

SECOND ISSUE | 2021

# UNDRGRND

BUILDING A RAP CAREER DURING COVID-19

ARTISTS HIGHLIGHT RACIAL INJUSTICE

THE COMPOUND SESSIONS



UNDRGRND ALBUM

JAKEYY

B-WORK

TY FIGHTER

OG DAVID JAMES

CHRIS THE THRILLEST

BOBBYBEENFRESH

LEOOHHDAFOOL

MIND OFF

FRANKIII

J.ME

# THE 805

## PART 2



THE NEXT WAVE OF UNDERGROUND HIP-HOP



# People Over Everything.

 @highfarms



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# EDITORIAL

## "WELCOME BACK TO THE UNDRGRND"

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**LET'S GET RIGHT TO THE POINT:** 2020 was an absolute shitshow.

The Year of the Rat began with the death of Southern California's favorite hero, the great Kobe Bryant, who lost his life in a helicopter crash on the way to Newbury Park's Mamba Sports Academy in January. Follow that up with the worst pandemic anybody alive will ever experience, as the coronavirus struck the United States hard in March, killing over one million people worldwide by late September. Then in May, a video of former police officer Derek Chauvin murdering George Floyd was posted to Facebook, casting a monumental spotlight on the evident racism that exists within the country's borders. And lastly, on the final day of 2020, rap legend MF Doom, who had made a sizeable stamp on the rap world after teaming up with Oxnard's Madlib for their 2004 collab album *Madvillainy*, was pronounced dead, as the year felt the need to deliver one more punch to the gut.

But in a time that pushed every corner of the world past its limits, a new energy slowly emerged throughout "The 805," or "The Five" as KollegeKado would probably say.

If you've been following along for the ride, you understand the eerie potential resting in our local creative community — a diamond that sits deep in the earth's mantle, waiting for the right explosion to launch it to the surface. Perhaps the chaos that unfolded last year was the eruption we needed.

UNDRGRND itself has changed a lot since our debut issue dropped on January 17, 2020 — exactly one year ago from this issue's release. Original cover artist, Michael Pofsky ("Pofsky"), has joined me as a partner in the company, allowing the brand to take more risks and reach new creative heights. In the past 12 months, we have met artists from across "The 805" who have further proven why UNDRGRND Magazine needs to exist.

Finally, we present to you the next wave of underground hip-hop. When the world gave them every excuse to wave the

white flag, these 10 artists chose to adapt, morph, and prevail in an uncanny, yet purposeful way.

As our name suggests, UNDRGRND focuses not on artists who have "made it" in the industry, but on those who are still fighting their way out of their neighborhood cliques and slowly into the bigger spotlight. It's important to remember that while these artists build their sound, fan bases, and careers, they must also balance their real-world commitments — and all during a pandemic. That balance is what we are here to document.

Within these pages you'll meet a hotel janitor, a hospital plant operator, a psychiatrist's office manager, a government worker, and more. This is as real as rap gets. The modern day fairy tale of the once unknown artist rising from the ground up to become the city's most beloved legend — "The 805's" next Anderson .Paak, KYLE, or Madlib, if you will.

In addition to these new faces, UNDRGRND Magazine "The 805: Part 2" highlights other components of the local music scene. You'll meet those behind the camera who help bring local artists' visual goals to life. You'll read my first-person account of an underground hip-hop networking event held deep in the mountains of Big Bear Lake, and also check in for an update with the artists from our debut cover. Lastly, we'll explore how rappers responded to the murder of George Floyd and learn about their efforts to use their voices to encourage change.

Sure, you could say "The 805" is doing things that seem small compared to hip-hop hubs in Los Angeles, New York, Atlanta, or wherever. But good, f\*\*k it — we still are an underground music community with much to prove to both the outside world and to ourselves. And while the diamond that is "The 805" rap scene has not reached the earth's surface just yet, it's getting pretty damn close.

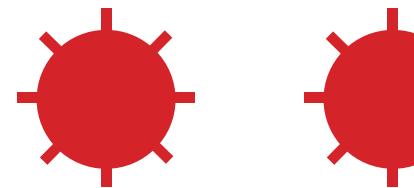
**So buckle up, and welcome back to the UNDRGRND.**



ANDREW MASON  
EDITOR-IN-CHIEF

# “THE 805” VS. 2020

NAVIGATING THE RAP WORLD DURING A GLOBAL PANDEMIC



**AVID JAMES COLLISON RECALLS** what it was like to move back to his hometown of Oxnard in Spring 2018.

“It’s intimidating coming to a new city and seeing all these people doing shows and getting love,” Collison says. “People like me, I wasn’t getting looks, I wasn’t getting the feedback that I wanted.”

The 23-year-old originally grew up in Ventura County, but relocated to Reno, Nev. with family before entering high school. It was in Reno where Collison, who would later develop the artist name “OG David James,” began the early stages of his music career.

Starting to take music seriously in his senior year of high school, Collison spent the next few years getting his footing in the local music community of Reno. He rap battled other artists, dropped tracks that gained buzz in the area, and even got scammed for a Playboi Carti feature that never existed — the ups-and-downs underground artists must endure.

Then in 2018, after beginning to establish his name in Reno, Collison ventured back to “The 805.” It would be his first time living in Oxnard since he was a child. His first time since starting his rap journey in Nevada. And he would have to start from scratch all over again.

The coronavirus pandemic added its own unique twist to the rap world: the elimination of live concerts, an upsurge in importance of social medias like Instagram and Tik Tok, and the overall looming discouragement to meet up with new artists, producers, and engineers in recording studios and other physical spaces. But 2020 also gave artists throughout “The Five” a chance to reorganize their careers, the opportunity to catch up to those more successful than them, and the time to separate themselves from those who weren’t able to adapt.

The 10 artists in UNDRGRND’s second issue caught our attention because they used 2020 to elevate their status in “The 805’s” rap scene. When many of their peers abruptly stopped putting in time, energy, and money towards their musical craft, these 10 faced last year’s obstacles head on, in important and different ways.

“[COVID-19] really gave me a break, and it gave me time to build my content up,” Collison says. “It was a good time for me to rebuild and come back strong.”

With the whole industry thrown a curveball, a determined Collison perfected and readied his upcoming album, *Prey 4 Me*, dropped a variety of music videos, and made connections with important local figures, like Oxnard’s Mark 4ord and The Gutted Cigar’s Jeffy Obvious.

