIME, WE WERE SHOOK UP ABOUT A SHOW. WHEN WE WENT TO DO SOUL TRAIN FOR THE FIRST TIME." - Kool Kim

that. So it was sort of bittersweet. Funny thing is, to this day.. At least once or twice a year (it used to be damn near once a month) someone will call me to let me know that my picture is up on Martin's wall.... After all these years.. They still tell me as if they are putting me on to something new.. For fun I always act surprised and tell whoever it is that I'm gonna hurry and go look for myself. LMAO

Queen: Tell me about a time you wasn't prepared to perform, but you made it happen anyway.

Kool Kim: I can honestly say that as the UMC's we were NEVER

not prepared to perform. We practiced in the laundry room of my building all the time just to have a dope show. But there was one time, we were shook up about a show. When we went to do Soul Train for the first time.

We started with Blue Cheese... and we had re-recorded our vocals on the song to make it appear as if we were doing the song live. However we were sorta stiff and started messing up during the performance. They stopped mid-song and asked us to do it again. So we huddled up... and we were like... "Man to hell with Soul Train we KILL



STAGES!! It don't matter where we are, we are the UMC's" and we went bonkers on that stage.

I was the first person to ever dive off the stage of Soul Train. People started to recognize how amazing we were as performers and things began to look up for us.

Queen: Name a few artists from today that you would love to collaborate with?

Kool Kim: I like what Coast Contra are doing. It feels like my era of hip hop so that would be fun. Of course Kendrick, Drake, I would have enjoyed rocking with Pop Smoke RIP and XXXTentacion, I also like OG Maco he's dope.

Queen: What type of music do you prefer to listen to daily?

Kool Kim: House music, Afro Beats, Deep house, Classic Soul and RB, Classic Hip Hop, and some of the new stuff

Queen: What do you think about today's hip hop?

Kool Kim: I don't really. Because the sound isn't made for me and my musical sensibilities. And I'm not mad at that. I'm actually happy for these young cats to enjoy such success. And some of what I hear I think is dope. There are a lot of joints that I think are garbage. But that's typical of any era.

There are some standouts that define an era, and then there are a bunch of cats that are 15 min of fame types. I listen for what's dope, I listen for moments. Most artists can't claim to have solid bodies of work, they only have moments and so I don't judge these kids on everything they say or do I listen for awesome moments.

Also If I may add, I think they are all genius level when we are discussing new media marketing and building a fanbase and momentum. It's something that us older heads should observe and emulate with all our effort to preserve our space in the culture.

Queen: Name a few pioneers you like their style of rap? And why?

Kool Kim: Super Lover C is one of my all time favorites. His cadence and delivery were WAAAY before his time. He's vastly overlooked. This is why I know cats really don't know hip hop like they claim to.

(The Great Adventures of Slick Rick) Slick Rick. I'm being specific to that album. In that particular moment

in his career he was in the perfect pocket for his style, storytelling and flow. Melle Mel, he's a sage and poet. He opened the door to Rappers doing more than party rap. He was the first that I had heard to speak to the living conditions of the culture that way.

Queen: What does it take to be an emcee?

Kool Kim: Respect for the 5 elements. Knowledge of self. A true love and appreciation for the art form. An artist's sense of academic adventure and artistic freedom. WORDS. I emphasize words to stress the importance of some form of education and input. A lot of artists don't have their own words beyond what other rappers are using in songs. Hence they all sound or say the same things.

Queen: If you could do 2 things over in your life what would it be?

Kool Kim: I would have got with Track Masters when Tone offered me the opportunity to do so. I would have focused on relationship building when I was younger over trying to get record deals.

Queen: What next for Kool Kim what should we be on the look out for?

Kool Kim: Currently I'm enjoying the success of my latest single "My Condolences" which is out now and doing extremely well. I'm so happy with how well things are going with it and its organic rise. I'm going to be releasing a new single every month and creating a bunch of awesome content that is going to be fun, mature, and well rounded. More shows, as of this interview I'm on my way to VA to perform alongside the Jungle Brothers. So expect to see more of me on stage. Eventually an album and some other things that I'll need to develop a lil more before I'm able to share them.

Also, definitely follow me on IG Koolkim_nyoil and you can keep up with the things I'm doing and be both inspired as well as entertained as I show you that anything is possible with some hard work and determination.

In closing I wish everyone reading these words, every success, that they can look at life's obstacles as challenges and overcome them all in short order. Hip Hop, it ain't over for us until it's over for us. #Daretobedope!

With love and respect, your brother... Kool Kim MC. ♦

1 S T A N N U A L

HIP HOP FEST

CELEBRATING THE GOLDEN ANNIVERSARY OF HIP HOP

AUGUST 11-13, 2023

VIRGINIA

BY THE WATER

WWW.HIPHOPFESTVA.COM

Youth Corner

NEW FACES



CamRon, what is your happiest memory?

My Happiest Memory is Thanksgiving

How old are you?

12 years old

What's your favorite color?

My Favorite Color is Blue

What's your favorite subject in school?

My Favorite Subject is English Language Arts ELA

What's your least favorite subject?

Music

CAMRON

About his book, CamRon and Quarantina: When CamRon's birthday is cancelled due to the Covid-19 pandemic, he's heartbroken that he can't spend time with his friends. But when his mother buys him a magical robot that comes to life, CamRon soon comes to realize that quarantine can be fun too!

What do you like most about your friends?

My Favorite thing about my friends is that they are themselves.

What is the most important rule you follow, from your parents? The most important rule they told me was to not lie and to mind my business.

What do you think you're great at? Being a basketball player and acting

What will be your career profession?
Basketball

What do you wish you could do that your parents won't allow? N/A

How do you like to spend your free time?
I play video games with my friends

What is the nicest thing you have done for your mother? I gave my mom a necklace

You wrote a book. What's its name?
CamRon and Quarantina

How did you come up with the idea for your book? It was my birthday and a

quarantine happened because of Covid-19. So I didn't get to celebrate it and I wanted to write about it.

How does it feel to be an author? It feels good and I might make another book

If someone wants to get your book, where do they buy? Amazon, Target, Barnes & Noble

Who are some of your favorite music artist? Lil Tecca

What are you most proud of in life? My family and friends

Is there a question you would like to ask me? No ♦

How old are you?

16

What's your favorite color?

Sky Blue.

What's your favorite subject in school?

I really don't have a favorite subject, but if I had to choose it would be Spanish.

What's your least favorite subject?

Calculus - that class was extremely hard.

Who is your favorite teacher?

Ms. Jackson she's my dance teacher.

What do you like most about your friends?

We're close and understand each other very well.

