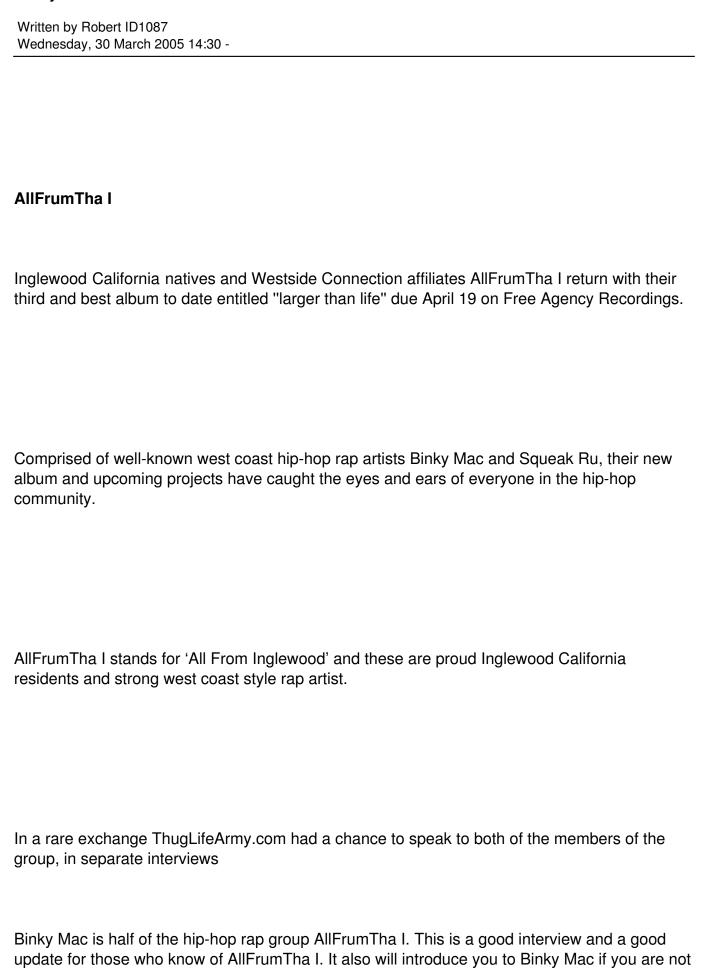
aware of who he is.

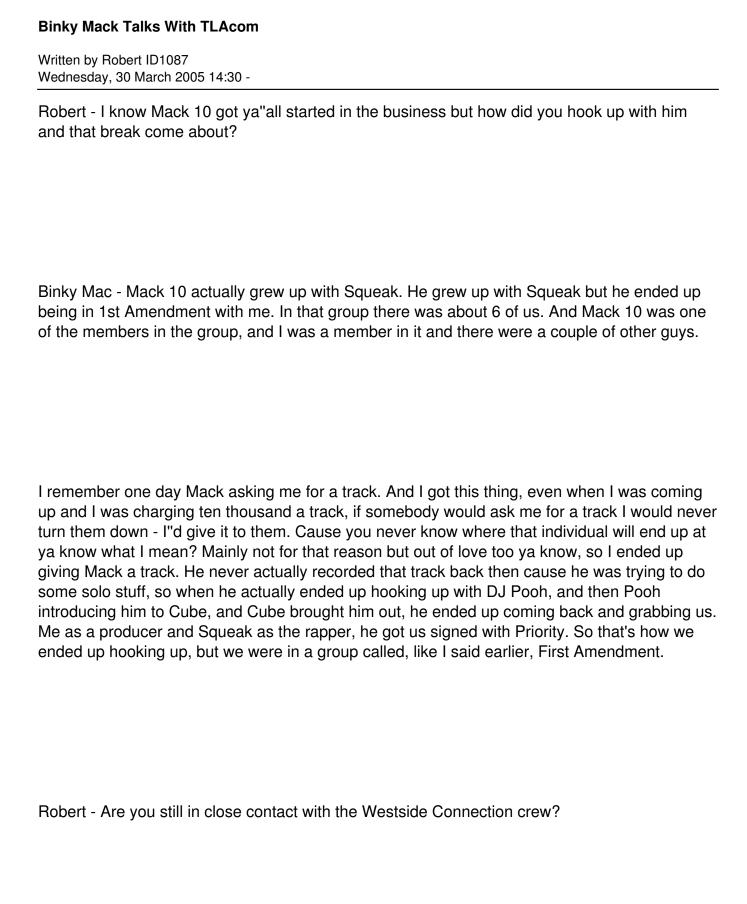


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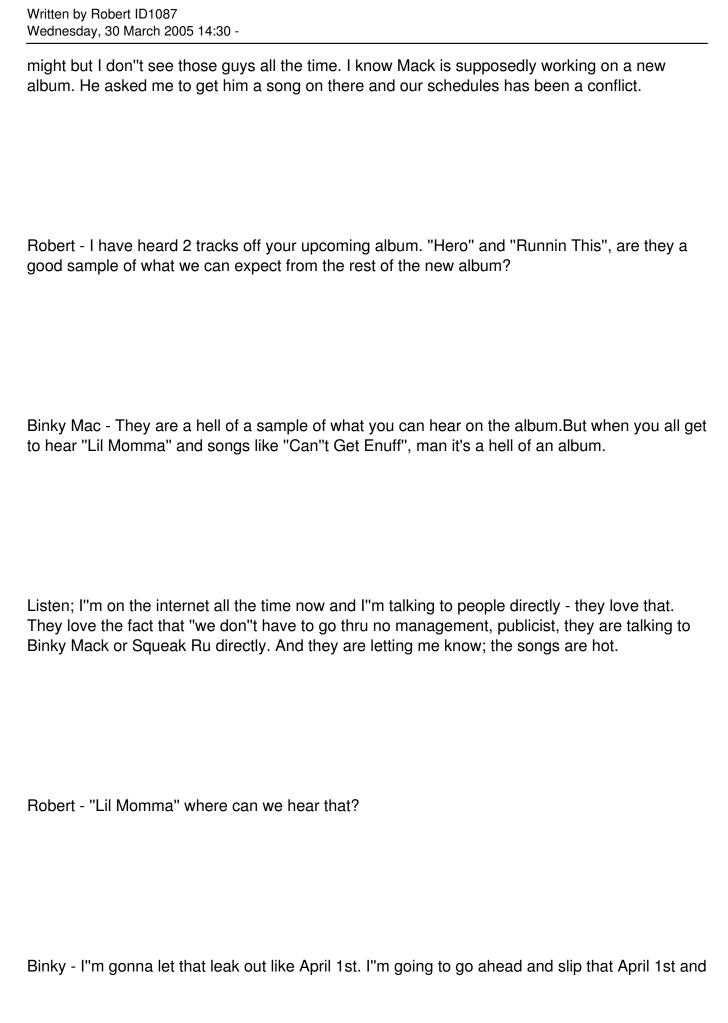
AllFrumTha I have a great background and this interview may surprise you. The people that Binky Mac has worked with and the thoughts he has on west coast music scene. He shares some interesting thoughts on the direction of west coast hip-hop and the artists who perform it. His insight on the music game shows his years of experience in the game.