“[The quarantine time] helped my music career,” Collison admits.

By mid-April, millions of Americans had filed for unemployment after losing their jobs to the pandemic. Some were Ventura County’s very own artists on the rise, many of whom had held “regular job” positions to support themselves financially while on the come-up. With unemployment money and the first wave of federal stimulus checks passed, some artists were looking at a large sum of

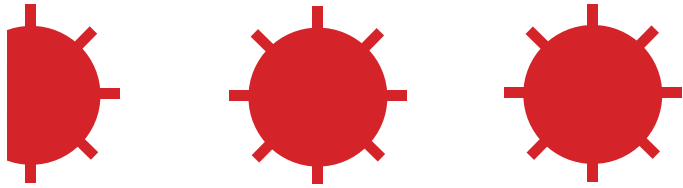
money — and free time — thrown their way.

Francisco Lara Wood, known in the rap game as “Frankiii,” is an artist, producer, and engineer who utilized some of this government issued cash to help fund his music career. The 20-year-old was able to purchase the top-tier equipment needed to create beats and mix vocals at an industry-standard quality.

“I got to leave the Dollar Tree, which I hated,” the Thousand Oaks native says. “[Unemployment money] allowed me to buy a shit-ton of plug-ins. It’s also given other people money to come spend in the studio.”

Without the extra financial aid, it is possible that Lara Wood would not have been able to obtain the resources he used to establish himself as one of “The 805’s” premiere engineers. In 2020, he





produced or engineered for Ty Fighter, FXCELEXX, vudu, Jay Jabr, and other locals, all at his new home studio setup.

"I think I'm actually starting to be recognized as a serious producer," says Lara Wood, who is simultaneously studying audio engineering at Los Angeles Recording School. "Someone who's really about the business and not fucking around."

Alec Bertrand ("Mind Off") had just been hired at Ventura's Record X Studios when the virus hit the country in March. Bertrand was gearing up to balance his new engineering gig at Record X with his managerial job at a local YMCA, when he received a text from his bosses at "the Y" telling him he was being placed on a leave of absence due to the pandemic.

"COVID[-19] hit, I got furloughed from the YMCA, so I put my heart and soul into Record X," says Bertrand, 25, from Thousand Oaks. "I've never been happier."

With his mind now solely on engineering, and with a degree from Icon Collective — a music college located in Burbank, Calif. — Bertrand had the time and space to implement his newly developed skills. In 2020, the avid surfer finished his debut solo EP, *Alone*, which officially hit streaming platforms in January 2021.

"I get to just focus on making [music]," Bertrand says, "but it's hard once you make a project to not be able to perform it."

With live concerts off the table, underground musicians are getting creative when finding ways to promote themselves and grow their following. Oxnard resident, Ty LaPierre ("Ty Fighter"), is a rapper who also dabbles in show promotion, or organizing events and parties for artists to perform at. The 25-year-old also juggles his music efforts with an active family life — he lives with his wife, Alexis, and baby daughter, "Adri," and has a full-time plant operator job at a local hospital.

Last spring, the rapper had prepared a live showcase featuring 805 talent — "Flyte Fest" — set to take place in May 2020 at Oxnard's Fresh Mex Bar & Grill.

"Coronavirus fucked [my plans] up, bro," says LaPierre, who had to cancel the in-person concert about a month prior to the scheduled date. "I had a whole-ass show planned. I had over 10 artists performing, I had a full lineup. I already had the tickets printed out with the date and everything."

However, LaPierre adapted appropriately, and organized the next best thing instead: an Instagram Live event. In mid-May, LaPierre hosted the online concert, which featured fellow up-and-coming artists Papii Red, J. Tokes, Ricky West, TravtheReefer, and LegacyRaps. The event even raised over \$100 for charity.

LaPierre released an album, ironically titled *Mixtape*, in September, and dropped a handful of impressive music videos during the pandemic time. But what makes LaPierre stick out is the value he places in collaborating with and promoting other local artists and small businesses.

"I just really want to be able to help others achieve their creative goals. It's not just music, I want the community to thrive," says LaPierre, who donated half of his *Mixtape* merchandise sales to food street vendors in the Ventura and Oxnard area. "As an artist, there's plenty of things to gain by supporting people. Just showing that support will get you shows, it'll get you free features."

Carpinteria's Chris Stanton ("Chris The Thr!!lest") is another musician who understands the importance of collaboration. At 30





years old, Stanton has been making music for over a decade, with experience rapping in a group — he was once a member of Ventura County-based “Tha Profound Sound” — and pursuing a solo career. But in 2018, he found his ideal rapping partner.

What started as an Instagram direct message conversation, Stanton developed a musical bond with Santa Barbara rapper and producer, Jay Larinan, 27, known as “Step Back J.” Soon after their first online back-and-forth, the two began recording together, and dropped their first collab track, “Snooze,” in December of that year.

“We have chemistry, we have this natural thing,” Stanton says of his relationship with Larinan. “I would go out [to Santa Barbara], work on music, [then we’d] go downtown and make memories. Then we’d go back to the house, wake up, work on some more tracks, and that’d be the weekend.”

The two released their first joint album, *The Shenanigans*, in 2019, and followed it up in 2020 with *More Shenanigans*, both projects titled in tribute to the trouble they get into when partying in the Santa Barbara area. The rappers now live together in Carpinteria, a move that has allowed them to create even more music cooperatively. While they still consider themselves solo artists, the two are planning a third installment of the “Shenanigans saga” to drop in 2021.

“People have already seen a huge progress,” says Stanton, who promises three solo albums himself this year. “It’s nothing compared to the progress they’re about to hear on the next project we do together. Simple as that.”

Collaborating with other local musicians is a powerful strategy when working to expand one’s audience and reach. While Stanton and Larinan drop entire albums together, other artists prefer to invite people onto their songs or projects as featured guests. Having features allows an artist to share the spotlight with others who they respect in the community, and gives the music a chance to reach fan bases who might not have tuned in otherwise.

Santa Maria’s Robert Martinez (“BOBBYBEENFRESH”) is a 25-year-old rapper who dropped an impressively feature-heavy

album in 2020. His October *Fresh ‘Til Death* boasted a total of 12 featured artists, all of whom are based out of “The 805.”

“Over 2019, I had met so many dope people,” says BOBBYBEENFRESH, who was born in Fresno but raised in Grover Beach. “As I started working on my album, I was like, ‘this person would sound good on this track, this person would sound good on this type of beat.’”

