

required interview: dj cheapshot

>GETTIN OUR SWERVE ON LIKE A NARCOLEPTIC RACECAR DRIVER.

process I got more of a feel for what Mark Luv is about. I like to use the technique of mentally attaching a note to people I meet—an association. It took a while to find a comparison for this 6-foot-something 300-pounder until I got home and pulled out Boogie Down Production's *By All Means Necessary* album. Now when I think of Mark, for some reason I hear a verse from BDP's "I'm Still #1" except in my head it's flipped to a dj's perspective:

"I'm not Superman, because anybody can or should be able to rock off turntables / Grab the mic, plug it in and begin / But here's where the problem starts, no heart. / Because of that a lot of groups fell apart /

Rap is still an art, and no-one's from the Old School / cuz Rap is still a brand-new tool. / I say no-one's from the Old School cuz Rap on a whole isn't even twenty years old. / Fifty years down the line, you can start this / cuz we'll be the Old School artists / And even in that time, I'll say a rhyme. / A brand-new style, ruthless and wild / Runnin' around spendin' money, havin' fun / cuz even then, I'm still number one."

Fact stated: Mark Luv will always be rockin' the tables. Like he said they are "the alpha and the omega—the beginning and the end." Mark Luv is the Dj's dj. He's an unstoppable and uncensored voice of hip hop. Book DJ Mark Luv by e-mailing bookings@mir-media.com.

NAME

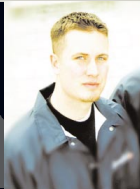
DJ CHEAPSHOT

LABEL

SPYTECH RECORDS

AFFILIATES

BILAWN RECORDS, WEAPON SHAPED RECORDS, LANDSPEED DISTRIBUTION, BUDS DISTRIBUTION, DAY BY DAY ENTERTAINMENT



Take parts of a super-producer, Dj, lyricist, promoter, publicist, radio personality and porn star fluffer and you've got one dj Cheapshot. He's gonna be hooking up the final masters of our Required Audio CD. I got a chance to question this crazy mofo before he wrapped up his long day of Feng Shui-ing his computer.

YOU DID A RADIO SHOW AT THE UNIVERSITY OF CALIFORNIA AT IRVINE FOR A WHILE. ASIDE FROM THE TOP PAY YOU GOT AT KUCI, WHAT'S THE DIFF BETWEEN COLLEGE AND COMMERCIAL RADIO? DO YOU MISS IT?

There's a lot more politics involved in commercial radio but sheeit...I'm still ballin' off of the foodstamps I made at the college station. Do I miss it? You mean besides the male groupies? I definitely miss the free wax

I'VE SEEN YOU SPIN PARTIES, SHOWS, HEARD SOME OF YOUR PRODUCTION, AND SEEN YOU PROMOTE AT EVENTS. I EVEN GET CHECK-UP CALLS FROM YOU AT SCORE PRESS. YOU'RE LIKE A SOUTHERN CALI PRE-"PENUTBUTTER WOLF". WHAT DO YOU CLASSIFY YOURSELF?

I classify myself as "The-Big-Fat-Nerd-Who-Got-So-Tired-of-Having-His-Milk-Money-Stolen-At-School-By-The-Bullies-That-He-Tried-To-Be-A-Hip-Hop-Guy-In-Order-to-Get-Chicks"—that's actually my professional title as well.

WILL YOUR SECRET GROUP, THE SPACE INVADERS, EVER DO A LIVE SHOW?

SSSSHHHHHHH!!! What did I tell you about mentioning my rap career in public!! Actually, one time me and Jester were offered to do a show, got there, and got so drunk in order to calm our nerves, that we ended up passing out before we went on...It was probably for the best though.

YOU CAME OUT WITH A COUPLE BREAK RECORDS. HOW LONG DID IT TAKE TO PUT THOSE TOGETHER?

They really didn't take long. Since I constantly make beats, I have enough of them just lying around for whatever I want. I just have to pick and choose which I think will fit the project. It actually takes longer to design the record than to record it.

SPYTECH RECORDS IS YOUR LABEL. IS IT YOUR FIRST? AND HOW'S IT COMING ALONG?

