

Fil-Am rap group grabs attention in the music biz

by RAPHAEL JOHN ORIEL / AJPpress

NEW YORK—Raw, energetic, gritty, and consumed with passion. The New York City based Filipino American rap group is making waves and the Hip Hop music scene from the East to the West Coast is staggeringly taking notice. Upon the release of their new music video in the Lower East Side of Manhattan, *Sleep*, a song from their debut album, *The First Draft* which features Filipino-American singer-songwriter Jay Legaspi, Deep Foundation is laying the groundwork for all inspiring Filipino-Americans not just for those who gravitate to the Hip Hop Culture, but also to those who are in need of a Filipino awakening and rejuvenation with our identity.

No easy feat. The Hip Hop community is not and never will be an easy wall to crack and pass through. It took years of being booed off stage and verbal assaults from crowds and fellow emcees before the likes of Eminem, Jay-Z, to Kanye West truly began receiving their stamp of approval. More often than not, in this industry, artists are judged solely on appearance and ethnicity rather than qualified verse, line, beat, and connection with the listener. For Deep Foundation, the ills of identity crisis and terms of “wannabe” have surfaced, and in spite of that or perhaps as a result, they are consumed with a burning fire that perpetuates their rage to embark on this battle to prove that Filipino-Americans should command respect and appreciation for their talents not only from mainstream society, but also within our own Filipino American Community.

Are they political activists? Call them what you want, but Deep Foundation is indeed empowering all Filipino-Americans across the country and in the Philippines with their raw, energetic uplifting stance of Filipino pride. One of their more popular songs and videos, *Children of the Sun Remix* is enamored with the same ruthless verve of legendary tracks (and video resemblance) to Wu-Tang Clan's *C.R.E.A.M.* and *Triumph* videos. The video, directed and edited by Ryan Abugan, features Hydroponikz, Nomi, Koba, Kiwi & Encite was produced by Hydroponikz' sampling of the classic track of Banyuhay Ni Heber's *Tayo'y Mga Pinoy*, (also including special appearances by Phillippe Nover, Matteo Guidicelli, Mikey C. of the Lost Kids, Ashley Robles & Heber Bartolome) is creating quite a stir, being featured at Professor Kevin Nadal's historic book tour presentation of *Filipino American Psychology*. The song is a unique compilation, yet sociological perspective with a historical acknowledgment of what it means to be Filipino and why we should be proud at the same time cognizant of our Filipino Heritage beginning the song singing *F-I-L-I-P-I-N-O* and concluding with “I am brown, I am brown, Filipino this is we.” Their new video shows their vast talents and eclectic capability as artists with soul sensitivities.

Deep Foundation is truly a vibrant mix of unique styles, backgrounds, upbringings, values and experiences of four emcees: MUG Shot, ILL Poetik, CJ, and Proseed splashed with the assistance



of Sawnd G, and break-dance talent of resident B-Boy, Suitkace, Deep Foundation has turned heads and audiences all throughout the East Coast and many of them describe the collaboration as “natural” from sharing the bonds of friendship. They have shared their talents and remarkable perspectives sensing the need for the true distinction of Filipino Identity, and for that reason alone, Deep Foundation is essential to breaking the limitations set forth in our society. ■

GMA Pinoy TV's 'Pinoy Dance Showdown' seeking Hip Hop Dance groups for Aug 9, 2009 dance competition

GMA Pinoy TV and Essential Consulting Services (ECS) LLC in cooperation with Western Union as major sponsor are presenting Pinoy Hip Hop Dance Showdown on August 9, 2009 at the Marist High School Gymnasium located at 1241 John F. Kennedy Boulevard Bayonne, New Jersey 07002.

Pinoy Dance Showdown is a Dance Competition open to Hip Hop dance groups with members 15 years old and above. The objective of this program is to encourage camaraderie and sportsmanship in our Filipino-American youth in this ever growing popular phenomenon that is Hip Hop Dancing. The current trend of today's generation includes dancing as an interest not only as a hobby but also a possible career and lifestyle.

