

OFF THE TROP *Radio*



Winter 2k8

OTTR

An introduction

Peace and blessings,

OFF THE TOP RADIO is 'the Soundtrack to the Struggle.' Whether your struggle is grassroots activism, driving while black or just finding something progressive to listen to on the radio, **OTTR** has what you need.

It was in the Summer of 1997 that PAZ PRODUCTIONS and WGBB Radio first collaborated on a project called, 'Lighten Up!' The concept was to offer adults 35-54 a panel discussion program to wake-up to on Saturday mornings. For about nine months 'Lighten Up!' provided WGBB's listeners with a chance to discuss issues of the day with their favorite journalists and appropriate experts. That winter at the holiday party for one of NYC's biggest marketing companies i began to think about how 'Lighten Up!' contributed to the community and had an epiphany. 'What if we changed gears and produced a show that would give today's youth some guidance, let them know what life is really like, while keeping them up on what they care about in terms that they understand?' That question lead to the birth of **OFF THE TOP** on 11 April, 1998.

Since then we have welcomed guests from all corners of Hip Hop Kulture including, but in no way limited to: K.R.S. O.N.E., Slick Rick, L.L. Cool J, Brother J, Queen Gods, Kurupt, Stronghold, Terrorist Syndicate, Ayana Soyini, Bernie Mac, Deena B, I-Tree Society, Second II Last, Najee Ali, Paris, Davey D, Immortal Technique, Shang, Reverend Billy, Lyric aka Sara Kana and Whut?! Whut?! aka Jean Grae. As well we have been blessed to have guests like Adisa Banjoko, Supa Nova Slom, IzReal (from Insomniac Magazine), Con Ticci XL, AJ Woodson, J. Boogie aka Lois Lane and Manny Faces enjoy the experience so significantly that they stuck around to be regular players on the show. Along the way we also have hosted a few large freestyle events and supported several non-profit organizations.

Today the full **OFF THE TOP** experience includes an ever growing website, two spin-off radio shows and limited marketing services. On the air **OFF THE TOP RADIO** broadcasts globally for six hours each Saturday night (Sunday morning) offering listeners a dedication to one or more of our heroes who have been called home (whether they made their mark as a(n): founding Mother/Father of Hip Hop, entertainer or activist), a Question of the Week, an olde skool segment designed to entertain and educate, commentary from DJ Domwrecka and Mumia Abu-Jamal, ill flows, exclusive joints from some of today's illest MCs and controversial convos. **OFF THE TOP RADIO EXTRA** matches OTTR Host Curry Kid with WGBB Program Director Tom Ross for a 30 minute discussion of the Question of The Week. And The **OFF THE TOP SNIPE SERIES** gives listeners who may have missed some of the prior Saturday's show a chance to catch up at a different time during the week.

On behalf of the family, thank you for your interest in OTTR, we look forward to you becoming part of the OFF THE TOP experience.

One Love In Hip Hop,
Curry Kid

OTTR Features

Curry



Spyce

The Curry Spyce is Curry Kid's pick for a record that's not yet getting the love it deserves. It plays twice a show.

'The Mouth of Mumia' is a commentary from the prolific and inspirational Author and Journalist who has been fighting for his life for nearly half of that life. Mumia Abu-Jamal's address on the events of the day airs once a show.



Question of The Week?

Whether it's via E-Mail and web-log during the week or Saturday night via telephone and Instant Messenger, The Question of the Week has heads talking about issues that effect Hip Hop and the world around us.

'Black Health Now' is a nationally syndicated wellness tip for the Moorish Community in America. The segment airs once a show.



OTTR

Features continued



Whether you consider the 'O' to stand for 'Olde Skool,' 'Oh sh*t!' or just, 'OFF THE TOP,' the Express pulls out all the stops to get OTTR listeners there blast from the past. We dedicate a full hour of the show to exploring a year in Hip Hop History (from 1979-1998), with the train's final stop being part of our tenth anniversary show in April. The hour airs twice (during OTTR and during the Snipe Series) and includes a 'Heritage' DJ Mix... Be a part of this segment before its too late.

The songs at the top of the OFF THE TOP 25 chart. They are counted down in a relatively understated way in the last half hour of the show.

**OFF
TOP**

**PAZitive
Jam of The Week**

The last song of the show, it leaves heads with a motivational, conscious, or positive message to start their week with.

Props Wall

An ever growing section of the OFF THE TOP site, the wall is a place set aside to remember those who made Hip Hop what it is today. From MCs and Graf Writers, to Activists and Actors, if they touched us, we are seeking to immortalize their contributions on the Props Wall.

