

MUZILOG

MY WEEKLY BLAH...

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Audio Push

Article by Samuel Archer

They've known each other since middle school (6th grade) and they shared a liking for rap music and street dance. Years later during high school, Krump (which was the 'in dance') and free style rap would take place around lunch period and after school at various venues. After graduating in '07, an opportunity for an online reality show presented itself by way of a former manager.

It featured the duo along with another friend, battling and rapping against the best krumpers in southern California. Folks tuned in every Wednesday to watch the show. The show "Buck That," grossed over a million hits.

They started performing together, not as a group but individual artists. They were hype men for each other and it was a matter of time when the fans from various shows would mention that together they had a great chemistry on stage and suggested they become a group. At first they couldn't envision it but eventually they started seeing what others saw and decided to become a group. They became "[Audio Push](#)."

The Krump was over and the 'jerk' (dance) era began. Oktane and Price Tag released one of the first major jerk dance songs titled "[Teach Me How To Jerk](#)." The two rappers from Inland Empire started a strong grassroots buzz and it spread like wildfire across the country. They got a career break when 99.1 KGGI added their song to rotation. This was early 2009. The radio station (99.1 KGGI) sponsored a celebrity basketball game and Audio Push performed at halftime.

"We couldn't even get off the court," Oktane said. "99.1's whole staff was trying to find out who we were." Within a week, 99.1 played "Teach Me How To Jerk" on its Bump It or Dump It segment and 95



percent of the callers loved it. "That's never happened," Oktane said. "When Drake came on, he got 94 percent." In the days following, the song became a top requested song, climbing up the ranks to No. 1. "That's when the labels started taking notice," Oktane said.

Though they came in on the jerk movement, the duo has much more to offer musically. Oktane improved his talent and adding singing, and Price Tag started producing beats. Now signed to Interscope/Geffen, Audio Push's new radio single is a totally different vibe but relevant to today's music. "[Up 'n' Down](#)," features the duo rapping and Oktane's singing. It's a catchy mid-tempo and it can remind the older Hip Hop heads of LL's vibe on "[I Need Love](#)."

Audio Push can be considered one of the new faces of music today; they're the next generation. They creatively took Jay Z's "[Death of Auto-tune](#)," and answered with "[Birth of Audio](#)." They revolutionized the use of developing a strong base and built their audience by means of the Internet with MySpace, twitter, YouTube and their own website independently before major label interest.



[L-R] Oktane and Price Tag during an interview.

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St. Hilaire Brothers



Writer: Samuel Archer

When thinking about singing families in Gospel Music, the names Hawkins, Crouch, Clark Sisters, Winans, Williams Brothers and Pace Sisters may come to mind. Now it's time to welcome a new gospel singing family, making their international debut. Out of Trinidad and

Tobago hails a gospel-singing group of four



brothers who go by the name St. Hilaire Brothers. The name St Hilaire is historically known and associated with musical talent in the southern parts of Trinidad.

The St. Hilaire brothers are the next generation (Phase II) of the family and the first to actually record and release an album representing the family.

Their new compact disc is entitled "Wherever You Go." It comprises of thirteen songs with production and musicianship contributed by Daniel Bishop, with two songs produced by Dion Nora, and one song by Reuel Lynch. The brothers also left room on the album to feature other members of the family respectively: Genisa, Reisha, Roger, Colville &

Fitz St. Hilaire. Song selections include the classics "The Question Is," Thou Art A Shield For Me," and "Over The Hill Is Home."

The album is very soothing and spiritually uplifting in nature and the vocal harmonies are undeniably exceptional. The album has a nice balance of mid tempo selections and

slows. There's no question as to the influences for the brothers ranging from The Winans, Commission, The Crouch Singers and Take 6.

The St. Hilaires grew up in a loving Christian environment and enjoyed singing with the family, singing in church, taking part in the choir, and various groups. Their lives mirror many experiences of major gospel

singing families around the world, which required a lot of 'singing.' Today the brothers are eagerly spreading their message of good news and the gospel in four-part harmony. This album is certainly a sign of

great things to come from Fitz-Rian, Shane, Sean and Jayce.

Nov. 2010

Sharice Styles



Writer: Samuel Archer

She's not afraid to be different and she has the confidence to stand out among today's fraternity of elite female singers. With her faith serving as a constant and cornerstone, she's ready to face each day confidently



knowing that every song she writes and sings won't land on deaf ears. Her aim is to keep a tradition of good R&B music with messages of love, consciousness and style. She wants her music to touch hearts and make a difference. The New York born artist is tall, slender, intelligent, fearless, and she knows why she's here.