The contest is a two step process. The first step is to have dance groups of 5-7 dancers with at least 4 members with Filipino roots must register

at : www.gmapinoytv.com/pinoydance and upload their dance routine which will be judged by GMA 7 Manila and online voting to determine the Top 7 Finalists. The second step will be a live dance showdown on August 9, 2009 at the above mentioned venue which will be taped to be broadcasted on a GMA Pinoy TV show. While the other objective of the show is to gain popularity among the young Filipinos, GMA Pinoy TV is also bringing popular celebrities that would entice the general public to join and watch the show. 1,500 Filipino-Americans from the

Tri State areas are expected to attend this extravaganza.

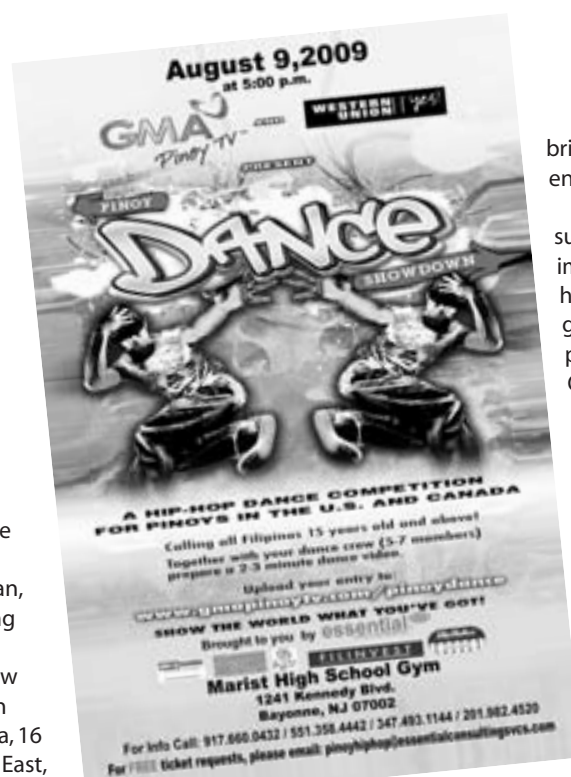
GMA Network, the number 1 Television network in the Philippines operates GMA Pinoy TV and GMA Life TV through which it offers subscription-based programs internationally. GMA Pinoy and Life TV deliver to an international

audience most of the company's popular news and public affairs and general entertainment programs that have made it the top-rated television station in Mega Manila and in Urban Luzon.

GMA Pinoy TV, the network's first international channel is currently available in the United States including Hawaii, Guam and Saipan, Canada, Singapore, Hong Kong, Japan, Australia, New Zealand, Papua New Guinea, the British Asian Territory of Diego Garcia, 16 countries in the Middle East, 11 countries in North Africa and 49 countries in Europe.

GMA Pinoy TV aims to establish global exposure and presence for GMA Network, Inc. in order to bring the company's programs to Filipino communities around the world. In the US—East Coast, GMA Pinoy TV is now available on Cablevision, Cox Cable, DirecTV, Dish Network, RCN and Verizon Fios.

Essential Consulting Services (ECS) LLC, GMA Network's Marketing Consultant is proud to be part of the growing popularity of GMA Pinoy and Life TV globally. Tagged as the first interactive event in the US, ECS had invited dance crews from the New York, New Jersey, Connecticut, Pennsylvania, Washington DC, Virginia, Boston, Maryland, Florida and as far as Chicago to participate and showcase their routines to a worldwide audience. Come August 9, ECS will



bring a show that would entertain the whole family.

Your browser may not support display of this image. Media exposures have already been circulated globally through the plugging of the US and Canada *Pinoy Dance Showdown* on GMA Pinoy TV. The competition was also officially launched on SOP—the popular concert show on GMA Pinoy TV on June 28, 2009. While still on-going, promotional collaterals and newspaper print ads are now being circulated to high populated Filipino audience in New Jersey, New York, Philadelphia,

Maryland, Massachusetts, Florida and Illinois states. These effective ways of promotion will definitely make the Pinoy Dance Showdown - the talk of the town for the Filipino community as a touch of home entertainment from GMA Pinoy TV.

Only one group will be the grand prize winner, winning \$7,000 and a chance to perform at future GMA Pinoy TV events in the East Coast.

Contestant registration and show admission are FREE.

For Contest Information and Sponsorship Opportunities call: (917) 660-0432; (347) 493-1144 and (551) 358-4442 or you can email us at pinoyhiphop@essentialconsultingsvc.com. Register and upload videos at: www.gmapinoytv.com/pinoydance

*Advertising Supplement



IN REUNION THERE IS STRENGTH.