While Martinez worked on *Fresh ‘Til Death* by himself since the literal first minute of 2020 — he was recording at his home studio when the ball dropped — he still faced the task of organizing the 12 featured guests. With the pandemic in full force, Martinez made a weekend-long booking at The Sauce Pot Studios in San Luis Obispo, and invited nearly all the features on his album to lay down their vocals. But for someone as connected in his community as Martinez, he says this was not a difficult obstacle to hurdle.

“I wouldn’t really say it was a challenge,” Martinez says. “Some of the artists I had already known, like Trey Anthony who I had already known for five years. We were friends outside of music. [But it was] definitely something I will remember forever, and it definitely shows in the music how good it is.”

Another inevitable effect of the COVID-19 pandemic has been the increased necessity for artists to build strong social media influences. As the most prominent way for members of “The 805’s” music scene to interact with fans in 2020, maintaining a lively online presence has proven key to keeping a fan base loyal and gaining new attention.

Ventura’s “J.ME” (a.k.a. “The 805’s Queen of RnB”) is a 25-year-old Buena High School alumna who excels at drawing social media attention. Through posting consistent content of both her personal and music lives, J.ME has steadily gathered one of the more impactful online followings in Ventura County.

“My fan base is loyal,” says J.ME, who dropped a 2-track EP, *Pretty High*, in November. “I have almost [6,000 Instagram] followers and they repost my shit like crazy....even though it’s a little, all of them support. They’re pretty dope.”



In addition to Instagram traction, J.ME found other “COVID-safe” ways of promoting herself and her music throughout the past year. In August, she was featured on Ventura-based radio program, KCAQ Q95.9 FM’s “Rico and Mambo Show,” for its “805 Spotlight” segment. She was interviewed by hosts DJ Mambo and Rico and had the chance to share her August EP, *After Dark*, across “The 805’s” airwaves.

“I’ve been on the radio like a couple times,” J.ME says. “The fact that they asked me to be on it means they know other people will listen to it. That shit tripped me out.”

The coronavirus certainly morphed the landscape that up-and-coming artists from “The 805” go to battle in everyday. But for some, 2020 had deeper consequences beyond just the cancellation of shows. Brandon Workinger (“B-Work”) is a musician from Thousand Oaks who says the monstrosities that unfolded last year weighed heavily on both his mental health and his music.

“I have never been this depressed,” says Workinger, who split his childhood between Southern California and Aurora, Colo, and recently spent time in Cape Coral, Fla. “[COVID-19] rocked me socially, getting comfortable walking into a room again. It definitely affected my mindset, which affected my music — it got darker.”

Despite a challenging 2020, the 25-year-old dropped a music video for his April single, “New Life,” released an album, *Dreams Worth Reality*, and made stronger connections with local producers like Ventura County’s GMBEATZ and Kid Chxp. Workinger is planning to release an EP, *Darkest Before Dawn*, in early 2021.

“Music for me will always be therapy. I think even when you’re angry, it is still therapeutic, hence head banging and heavy metal,” says Workinger, who credits Lil Peep, Journey, and Metallica as some of his biggest musical influences. “I want to bring this [upcom-

ing] EP to light for mental health awareness and just for my own sanity. Get it out and not have to relive it.”

With COVID-19 as prominent as ever in California, it is worth watching how artists continue to cope and be shaped by the virus. The world is likely to go back to “normal” sometime in 2021, and “The 805” rap scene will inevitably come out the other side in a better place.

Now is the time for artists to put their musical efforts into overdrive. Use the struggles that you have faced in 2020 to become an artist who we cannot ignore anymore. Finish the track you’ve been sitting on, practice your songwriting, and schedule that music video shoot or studio session (but please, wear a damn mask).

Because when it’s all said and done, you do not want to be the artist who failed to capitalize on the opportunities that this disaster has offered.



Photos: Luizy G, Josh Seiden

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# TY FIGHTER

“Everyone has their own side of the story. But to me, truth is something that’s important in music.”

**GOV'T NAME:** Ty LaPierre

**MUSIC NAME:** Ty Fighter

**AGE:** 25

**HOMETOWN:** Born in Roanoke Rapids, N.C., relocated to Oxnard

**HEIGHT:** 5-foot-10-inches (“depending on my haircut”)

**MAKING MUSIC:** 3 years

**OTHER OCCUPATION:** Plant Operator at local hospital

**HIGH SCHOOL:** Westlake, Pacifica

**COLLEGE:** Ventura College, Oxnard College, Moorpark College, Oxnard College (again) (“I went [to college] four times, and dropped out four times”)

**BIGGEST MUSIC INFLUENCES:** Biggie Smalls (“Biggie was definitely better than Tupac”), Berner, Mac Miller

**NOTABLE MUSIC MOMENT:** Meeting a stranger (Lil Tec) from Maine who knew his music (“That was the trippiest thing ever”)

**NOTABLE RELEASES:** “Addicted,” “Rise Like a Zombie (Rip),” *Mixtape*

**DREAM FEATURE:** Mac Miller

**DREAM 805 FEATURE:** OG David James, Omega Nova

**FAVORITE 805 VENUE:** Concrete Jungle Brewing Project (“They’ve always been really cool, they give you free beer when you perform”)

**FAVORITE 805 PRODUCER:** Bluebebleu (“Probably the most underrated producer in ‘The 805’”)

**FAVORITE 805 STUDIO:** Enemy of Most Wanted Familia’s home studio (“It was mad uncomfortable, but hell of an experience”), Top Flyte Studio

**FAVORITE 805 RESTAURANT:** Sea Ranger Seafood Station (Ventura) (“They’re a sushi place, but it’s all vegan”), Harvest Cafe (Ventura)

**FAVORITE 2020 805 PROJECT:** *Crude Cosmos* by Omega Nova

**NEXT UP OUT “THE 805”:** OG David James

**WORST JOB:** Smucker’s Factory (Oxnard) (“You know Smucker’s, like the jelly?”)

**OTHER HOBBIES:** Finding new vegan restaurants, bodyboarding, mountain bike riding, smoking weed

**BEING A DAD-RAPPER:** “It’s not much different than being a regular rapper...my daughter is too young to know what I’m saying in my music. She likes it — she knows that it’s my voice...two huge parts of my life, but they don’t really cross paths.”