No, Actually I used to be 1/3 of Rocketship Records back in college. We put out music by Zion I, Mykill Miers, Emanon along with my first Break Beat Record. SpyTech is like the first fart during a hangover...pure enjoyment!! I have 4 of the most amazing groups—Styles of Beyond, Lexicon, Emanon, and 4-Zone who are all making lots of noise. I get to do what I love day in and day out and since I won't commit to signing with a distributor (as of yet), I answer only to myself—damn I'm a tyrant.

TELL ME ABOUT STYLES OF BEYOND.

Me and Takbir actually started the group in '94 through a mutual friend. We did a couple talent shows, and rocked a demo on the 4-Track. But soon after I left for college and my accessibility was limited, so Tak met up with Ryu and Vin Skully, started working on the album and going to the Wake Up Show. After I wiped my tears, I called them up and hooked back up with them, and "BAMMM!!!" we dropped the album and started touring.

S.O.B IS ON THAT "TONY HAWK'S PRO-SKATER II" GAME—HOW'D YOU MAKE THAT HAPPEN?

We found out that they were looking for music, so on a whim we submitted our newest shit (at that point) and luckily they really liked it and used for the game.

WE KNOW THAT YOU LOVE IMPORT TUNER MAGAZINE BECAUSE OF THE BEAUTIFUL CARS WE SHOWCASE. BUT THERE ARE A FEW LOVELY MODELS THAT HAVE GRACED OUR PAGES. DO YOU HAVE A FAVORITE? UH, MODEL NOT CAR.

Actually I've been an Import Tuner fan for a long time. You've exposed me to so many fly girls over the years but If I had to choose just one—I would go for Francine Dee. I'm not stalking her but I heard she lives somewhere in my hood...(wiping drool from face) YAY!!!

IF YOU HAD TO CHOOSE A PORN NAME WOULD YOU STILL USE CHEAPSHOT?

No...I kinda like the ring of Kent Gethard Forshit III instead.

YOU'RE CONTROLLING THE MIXDOWN AND MASTERING ON REQUIRED AUDIO. BESIDES THE LONG HOURS, EXTREME DEDICATION AND EXCESSIVE CAFFEINE, WHAT'S GOING TO BE THE TOUGHEST PART OF THE PROCESS?

The lack of masturbation time.

WHAT WAS YOUR FIRST PRODUCTION SETUP?

I used to make my beats manually. On a four-track I would lay down a break beat on line 1, scratch a jazz sample every 2 bars over line 2, and then fill in the blanks on Line 3. Damn, it was fun. So to answer your question, 2 turntables, a mixer and a Tascam 4-Track

THERE'S A RAGING FIRE AT YOUR PLACE—NAME THE THREE THINGS YOU'D BE SAVING?

My Sampler, my disks, and my collection of Beverly Hills 90210 trading cards.

WHAT TIP WOULD YOU GIVE ASPIRING PRODUCERS AND INDIE LABEL STARTERS?

Be yourself. "Don't try to imitate...try to innovate." If people aren't feeling you at first, keep doing what you're doing. They eventually will.

WHAT WAS YOUR FIRST CAR?

My first car was a '92 Ford Explorer. After driving with no brakes for 6 months, I decided to get a fly whip for all da' hoes, so I got a 2000 Ford Focus with Gold Daytons, Pias, and no rear view mirror!

Be prepared to see a lot more projects from this cat. Cheapshot can be reached at spytechrecords.com.

UPCOMING RELEASES

AUGUST

REQUIRED AUDIO! presents DJ Mark Luv f/ Dilated Peoples, Jurassik 5, the Demigodz, Lexicon, Dj Cheapshot of Styles of Beyond, unreleased cuts, dope remixes and more!

SEPTEMBER/OCTOBER

Bigg Jus "The Black Mamba Serums, Pt. 1", Willus Drummond "New Jack WILLUS", Bahamadia, Scienz of Life, Slum Village, Styles Of Beyond, Triple Threat LP

UPCOMING GAMES

SEPTEMBER/OCTOBER

Grand Theft Auto 3 (PS2), State of Emergency (PS2), Smuggler's Run 2 (PS2), Max Payne (PS2)

WATCH AUGUST FOR: "IMPORT TUNER presents REQUIRED AUDIO" SO DOPE, YOU'LL FAIL YOUR PISS TEST!