

# Hip-hoppers with 'Cred'

## DJ strives for positive influence

continued ▲ from Metro

son, who was born in Virginia and grew up in the Watts district of Los Angeles.

The OG One moniker came from a group of ex-gang members who formed an organization called Original Gangway to focus on counseling and encouraging youth to seek alternatives to gangs. Even after the organization fell apart, Jackson kept the letters affirming for himself by changing their definition to One God.

One God remains a personal reminder of the origins of success, and Jackson would share a thoughtful spirit to all of his listeners by literally setting the tone of hip-hop performances.

To avoid promoting people as simple products of their environment, he sees DJs as the "backbone of the music," able to fill a need for

constructive influence. "No matter who's not watching, being able to stay consistent for me personally is all about how I need to look another kid in the face and say that I do honest business," he says.

Jackson plans to extend his lifelong passion for the inspirational qualities of music in launching an event called the Good Look Clothing Drive, with a banquet to give away the supplies set for May 9. He hopes the event will unite DJs from across the city in a yearly expression of goodwill.

Drop-offs can be made through April 27 at Popeyes Chicken locations on Martin Luther King Jr. Boulevard, the Portland Observer offices, Terrell Brandon's Barber Shop, 1330 N.E. Alberta, and the Huddle Sports Bar, 825 N. Killingsworth. For more information, e-mail shakiylaharris@yahoo.com.



Cool Nutz, the Voice of Northeast Portland, takes flight for a tour of Norway this past February in which he performed at major hip-hop venues.

## Cool Nutz on national stage

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The music industry has changed significantly since the time Scott was listening to his favorite artist in high school, Run DMC.

"There has always been a constant struggle of staying with the industry, and standing strong," Scott says.

"Back when we were kids, being a rap artist meant that you wore sweats and one gold chain," he adds. "That was achievable in our eyes. There were no private jets or mansions."

Despite the dramatically changing music business, Cool Nutz still keeps up pace with a new solo album released at the end of last year, King Cool Nutz.

"I get more radio play than ever," he says. "It has been a real struggle to stand strong and persevere."

The industry has changed so much throughout his career that he has written a song about the changes he has seen.

"There is a song on my new record called 'Written in My Book' and it really illustrates how I used to see the music industry and how I see it along with my life now," says Scott.

With the internet, free music downloading and a loss of fan dedication over the years, writing and selling music has become a more

complicated business. Scott is fortunate that he was able to enter into the industry when rap music was just beginning to emerge.

Now in his 30s, he has a 17-year-old daughter and views the world differently as he has matured into adulthood.

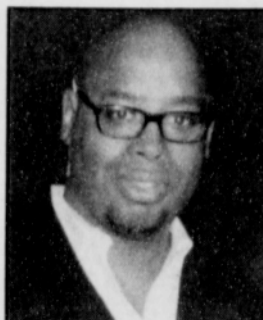
"I tell my daughter to follow her common sense," says Scott. "Our society can be dangerous and complicated and you just have to make good decisions in life. Don't do something if you know it's the wrong thing to do."

His music mirrors those words as he writes his lyrics now to convey his life experiences and turn his music into "brain food."

"I want people to understand my music and find meaning in the lyrics," he says. "I don't sit down to write music about Bentleys and mansions."

Recently, Scott's music had been chosen to be in the soundtrack of Gus Van Sant's latest film, Paranoid Park, making its world premiere locally last month. He did a tour of some of the hottest rap venues in Norway last February and was featured in Source Magazine in January, a national publication for the rap music scene.

Scott's music and schedules of live performances can be viewed at [myspace.com/coolnutz](http://myspace.com/coolnutz).



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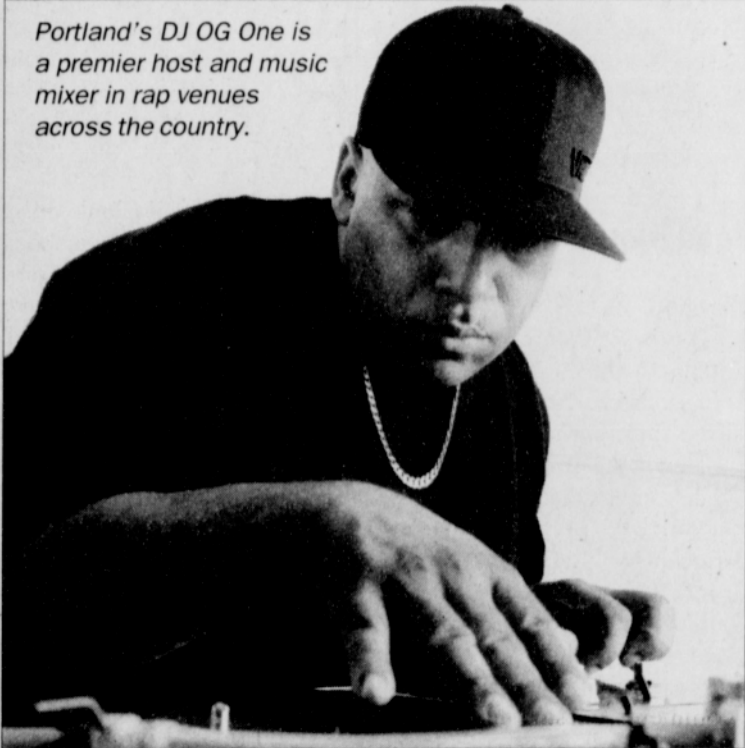
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## Community Support Grows with College Expansion

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