

Focus

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Deadlines for submitted material:

Articles: Friday by 5 P.M.
Ads: Monday by Noon

Focus welcomes freelance submissions. Manuscripts and photographs can be returned if accompanied by a self-addressed stamped envelope.

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RUN DMC

Master Innovators of Rap

* Innovators. Originators. RUN DMC's influence on the music of the new millennium goes every bit as deep as that of Elvis Presley or the Beatles. With the release of "Crown Royal" on Arista, the seminal rap trio is returning to a stage they set not only for themselves, but for an industry — and a generation.

"Crown Royal" lists multi-platinum guest artists — proving their lasting and universal force exerted on the front line of hip-hop, rock and R&B. The street/urban single, "It's Over," co-stars hitmaking producer/performer Jermaine Dupri. The simultaneously released Modern Rock single and video, "Rock Show," teams the band with Third Eye Blind's Stephan Jenkins, who co-produced the track with Jason Carner. And, inevitably, the biggest fans and beneficiaries of RUN DMC's historic fusion of rock and rap come to the party: Kid Rock, reminiscing about "The School of

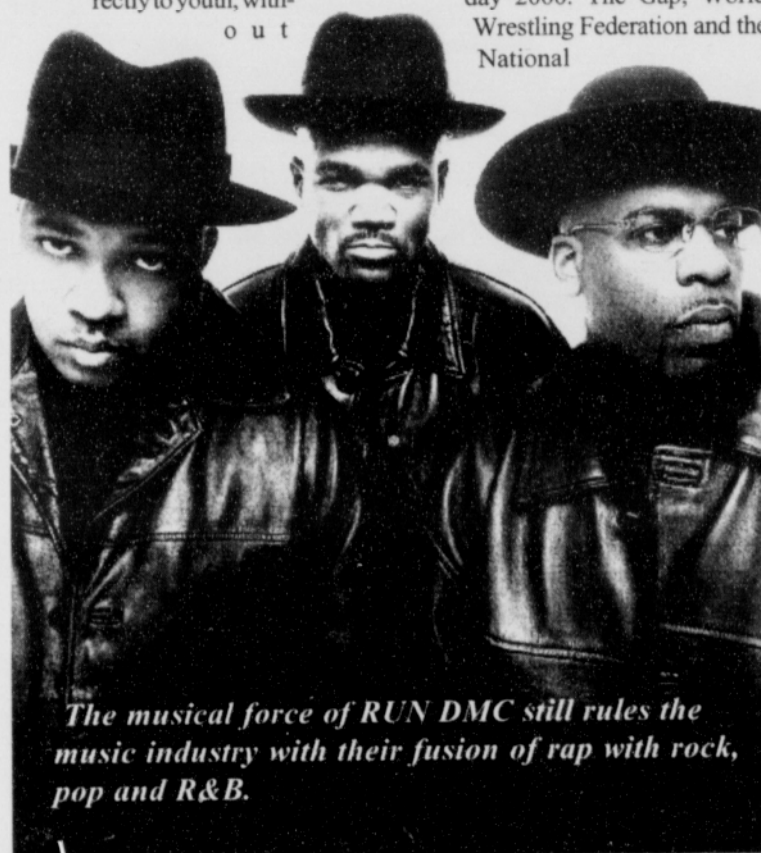
Old" and Limp Bizkit's Fred Durst, joining on the straight-up hip-hop "Them Girls."

Few artists ever provided as complete a musical and stylistic blueprint for their musical successors as RUN DMC (Joseph "DJ Run" Simmons, Darryl "DMC" McDaniels, Jason "Jam Master Jay" Mizell). Managed by Run's older brother, the future entrepreneur Russell Simmons, they roared out of Hollis, Queens, with 1983's "It's Like That"/"Sucker MCs," transforming R&B party funk with a new combination of sparse beats, hard production textures and an obvious disdain for pretension of any sort. Within a year, they took another giant step by combining monster rock guitar with hip-hop in the single and video "Rock Box." The huge popularity of RUN DMC produced rap's first gold album ("RUN-DMC," 1983) and its first platinum album ("King of Rock," 1985). Every one of their early singles are the primary source material of hip-hop, "Hard Times," "Jam

Master Jay," "Together Forever" and "Here We Go" notable among them.

The success of RUN DMC resounded through rock, rock, R&B and, eventually, international pop of every kind. They changed an industry and they did it by speaking directly to youth, with-

finally acknowledged as the force it's always been in music, sports, fashion, marketing and pop culture overall. Their "Christmas in Hollis" binged through the White House in the 1999 "A Very Special Christmas" live event and in the Sony ad campaign of holiday 2000. The Gap, World Wrestling Federation and the National



The musical force of RUN DMC still rules the music industry with their fusion of rap with rock, pop and R&B.

the advice or support of anyone in the mainstream media or industry. Along the way, life went on: Run was ordained a minister, DMC transformed his lifestyle and wrote a book about it, and Jay launched a successful record label. All became husbands and fathers. But they never lost their following.

Now, having altered the landscape of music irreversibly, RUN DMC is more visible than ever, as hip-hop is

Basketball Association all tapped into RUN DMC as defining figures to people in every walk of life. Their appearance on MTV's 1999 Video Music Awards with Aerosmith and Kid Rock was one of the events of the year.

In the twentieth year of an astounding career, RUN DMC turns in "Crown Royal" to show how it all began, how it's going to be, and how it's done best.



Edgewater Restaurant and Lounge

Relax in our riverfront Restaurant and sample our Northwestern fare, or dance the night away to live entertainment in the Edgewater Lounge. Either way you're sure to have a relaxing and memorable time at the Red Lion Hotel.



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Lounge	Opens at 4:00 PM
Dancing (Fri-Sun)	9:30 PM-1:30 AM

Situated on the Willamette River, across the street from the Memorial Coliseum and Rose Garden Arena. "Blazer Headquarters" For all home games.

kmhd for the love of jazz

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