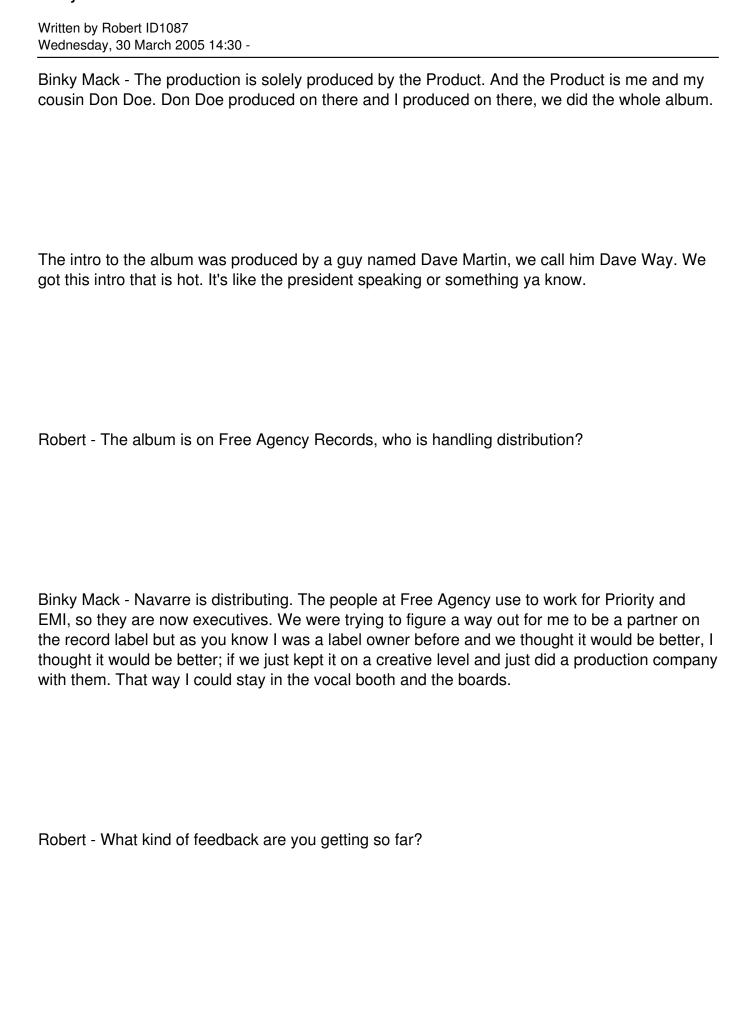




Binky Mac - I talked to WC about, wow, 4 months; last time I talked to him is about 3 or 4 months ago. I talked to Mack 10 about a month ago. We all live really about 5 minutes from each other but where we live at you just don't bump into somebody. Every now and then ya







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Binky Mac - I can"t believe it, for real. I can"t believe the good

responses I am getting from people sincerely. Cause I got fans from the second album that email me from like the Netherlands and Australia telling me like "Bink the second album is cool but we really like the first album" "it ain"t as tight as the first album". And they are truthful. One thing about the fans they are going to be truthful with ya, ya know. They are going to tell you straight out. So on this album man, I swear I haven"t had any complaints. I haven"t had any complaints on those two songs, the response is incredible.

So that's like why me and Squeak, last night we were out at the club hanging out, we got to be out there. We got to hit the street, cause this is the one.

Robert - It seems west coast radio is slow to support and play many west coast artists. Is the record getting any air play out on the west coast?

Binky Mack - We are pressing up the actual 12 inches; they should be ready this week. We"re not going by the first week sales man, it's independent. We don"t have that pressure on us like before. Like I said we can sell between 500 to 5 million the first week it don"t make a difference cause we are going to work this record. Every record we put out we are going back to the old school days where they actually set and work the artist.

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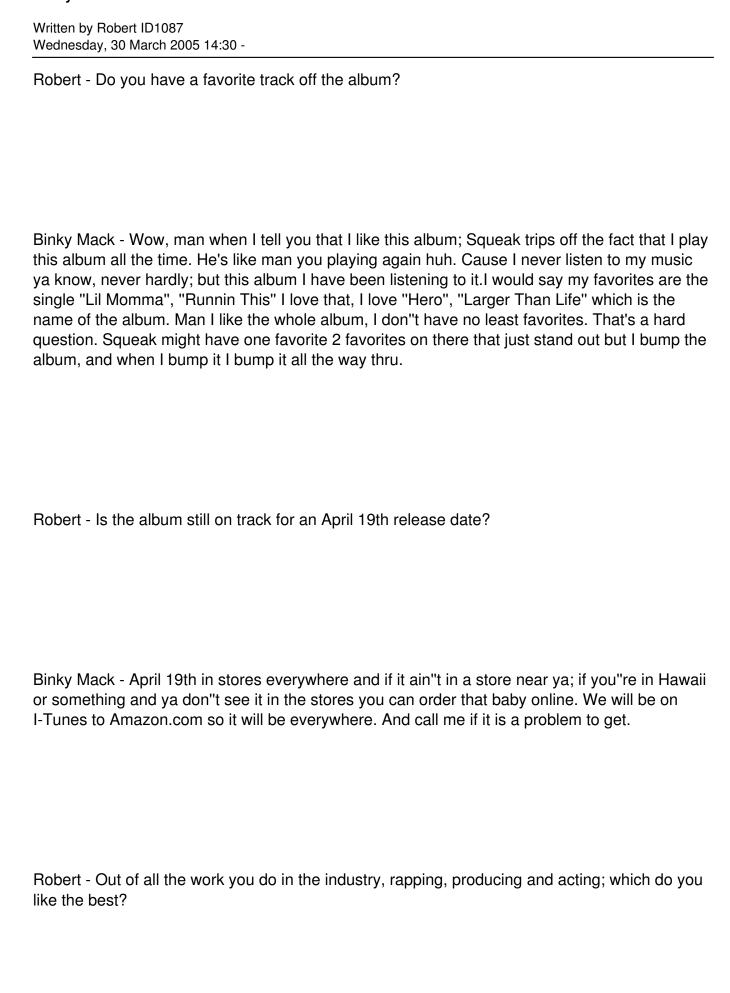
If you remember Usher's first album was a flop. Just think if LA Face would have dropped him. If La Face would have dropped him we wouldn't be hearing this Usher today. Or maybe we would, I don't know maybe on another label. But that's what we are going back to; La Face was like No, lets go for the second record now. Let's really just work these songs, let's work the record, because right now it's so corporate that what happened to the love of the music, ya know what I mean? We are not tripping on that, we are going to grind the record out. We're going for radio, K-Day is back with Julio G and them. So if the The Beat and Power 106 don't act right, we still got K-Day. Julio G is my people.