What is the most important rule you follow, from your parents?

Always put God first. Be strong, and never let anyone take advantage of me, and most importantly try not to judge and always help others in their time of need.

What do you think you're great at?

Dancing and having compassion for others.

What will be your career profession?

Entrepreneurship.

What do you wish you could do that your parents won't allow?

Get my belly pierced.

How do you like to spend your free time?

Well, now I am trying to spend more of my free time reading the bible. Aside from that I like spending my free time with my mom and friends. I love going out to eat.

What is the nicest thing you have done for your mother?

I always give her gifts for her birthday and mother's day but this passed mother's day I gave her a glass heart with all of my sentiments written and she cried like a baby. lol

What is the name of your lip gloss name?

Kay's Beauty Cove

Who is your favorite Hip Hop artist?

Jay Z.

What are you most proud of in life?

Becoming an entrepreneur.

Where do you see yourself in 10 years from now?

Being successful in my business and becoming a millionaire. ♦

**KAYLA**

Kayla Morales is an entrepreneur, who makes handmade vegan and cruelty free lipgloss with handpicked natural ingredients, and the best oils to keep your lips moisturized. Her products are authentically made with love.

How did you come up with the idea?

I have always wanted to make my own Vegan Lip-gloss, I got the inspiration from other young females on YouTube

What makes your product different from other lip glosses?

It's handmade - cruelty free and made with genuine love.

If someone wants to buy your product, where can they buy?

Kaysbeautycove.com



Interview

**KATIE
MCDONOUGH**
CEO
REAL DEAL
ENTERTAINMENT

How are you doing Katie?

I'm doing fantastic. As long as there is music in my life, life is good.

Where did you grow up?

I grew up in Andover, Minnesota. It is about 30 minutes north of the Twin Cities, Minnesota.

Tell us a little about your background? And how did you get involved in the music industry?

I grew up in a suburbs, where there was not too much going on. I never felt like I quite fit in. Everything was done 'because it was the right thing to do' there was a certain formula that was followed. Then I moved to Minneapolis in 2008.

It was never a secret that my mom's favorite group is and always will be The Beatles. My dad was always introducing me to different artists and groups and taking me to shows. This was how we bonded. My grandma always had the oldies station Kool108 playing, when my brother and I went to her house.

Personally for me, I started with the oldies. Then I went to Country, the Top 40, the Blues and then Rap.

The CDs in my car were a mixture of Garth Brooks, Tim McGraw, Snoop Dogg, Eminem, Shakira and Dr. John.

August 2017, my roommate asked me if I could do things over again. What could I do? I said something in the music industry. That was the first time that I ever told anyone that. A few weeks later, I responded to a Craigslist Ad that was looking for people to be in a music video. Then after video, I responded to another Ad that was looking for a model for a trade for pics. I responded to that ad, and ended up meeting DJ Quicksilver Cooley at his office. We ended up talking about music and he mentioned that he wanted to start his TV show back up. I walked out of the meeting, as the new host of Making Hip Hop Dope Again with DJ Quicksilver Cooley. *(now that I'm remembering this, this all sounds a little bit sketchy, but it turned out to be good moves in the end).*

I then began co-hosting a radio show out of St. Paul called 'Keys to the Streets' right around the time that the Super Bowl was in Minneapolis.

Then I met my partner Willie Green and worked with him as his A&R at Dubpixel Media before Real Deal Entertainment was born.

Is there anyone in the music industry you look up to?

There is no one specific that I can say that I look up to, but it's the people who pave the way and do not let anyone tell them no. The people that are in my circle are incredible and I am thankful



for them everyday because not only do they push me to do my best everyday; they are also the people that I

learn a lot from.

How did you start Real Deal Entertainment?

I met my partner in 2018. He had a label and he worked with a lot of talented artists. It was time for a revamp. We had a meeting and talked about our goals and the situations. I turned it into a great asset to him. We ended up partnering together.

Where is your label based?

Real Deal Entertainment is based in the Twin Cities, MN.

What is Real Deal's mission?

To Sell A Record

What's unique about Real Deal's platform that separates your company from the rest?

We partner with our artists. We find out what their goals are and we find opportunities for them. We advocate for them and push them to be better.

Who are the artists under your label?

Reed Brixx, GoKoo, Pillsberryy, Krew Zay, Shine Hustle. Also, we like to recognize Barone the M.O.D. and Devine Shay as part of the Real Deal Team.

What is the music scene like in Minnesota?

Minnesota loves Prince and will always love him. There are so many venues and outlets and incredible artists in



Minnesota. There is always the possibility of seeing a show or multiple shows in one day. We have a very artistic and talented community. If you are looking to see a show, you will always have options. If you're looking for support from the music community, there is always one person who is going to be there for you.

What's next for Real Deal Entertainment and your artists?

We are going to let the opportunities present itself for us to decide. It is whatever comes our way. It's about growth and getting the Real Deal Entertainment name everywhere.

What would you say to aspiring artists trying to get into the music industry?

I would tell them to get outside of their comfort zone, Networking is key. Once you make a decision that you want to be an artist, you're an artist... and you need to carry yourself that way. The entertainment industry and the music industry does not wait, so it's best to take advantage of all opportunities. ♦