**2021 MUSIC GOALS:** “I want to make it a regular yearly thing where I donate the proceeds of one of my projects. [In 2021] I’ll probably do something that has to do with kids who have been abused.”

**SUPPORTING OTHER LOCAL ARTISTS:** “A lot of people, they have this mentality of they don’t want to follow someone [on social media] first. It’s so selfish, man. You can leave a bullshit spam bot comment — one flame emoji — and that will make [another artist’s] day sometimes...I just really want to be able to help others achieve their creative goals.”

**BEING REAL IN LYRICS:** “To me, truth is something that’s important in music. Also, you don’t get the same therapeutic results of venting if you’re not being honest.”

**DESCRIBE YOUR SOUND:** “I focus on lyrical content, but I’m definitely influenced by trap and by new wave melodies. I wouldn’t necessarily say that it’s trap, but I wouldn’t say that it’s “boom bap”. I think I have a pretty unique balance between the two.”

**HAVING MERCH:** “As an artist, one of the end goals is always to be able to support yourself through your art...a lot of [other local artists] are sleeping on merch, but there are artists that know their worth and how to make money business-wise on it.”

**OTHER UNDERGROUND RAP COMMUNITIES:** “There [are] other scenes, like in parts of Texas, where they put themselves on. Everyone just started showing love to certain people in the city, to the point where the radio stations started bumping music of the underground people. People were calling in like ‘yo, play this, play this.’ There’s so much support in the streets, basically, and that’s something I want for ‘The 805.’”



**WHAT’S MISSING IN “THE 805” RAP SCENE:**

“Unified community support. The resources are here. There’s plenty of producers, there’s plenty of studios, if you know where you’re looking. Pre COVID[-19] there were shows... so there’s opportunities all around, but I feel like the people being fans of 805 artists [is lacking].”

**DAMIEN BRAZ’S MAC MILLER PRINTING:**

“I saw the Kodak [Black] one, and I was like ‘bro, let me buy this,’ and it was already sold, so I was like ‘well, can you do one of Mac for me?’ It’s going in the studio for sure.”

**BEING VEGAN:** “Once I started [being vegan], I was like, ‘whoa, my body actually feels a lot better.’ I had more energy, started working out more. When I used to eat meat, I’d just sleep in all the time, and I’d feel gross. I never get that bloated feeling anymore.”

**WHERE WOULD YOU MOVE**

**TO:** “I want a private island, not on no Epstein shit. I don’t like being around people. I just enjoy alone time, I guess is what I’m saying.”



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**GOV'T NAME:** Alec Bertrand

**MUSIC NAME:** Mind Off

**AGE:** 25

**HOMETOWN:** Thousand Oaks

**HEIGHT:** 5-foot-10-inches ("If you ask my girlfriend I'm 5-foot-9-inches")

**MAKING MUSIC:** 7 years

**OTHER OCCUPATION:** Recording Engineer at Record X Studios in Ventura ("I love it man, it's the best job I've ever had")

**HIGH SCHOOL:** Thousand Oaks

**COLLEGE:** Moorpark College, Cal State University Channel Islands, Icon Collective

**MAJOR:** Political Science, switched to Performing Arts with emphasis in music ("[Polisci] just seemed so hopeless that I was like, 'you know what, I'll study music'")

**BIGGEST MUSIC INFLUENCES:** Daniel Caesar, The Beatles, Anderson .Paak, FKJ

**NOTABLE RELEASES:** "Tug-O-War" (feat. Katryn Faith), *Alone*

**DREAM FEATURE:** Cosmo's Midnight

**DREAM 80S FEATURE:** J.ME ("I love the male and female vocal dynamic"), The Universe, Bi\$hop, Swanco

**FAVORITE 80S VENUE:** The Ventura Majestic Theater

**FAVORITE 80S PRODUCER:** Ohzone Beats, Omid Sarani

**FAVORITE 80S RESTAURANT:** Café du Suro (Ventura) ("It's like real Italian")

**FAVORITE 2020 80S PROJECTS:**

*The Life of Big Dub* by Big Dub, *After Dark* by J.ME

**NEPT UP OUT "THE 80S":** The Universe, Glizzock, Richyunginn, Knotti, Ques, Young Fonzle, L.I.R.A., Lightbeam Ray, Jicaprio ("I just want to shout out all the people who have been coming to the studio and working hard")

**WORST JOB:** YMCA Lifeguard ("It was a really depressing experience")

**OTHER HOBBIES:** Surfing, anything in the ocean, playing video games

**INITIAL INTEREST IN MAKING MUSIC:** "I had shoulder problems so I couldn't swim competitively anymore... music is similar to water — it's soundwaves. There are these highs and lows, you can crash it down and build it back up. That's close to home for me."

**WHERE ARE YOU IN YOUR CAREER:** "Pretty damn early."

**BECOMING AN ENGINEER AT RECORD X:** "I called like every studio in 'The 805'...[the owner] was like 'yeah, we need an engineer'. COVID[-19] hit, I got furloughed from the YMCA, so I put my heart and soul into Record X, and I've never been happier."

**PEOPLE COME TO ME FOR ENGINEERING BECAUSE:** "They want a professional sound. We [at Record X] sound better than other studios. We sound big and clean."

**STEPPING OUT OF THE PRODUCER ROLE:** "[My vocals have] usually been kind of miss, rather than hit. At Icon I learned a lot about music production and engineering... [but] I finally feel like I'm at the point of this seven year journey where I can start telling stories."

**THE HUMILITY OF ENGINEER/PRODUCERS:** "When I'm engineering I'm the guy behind the scenes, and I embrace that. Say there's a jazz ensemble. Just because the piano is backing up the guitar player or the trumpet player, doesn't mean they're less significant. They're helping to make a better piece."

**FAVORITE THING ABOUT "THE 805":** "The location. It's extremely advantageous because you have all these great schools around here...you can go to a community college for really cheap and get an education. If I didn't have Moorpark College I might not have been able to go to college — I paid for all of my education by myself...and we have LA as our neighbor. You have access to the mecca of the music industry. All you gotta do is just drive down 'The 101' for an hour."

**BIGGEST MUSIC MOMENT:** "Graduating Icon. That was the hardest thing I had ever done in my life, by far. It was intense...we were like pumping out three songs a week. It's expensive [too], so I had to take on a full-time job and then some to pay for it."