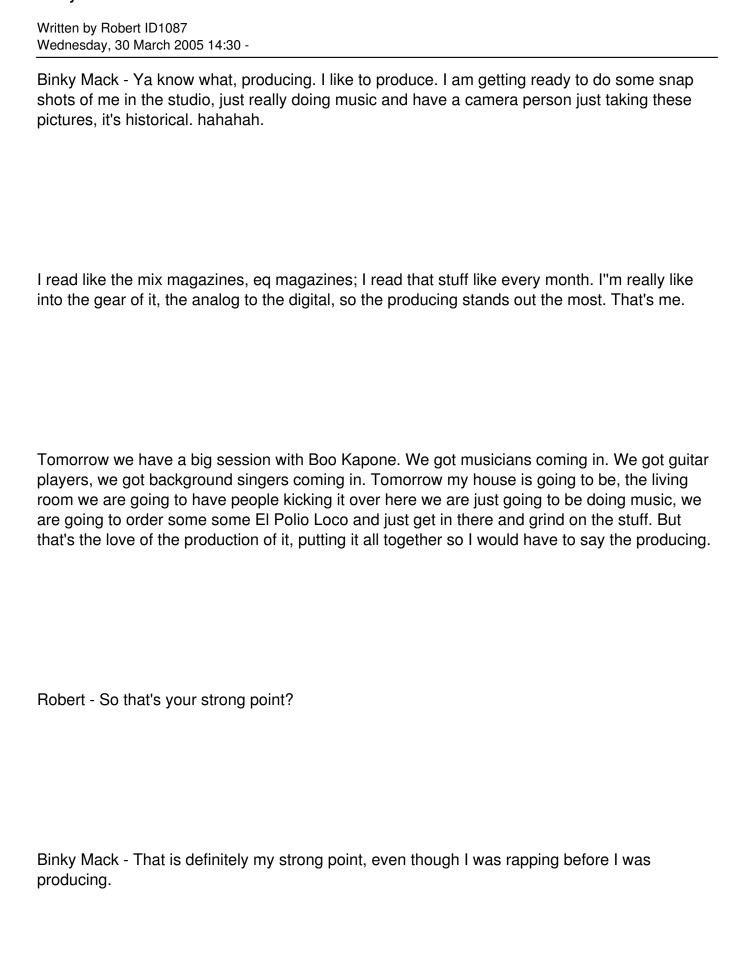
Robert - The first single off the album is going to be "Lil Momma"?

Binky Mack - "Lil Momma" is the official single, yea.

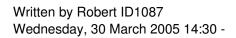
Robert - Are there any videos planned for it?

Binky Mack - We are getting ready to shoot that video now. We were with the video people yesterday going over everything. They"re still in the process of putting the treatment together but it should be completed by the time the record drops.









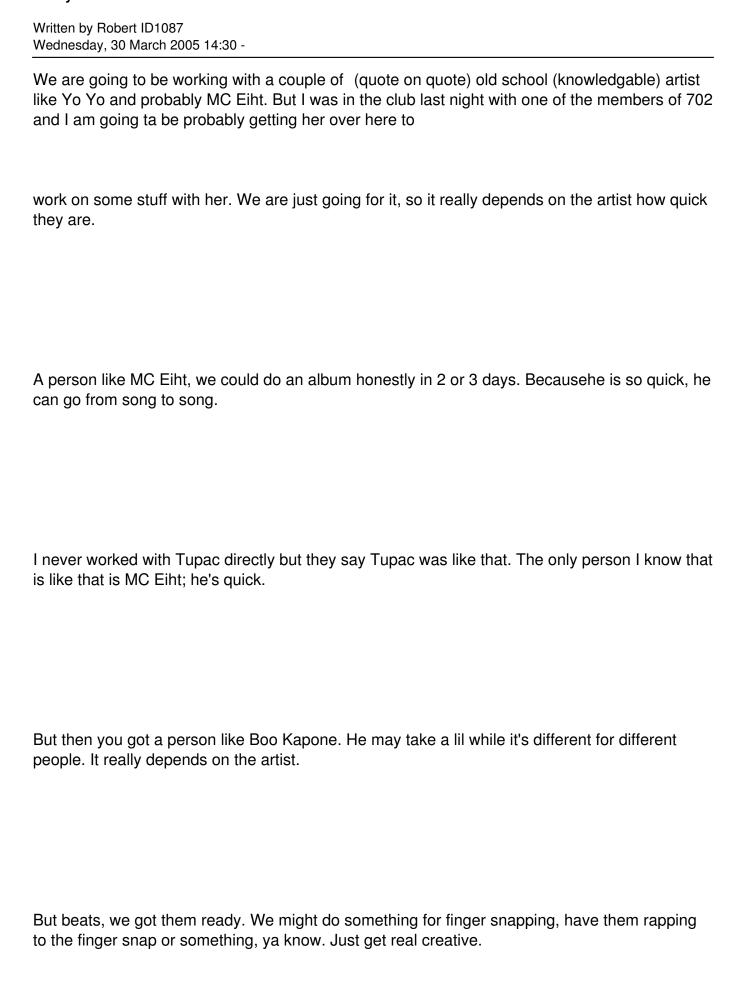
Robert - Who makes the finial decision on what goes onto an album, like between you and Squeak?

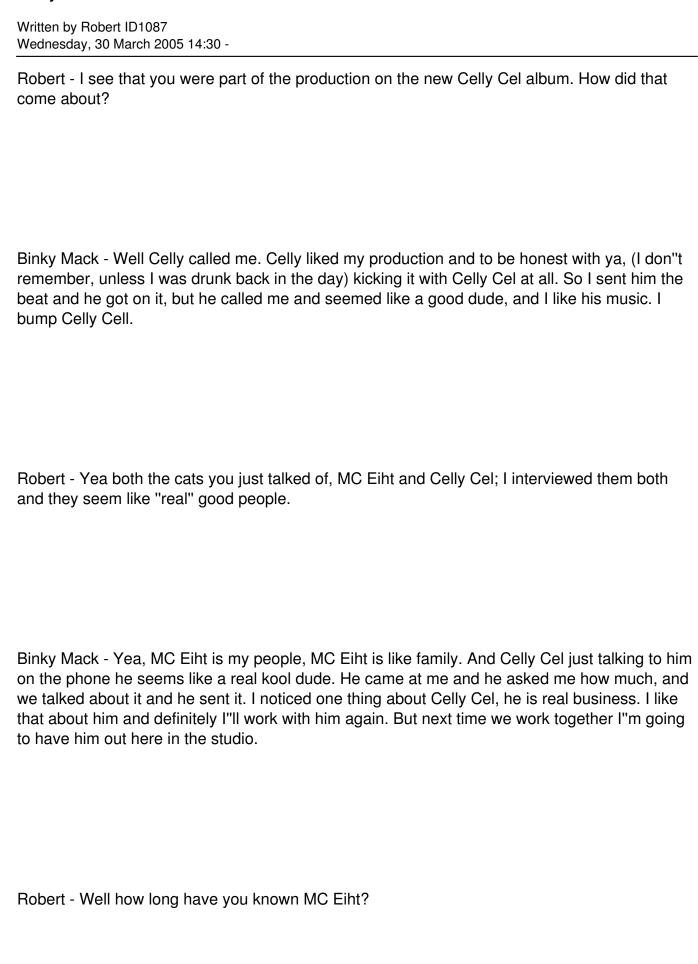
Binky Mack - Well we both do, believe it or not. Because there was a song on there called "Everywhere I go" that Squeak was loving. He said it might have been the best song we had ever, I said it might be the worst song we had did ever, and there was another song that was bumping to me called "Focus", it's not on the album. Squeak didn"t like the song. It was his least favorite, he didn"t really like it. So for us to throw either one of those songs on there would have been like we both would have fast forwarded them and we don"t want that. So neither one of those songs went on the album, even though "Focus" is going to be on a few different albums. I don"t like wasting songs but we both decide. We kinda even it out, we work together well. We balance everything out. Just to show you how we do work, neither one of those songs are on the album, we worked it out. So we both definitely had a final say. And then if it came to some thing we just couldn"t agree on, what we would probably do since everybody got love for each other, we like a family, we would probably get Don Doe involved. Get the label involved. The label owner is a good friend of mine. We would probably get him involved. Then you see what everybody thinks. That is what we like to do, ask 5 or 6 people and see what they say and then kinda roll with that.