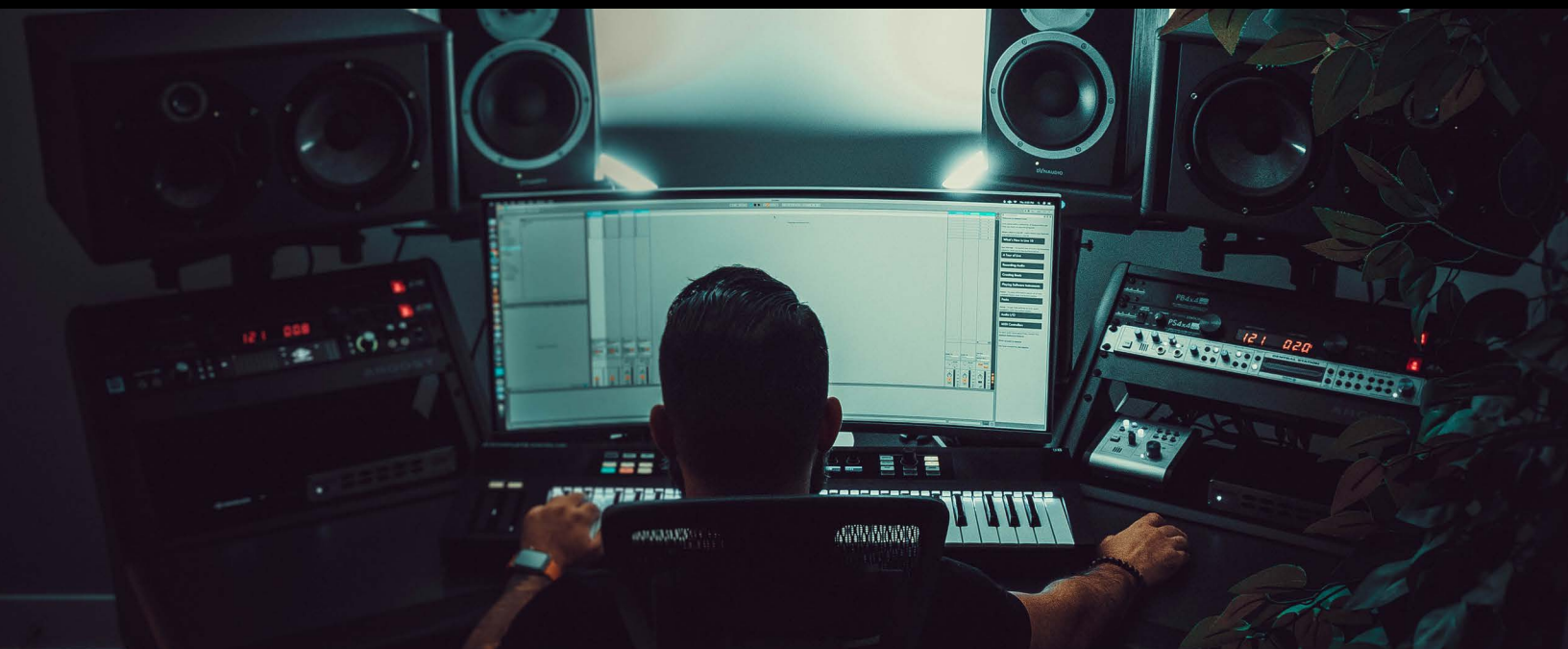




**KATIE
MCDONOUGH**

Insight

HIP HOP IS FUNDAMENTAL



Hip Hop is an art form, properly channeled with boundless opportunities



Hip Hop is Fundamental! From the elements to its principles, Hip Hop is an art form, properly channeled with boundless opportunities. In order for the stakeholders to have a clearer understanding of youth values, creative skills, natural abilities, styles of processing information and fundamental world views, it is critical to know the culture's target audience; "the youth" for maximizing impact.

The stakeholders of Hip Hop which includes parents, teachers, mentors, spiritual leaders, community, pioneers and legends are here to engage young people in ways that leads to positive, personal, social, educational and creative development.

- Hip Hop Fundamental



Persons

Respect the Shooter

CAL CUTTER

Hip Hop... It's more than just music, it's the culture.



Who are you?

My name is Calvin Leon Smith

Where did you grow up?

Peekskill, New York

How did you get the name Cal Cutter?

The name came from a childhood friend

Tell me what Respect the Shooter means to you?

Respect the Shooter means to me respect the craft because it's not just about taking pictures.

How did you get into photography?

When I was small my dad use to take pictures all the time and I was always with him and I really enjoyed watching him.

Tell me about Cutthouse Marketing Group.

The CuttaHouse Marketing Group is multi-faceted marketing agency. We are geared toward all walks of business. Our agency prides itself on creating fresh and professional ways to present your company to the world. It is always our goal to put your company's best face forward. We all know that image is everything.

What type of camera do you use to take pictures?

I'm a Cannon guy

What techniques do you use when shooting a subject?

When shooting subjects, I always think of a postcard because I try to imagine what's the best view of the subject and how I can make it come to life.



How many years have you been pursuing photography?

I have been pursuing photography 28 years, and still learning.

Is this a full-time career for you?

No, but I would like for it to be. Someday.

What was the most difficult job you had to shoot?

It was a wedding because you never know what the bride nor groom expects.

What is your most memorable moment being a photography?

The most memorable moment is when I was taking a picture of my father, as he was looking out the window from the Nursing home. His statement was this is the last picture of me because I am going home. He past 3 days afterward.

Is it true you also dabble a little in graphic design, tell me about your new venture?

Not new, I've been dabbling with graphic design as long as I have been taking pictures, but I have been more active with photos more than graphic.

What was your motivation for creating your business?

I notice a lot of clients that don't dabble in marketing because it's to expense.

So, I would like to create something that's affordable.

Tell me more about your business and what are your target clients?

Our target clients are small businesses



and people who want the world to see their vision.

Who serves as a support team during the hard times?

Putting God first, family and a small circle of friends.

How did you meet Mikey D, and what is your role with Pass the Torch?

I met Mikey D. at the workplace, (Pepsi-Cola of the Hudson Valley) I am the Vice President of Pass the Torch Distribution.

How do you juggle your time with home, life while pursuing your business?

I sat aside a few hours after work each day to keep up with the updates of the business world today.

What do you like about Hip-Hop?

It's more than just music, it's the culture.

What was the most beautiful thing or person you have ever shot?

There are two pictures: The Flat Iron Building and a picture of my Nephew.

If you could start all over in a career, would it be photography?

Yes, I would start and pursue Photo-Journalism.

If you have to speak to today's youth what would you say?

I would tell them never give up on their dreams and knowledge is power.

What should we expect from the Cuttahouse group?

Expect a positive creative experience to bring your vision to life. ♦



***THE SIGNATURE
CLASSIC TEE THAT
PAYS HOMAGE
TO HIP HOP'S
LEGENDS
AND PIONEERS***

www.hiphopfundamental.com



***“Leading the
Next Generation
Into Tomorrow.”***

A person is shown from the side, operating a professional video camera. The camera is mounted on a rig with a light fixture attached to the top. The light fixture has three Panasonic batteries visible. The camera's LCD screen shows a scene with people. The person is wearing a dark jacket. The overall lighting is dim and blue-toned.

HIP HOP IS FUNDAMENTAL

www.hiphopfundamental.com

LEARN. SUBSCRIBE. SHOP.

HHFM

The Arts

CELEBRITY ARTIST

STEVE CAS

3X Award-Winning
Celebrity Hip-Hop /
Graphic / 3D Artist

Steve Cas
C.A.S.

*Welcome Steve Cas to HHFM (Hip Hop Fundamental Magazine).
Let's get started with your interview.*

Queen: Who are you?

Steve Cas: I'm Steve Cas, 3x Award-Winning artist, cartoonist, 3-D Modeler.

Queen: Where are you from?

Steve Cas: I was born and raised in New York City, Harlem, 125th Street by the Apollo theater.

Queen: Where did the name Steve Cas come from?