From the age of four Sharice knew that she wanted to be a star. Her father is a former member of the Grammy award-winning Dixie Hummingbirds, and the apple didn't fall far from the tree because she remembers accompanying her father to various rehearsals and performances, soaking up the musical atmosphere that planted seeds of her blossoming aspiration. Today she holds the mantle as the next generation,

continuing the music tradition with style.

Her new song "Pull The Plug," is making headway, buzzing through the music industry and displays a taste of what is to come. The song was written by

Sharice along with songwriter Shirazi and produced by 7 Aurelius. There's bounce and bang to the music and Sharice rides the rhythm vocally as a good fit to a glove. The story of the

Sharice Styles has some great things to offer as an artist and she has the resources to be a force in the music, fashion and entertainment industry. One of the things to be on the look out for is her collection of poetry, no release date yet on the book but it's coming.

Backed by RedSha Entertainment the sky is the limit for Sharice Styles. Her debut album is expected to be released in February 2011.



song is not a new subject in R&B but with savvy creativity it can be considered a hybrid, a new way of story telling. So guys, if you're not careful, your girl might 'pull the plug,' on the relationship.



Writer: Samuel Archer

Take 6:

“The most wonderful time of the year,” is the new compact disc from the Grammy winning Jazz ‘vocalpella’ group Take 6. This is the third series of their Christmas releases and it keeps getting better. On this project Take 6 gives engaging performances of the known Christmas holiday classics

such as: “It’s the Most Wonderful Time of the Year,” “White Christmas,” “I’ll Be Home for Christmas,” “It Came Upon a Midnight Clear,”

and “Jingle Bells.” Take 6 manages to revive the seemingly tired Christmas songs with savvy arrangements opposed to trivial arrangements that some artists release for the Holiday Season. The traditional classics have certainly been face-lifted. Not forgetting the kids at Christmas time, selections as “Mr. Grinch,” has story telling and comedic elements, it’s playful, yet adventurous.

The last selection on the album features the incredible voice of Shelea Frazier. “Christmas Time is here,” proves to be a mellow but strong album closer.

Berlin Voices:

Listening to this project, the term ‘intimate’ comes to mind. This album is not over produced, it’s just right. It’s vocally soothing and

live. The quality of the recording captures the mood describing Christmas. It’s “About Christmas,” The latest compact disc by Berlin Voices.

Hailing from Berlin, Germany is a vocally ‘smart’ Jazz quartet almost mirroring a younger “Manhattan Transfer.’ Having traditional selections such as “Joy To The World,” “Angels We Have Heard On High,” and “Silent Night,” the mood of Christmas is set. They creatively mix both English and German languages with the arrangements, which helps to give the album a distinctive presence. Arrangers Darmond Meader,

Peter Eldridge, Jorg Achim Keller, Wolf Kerschek and Oliver Gies have contributed greatly to this album. They are

four voices with one sound.



Scrunter:

Parang is a genre of music that’s heard mostly around Christmas time in the twin isles of Trinidad and Tobago. It’s an art form with strong Spanish heritage, a historic mark reminding us when the Spanish ruled the island of Trinidad centuries ago. Parang music is one of the authentic forms of music still making its presence felt in the seasonal ritual. The main instruments include the guitar, cuatro, marimbola, cabasa, and the box bass. Many other stringed and percussive instruments are also used in

different variations. Parang was mostly sung in Spanish, however in the early eighties, parang started to accommodate renditions in English. Scrunter, a Calypsonian from Trinidad was one of the first artists to start specializing in parang recordings to the point where a Christmas fete today won’t be the same without playing a few Scrunter songs. Lovers of

‘world music’ will appreciate the compact disc entitled “A Decade of Scrunter.” And subtitled

“De Parang Now Start.” Notable selections are “Eat Something,” “Drinking Anything,” “Piece Ah Pork.”



SAMUEL ARCHER

Samuel Archer is a songwriter, musician (Keyboardist), music producer and poet. He lectures on songwriting, musicianship, music business and recording. He graduated from New York City Technical College with a liberal arts and science degree and is presently working on a Music Business degree at Full Sail University. Samuel also maintains an online poetic community on Face-Book and engages discussions on various topics.