Robert - How long does it take to complete a project like this one - from start to finish?

Binky Mack - Man it depends on the actual rapper. Because the

production ain"t lacking at all. Me and Don Doe constantly pushing out beats.





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Binky Mack- Actually when he signed with Hoo Bangin" that was my first time. Actually if you remember it was for the "Rhyme or Reason" DVD that Mack 10 was in; I first met MC Eiht at the premier for that, it was like an after party. He was running up in the club and we were running up in there to and I met him there. Then eventually he came over and signed to Hoo Bangin" and we clicked like brothers. We started kicking it and everything and then we kinda got our own agenda going. But I"ve been talking to him lately so he"ll probably be coming over here to Free Agency. He might be signing to Free Agency and doing his thing over here.

Robert - What's the status of Hoo Bangin"?

Binky Mack - Ya know what, that's a question for Mack 10. I thought it wasn"t another Hoo Bangin" but then I think he had an artist recently that came out on his label, so I don"t know if it's an active label or not. I don"t even know. Matter of fact, last time I talked to him we didn"t even get into that. We were talking about so much other stuff.

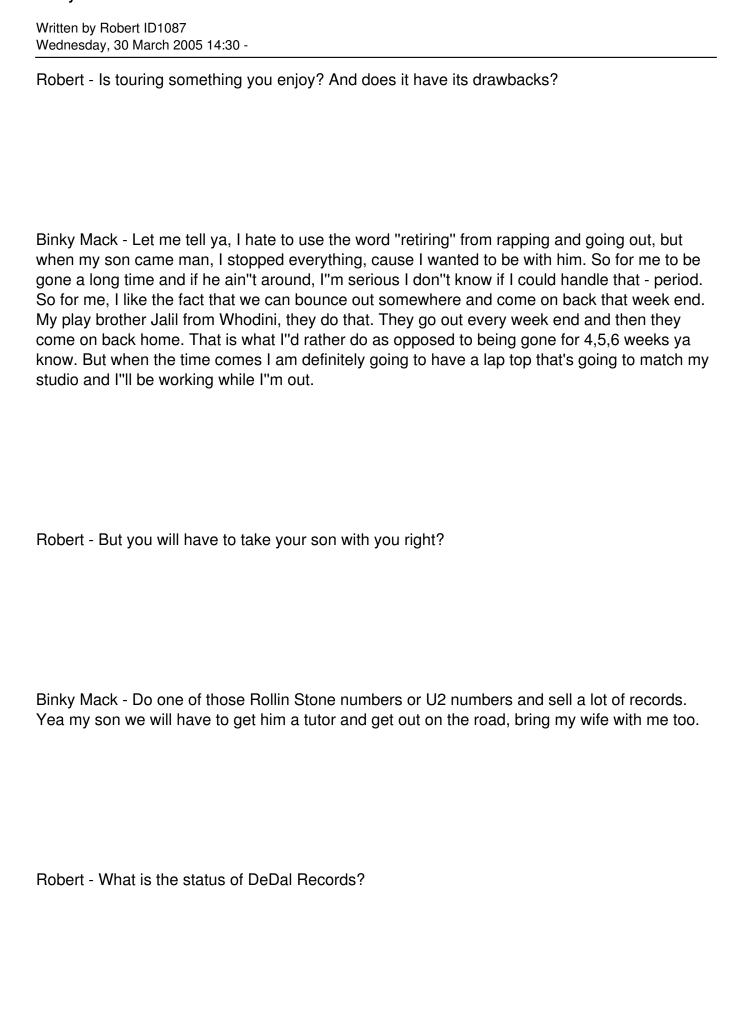
Robert - What other projects have you been involved with lately or are you working on just your album?

Binky Mack - I worked on my album. I"ve done some jingles and stuff. I worked on NBA Live, Inside Drive NBA for X Box. I did a couple games for X Box some of them I can"t remember off hand. I know Inside Drive 2004, I did 2 songs for that game. I was rapping on one and did the beat, and then Boo Kapone rapped on one and I did the beat on that. And also we did a lot of

Written by Robert ID1087 Wednesday, 30 March 2005 14:30 jingle stuff. I wanted to test my hands in that and that's a crazy business. But I wanted to get into that and see what that was about. But I knew I had to get back into the music, because I left for about 2 years to try some different stuff. I'm like an adventurous cat. So I get into ring tones whatever, ya know. But now I know my calling is definitely this music and getting back to it. I got a few rules but if everybody agrees and we come to the table, I just can"t get with somebody and start working on a project, we got to talk things out. Sit down and holla for a sec. Robert - Are you now currently on tour with Yo Yo and Boo Kapone or is that coming up soon? Binky Mack - Right now Squeak has been doing a lot of shows with Yo Yo. They have been out there. They have been everywhere; I think they are going to New Zealand coming up. They are staying busy doing that. But we are definitely getting ready to kick off a small tour for the summer, I know for sure, but it is in the process right now.

Robert - Where can we find a list of stops the tour will make and dates?

Binky Mack - I'll make sure that gets to you as soon as it is all definite.



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Binky Mack - DeDal Records we had distributed thru Bayside man. Bayside Distribution - man, to me it was a nightmare experience. Being a label owner is a hell of a job. So even with Free Agency, I'm not the label owner actually, but we are doing label work. So DeDal Records for me was a hell of an experience, and it is no more. We put the second record out on DeDal and I was doing that with a friend of mine. Me and him owned the label. We really didn't have the support of the distribution people. Even though you are the label you are suppose to handle things but if we are getting spins , we're getting spins in Sacramento, Las Vegas, Los Angeles, The Bay Area your suppose to step up and say ok we probably need to put some fire behind this baby, cause it looks like things are going to happen. And the next thing you know the record died out. That was the single we had with Bad Azz. But actually, that was the labels job, not there's per se.

Robert - The "Black Republicans" album was never released, what happened to that project?

Binky Mack - Never released, The Black Republican Album; boy where you find these questions (laughs), you must have done your research huh?

Robert - Man if ya don"t want to answer.

Binky Mack - Naw, I'm going ta answer cause I got Black Republican views. I got republican views. People trip on me about that, ya know. I'm not a Democrat or Republican or none of that, that was really the album coming out. Some of my views are Republican but I'm for the ghetto.