**2021 MUSIC GOALS:** "I want to expand my clientele at Record X...finish more albums with clients. Albums are really fun to engineer because by the end of it everyone's pumped. Also, put out my EP [Alone], and perform that EP."

**FINDING ENGINEERS/PRODUCERS IN "THE 805":** "There are a lot of kids out here who have access to laptops and begin to make music. Now more than ever there are producers you can work with, and people who want to rap...now is a great time to be a musician, because the information is easily accessible and the studio can be in a laptop."

**HAS COVID BEEN OVERALL GOOD OR BAD FOR "THE 805" RAP SCENE:** "I feel like things kind of feel okay right now because of unemployment, and luckily we had that safety net from the Great Depression. I don't care who you are, if you want to make music you have to at least have time and some money to invest. Yeah, sure, we get to be home and write stuff more, but at the end of the day, the middle class getting crushed financially is not good for art."

**SUPPORTING OTHER LOCAL ARTISTS:** "Human beings are naturally competitive because we have to be to get resources. But in this world as an artist, that competition isn't necessarily advantageous...there's enough

room for everybody in art, because if you're making music that is true to you, you're the only person who can do that. By supporting each other, that's how scenes happen."

**DESCRIBE YOUR SOUND:** "Mind Off is at heart a story teller. As far as aesthetics, it takes from hip-hop and RnB vocals and rhythms and combines it with electronic music production. And has a slight rock 'n' roll soul to it — it's a rock 'n' roll person up on stage, it's not a DJ behind a desk."

**QUITTING MUSIC:** "For as long as I live I'll be making music and improving my craft, no matter what. Beethoven came out with some pretty crazy stuff in his old age."

# “THE ACTIVITIES THAT I REALLY ENJOY—SURFING, MAKING MUSIC, MAKING LOVE—THEY’RE THINGS YOU LOSE YOURSELF IN.”



# FRANK III



**GOV'T NAME:** Francisco Lara Wood  
**MUSIC NAME:** Frankiii (three "i's" in reference to Kendrick Lamar's "HiiiPower")  
**AGE:** 20  
**HOMETOWN:** Thousand Oaks  
**HEIGHT:** 5-foot-9-inches  
**MAKING MUSIC:** 4 years  
**OTHER OCCUPATION:** Office Manager at psychiatrist's office, hopes to become a physician assistant, and to start a marijuana company  
**HIGH SCHOOL:** Thousand Oaks  
**COLLEGE:** Moorpark College ("I went for one single day"), Los Angeles Recording School  
**MAJOR:** Audio Engineering  
**BIGGEST MUSIC INFLUENCES:** Kendrick Lamar, Kenny Beats ("he's just a happy, smart guy"), Mike Will Made-It  
**NOTABLE MUSIC MOMENT:** Getting final project praised by mixing professor and four-time Grammy winner, Joel Numa ("it was validation from someone who has a strong place in the industry")  
**NOTABLE RELEASE:** "Kenny Lockett" (with vudu, !T\$ce|erat)  
**DREAM FEATURE:** Kendrick Lamar  
**DREAM 805 FEATURE:** Anderson .Paak  
**FAVORITE 805 VENUE:** Lion City Studios  
**FAVORITE 805 PRODUCER:** Cabber  
**FAVORITE 805 STUDIO:** His house  
**FAVORITE 805 RESTAURANT:** Little Calf Creamery and Cafe (Thousand Oaks), Lazy Dog (Thousand Oaks) ("always the sweet potato tots")  
**FAVORITE 2020 805 SINGLE:** "LmkWya" by FXCELEXX  
**NEXT UP OUT "THE 805":** FXCELEXX, vudu  
**WORST JOB:** Fat Burger ("it was just like 98+ degrees behind the fryer")  
**OTHER HOBBIES:** Riding BMX, cannabis farming, playing *Call of Duty* on PS4



**"I can wake up  
 and fall asleep  
 in in the studio.  
 Si Simple as that!"**

**COVID-19'S IMPACT ON CAREER:** "It's been great. I got to leave the Dollar Tree, which I hated...[unemployment money] allowed me to buy a shit ton of plug-ins. It's also given other people money to come spend in the studio."

**FAVORITE THING ABOUT "THE 805":** "It's a nice, beautiful area full of ridiculous potential...[famous people come] out here to raise their children."

**HAVING A HOME STUDIO:** "I can wake up and fall asleep in the studio, simple as that. If someone's like, 'hey, I got \$50, I need a custom beat,' cool, whip that up in an hour in my room, in the comfortability of my home, send it to them."

**DESCRIBE YOUR MUSIC:** "You'll hear really two different sounds out of me. One is more of a beachy vibe, or soulful beats, usually sped up with harder bass, harder drums...but I also like to do some weird, trippy beats and make you feel like you're in outer space."

**2021 MUSIC GOALS:** "Further my reach with the artists I'm working with, start producing a little bit more music for myself...get into my own type of sound and genre."

**FINDING PLACES TO RECORD IN "THE 805":** "It's easy. But people, for whatever reason, think it isn't...just [Google] search 'recording studio near me' — there's like four in Newbury Park."

**WHERE WOULD YOU MOVE TO:** "Next stop is definitely a big piece of land in Oregon to start a [marijuana] farm...if you want to start a legally-licensed dispensary, it's insane how much it costs in California."

**HOW OTHER LOCAL ARTISTS SEE YOU:** "I think I'm actually starting to be recognized as a serious producer, and someone who's really about the business and not fucking around."

**PERFORMING AT THE 2ND UNDERGRAND SHOW:** "I hadn't really been in a place with that many artists doing something cool like that, so I was kind of like taking it all in, really. I did end up getting kind of nervous when it was time, but I just went out and tried to kill that shit...I loved it."

**"THE 805'S" IDEAL SOUND:** "I really fuck with 'Temporary' [trio with Marcelo Bassi, Jay Jabr, and Palo Marz]. They have a pretty good sound, honestly, that could represent this area...you know what Atlanta music is, you know what Chicago music is, what's Ventura music?"

**LEARNING MUSIC IN AN ACADEMIC SETTING:** "It's a big advantage. I hear something from a teacher [and] I'm like 'are you kidding me? I've been looking on YouTube for the past six months and can't find that single answer anywhere.'"

**"KENNY LOCKETT" GOING SOUND CLOUD VIRAL:** "[At first] it was extremely local, that's what got it to like 50k [streams]...everyone just liked the song and they sent it to their friends."