Steve Cas: My name came from my mom actually. She called me Stephen. However, every time, I was about to get in trouble, she would say "Steve" you keep writing on those trains you're gonna fall and break your arm. You are going to have a cast on your arm.

Queen: When did your career begin?

Steve Cas: My career began 28 years ago. I was running around the streets of New York, as a messenger, delivering envelopes from one office to another. While working, my feet were killing me, I told my boss, "I could not work anymore, outside, because my corns were killing me." lol. She referred me to stay inside which happened to be the mail room at the Viacom building at 1515 Broadway in Times Square, Manhattan, New York. While at Times Square in the Viacom building, I was able to work on the floors which were assigned to me. Nickelodeon was the 21st floor, VH1 was the 22nd floor, and MTV was on the 23rd floor. I was now delivering mail to those offices.

One day, I told the receptionist that I was an Artist and I would love to show her my work. The receptionist stated, she would love to see my portfolio and bring it on Monday. So I did. I showed her the work and she stated, "are you in a mailroom?" I said yes." She said, "I might can help you. Let me make a call real quick. " She called one of the directors at Nickelodeon. She said, "could you see this person," and he agreed to see me. I walked in with my cart full of mail. I put the cart to the side and I showed my portfolio/art book. As he flipped through it, he stated, "Are you in the mailroom?" I said yes". He said, "do you want a job?" I stated, "yes sir. " He said, "come in the morning at 9 o'clock, you have a job." I walked out of that office pushing my cart with tears coming down my face. I returned to the receptionist and gave her a hug and said, "they gave me the job." That's how my career started.

Queen: Tell me about your history with Warner Bros. and Disney?

Steve Cas: Well, right after I got the job at

Nickelodeon, she asked, "could you see this person", and the Director agreed to see me. It was my first freelance job into the professional world. I then went on to do more freelancing at MTV and, I started freelancing for Beavis and Butthead. After I applied to work with Warner Bros., they called me into an interview. Here were five other candidates with suits, big portfolios and college degrees. I had on jeans and a shirt, I also had my portfolio and no college degree. I will never forget. Three months later, I asked my then Art director, "why did you give me the position?" She stated, "everyone was qualified and had all the credentials, but your artwork was completely and totally different and your ideas were different too, and we were very interested in different, so we hired you".

I was assigned to develop characters for the Warner Bros, Looney Tunes license. I worked as a licensed cartoonist. I took that division from 15 million to 80 million dollars a year. I became the Art Director with a staff of 12, my experience with Warner Bros was nothing but absolute fun, excitement and a joy; to be doing what I love every day.

After my career with Warner brothers, I applied to work with Disney licenses. It was very different. Disney did everything different than Warner brothers. I had much more freedom at Disney. There were a lot of rules. I had to go to California for courses on what the do's and don'ts with the Disney license characters. I learned more about the business of licensing to maintain the identity and equality of those characters. I also became an Art Director with Disney characters. I was full of joy

and excited to continue doing what I love to do.

Queen: What was one of the most memorable times of your career?

Steve Cas: The most memorable time of my career was when I received my first award from Warner Bros. It was the 'Warner Brothers Looney Tunes President Award'. It was awarded to the company division that had the most sales throughout the year and the most profits. I was the Art Director for that division and proud to receive this award. It was my first award. I didn't know how to behave, but I must say to this day, it was definitely the proudest moment of my career.

Queen: How did you feel when you first saw your artwork in stores?

Steve Cas: I was ecstatic, overwhelmed jumping for joy. I couldn't believe it. It is my character on shelves and racks in most major stores, all over the United States. The first time I actually saw it, I was in Florida, not in New York, on



a trip. I traveled to Vegas and saw them, over there in stores. I was in California and saw my characters there too. I couldn't believe it, at the same time. I asked myself, "should I be getting paid more for this." lol. But I was grateful; truly grateful. One day, I saw a kid in the store wearing one of my shirts. The kid was looking at some toys in the toy section. I came up to the kid and said, "hey, I drew that shirt, you're wearing." He turned and looked at me with an angry look and yelled no you didn't, my mommy brought me the shirt. The kid ran off. I thought they were calling the cops on me, as if I was trying to kidnap some kid, of course. I ran out of that section and continued on my purchasing spree. It was a good moment to see my artwork going all over the United States, and kids wearing them all over the place.



Connecticut. The next morning, we should have went home to rest so we could be brand new for the meeting. The next day, we were on our way. We were not feeling the energy that we were supposed to have. However, we arrived at the meeting. I walked and told the whole staff, I was going to do my presentation, and if I looked exhausted, it was from working very

promotion. I was giving budget to make this project come to life and I recruited a few other artists that teamed up with me and we built and designed the campaign around the Pepsi gift monster the monster was made up of all gifts that Pepsi, Amazon, Busch Gardens and other licenses that joined together. This was one of the largest Pepsi campaigns ever developed. The Pepsi Monster was created, 80 feet tall. I answered, I never dreamed this BIG! This is bigger than a dream come true I never imagined... to have my character in the center of Times Square. This character then was taken to the Super Bowl in Glendale, AZ

Queen: What type of equipment do you use?

Steve Cas: I use Macintosh computers, but these are not just regular computers they're with more upgraded in power, memory more Hydro space. My machine has 18 TB of hard

Queen: Tell me about a time that you wasn't prepared to present; yet you made it happen anyway.

Steve Cas: Well, I remember, we had a meeting the next day morning. We just finished the presentation for the Pepsi 'My Gift Monster' campaign. We went out to celebrate and were very happy and proud of what we did. We couldn't wait for tomorrow's meeting. The celebration went a little longer than it should have. Causing my team to be out later than they should have. The meeting was in

hard on the project. I mentioned we couldn't wait to present to them. They were very pleased and patted me on the back and said take a few days off... lol

Queen: What was your biggest project ever?

Steve Cas: The Pepsi Gift Monster was one of the biggest projects I ever worked on. I was working at one of the largest advertising agency in New York City The agency had a Pepsi license and I had a big Pepsi

drive space. I have an arsenal of stock footage and stock files. I work on a monitor called the Cintiq. It's like a gigantic phone. Anything I touch on it, I can control it. I also have Wacom pens that I do dual artwork with. I can draw with both hands at the same time. The machine actually reads and censors the two Wacom pins on the monitor at the same time. Estimated value of this machine probably goes for about \$40,000. I believe the faster your machine, the faster you make mistakes and the faster you can make



Steve Cas
C.A.S.