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So add that up. Rebulicans are about they paper, Democrates are about the people (some of them). So I am a Republicrat. But the whole thing is that the Black Republican album, I had never started on that record. I haven"t done one verse, one snare drum for that record.

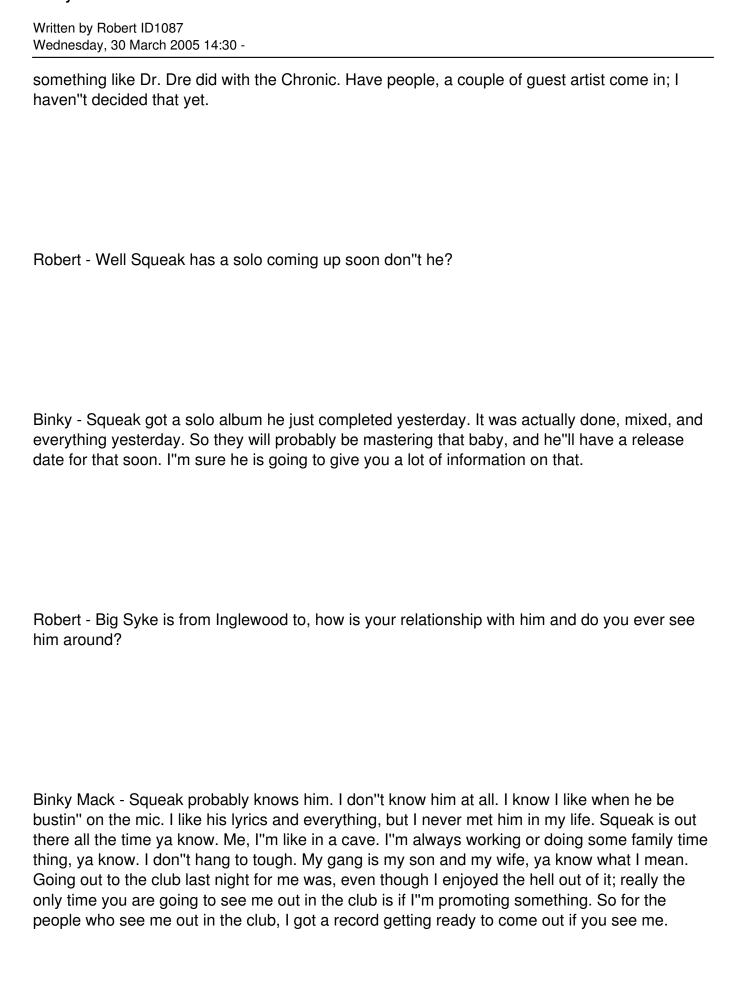
Robert - It had a release date though.

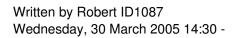
Binky Mack - Well, coming soon. I don't think it had a release date, it had a coming soon. That was in the magazines. In the Source and all the magazines that were out I guess. I don't know rap pages, whatever was out. But we never started on it. But it wouldn't have taken me no time to do it, it's just that Hoo Bangin' was doing the No Limit thing, trying to hurry up and put out all these releases. I'm really about quality. I'm about the quality, but I am a little quick to put it out at the same time. So it wouldn't have taken me no time to do that

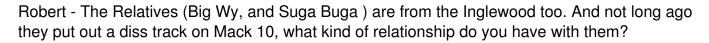
record.

Robert - So do you have plans to follow up on it?

Binky Mack - Believe it or not, with the deal I got with Free Agency I'm putting out three records. AllFrumTha I is one of them, Boo Kapone is the second. The third is a solo album, that I haven't decided if I'm going to do it or not. I don't know if I want to do a solo album, or maybe do





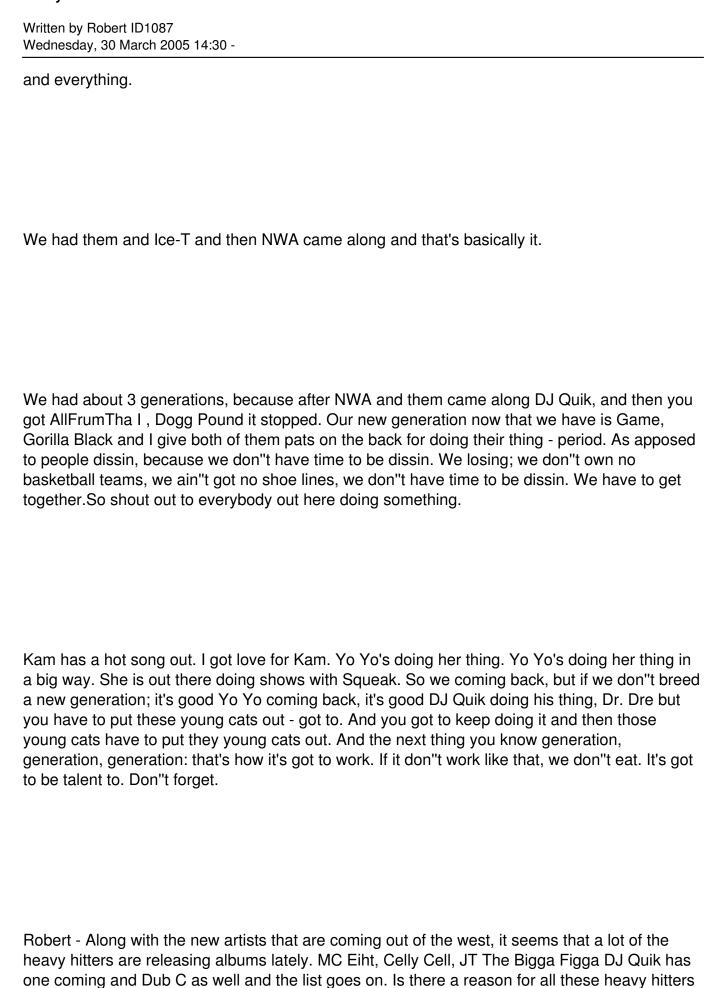


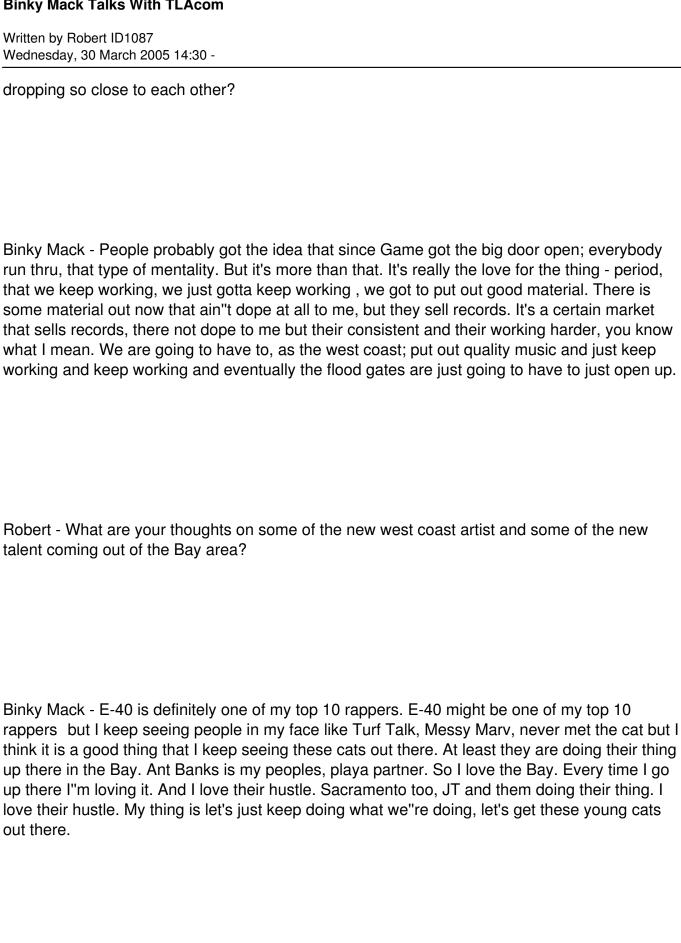
Binky Mack - The Relatives is the homies, I got love for them, period. I have had nothing but good vibes from them every time I see Suga Buga or Big Wy. We holla every time we see each other. And if you remember they were on our last record. They were talking at the end of our last record. But eventually we will hook up and do some music and stuff together but we definitely got a good relationship and Squeak is real kool with them too.