# THE COMPOUND SESSIONS

## A NETWORKING HAVEN FOR ARTISTS ON THE RISE

### FRIDAY NIGHT

"I wouldn't even say my main goal is to make a ton of music [this weekend]," Michael Pofsky ("Pofsky") told me. "I just want to work with as many people as possible and try to network."

It was 8:20 p.m. on a Friday in mid-Sept. 2020, and we were deep in the mountains of Southern California at Big Bear Lake, about 160 miles from Ventura. We had arrived at the first ever Compound Sessions, a cabin getaway designed for up-and-coming artists to live, eat, smoke, and make music together. I drove with rapper Pofsky, 23, and videographer Chandler Martineau ("Bings.Visuals"), 21, both from Newbury Park. I had never met anyone else who was invited to the Airbnb that weekend.

The event was organized by 25-year-old producer Jeffrey Turner ("Hefe"). Invitations were sent to nine artists, four producers, three music engineers, two media members, two videographers, and two A&R's (artists and repertoire). I was invited as a media member to document the work-vacation for UNDRGRND Magazine.

Pofsky, Martineau, and I were of the last to arrive at the house, evident by the 10 or so cars already packed in the driveway. The air was cold as hell as we walked up to the giant glass front doors, but it was too early in the year for snow. We entered the house, and were approached by a friendly woman with wide glasses and a gray "Crenshaw" hoodie.

"Let me take your temperatures," she said first. She held the temperature guns to our heads one by one, and introduced herself as Lala, a music blogger in her mid-twenties from Los Angeles. She was also doubling as one of two chefs on duty for the weekend. Dinner had already been served, but my car still smelled of Raising Cane's from our stop in Fontana, Calif. on the way up.

All the bedrooms and most sofas were already taken, leaving us three to set up camp in the family room adjacent to the kitchen. As I moved my things from my car to the house, it was clear that people had been partying, drinking, and playing music for hours — we had officially arrived at the Compound Sessions.

### SATURDAY AFTERNOON

The main downstairs bedroom was converted into one of the make-shift studios. On the couch sat Tyler McCann ("Tyymachine"), 24, a producer who works for Paramount Recording Studios and had helped engineer the Migos at the beginning of the COVID-19 quarantine.

McCann had been recording artists 4rarri and Kay-Ree for the better part of the afternoon. These three were among the most diligent workers in attendance this weekend — while most took breaks to socialize, I never saw these three out of recording-mode for long.

"You get a song with 10 [people who are here], they got 2,000 followers each, that's 20,000 people that have heard your



Photo: @nae\_ten Photographed: Jeffrey Turner, susZach, Grewwy Montana, Kay-Ree



Photographed: Tyymachine (Tyler McCann), 4rarri (Eli Baxter)

2 1 0 1 2 + ISO 400

shit, at least," said McCann, originally from Phoenix but relocated to Los Angeles about four years ago. "We're not sleeping tonight."

I sat with these three for about two hours, watching them make song after song, even when dinner was served and most other musicians headed to the kitchen for chicken tacos.

4rarri and Kay-Ree had never met each other, but teamed up to make music that was exciting, explicit, and upbeat — trap at its finest. Both rappers had unreserved personalities that, as a journalist, I couldn't stay away from.

"You see and feel the energy with somebody that you're compatible with... 'iron sharpens iron,'" said 4rarri on collabing with Kay-Ree. "That's what I recognize with him."



## SATURDAY NIGHT

Turner ("Hefe") sat down on a folding chair on the lower balcony looking out at the scattered pine trees. Turner had been recording artists' vocals since the early afternoon, despite an upset stomach that put him to bed early the previous night.

He said he began brainstorming an idea for the Compound Sessions when the coronavirus first hit the United States in mid-March. In an industry that relies heavily on in-person relationships, he hoped artists on the rise would still use this time to improve their skill, rather than lose their creative drive.

"One morning I was like, 'dude, I want to make this happen,'" said Turner, originally from Jacksonville, Ore. "I called two or three people just to see if they would help out, if they wanted to be a part of this...within 30 minutes I had 15 confirmations."

Most people present were currently living in Los Angeles, which made me curious why Turner chose a place like Big Bear for his music getaway experiment. Why prefer everyone to travel away from the mecca of music, and deep into the mountains?

"The environment is everything," he said. "[We've] been stuck in LA quarantine for the past six months...just to step away from that and be out in the wilderness, breathe fresh air, puts people in a more creative mindset."

Turner and I wrapped up our interview so he could get back to business — he already helped record over 10 songs today, he told me. I went back inside and found a blunt-rolling Pofsky in the kitchen. Pofsky had spent the past few hours recording a music video with videographers Martineau and Gavin Banksy, 24.



Photo: @nae\_ten Photographed: 4rarri

## SUNDAY MORNING

I woke up shortly after 9:00 a.m. and my body was exhausted. The Compound Sessions consisted of two late nights, two early mornings, and lots of loud partying. Everyone joined forces to clean the mess that spanned over the expansive two-story

house. In the rapper world, mess consists of food remnants, fronto leaves, empty liquor bottles, and solo cups.

We checked out around 11:00 a.m. and said goodbye to our new contacts in the industry. Pofsky, Martineau, and I headed to my RAV-4, ready for the three-hour road trip back to Ventura County.



Photo: @bings.visuals

Photographed: Grewwy Montana



J.mE

“People now know who I am. My name is starting to get out. I feel like I just got everyone’s attention.”

**MUSIC NAME:** J.ME

**AGE:** 25

**HOMETOWN:** Raised in Clarksville, Tenn., relocated to Ventura

**HEIGHT:** 5-Foot-5-inches

**MAKING MUSIC:** 5 years

**OTHER OCCUPATION:** Eyelash Esthetician

**HIGH SCHOOL:** Buena

**COLLEGE:** Ventura College

**MAJOR:** Business

**BIGGEST MUSIC INFLUENCES:** Eric Bellinger, Lil Kim, Keyshia Cole

**NOTABLE RELEASES:** “good good,” “We Ride” (Feat. LeoohhDaFool), After Dark

**DREAM FEATURE:** Gucci Mane

**DREAM 805 FEATURE:** “I want to collab with both Big E and LeoohhDaFool on a track. Or even a mixtape”

**FAVORITE 805 VENUE:** Fresh Mex Bar & Grill

**FAVORITE 805 PRODUCER:** Mind Off

**FAVORITE 805 STUDIO:** Record X Studios

**FAVORITE 805 RESTAURANT:** Cronies Sports Grill (Ventura), B&J Drive In (Ventura)

**FAVORITE 2020 805 SINGLE:** “Lighters Up” by Big E (Feat. J.ME)

**NEXT UP OUT “THE 805”:** J.ME

**WORST JOB:** Insurance Company

**OTHER HOBBIES:** Going to the beach, cooking Mexican food

**2021 MUSIC GOALS:** “Hopefully I can pick up a tour. I was asked to be on this Female [Los Angeles] tour before this COVID[-19] shit started, but it didn’t happen. I think I want to just branch out, do shows [in] Los Angeles, Vegas, Texas, a lot of where I think my Fans would be.”

