

SNOOP DOGG

Iconic in stature and in essence, Cordozar Calvin Broadus, Jr. has carved out a permanent place in musical history. Undeniably, the rapper, producer, actor, entrepreneur, coach, husband and father affectionately called Snoop Dogg, has performed the most unique balancing act that hip hop has ever witnessed. Never short on vision, drive or ambition, the sharp talking wordsworth has managed to redefine and reinvent himself over the course of his fifteen year career, each time revealing a distinctive cache from the depths within. His rhythmic cadences are classic in nature and his demeanor is as laid back and effortless as the brand extensions he has created for himself.

With his eighth installment *Tha Blue Carpet Treatment* on Doggystyle/Geffen, the ultimate boss player retained his throne as the King of the West Coast. Instead of rolling out the red carpet, in true Snoop fashion, the royal blue is only befitting of this king. Reconnecting with the man that put him in the game, production wizard Dr. Dre, Snoop's laser like focus is as sharp as the needle that Dre drops on the record and his execution can only reflect the exemplary standard they have set on their timeless collaborations throughout the years.

Since the 2004 release of *R&G (Rhythm & Gangsta): The Masterpiece* the Doggfather has stepped his own game up and reached a proverbial turning point in his career. Personally, he orchestrated the *Protect the West* Conference, a closed door, invitation only event amongst west coast rappers and executives including B-Real, Tha Alkaholiks, Ice Cube and Suge Knight to name a few. Mediated by Snoop and comedian Steve Harvey along with the assistance of the Nation of Islam, the unification and economic progression based initiative spawned a dialogue that had never been sparked within the

separated rhyme community. With an agenda to keep the peace with each other and create opportunities for advancement within the west coast community, the Conference quietly allowed artists to share, dialogue and build.

Snoop also became known as Coach to approximately 2500 kids in 12 local chapters throughout California for the Snoop Youth Football League (SYFL), a cause near and dear to his heart. As the owner and coach of the league, Snoop subsidizes approximately \$2 million dollars annually to create extra curricular activities for children who may not otherwise have them in the hopes of boosting their self esteem, learning about teamwork and preparing them to become tomorrow's leaders. Eligibility for SYFL requires a minimum GPA for participants and their season closes with a benefit concert featuring some of the industry's hottest urban talent as a treat for the kids.

Tha Big Boss Dogg also got political by participating in the awareness for clemency of reformed original Los Angeles Crip Gang co-founder Stanley "Tookie" Williams. Using his high profile visibility, Snoop assisted in a grassroots movement of sorts to reach out to radio, entertainers, politicians and social organizations regarding Williams' case. Unfortunately, clemency was denied and Williams was executed by lethal injection on December 13th, 2005.

Amidst his philanthropic activism, Snoop D-O Double G also continued to make time to record music and feed his creative spirit. He developed Snoopadelic Films and released the independent DVD Boss'n Up and he has his own XM Satellite Radio show "Welcome to da Chuuch with Big Snoop Dogg." In addition, he was named executive producer for XM's classic hip hop channel, The Rhyme. Throughout it all, Snoop managed to stay in the studio to record Tha Blue Carpet Treatment.

All work and more work do not make Snoop a dull boy. Confidently, he is quite the man, very much in charge of his career and always looking to create new and innovative concepts. Adventures of the Blue Carpet Treatment is a supplemental DVD project being released on Snoopadelic Films with ten animated videos from Tha Blue Carpet Treatment album, all connected in movie, story line fashion. Even still, Snoop has developed a Spike TV show entitled California Youth Authority (CYA). Directed by Emmy Award winner Jonathan Stack and shot documentary style, CYA covers different social issues young kids face on the daily growing up and surviving in the hood.

As the world continues to turn, be very aware that Snoop Dogg is continuing to give the assist. Whether he is making music, movies, commercials, videos, books, clothing, or drinks, just be keenly aware that the Dogg is making moves. His story is characterized by his gnomic style and displays of brutal honesty coupled with a heavy dose of realism and a whole lot of

fun. Snoop Dogg is the king of his throne, so take off your shoes when you walk down the blue carpet.

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