Robert - Do you think the west coast is experiencing a second wave of talent and that people are starting to take notice again on a national level?

Binky Mack - I think we are slowly coming back yea. But we will never win if we keep putting out the same old artist, we'll never win.

You got to remember, you know how many generations since Whodini? You know how many generations it was when De La Soul came along? You know how many generations it was when Rakim came along? Those are so many different generations, think about it. You got GrandMaster Flash, Melle Mel, and all them cats. You got Kool Herk and all them before all that. Afrika Bambatta and then you got the Rakim's the Big Daddy Kane's, the LL's all these different generations of artists kept coming thru. With the west coast we had Mix Master Spade and them, Ice-T; God Bless Mix Master Spade he just passed, so God bless him and his family





We got people on the album; Cyphakon, Madam Brown, Boo Kapone is on the record. I got

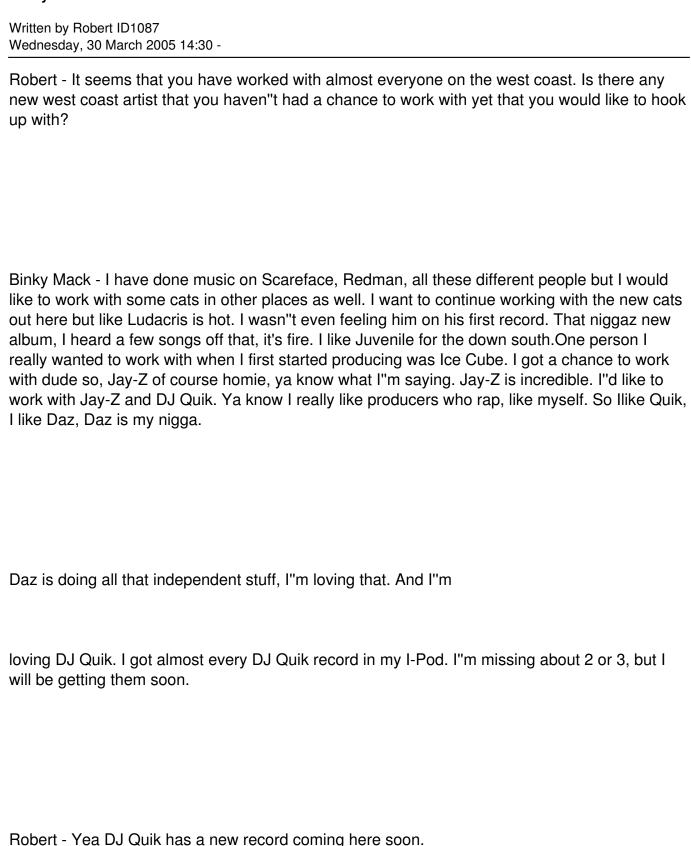
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2Eleven, he hot. My lil nigga 2Eleven, 2Eleven can be the next nigga. He stay up in Vegas now but he's from Inglewood. That niggaz hot. AndI got K.G. Superstar, I got Fuzz Priceless; ya know what I'm saying. It's the new cats man, we got to keep these new cats going. If you notice on our albums, besides the first one, well even on the first one but the second one and the third one we put new people on there - period. I could put the Mack 10, Ice Cube and everybody on your record that's cool but you got to let these new people in

Just think about JT The Bigga Figga he put out Games album. He was working with Game before niggaz knew who he was. And that's what it's about.

Robert - Yea and that paid off for everybody.

Binky Mack - It paid off for everybody and from what I"ve read I guess they worked their deal out on points and all this stuff but it is the young cats. I can"t stress that no more. We got to keep putting these fresh, just like Clue went and got Fabulous when he was fresh and young. We got to keep doing that. I don"t know how good it is for us that we have to go to New York and grab somebody or what ever down south and grab somebody and put them out. There is to much talent here for that. There is too much talent right here. I got partners who are getting ready to move out of town feeling like they got to go to Atlanta to blow up as producers and all that, we can do that right here; we don"t have to go nowhere. Puffy and them niggaz got houses in Beverly Hills out here in our back yard. They know it's the jack-pot out here, it's money here - we don"t have to go anywhere else.



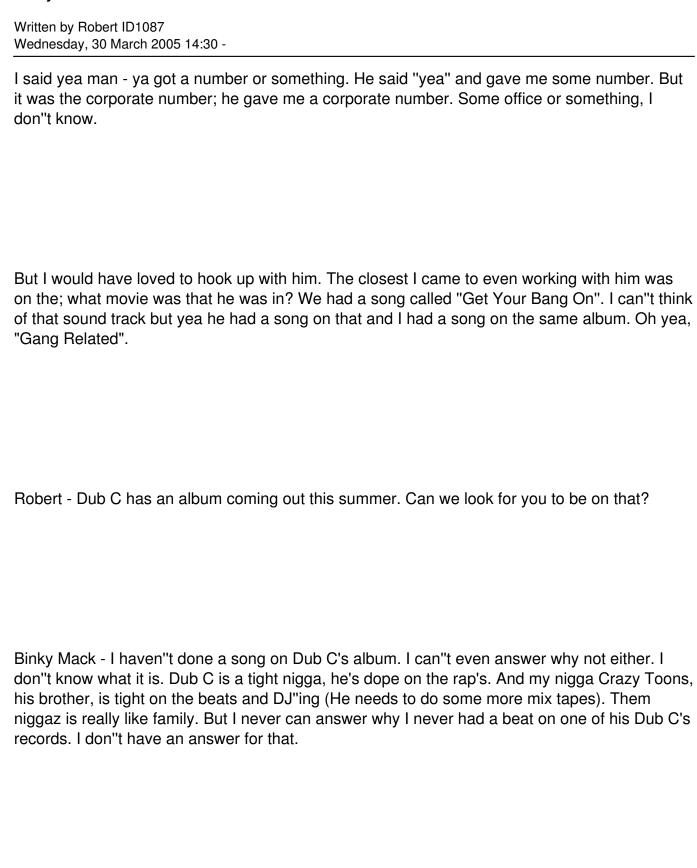
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Binky Mack - Yea that's what I hear. Quik is real talented, I'm loving it. These are the cats I'm loving. Dr. Dre has like that Quincy Jones mind thinking ya know. Nigga got love for Dre. Dre been doing it so long. Nobody can hate on that track record.