**COVID-19’S IMPACT ON CAREER:** “It just stopped the shows, that’s kind of it...it made me have way more time to just focus on [music] and get my A-game...like you can’t go out, you can’t do nothing, so it was like: studio, writing, chilling.”

**THE RICO AND MAMBO SHOW:** “I’ve been on the radio a couple times. The fact that they asked me to be on it means they know other people will listen to it. That shit tripped me out.”



**“THE 805’S” MUSIC COMMUNITY:** “Some people I know [think] it’s a competition when they think there are other people doing better than them, but I don’t see it like that. I see it as a community. Everybody here wants to make it and we all kinda boost each other up.”

**WHERE WOULD YOU MOVE TO:** “The only way I would move was if I was doing good and I could afford a big house on the hills. It would definitely be Southern California, maybe I’ll have a house in New York, house in Florida, house in Cali.”

**WHERE ARE YOU IN YOUR CAREER:**

“I’m at the point where I’m just starting to actually have a music career. People now know who I am. My name is starting to get out. I feel like I just got everyone’s attention.”

**WHAT’S MISSING IN “THE 805” RAP SCENE:**

“A huge festival every year with just 805 rappers...that would be hard. No matter what, people are gonna be hyped that they’re in the show. You got your spot and your fans come, it’s like an all-day thing. That’d be sick.”

**DESCRIBE YOUR FAN BASE:**

“My fan base is loyal...I have almost [6,000 Instagram] followers and they repost my shit like crazy... even though it’s a little, all of them support. They’re pretty dope.”

**PLAYING REAL INSTRUMENTS:**

“I mess around with the piano...I kinda just do covers, like I’ll learn the song. I can hear the notes. I just do it for fun.”

**WOULD YOU EVER QUIT MUSIC:** “No. I would be fucking miserable.”

**FAVORITE PART OF CREATING MUSIC:**

“The studio is the funnest. It’s fun singing on the mic, it’s fun hearing them mix it, and then the final product...you’re like, ‘I have another song,’ it’s just a trip...you see your song come to life.”

**FIRST IMPRESSIONS:**

“People don’t realize how cool and humble I am until they meet me. I talk to everybody. I’ll vibe with anybody.”

**WORK ETHIC:** “If you’re lazy it’s another day wasted and I don’t like that.”



# Leokh Da Fool



**GOV'T NAME:** Leoohh Altamira  
**MUSIC NAME:** LeoohhDaFool  
**AGE:** "18 during the week, 21 on the weekends"  
**HOMETOWN:** Oxnard  
**HEIGHT:** 5-foot-9-inches  
**MAKING MUSIC:** 3 years  
**OTHER OCCUPATION:** Auto Body & Paint  
**HIGH SCHOOL:** Oxnard, Hueneme  
**BIGGEST MUSIC INFLUENCES:** DJ Quik, SPM (South Park Mexican), Tupac Shakur  
**NOTABLE RELEASES:** "We Ride" (with J.ME), "The Show"  
**DREAM FEATURE:** SPM, Hi-C, Cali Life Style  
**DREAM 805 FEATURE:** "I think Big E is the best out of Oxnard"  
**FAVORITE 805 ENGINEER:** "[Mind Off] is the only fool that I've worked with. All the other shit I've always done at home."  
**FAVORITE 805 STUDIO:** Record X Studios  
**FAVORITE 805 RESTAURANT:** Lalo's (Oxnard)  
**NEXT UP OUT THE 805:** Big E, J.ME ("someone just needs to notice her")  
**WORST JOB:** Cannabis Picker ("I would take off all the buds from the stems")  
**OTHER HOBBIES:** Skateboarding ("when I'm really fucking bored"), hanging with friends and family



**"I want to share all the shit that's going on in my mind. All the weird shit, all the good shit, all the cool shit, all the important shit."**

**2021 MUSIC GOALS:** "I want to start doing shows...I feel like a lot of my music has been on some quick shit. I want to take more time on it, make the best out of my tracks...the whole partying [thing] and all that shit is dope, but I want to get more serious...[and dropping a] music video every month."

**COVID-19'S IMPACT ON CAREER:** "As soon as we were supposed to get a show locked in, this whole thing cracked... just everything went to shit, dog. [CNG and I were] supposed to do something in LA...we could've sold merch, and people could've got to meet me, and that would have helped me a lot too, but that shit didn't happen either because of COVID. [After COVID] I wanna go show love to everybody."

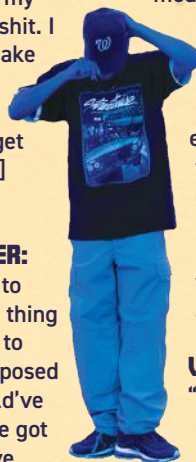
**FAVORITE THING ABOUT "THE 805":** "Shit, the beach, dog."

**SUPPORTING OTHER LOCAL RAPPERS:**

"I have a big ass platform, and I even forget about that shit sometimes. But if you go on my Instagram story, there's always an 805er right there. I'm always shouting out Big E, Demise, J.ME....I support the real."

**HOW SOCIAL MEDIA**

**FOLLOWING CREW:** "I fucking posted a video of me dancing all stupid, all faded, to that song 'Don't Stop The Rock'... and that shit blew the fuck up. Once I [saw] that, I was like, fuck it, might as well show them everything I can do. I started letting my music out, and that shit got my following up even more."



**DESCRIBE YOUR FAN BASE:** "A good group of people just like the way I am, dog. I'm about my people and I feel like they show the love back...[but] I know a lot of females are just on the jock because they think I'm good looking or some shit."

