

## West Coast Hip-Hop MC Joe Serious Drops New CD

Written by Keith ID2879

Tuesday, 25 July 2006 04:18 -

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Unsigned west coast hip-hop rap MC Joe Louis "SERIOUS" Gallardo's story is as interesting as the music this MC can spit. Not just one of the best Latino hip-hop artists on the west coast, he may be one of the best unsigned rappers period on the west coast today.

Hip-hop artist Joe Serious, a.k.a The "KING OF L.A.", stands 6 foot 2 and 250 plus pounds. Mighty is the man but his forceful lyrics makes him a contender in the hip-hop game, not his size.

This Heavy Weight M.C. is representing his hometown of East Los Angeles, California. He has always been creative in his Style of Hip-Hop elements from the age of 8 years old. In the early 1980's Joe Serious first started rapping as M.C. Kidd Hipp and West Coast Pop locking as "Cartoon". Doing shows at different levels, from backyard parties, to legendary all rap AM station K-DAY 1580 party events, to the Los Angeles Sports Arena "Uncle Jam's Army" concerts; gave the young hip-hop MC experience and also gave him many avenues to show off his lyrical style.

During that time "SERIOUS" met up with different L.A. Hip-Hop Street Legends such as hip-hop and rap artists Greg Mack, Ice-T, Michael "Turbo" Chambers, BattleCat, The DVX crew, B-Real and Sen Dog (now known as Cypress Hill) and Mellow Man Ace, G-Cell and Qluso The Dominoes Poplock crew, Supha latin "Click", Julio G. from Mack Attack Mix Masters and yes The Master - DR. DRE from Eazy E's gangster rap crew N.W.A; who at that time was from the World Class Wrecking Crew who was Big Joe's D.J. at his opening night and where they moved the crowd at Dooto's night club in Compton, California.

In 1985-86 "Serious" made his name on the streets when legendary L.A. Radio D.J. Greg Mack announced him live on the radio after selecting his cassette tape as one of the best M.C.'s to compete for The Best Rapper of the West Contest sponsored by the legendary hip-hop crew the Sugar Hill Gang.

"After years of M.C'ing and rapping in all areas and in the streets of Los Angeles I kept holding on to my dream," Joe Serious tells ThugLifeArmy.com. "I went through a lot of things as a young man with non-stop Street Life situations, hustling and violence still working different jobs to support my family. I decided to go back to school again and try to do something I always wanted to do and that was to perform. I went to the Academy of Radio and Television Broadcasting

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where I studied many different subjects in radio and communications. At the same time started recording my first album "Power of the Tongue" released in the summer of 2004 through Addicted 2 Wax/ Cisco Music Group and released at Norwalk Records. I then met my new homies Rod "Warrior" Mendoza from RuffRyderz, Yesi Ortiz of Power 106 and Big Charles Gatewood of Power 106 Flava Unit, Noah Ayala of Wild 96 in the I.E. and New West Coast Homeboys along the way Big Qluso, Bokie loc, Darc Skin, Ked Johnson, THE SERIOUS SYNDICATE INC. is here."

Serious Business the new album from Joe Serious is truly a banger. If you miss the days of music with power and fire then you need to investigate Serious Business.

As Hip Hop music is changing to more repetitive hooks than the art of Rap itself, and the West Coast is in turmoil; Joe Serious has come out to bring Rap back in its original form with tight P-Funk and G-Funk Beats, "Laced with Lyrics that paint stories of hardships and Life Experiences on the Streets of East Los Angeles"!

This new style is mixed with clear vocals that separate Joe Serious from the rest of the Latin Rap or Chicano Rap competition; making him unique and carrying a style of his own that even the black audiences can also relate to.

The Serious Business Album is diverse with Joe Serious rapping in English and Spanish with catchy hooks and singing in both forms as well. With his natural gifts and abilities of writing and co-production Joe Serious is in a league of his own.

Check out Joe Serious on MySpace at [www.myspace.com/bigjoeserious](http://www.myspace.com/bigjoeserious) and see what all the street buzz is about. You can hear his tracks and also purchase his album Serious Business there.

Joe Serious is taking hip-hop back to where we all would like to see it; back to the days of pure talented MC's and fiery lyrics – back to something hip-hop can be proud of – classic music from

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talented MC's. Check him out – you can thank me later.

Want to see Joe Serious Live. Here is a list of his upcoming shows:

09/15/2006 07:30 PM - LIVE at the Knitting Factory, Tickets are \$10.00 - 7021 HOLLYWOOD BLVD., HOLLYWOOD, CALIFORNIA, CA 90028 - THE WEST COAST LATIN INVASION 2006

Attention all Raza and Westcoast Family DJ El Stryker and Latina Gear Co. has come together to bring you the West Coast Latin Invasion, featuring some of the newest Latin Hip-Hop talent on the West Coast; featuring 'Joe Serious'.

Come out to see Latina Gear Co. and the Latina Gear Co. Models at the West Coast Latin Invasion. West Coast Latin Invasion Friday Sept. 15<sup>th</sup>

Performing LIVE and Hosted by Angel Baby Aztlan Radio 88.3 Weeto Cruzin TV Johnny Boy Rocky Padilla Family El Striker The Ese Mixtape O Brown, LBOY, Joe Serious, Tweety Loc, Sponsors Latina Gear Co. Westcoast Grafiks Las Playas Res and more.

12/01/2006 08:00 PM - SHOWS IN LOS ANGELES

The Joe Serious shows are about to start up locally in Los Angeles Ca. Promotions by Thug Life Army Radio ( [www.TLARadio.com](http://www.TLARadio.com) ) and [www.CRNLive.com](http://www.CRNLive.com) , CA 90033 - SOUTHERN CALI

Joe Serious is scheduling performances locally in Southern California. For bookings call Joe (562) 818-3769 or see upcoming shows in Los Angeles and tune into Thug Life Army Radio ( [www.TLARadio.com](http://www.TLARadio.com) ) and [www.CRNLive.com](http://www.CRNLive.com) or visit [www.ThugLifeArmy.com](http://www.ThugLifeArmy.com)

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for news on Joe Serious.

To get your copy of the new 'Serious Business' album call Norwalk Records at (562) 863-6681  
OR [WWW.CISCOMUSIC.COM](http://WWW.CISCOMUSIC.COM)

12/30/2006 08:00 PM - THE IDEA MAN.

SOUTHERN CALIFORNIA, Los Angeles, CA 90033 -

Message from Joe Serious:

I am the man that comes up with Ideas on the beats, writings, concepts and content. I have come up with Ideas and song titles with different lyrics and concepts that went Gold and Platinum in the early 90's with local groups now known around the world. So if you need my services contact me [joeserious1@yahoo.com](mailto:joeserious1@yahoo.com)