Robert - As long as you have been in the game, did you ever or was there a reason you never got to hook up with Tupac?

Binky Mack - Guess what - well I use to work at the airport, at LAX right. Back then we had the black kaki's on, it was like a security company. And we kinda use to work with INS; sub-contracted. I wasn"t making no money. And we use to have these black coats on with the black kaki's we be just like around the airport waiting for a call to do whatever we had to do.

So one day I come out of, what airline at the time was that; PSA was near American West or something. Tupac was out there. And I had the van parked out in the front. So I come out and he is like looking around, he's got one little book like a phone book, but there might have been lyrics in there. He was sitting there and he said "Hey man you know where United is"? And I said you know what; the way you go around the airport when you drive around, you got to pass United to leave the airport but you have to go around a big U. So I said I"m going that way homie, if you want I"ll drop you off. He was like cool. He hopped in the van. You could tell he was buzzing ya know what I"m saying, (both Binky and Robert laugh); he was just looking straight the whole time and really wasn"t saying nothing, in his own world. We got about half way around and I said to him - ya know what? I do beats. I was like I have to get in the game, this was before the whole Westside Connect thang, before I even got in the game. And he was like "for real"? He was like cool.



Robert - When you guys were starting out we lost Tupac, Biggie, and now more recently we have lost Mac Dre, Jam Master Jay and a host of others to senseless violence in the rap game, and we have others who are locked down-Do these things that seem to happen as part of the

rap game ever make you reconsider your being part of it?

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Binky Mack - When you come thru and you work with me, we have to have a sit down. You could be gang banging, all red on; but if me and you are going to click up and get some kind of relationship going where we are going to be working on some music or what ever, we are going to sit down and have a talk. And I'm going to let you know where I'm coming from and you can let me know where your coming from.

Last night we had fun at the club, I had cats that use to thug with me at the club that knew how to act. I use to thug it up. So we had a great time at the club last night. No shootin, no fights.

We"re not for that, we try to have all allies in place. Fo real, when it's time to go out to Iraq we want to have everybody in place (example). For cats to be killing each other man, my thing is that like, if Jimmy Ivene ain"t dissin Tommy Mattolla, why am I going to sit up here dissin Daz or Quik, ya know what I mean. I"m not doing that.

There's cats that came in my studio, I swear to this day right, actually in the last couple weeks and they sit up and diss some key people in the game. You're never going to hear it. I'm not ever going to let it get out. I might erase it off the computer. I'm serious, because it ain't worth it man. I didn't know about it and the engineer was here and he was working with those guys and I found out they did a diss record on some people. One of the people they dissed is a good friend of mine. Not a good friend of mine, I mean we don't kick it all the time but he is good folks, and they dissed him. And I'm like that ain't gonna work, we aren't going to let that happen. I talked to them about it and said that ain't cool man. That nigga ain't said nothing about you, he just don't like the fools ways or what ever.

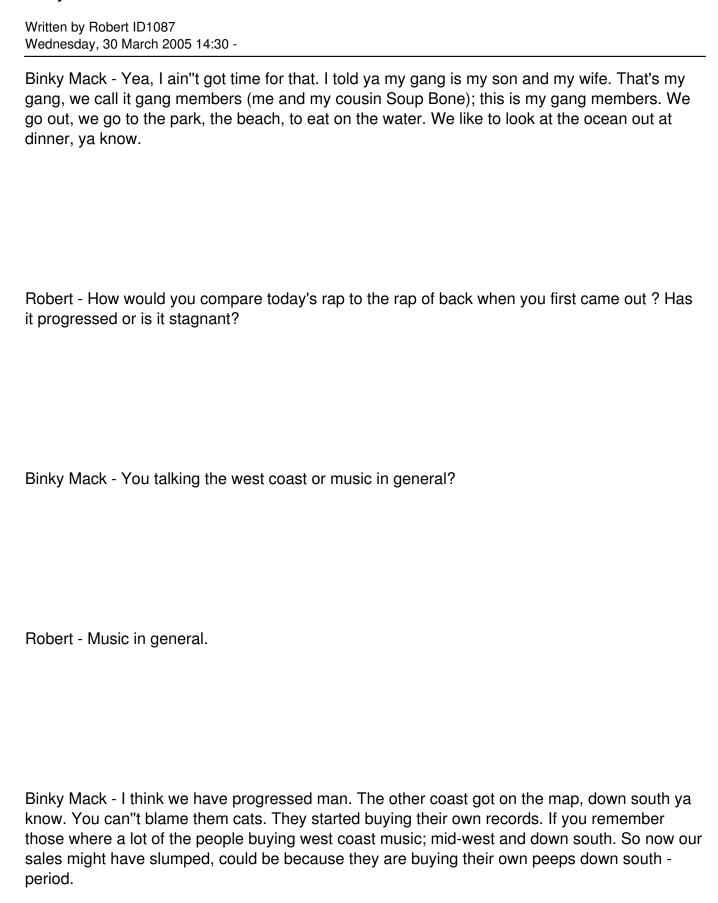
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Yea I mean I talk to everybody man, when you come thru and you hang out with us, we got a good vibe going here - we got a family thing. And I think that is going to play a big part in what we accomplish - I would hate to seclude us from everybody else right now but I reached my hand out to a lot of people and they didn"t grab it on this project, or the last project. And right now I"m thinking to myself who are you to not grab my hand when you losing to. When I say losing, that means come on; Jay-Z is part owner of a basketball team, and Nelly ya know what I mean. These cats are really doing it. We had the opportunity to do that. I"m feeling like we got to make a come back man, and we are going to need each other to do that. Everybody I seen in the club last night I"m like what ever you need from me, you got it, and if I need you for something lets do it. Somebody has to start there. And eventually instead of us being at war with each other, lets get that Tommy Mattola money and that Jimmy Ivine money and lets do what they do, better. Ya know the whole Death Row thing crumbled but where is Jimmy Ivine at? He's experiencing good record sales from AfterMath. He's having a beautiful day, out with his kids. Ya know, walking in the park.

So I'm not rolling like that. I'm going to roll with how they rollin", I'm rollin". They got big houses in the hills, I want mine. Nobody different than me, so that's how we are going to do it. We are going to get paid and we gonna have fun.

What sense does it make to make all these millions if you got to be getting shot at the club?

Robert - So you pretty well just ain"t got time for that , right?