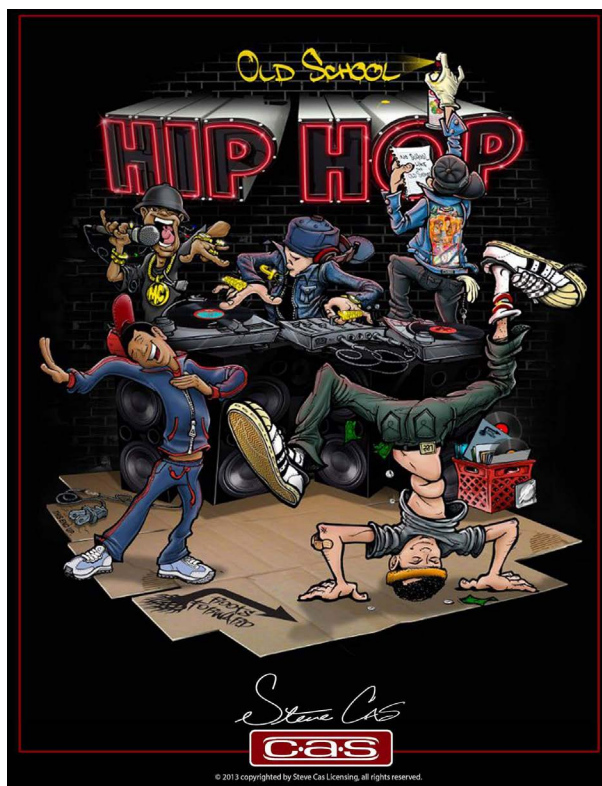
CONTINUED FROM PAGE 26

corrections. The faster you deliver the faster you learn, so the money is worth the investment. There's nothing like having creative freedom, when there's no technical obstacles stopping you from doing so.

Queen: I heard some of your artwork came up missing or never was returned to you can you explain?

Steve Cas: Yes, yes, yes. Unfortunately that did happen. I agreed to send my art to an organization that was having an against violence event. I'd rather not say the name, however I donated my time and participated in promoting non-violence event. The person that was in charge of it, asked me to do a project for them. When I completed the project for them it came out beautiful! It was one of the best logos I've ever done. The client asked me, did I know anyone who could do the printing. I referred them to someone I knew who did about 203 shirts for me and they came out beautifully. However, I didn't know the company could not deliver on a larger scale. There were some errors in the printing and the client was not happy with what was delivered. He blamed me for the mistake, I apologized I referred someone that did not have the capability of producing such a large quantity of shirts. The client demanded that I fix it, I told him, "I'm

sorry". I'm not the printer, I don't use those machines I don't work for that company, I'm unable do anything to fix those shirts. I said I will help you and I will credit you some artwork, if needed that was not good enough. He decided not to return my artwork he passed it on to someone else to



hide in a basement for three years. The client would not return my calls nor return my artwork I thought it was gone and I would never see them again. One day on social media, I got a compliment on some of my artwork and I sent an emoji of my praying cartoon character. The guy responded back wow! You're so talented and I need to talk to you. I asked him about what.? He said he has something that belong to me. I was thinking to myself what could

this possibly be? He said I don't know what happened between you and that client but he told me to keep your artwork and do not return it to you. He stated, "I am married to a wife that has strong religious beliefs, if something belongs to one tribe another tribe should return it back to its owner." Please tell me an address of where I return your artwork. He stated your artwork has been in my basement just sitting for 3 years. I am grateful my artwork was returned and I am a great friend of the person that returned it to this day.

Queen: What is your experience with NFT and licensing?

Steve Cas: First let me explain what NFT's are. In the past, digital artwork was just considered digital and didn't have the value versus a canvas the artist layed acrylics or oil paint on. Now NFT is allowing digital files to have the same value, as if, it was a master Picasso oil painted canvas. NFT files have an encryption coding into the digital file; stating who is the artist; when it was created; what are the royalties with the piece; and so on, making that digital file a master digital NFT file. NFT means nonfungible token. With NFTs, it allowed me to branch out my Castoon license and create NFTs for many different people and artists. I am extremely excited for the future of NFT.

Queen: What's your experience with licensing?

Steve Cas: Well, I have been doing licensing for Disney and Warner Brothers for over 20 years. My experience in licensing is very vast now. Finally, I'm developing my very own Castoon license. This will be extremely successful. I have a large variety of Castoons the world has not

even seen yet. Most of them, I created during some commutes on trains or in my studio, but every single one of them, I didn't know what I was going to draw, came mostly from emotions. So my Castoon license would kind of be a journey through my life and emotions of how I dealt with them. I'm so excited and can't wait to show the world my Castoon licenses.

Queen: If we were to travel to New York, where can we see some of your work?

Steve Cas: If you travel to New York, you are most likely to see my work inside of some businesses. One of the first places to have my iconic artwork is a sneaker store called The Hut BX in the Bronx. They allowed me

CONTINUED ON PAGE 42



PEPSI - GIFT MONSTER

PepsiCo has unveiled one of its most iconic "Gift Monster" characters that has become a holiday icon. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

The character was designed by Steve Cas, who has been working on the character for over 20 years. The character is a giant robot made of various pieces of electronic and musical equipment.

Interview

JAY REESE

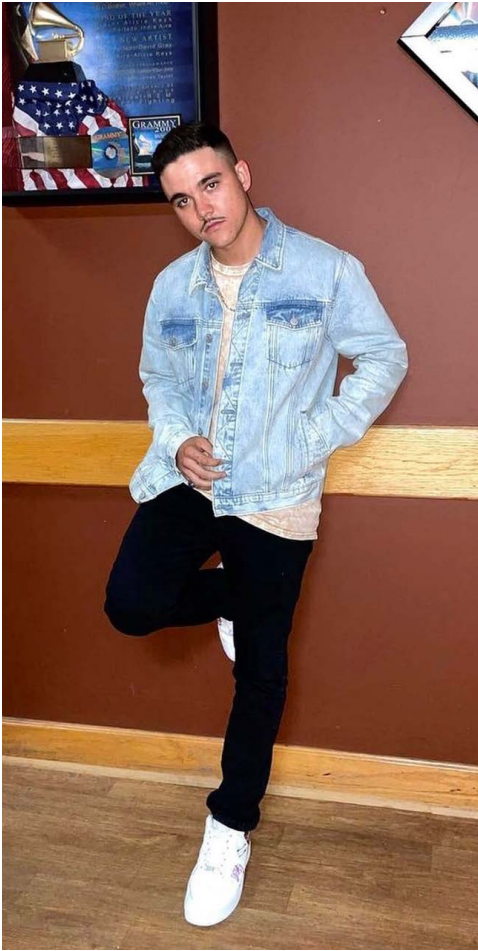
**MEXICALI
HIP HOP
IS
SPACE
BOUND**

With his signature brand of Mexicali Hip Hop, Moreno Valley, California artist, singer and songwriter Jay Reese is destined for greatness. He recently performed in the 2HotRadio Showcase in Atlanta, pulling home the \$65,000 grand prize as well as a \$10,000 cash prize which gave him unprecedented exposure in Los Angeles during the 2021 BET awards experience weekend. The huge win was a great look, but is sure to be only the beginning.



