

## Mp3 Shak-c - Pay Attention Volume 2



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Hip-Hop like it should be: creative, thought provoking, and HONEST. 16 MP3 Songs HIP HOP/RAP: Hip Hop, URBAN/R&B: Soul Details: In the often contradictory world that is hip-hop many have attempted to straddle the fine line between radio-friendly rhymes and backpacker (conscious) respectability. This line defined by the inner need to inform and educate potential listeners against the want of popular acceptance is the cauldron boiling within New York-bred emcee, Shak C. Coming from the crossroads of New York State, Syracuse, Shak C is on a mission to lay the blueprint to commercial acceptance via true-to-life lyrics that both educate and entertain. Early on, Shak C attempted to control his destiny. In high school he excelled, hoping to eventually elevate his finances and secure both his future and the future of his loved ones. It was in high school that he formed a rap crew called The Foundation, and hosted a weekly lunchtime cipher (informal rap battle) drawing crowds so large that the hallways were completely blocked, potentially hindering students from reaching their classrooms. In fact, it was because of these battles that members of The Foundation were threatened with expulsion by the principal for their detraction. After meeting with Shak face to face, and actually seeing him perform, that principal became one of his biggest fans. Shak developed a name locally via rap battles and freestyling on local radio, Z89 FM. Community events ranging from youth speak out marches and the Dorsey Levins talent shows to the annual Juneteenth celebrations allowed Shak to showcase his performance style. After a decision to enroll in Howard University, The Foundation eventually dissolved and Shak stood alone to conquer his newly adopted home, Washington, D.C. While at Howard University Shak C competed in the immensely popular Verbal Armageddon competition, where he mesmerized thousands of hip hop lovers with his wordplay. Shak earned the title The Expert after dazzling crowds for three years and helping build the Verbal Armageddon competition into a franchise. Appropriately, he was crowned the 2003 Verbal

Armageddon Champion in his fourth year participating. Not limiting himself to being just a battle emcee, Shak also was an artist and executive with NWT Entertainment, a student ran entertainment and media company. For three years, anything hip-hop related at Howard University went through "The Dub." Via mix tapes, open mics, yearly Yardfest performances, airplay on both WPGC 95.5 and WKYS 93.9, multiple openings for major artists, and huge ciphers on the Yard of HU, Shak C has proven himself as a formidable emcee, rapper, and businessman. 2005 has already proven to be a fruitful year for Shak-C. He followed up the January launch of his website, ShakC.com, with a performance at Club NBA during the 2005 NBA All-Star weekend in Denver. He shared the stage with a plethora of major-label artists; including Method Man and Redman, MC Lyte, and Amerie. He also showcased at the 1st Annual VA Music Conference in Richmond held in March. A tried, tested, and recently graduated Shak C is now ready to step out into the real world, with a solo offering. He understands the power in hip-hop music, and feels it's much deeper than what is presented to the masses. Promising to deliver an album bespeaking his versatility, Shak C is focused on the path straight ahead. The future of hip-hop seems brighter with Shak C on the horizon.

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