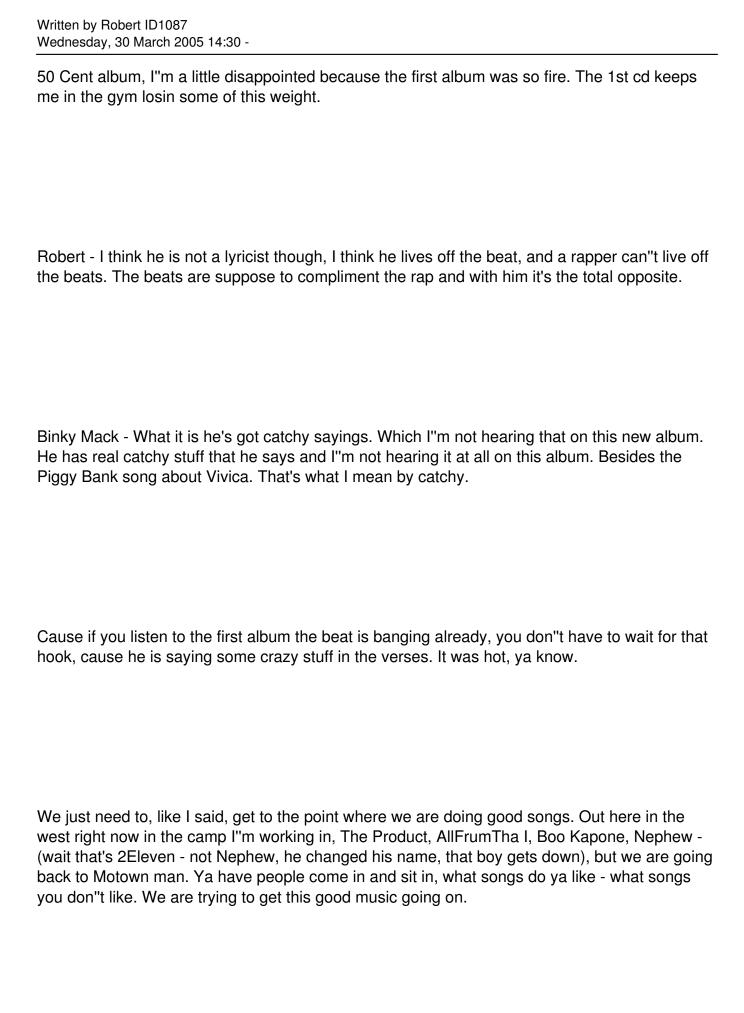
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But the music has advanced. I think we doing more stuff now. Like Eve said, she uses the rap music as a stepping stone to get to the movies or acting or what ever. That's a good thing but some of the music that's out right now is not up to par to me.I think everybody is in a hurry to get a record done. Everybody rap's, everybody does beats but when are you all going to do songs? That's what we need, we need songs. I know a lot of people that can do beats. I know a lot of people that can just rap and they can rap over that beat but when you put a song together; Cube really taught me that. I"ve studied Dr. Dre, Marvin Gaye, Quincy Jones, all them. You don"t have to be dead in ya grave before I give you credit for your talents. But nobody did it like Marvin and the "I Want You" album is the GREATEST album ever. I wanna see somebody do them backgrounds like Marvin did on that cd. You new school r&b rookies !Incredible. Marv be havin the greates backgrounds goin on, string sections, musicians, etc.

So back to my answer. Here is an example, but not always in the same order.

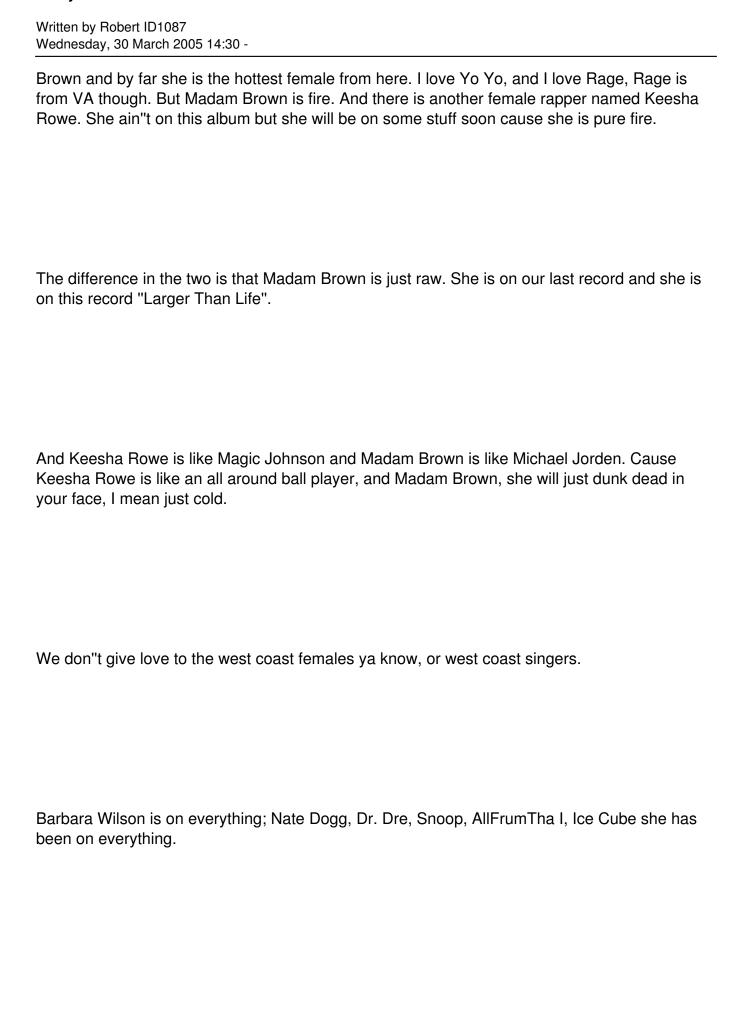
Boo Kapone came in he rapped on the beat but we are not done yet. I got musicians coming in, we got the backgrounds coming in. And then on the production end me and Don Doe got to go over the production some more and add some more stuff and then I will start mixing. It is all about good music. The kids are younger so they are only going to listen to what they know, but there is a lot of trash out there.

But my hat is off to Fat Joe with that new single, that's hot. Refreshing to the ear. And Ludacris with the Austin Powers beat, I mean that stuff is hot.









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Then you have Ebony Burks. Ebony is singing on the album to and she is hot. She is actually, I believe, from Chicago or Detroit; but she has been living out here for awhile. Ebony is going to be on all of our stuff. She's dope, she has got down with Sunshine Anderson, she has done stuff for the Dixie Chicks to Raven-Samone she's dope. Lot's of folks. I hope I didn't get the 5% of her credits I can remember wrong.

Robert - Any shout outs or things that need to be said?

Binky Mack - Shouts out to all the west coast artist who are doing it right now, rather independent or major label. Everybody from Game to MC Eiht, Mack 10, Snoop is doing his thing, ya know all the rappers DJ Quik, Daz, everybody who is doing their thing. Suge Knight, bring some of these Death Row artists out, put them out there so we can hear them and have our 15's bumpin. Kurupt - I"m shoutin" out all of them. Ice Cube, Dub C, Yo Yo, everybody - I got so many shouts out we could be here all day.

My partner Squeak Ru, Don Doe, Mark Copeland, Betsy Bolte (my publicist) And shout out to the Road Dawgs, Naughty by Nature my folks and then the one and only Whodini.

My son is on this album, Justin. He produced the song on the part that he's on to. He produced it and he did that when he was 4, he is 5 now. So when you hear the beat, I didn't do nothing but press record. He did everything, and he is rapping on it. So watch for that little skit, it's hot.