**SPACE
BOUND**
ENTERTAINMENT

SBE



beat when we stumbled upon one that turned into more than just a record. It became special and is now the highlight of the project.

Queen: What has been the most challenging moment of your career?

Jay Reese: Creating this project and trusting the process that came along with it.

Queen: You competed in the 2HotRadio Showcase and won, tell me a little of what that was about and how did it feel to win?

Jay Reese: It was a competition in Atlanta GA that was showcasing

artists on the rise and fortunately I was able to take home the win, it was an awesome experience and it gave me inspiration to keep going.

Queen: How Long have you been singing?

Jay Reese: for about 12 years.

Queen: What inspired you to

Queen: Who Are You?

Jay Reese: My name is Anthony Rivas, but I go by Jay Reese.

Queen: How Did You Get The Name?

Jay Reese: People who are close to me suggested it and it stuck with me

Queen: What Type Of Artist Do You Consider Yourself?

Jay Reese: Humble, uplifting, feel good artist who's here to create good vibes.

Queen: Where are you from? Where Did you grow up?

Jay Reese: I'm From Riverside CA just outside of Los Angeles CA

Queen: What has been the most memorable moment of your career?

Jay Reese: We had one more track to make for the project and we were scrambling around looking for a

“YOU CAN'T CHANGE THE WEATHER, BUT YOU CAN CHOOSE TO SING IN THE RAIN”

- Jay Reese

make the song BA1LA?

Jay Reese: I dealt with a lot of evil people in this music industry, who told me, I was going to be a nobody, and my music wouldn't be anything. So that fueled me to seek out greatness within myself and that's what led me to creating BA1LA. It was actually the first song I did with Amir and SpaceBoundEnt.

Queen: Who Manages your career?

Jay Reese: The best of the best, Amir Mogadam.

Queen: What makes your style unique and different from other singers?

Jay Reese: I believe what makes me different is my story, my upbringing, and the people I'm working with. No two artists will have the same story on life,. Everyone has their own story, their own journey which is why every artist I feel is different in their own way. What makes me unique is that I can rap and sing in both Spanish and English including switching up styles.

Queen: Are you Touring to Showcase your music? Where have you been so far?

Jay Reese: Yeah I've actually been to Atlanta, Austin Texas, California, and I've recently headlined a show at the Proabition in my hometown of Riverside to present the song BA1LA.

Queen: What was your favorite Hangout spot?

Jay Reese: I would say the beach because it has this raw power and beauty at the same time.

Queen: How much Time do you spend preparing your craft?

Jay Reese: As much time as needed. I'm all in and prepared to put in the work necessary to perfect my craft.

Queen: Do you enjoy hip hop? Who are some of the artists you listen to?

Jay Reese: Mac Miller, J. Cole, Juice World, XXX, Pop Smoke, Polo G, and of course the legends Tupac, Biggie and all the greats that paved the way for artists like myself.

Queen: Tell me about your blend of melodic, hip hop and pop style?

Jay Reese: My style definitely has hip hop, pop, Latin and melodic vibes. We don't know what genre to put this in.

**Queen: What word of advice would you give readers who are looking to start a career in the music industry?**

Jay Reese: It's not an easy path so don't get discouraged when it becomes challenging. I would

CONTINUED ON PAGE 40

Exclusive

The Businessman vs The Brand



Where was Mikey D Born?

Well Mikey D was born in the summer of 1980. After hearing a cassette tape, sitting outside on my steps, next to my grandma's house with my boy T Money... He played a tape that happened to have Grandmaster Caz rapping with the Cold Crush Brothers. I never heard it before. That was my first time hearing it. I would say Mikey D was born right after I heard the cassette because I went next door and began writing. So the summer of 79 or 80, Mikey D was born.

Wow so you were fairly a young teenager, Correct?

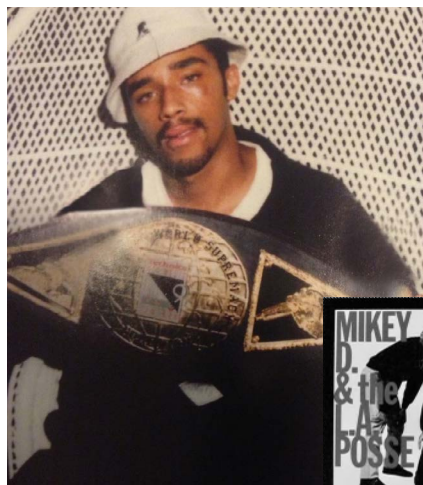
Yeah, like it was early, 12, 13 years old somewhere around that age. I was definitely 12. I was just becoming a teenager.

So after you heard Caz and the others you mentioned that's how hip hop really began for Mikey D?

Absolutely, Yup. Yup.

Where did the name Mikey D come from?

My name is Michael Deering. Well, everybody had a name... Ski this and Ski that. I chose Mikey D and I spelled it Dee, but it cost 75 cents a letter much to put all the letters on my shirt so I used the letter D and that how I got the name Mikey D.



MICHAEL'S DEERING'S



When did Michael Deering realize that there was a Mikey D, the phenomenal battle rapper?

Well I would say the same day that I hear the tape and begin to write lyrics, Michael Deering was shy, up until that time, and I'm a only child.

First of all, I'm my mothers only child. I had siblings on my father side, however, I was raised by my mother and grandmother. I was always sheltered and spoiled. I was bullied in school and had a alcoholic stepfather. I had alot of build up inside me, and didn't know how to let it out. Once I heard rap, I knew thats what I wanted to do. I found a way to express myself through lyrics and rap.

Who is Michael Deering?

Well, Michael Deering, like I said, was born in Jamaica Queens, General Hospital born and raised in the heart of Queens, in 1967. I don't care, I'm telling my age. LL told me rap has no expiration date, so anything is possible. Michael Deering was always quiet and smart in school. I was always good with writing.

When did you realize that you were capable of writing rhymes, like when you're in the zone, and you say this is the lyrics I can take to the street and battle anyone and win?

