

# Mp3 R.s. - ...louder Than Words



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Adult Contemporary Hip Hop: Smooth melodic tracks with rap lyrics coming from an ADULT perspective. TM 15 MP3 Songs HIP HOP/RAP: Hip Hop, URBAN/R&B: R&B Rap mix Details: Born in the late 70's in the Bronx, New York it was obvious that R.S. was destined to make music. At as early as 16 months old you could find Ron standing in front of a speaker rocking back and forth to Earth, Wind, Fire and Kool The Gang. Fast forward ten years and Ron had already mastered his first keyboard and began creating his own original melodies. In 1994, he purchased his first analog 4-track and made hundreds of songs over the years to come and honed his production and writing skills along the way. Influenced by such producers as RZA, Lionel Richie, Babyface, Marley Marl, and a long list of others, Ron has always been able to create smooth tracks as well harder tracks and really adapt to any style in the Rap/R&B/Pop format while putting his own spin on the sound. Lyricist such as 2Pac, Big Daddy Kane, Chuck D, Nas, Kool G. Rap, Rakim, and others always made R.S. focus on his lyrics to ensure he wasn't being overshadowed by his production and that his voice and message was heard. Over the years, Ron has found that his best material always came from his personal experiences, but being in his late 20's and holding down a full time job and other business ventures, he found it foolish to even attempt to tackle the standard subject matter of today's hip hop (drugs, murder, misogyny, etc.). After hearing complaints from most of the people in his age group that grew up on hip hop and are now turned off by the current direction hip hop has taken, R.S. realized there was a hip hop generation gap. He realized that if he wrote material about his personal "adult" life experiences, this would be something that those in his age group that "miss" hip hop could identify with and enjoy. In addition, Ron thought that by creating adult hip hop, people in their late 20's would now have music geared toward them and would probably embrace their adulthood instead of trying to relate to music directed towards teenagers, which has appeared to have a

detrimental effect on our society. This revelation turned into the album "...Louder Than Words", which embodies all of the aforementioned aspects and speaks to putting the black family structure back in place as well as empowering women to demand more from their significant others to help this cause. Songs like "From Here" ask the black community to stop looking to others for help and to look in the mirror at what we can do to independently improve our situation (given our history we can't depend on others). On "Build With You" R.S. speaks to "building" a relationship from the bottom up with a solid foundation as he believes that the family structure can filter out the negative material being pumped into radio waves and TV's across the country. With his new album, R.S. is not only ushering a new sub-genre, but is ushering a movement of self-sufficiency in the black culture along with hot tracks. In the case of R.S. it's clear that his actions are speaking louder than his words.

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