In our continuing efforts to serve the Fil-Am Community, Asian Journal will be featuring profiles of Filipino-American associations here in the United States.



Please submit a brief background of your association, a list of current officers and your contact information for the benefit of our readers who may want to get in touch with you.

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Sinehan sa Summer 2009: 'Bayani'

NEW YORK—The Philippine Consulate General New York, in cooperation with the National Commission on Culture and the Arts (NCCA), coordinating producer Vince Nebrida, and Xoom.com proudly presents *Sinehan sa Summer 2009: 'Bayani'*, a once-a-week free screening of films starting on the 2nd of July and ending on the 3rd of September 2009.

The Consulate constantly explores new ways of reaching out to the local and Filipino community by presenting various aspects of the Philippines. Only through such forms of interaction can understanding and commonality be reached. In 2008, the Sinehan sa Summer series, a ten-week/ten-film string of narrative and documentary films, opened and closed with films on National Hero, Jose Rizal, and covered subjects including Imelda Marcos, the People Power Revolution and many more, harnessing the power of cinema to both educate and entertain. “The positive feedback it

generated persuaded us to expand on the project for this year, focusing on the subject of heroism with the theme: *Bayani*. Through this series of films, which cover heroism in historical and contemporary battlefields or war and at home, we hope to convey the message that every Filipino is called to be a hero,” said Consul General Cecilia B. Rebong.

For this 2009 series, the feature film on opening night will be *The Great Raid*. Released by Miramax in 2005, the film star Benjamin Bratt, James Franco, Joseph Fiennes and Cesar Montano, and centers on the dramatic rescue of American prisoners of war in Cabanatuan in January 1945. Nestor Enriquez of the Filipino American Historical Society (FAHNS) New Jersey Chapter will give a brief background on the actual historical events of the Cabanatuan raid, giving a Philippine perspective not fully covered in the movie. ■

Show schedules are as follows:

| Date | Film & synopsis |
|-------------------------------|--|
| Thurs-02 Jul Opening Night | <i>Great Raid - (2005)</i> As Gen. Douglas MacArthur made good on a pledge that he would return to the Philippines, over 500 American soldiers were being held in Cabanatuan, a notoriously brutal prisoner of war camp. Lt. Col. Henry Mucci (Benjamin Bratt) was appointed to lead the Sixth Ranger Battalion on a mission 30 miles behind enemy lines to infiltrate Cabanatuan and liberate the American prisoners. Directed by John Dahl. Starring Benjamin Bratt, James Franco, Connie Nielsen, Cesar Montano, Rez Cortes |
| Thurs-09 Jul | <i>Back to Bataan - (1945)</i> The film opens right after US Army raid at Cabanatuan prisoner of war camp, and as American forces under Gen. MacArthur are forced to pull out of Bataan: Colonel Joseph Madden (John Wayne) of the US Army stay behind to organize the guerrilla resistance. One of his officers, Captain Andres Bonifacio (Anthony Quinn) carries a heavy burden. Not only does he have to live up being the grandson of national hero Andres Bonifacio, but his former fiancée Dalisay Delgado is apparently collaborating with the Japanese. Directed by Edward Dmytryk. Starring John Wayne, Anthony Quinn |
| Wed-15 Jul | <i>Sakay - (1993)</i> A dramatic retelling of the life of Macario Sakay - a Katipunero, he fought alongside Andres Bonifacio during the Philippine Revolution of 1896, until his capture near the end of the Philippine-American War. He was granted amnesty and was freed after 4 July 1902, and formed the Nacionalista Party. After his party was banned under Sedition laws, he once again took arms and, in April 1904, he proclaimed himself President and established his own government called the República ng Katagalugan (Tagalog Republic) in opposition to U.S. colonial rule. After a false promise of amnesty, he surrendered on July 14, 1906, and was later executed by hanging. “Sakay” the film won the 1994 FAMAS Award for Best art direction, for both Danny Red and Raymond Red. Directed by Raymond Red, starring Julio Diaz, Techie Agbayani and Pen Medina |
| Thurs-23 Jul | <i>The Forgotten War (Korean War) - (2009)</i> Is an independent film produced by Smoke and Mirrors Entertainment about the Philippine participation in the Korean War. Directed by Carlo Cruz |