I realized it, when I wrote my first rhyme. I wasn't on the battle kick at that



**LL TOLD ME
THA RAP
HAS NO
EXPIRATION
DATE.**

- Mikey D

**THE REAL
MIKEY D**



time. I wasn't competitive nothing like that yet. I'm good at comprehension, so I'm going to write and articulate what I want to say and draw a picture of what I want said. Even at that young age, I knew I was nice. I wrote my first rhyme. My grandmother didn't know what the heck I was doing in my room. I wrote a rhyme about a girl name Kim. I was reading my lyrics off the paper, but if you listen to it, it didn't sound like I was reading... My Nana was the 1st to hear my rhyme, and she loved it. She didn't know anything about hip hop. My grandmother was a beautiful white woman that didn't know the

history of hip hop. She was my first fan and my first audience. That's when I knew I had it inside of me.

Is Michael Deering a battle rapper?

No, he is not even a rapper; he's laid back very reserved. He's business minded; he doesn't like to be in front of the camera; he's quiet; he monitors all situations, very humble and to himself. I don't need a bunch of people to cosign for Michael Deering. Michael Deering is a fan of Hip Hop... not the Artist. Michael Deering understands Mikey D; it's Mikey D Destruction who has the problem.

MICHAEL'S DEERING'S



What would a day be like with Mikey D Destruction back in 1995? What would I experience, if I followed him for a day?

You would experience a very arrogant individual, like I would go from Laurelton, where I grew up to wherever to find anyone to battle, if they were in front of a store like in a cypher, I would step up and call anyone out. I wanted to battle whomever. I was the nicest! I know I was dope, when it came to battling.

When you went out to battle, did you have a goal like I'm take out 10 people today?

I was a loose pit bull with no owner and no leash. My goal was to leave a mark on the streets as being the best.

Playboy Mikey D... Explain that name? Were you a playboy?

Absolutely. I was a young playboy and an only child, but, I never said I didn't like girls. Well, I was always considered cute not being conceited nothing like that. I had the waves in my hair the light eyes. I was

a playboy back then. I said, "what street rapper is going to take playboy Mikey D serious as a battle rapper... so, I went with just Mikey D.

Was coming from being a street rapper to joining LA Posse and Main Source a difficult transition?

It was a very difficult transition. We called ourselves LA Posse because of the neighborhood we grew up in; not from Los Angeles. People thought that's what it meant. We had the legendary Paul C McCartney as our producer... R.I.P. He passed back in 89. I say it was a difficult transition because I was stubborn and fresh from the streets. It was more of Mikey D Destruction that made the transition to LA Posse and Main Source. I brought being the best rapper from the streets to making records. I wasn't trying to make a lot of money. I was trying to leave a reputation. That's all I wanted. It was the same for Main Source.

Tell me about the song involving Dougie Fresh?

That song came from Mikey D Destruction because like I said, when Mikey D was born, I began writing

THE REAL MIKEY D

more and became a master of parodies, so when records came out, I would flip words and make a different song. T La Rock, had 'It's Yours'. I wrote a song called 'Your Drawers'. It was big on the streets. I got the attention from this Bronx promoter Jerry Blood Rock, R.I.P. He had reality records and thought it would be a good idea to put an answer out to the record on his label. It was part of the business back then and to make money for the company and not the artist.

Have you ever, totally, drawn a complete blank, when you was on stage, and totally forgot your lyrics?

Yeah... that would be Mikey D Destruction. Because of my arrogance, I was outspoken and the drinking also played a part. I would do shows and would party a bit to much before show time. I would be so hyped that I would come in on certain parts that I wasn't suppose to but I would back it up kind of nice... no one noticed my mishap. I remember one performance, I kind of staggered off the end of the stage and they caught me. Mc Lyte definitely let them know, but it was all good; much love. That was the only time I blacked out and forgot my verses; especially when I was over charged.

Drinking: lets talk about that. Did you go to any facility to get help with your drinking? How did you overcome that?

I was going through some hard times; my dad had cancer. I was there with him, until his last breathe. I had insomnia and couldn't sleep because of all the things, I was dealing with during my father battle with cancer. I would sit on my front steps and drink

instead of sleeping which led to me losing my job.. When you drink, you can't smell it coming out of you, but other people can.

I was a beer drinker, never an alcohol abuser. I was pulled over after a weekend of drinking and received a DUI. This was when drinking and driving was a real crime. I lost my license and my job. I attended meetings and had to go to programs for drinking, but that wasn't working for me. I use to sip before the meetings.

I got myself together and this September will be 10 years sober. The main reason is I fell in LOVE and I chose her over drinking.. She is the love of my life. Love made me sober.

Also, I heard about your upcoming documentary. Tell us a little about that?

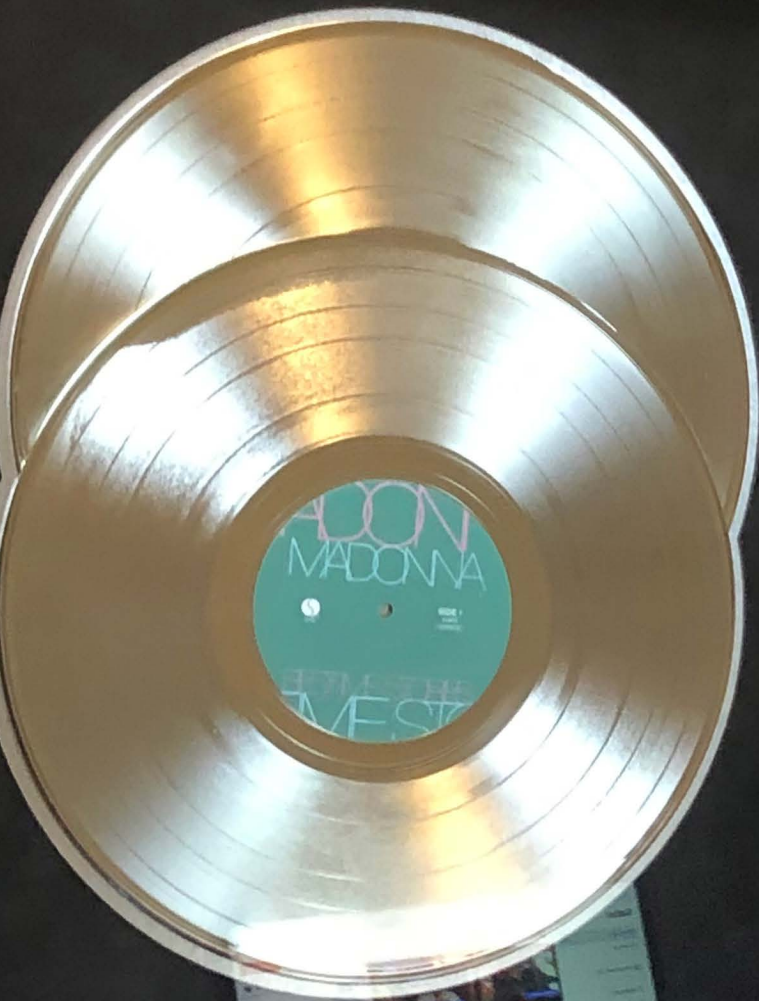
I believe through this documentary, the viewer would be able to separate the Mikey D, Michael Deering and Mikey D Destruction. And it will show how everything connects. The Executive Producer is amazing and has a different skill set, when putting stories together. Shout out to Reel Sung Productions.

