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THE VOICE OF URBAN CHRISTIAN MUSIC

hip-hop

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NFL's **Ray Buchanan**
Moonlights Off the Field

Holy Hip-Hop for the Masses

After working in the general market as a road manager and consultant with artists like LL Cool J, Jay Z, Montell Jordan and P. Diddy, it didn't take long for Holy Hip Hop's Music and Entertainment CEO Danny Wilson to discover the genre's powerful influence on the youth of today.

With beats, rhymes and socially-conscious lyrics that connected with kids of all colors and backgrounds, Wilson was also intrigued by the hip-hop concert experience. So when Wilson found hip-hop music that "glorified the Lord," he knew he'd uncovered a precious commodity.

With that knowledge in mind, the "Holy Hip-Hop" movement began. And now, that music and gospel message has expanded to several mediums including radio, television, Internet, a music club, record label and even an awards show that "honors ministers of the Gospel through hip-hop."



Radio With his New Orleans radio background, using the airwaves for "holy hip-hop" was a natural fit for Wilson. Broadcast on nearly 200 stations worldwide and online at www.holyhiphop.com, Wilson's aim is to provide an "entertaining, uplifting and inspirational" listening experience.

Television Emphasizing music and ministry that's aimed squarely at teens, the "Holy Hip Hop" television program airs weekly on the INSP (5:30 p.m. EST) and I-Lifetv (11:00 p.m. EST) networks. Spotlighting music videos from the likes of Prime Minister, Elle Roc, Canton Jones and Urban D, a recent telecast also included interviews with NBA players who discussed the importance of faith in their lives.

Additional Resources The Web has also played a vital role in getting the word out and providing a community for hip-hop fans. Helping listeners to hear the freshest music the genre has to offer, there's a music club featured on their Web site and information about the 2003 Holy Hip-Hop Music Awards and other events that are planned throughout the year.

—Christa Farris