Comrades

Explore the people that the OFF THE TOP family call on for moral support. They may not always bite their tongues, but they will give you something to meditate on.

The I.T. pros at PAZ PRODUCTIONS are always hard at work making the OTTR site one not to miss. And more journalists are referencing it everyday. Keep an eye on us for the return of popular features like 'Blog The Top' and the 'OFF THE TOP 25' chart. Keep an ear on OTTR for the return of the original OFF THE TOP Mini Mix... Monsters aren't born everyday.

OTT R OTT 25 actual chart from 11/24/07

<u>LW</u>	<u>NOW</u>	<u>Title</u>	<u>Artist</u>
2	1	War	Marco Polo F/ Kardinall Offishall
3	2	Our Story	No Luck Club
4	3	Find Out	Classified
5	4	Way Too Militant	K Rahn
6	5	Guns N Roses	Red Cloud F/ Jayo Felony, Eek-A-Mouse & Tonex
8	6	Uncle Sam Goddam	Brother Ali
7	7	Dope	Jazz Adixt
9	8	No Alibis	Brother Ali
10	9	Beautiful Flower	India.Aarie
11	10	Without Soul	K Banger F/ Lil Sci
12	11	Mama Cry	Wise Intelligent
13	12	Serious Bizness	E Mid F/ Craig G & Nutt Nillz
14	13	Spit It Clearly	Dilated Peoples F/ The Alchemist
15	14	Holy Hip Hop	Sparky D F/ Various
16	15	Oh Lord (Remix)	Ifeanyi F/ Down South Soldier
17	16	War	Sev One F/ Junior Reid
18	17	Where I'm At	Zimbabwe Legit F/ Mike G
19	18	The Number One	Atmosphere
20	19	Be Perfect	Soulstice
21	20	Communication	Willie Evans F/ Mr Lif
22	21	Earth	MF Grimm
23	22	Looking Up	Hezekiah F/ Bilal
24	23	Major	Prince Ali F/ Casual, Planet Asia and Keith Murray
25	24	The Day After	Anime F/ Animal Cracka
B1	25	The Half	DJ Black Panther F/ Maya Azucena

Songs that were bubbling under the chart that week included...

Nothing Personal-DJ Black Panther F/ MF Grimm, Way That We Live-S.O.U.L. Purpose, The Incredible-J Live, Worst Enemy-Supastition, Haven't U Heard-Headnotic F/ Sadat X & Scienz of Life, 718-Cormega F/ Fame, No One (Dub)-DJ Chris F/ Alicia Keys & Beniton The Menace, A Black Woman's Smile-Ty Gray El, Unadulterated-Sputnik Brown, Are U Havin Fun Yet?-Sputnik Brown, Win Lose or Draw-Doujah Raze, Louder-Hassaan Mackey, Where You Are-Doujah Raze, Never Off (On & On)-Y Society, The Radar-Marco Polo F/ Large Professor

OTTR

Rates

Audio

Currently all audio announcements are simultaneously aired on WGBB's Radio broadcast and webcast as well as the OFF THE TOP site webcast.

Sixty second Commercial Announcements*	\$60 each airing
Fifteen second Feature Sponsorship Billboards	\$20 each airing
Nite Snipes Exclusive Program Sponsorship (non-'Express' hour)	\$150 each show
O Express Exclusive Program Sponsorship	\$180 each show
OTTR Extra Exclusive Program Sponsorship	\$80 each show

Text & Graphics

Banner add on OFF THE TOP site*	\$150 each week
Placement on back of a postcard-style flier	\$100 per 500 fliers

Ask about rates for: remote broadcasts, street promotion, event production and other promotional services as well as developing advertisement opportunities. WGBB Radio has a separate Sales Department, however, we are authorized to sell on their behalf, so ask about available programming and advertising opportunities. Quantity and package discounts are available. As are no cost Public Service Announcements. Contact us for information on any of the above.

Flier placement may be opposite OFF THE TOP Radio, OFFtheTOPradio.com, a company affiliated with one of the above or another promotional partner like yourself. If you have a preference, please express it, but we make no guarantees. PAZ PRODUCTIONS does reserve the right to be selective about the types of products we accept advertising for. We are not responsible for equipment malfunction or 'acts of God,' however we will attempt to make good on our end of the agreement when possible.

* May be subject to production fees.



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OFF THE TOP IS THE SOUNDTRACK TO THE STRUGGLE
Proudly Presented by PAZ PRODUCTIONS... Quality Hip Hop Media since 1991.