Lets on move to you being Global Brand Ambassador for Hip Hop Fundamental... Tell us a little about that?

I think that Michael Deering will take the lead as Global Brand Ambassador. It requires work. It's not just about representing the merchandise or the logo. It's about putting that work in as a whole to bring light and attention to the brand. It's about staying focus and having the energy to do the work on a global platform.

CONTINUED ON PAGE 41

**MICHAEL'S
DEERING >**



PRESENTED TO
MICHAEL DEARNO
TO COMMEMORATE RIAA 3X PLATINUM
CERTIFICATION OF MORE THAN
3,000,000 COPIES OF THE
SIRE RECORDS
ALBUM
"BEDTIME STORIES"



THE REAL MIKEY D

CONTINUED FROM PAGE 33

also say find a team you can trust and believe in.

Queen: Tell me what it's like working with Space Bound Entertainment?

Jay Reese: It's just like the name, out of this world and I'm blessed to be on this team.

Queen: How do you juggle your time with home life and pursuing your career?

Jay Reese: Its definitely a tough task, but everything in life needs balance. I'm as present in both, as best as I possibly can be.

Queen: Who have you been working with since you've signed to SpaceBoundEnt?

Jay Reese: I've worked with Grammy winning producer D Black, who's a 5 time #1 Asap Award Winner. His track is on one of the songs called 'One Of You'. I've worked with a young talented artist in California named AMORAA who is signed to Trejos Music Group, which is Danny Trejo's label. I've also worked with some new young talented producers such as MattBlanco from California and Isa Torres from Mexico. I've also been given the opportunity to work with an incredible engineer, Dan Niem. Working with SpaceBoundEnt has been a blessing.

Queen: What's Next for you Jay Reese? what should We be on the lookout for from your team?

Jay Reese: I'd say be on the lookout for my project titled 'One Of You' which we just finished. I love performing, so hopefully more shows. We're collaborating with A lot of talented artists from California

and all around the country, so things are about to be moving. Be on the lookout for MERCH, great artwork and overall; to see more of us. ♦



AMIR M
CEO of Spacebound, Ent
IG: @Cali4niamir



SPACE BOUND ENT.

CONTINUED FROM PAGE 38

Is it fair to say that Michael Deering is the corporate side of you?

Absolutely, Michael Deering is the businessman, the corporate guy, and he is really the head of everything.

If you could collaborate on a song with anyone, who would it be?

Calvin Richardson, he's dope

Any R&B singer?

Yes, Petawane is also dope there is a long list of woman too.

What are your thoughts about today's hip hop?

Today's hip hop is more of a vibe depending on what you're looking for; compared to back then. There were millions of rappers like today and you don't have to go in the studio to make music any more. They get to work from their homes. You have steaming platforms. You have to accept what's coming out. I appreciate all hip hop and respect it. However, at my age, I would be sitting running around doing what they do today... It's about passing the torch.

'Passing the Torch': What does that mean?

Pass the torch for me is like you have to know when to step aside; when you have too. You gotta learn how to pass it on to the next grade. All champions, know when to bail out.

Do you think you're one of the dopest Mc 's of all times?

Yes, that's a no brainer, you don't even have to ask me. Those that know will tell you.

Tell me about the belt? how did you win it, and where is it today?

I was in a seminar called the World Supremacy. I was humble and came out as Mikey D ; did my thing and won. It's written in history. Basically, I went through many circles. I won the preliminary round and came out on top.

So they brought out the champions; the old and the new which Melle Mel held the belt the year before. It was supposed to be a demonstration, not a battle between myself and Mel. Long story short, the crowd wanted Mikey D to get at Mel. They were

yelling get him... Get him! I respect Mel, so this was heartbreaking for me. Mel said, "I wasn't the real champ, how do I have a belt, when I didn't face the champ" which was him. He was getting real disrespectful and at the time Mikey D Destruction was in full force. According to the audience I bet Melle Mel. I don't know why that wasn't documented. Greatest Battle Ever!

Let's talk about Madonna sampling one of your songs that went Gold. Tell me how you felt about that?

That song went triple platinum, triple black and then gold. I felt really good that was in 1994. I still see royalty checks. People ask me have I ever met Madonna, I say "no but she signs my checks".

That's Dope! So Mikey D what's next for you and what should we be on the look out for?

Mikey D Destruction has an upcoming project with Grandmaster Vic, Mikey D. Mikey Deering has a few projects on the table with Hip Hop Fundamental ♦

THE REAL MIKEY D

COMING SOON!

3 LEGENDS



3 MIKES

THE REAL MIKEY D • THE MIGHTY MIKE C • EK MIKE C
THE ULTIMATE MUSIC REVIEW
RATING SYSTEM



Congratulations to Michele Timberlake and Joey Timberlake, who bought Hip Hop Fundamental Membership packages at www.hiphopfundamental.com



CONTINUED FROM PAGE 29

to come in and paint over everything! I mean everything, the Ceilings, Floors and Walls. It was all painted with my artwork. I'm so happy because they became the first iconic store to have the Steve Cas artwork in it. The shop owner Vic, told me his sales have

my artwork at Parq Lounge in the Bronx, located at 400 E. Tremont Ave. There, I did iconic characters; Biggie, 2Pac, Big Pun and JAY-Z. I can say, I have done many paintings throughout the city.



doubled by 50%, since the artwork has been in the store. Vic is about to buy another store, and I can't wait to paint that one too. You can also see

Queen: What should we be on the lookout for; coming from Steve Cas?

Steve Cas: There's so many things happening this year with Steve Cas artwork: licenses, events, and entertainment. I will promoting special events, art galleries, art show, NFT shows and smaller animations, commercials, pop-up shops, online clothing stores and much, much, more. I'm excited about the future. ♦



Specializing in Skateboards, Apparel and Footwear

67 Afton Parkway • Portsmouth, VA 23702

www.hardtimeskateshop.com

contact@hardtimeskateshop.com

(757) 966-5813

"Giving You Good Wood Since 2012"

Mr. Biggs Wines

Refinement
in a bottle



mrbiggs wines . com