Compton rap artist The Game's debut album is out and once again that means that web sites are in need of their 'physic readers' to try to interpret what little information Interscope web sources are willing to share with web sites about any Interscope release.

Just as with Tupac Shakur's 'Loyal to the Game' album, limited information is given by the 'web contacts' at Interscope. The wanting to get the message out about releases is almost nil when it comes to Interscope's web contacts. It appears that they are of the opinion that we, as web sites, should deem it an honor to give their artist free advertisement.

Working with many other web contacts for album releases and artist releases seems to be appreciated by some companies and really looked on as a great means of getting out the artist and their work.

But when it comes to the Interscope on-line crew you are left to sort out most things for yourself and you really do need a 'physic' to understand what is meant in their communications with you. They say one thing and you are suppose to 'understand' that is not what they were saying, and the hidden message is contained within the email if you just guess at what must be implied.

The web is becoming a great tool for artist promotion online. Some companies see that and take full advantage of it. While other companies seem to feel that this vast online knowledge center is not really important to appreciate but interest in their artist is just a 'given'.

In the hip-hop and rap fields this really seems to be the case. Although a lot of these companies fall under the same 'parent' company, the difference in the way web sites are looked at is apparent from label to label. Interscope being one of the worst.

When rap artist and those in hip-hop sign contracts; along with discussing points and promotion, the web sites should be added to such contracts to make sure that full advantage is taken of the web to promote artist and their work.

In the past rumors have been spread on different web sites about different artist, mis-information given or every little thing an artist does becomes a ‘news story’. That is not looking out for your artist and their best interest.

Really it is not the fault of the web site, it is the fault of those whose job it is to relate to sites and make sure that what is out there is true and that sites are kept up to date so that these kinds of things don’t happen.

There was a time when having a ‘contact’ at a label was important to web sites. That is still true, but only if the ‘contact’ is informative and willing to work with the sites. There are many good informative and productive ‘web contacts’ at the labels, and there are those who just take up space in your address book. Artists take note.