**HOW SOCIAL MEDIA HELPS MUSIC:**

"People see it more. At first, it was just 'The 805,' then I started getting texts from like Mexico, from New York, like, 'you got support out here.' Everybody knows that's the way, dog. If you're straight social media-wise, your [music] shit's going to bang."

**DESCRIBE YOUR MUSIC:** "My music's everywhere. You could expect, one day, me being a fucking fool and talking about bitches and about getting all fucked up. And the next day you can hear about me not trying to do all that shit, and just trying being straight on my shit. It's all how I'm feeling, dog."

**WHERE ARE YOU IN YOUR CAREER:**

"I wouldn't say I'm like a straight beginner, but I wouldn't say I'm up there up there...I'm starting to see what's up."

**ON ADDING MORE MEANING TO MUSIC:**

"I want to just talk about everything that's on my mind, I got a lot. I'm going through some shit...I talk about the same shit too much, you know? It's not just all about partying, and this and that — it's deeper than that. I want to share all the shit that's going on in my mind. All the weird shit, all the good shit, all the cool shit, all the important shit."

**WHAT'S MISSING IN "THE 805" RAP**

**SCENE:** "Shows. But before any of that, all the rappers should just be cool, support each other. That fucks everything up, the hate."

**DOING MUSIC VIDEOS:** "It gives all your fans and shit a visual of everything, of what you're talking about...it's like a movie now. They're not just listening to the track, now they're seeing what the fuck you're talking about."

**GOAL TO SIGN TO A LABEL:** "Probably not. I do my own thing. If I get a good deal, maybe."

## OSWALDO LIMA

THE SALVADORIAN  
TATTOO ARTIST PUTS  
CREATIVE EMPLOYEES  
IN POSITIONS TO  
SUCCEED

Oswaldo “Ozzy” Lima, isn’t building your average ink shop. The 31-year-old founder and co-owner of Kustom Kulture Tattoo in Reseda, Calif., encourages his team members (or “family members”) to use his store as an epicenter for their own artistic side hustles.

Mike Quesada (head piercer) uses KKT as the office for his website design business. Shaq Harris (team member and rapper by the name “Skinny S”) used the spot last October as the venue for his album release party.

If you’re putting in honest work and grinding at your craft, Ozzy and co-owner, Nacho, are happy to lend their shop to make the dream a little clearer. But building a family culture with your staff members is difficult to do when running a company. It takes a level of selflessness and patience that most business owners can’t pull off.

So UNDRGRND Magazine stopped by KKT to chop it up with Ozzy and his team, and to learn more about what makes him, and his shop, stand out.



**UNDRGRND:** Why help your employees in pursuing their own creative passions?

**OZZY:** It’s the main goal, to have everyone around me doing what they love — it’s just a happier place. I always envisioned this place where we can all be free and be ourselves and use it to evolve. This little place became that, and I’m pretty stoked about it.

**UNDRGRND:** How has your business benefitted from this mindset?

**OZZY:** The vibe just is a lot better. It’s that instant connection that people get with each other, you know?

**UNDRGRND:** How have Mike and Nacho changed since you first met them?

**OZZY:** They’re like completely different people than when I met them, and that’s always been my dream, to have people who have changed the most literally be my partners. And they make me evolve as well...the whole team [does].

**UNDRGRND:** How is it working alongside Ozzy in the shop?

**MIKE QUESADA:** I see Ozzy as my big brother. He just exudes these vibes that are infectious. When people come in [KKT], they feel accepted, like they’re part of something bigger than themselves.

**UNDRGRND:** What was it like having the album release party for There’s A Lot Going On at KKT?

**SHAQ HARRIS (STAFF MEMBER):** To me, it was really special. This is the perfect place and opportunity...I wanted it to be like those old school pop-up show vibes. I expected it to be like 10 people, [but] mad people showed up.

**UNDRGRND:** Why should people come to Kustom Kulture?

**OZZY:** We’re a team of a bunch of dudes doing what we love...people come from the outside and are like, ‘you guys are a special group of people, we want to be here.’ People [who] come, never really leave, they get sucked in [Laughs].



# Local Rappers Stand Against Police Brutality and Systemic Racism

**M**EMBERS OF "THE 805's" underground hip-hop scene engaged in protests, live performances, and music release postponements last summer in efforts to fight America's continuous racial injustice. This response from the rap world came as local communities joined the nationwide unrest following the inhumane murder of George Floyd by a white police officer in Minnesota in May 2020.

Sizable protests were held in Thousand Oaks, Santa Barbara, Ojai, San Luis Obispo, and other 805 towns throughout the summer. Chris Stanton, a then 29-year-old rapper by the name of "Chris The Thr!llest," was one of roughly 3,000 active participants at a Santa Barbara rally one weekend.

"We took a march up famous State Street," said Stanton, originally from Moorpark, "straight to where there [was] a blockade of shielded police officers."

Further north, artists from the Connect the Coast group played prominent roles throughout the protests in the San Luis Obispo area. These artists, including rappers D Banks, Central Coast G.I.A, and founder Lorde Sanctus, took their activism beyond marching. For instance, Lorde Sanctus took the stage at Mitchell Park's gazebo to rap for a crowd about free speech and America's parasitic racial history.

Ventura County's artists also set out to make changes. Newbury Park's Deo Cane is among many rappers who postponed the release of new music following Floyd's murder.

"People let out their emotions through music and right now is not the time to release a trap [or] turn-up song," Cane, 23, said. "The world, especially black people, are going through a pandemic of their own."



Photographed (left to right): D Banks, Tianna Arata, Lorde Sanctus, Central Coast G.I.A

The highest profiled white-on-black crime cases have occurred outside of "The 805's" boundaries. Still, artists are raising awareness of similar incidents that have occurred right here at home, many of which have been somewhat forgotten. Stanton recalls the murder of Meagan Hackaday, who was shot and killed by an Oxnard police officer in March 2015.

**"It may not always look exactly as cut and dry as George Floyd [or] Sandra Bland," Stanton says, "but it happens here in 'The 805.'"**

Rap music speaks loud, and has beautiful roots in anti-authoritative and anti-police sentiment. From N.W.A.'s powerful strives for racial equality, to

how hip-hop encourages progressive thinking in the future, rap music will always have an important social and political meaning. It is both a prevalent entity of African-American culture and a remarkable meeting point for racial integration.

Ventura County sits in an interesting position. With a white majority population, we cannot simply rely on black voices to do the talking.

This battle is sure to continue, but artists are confident their music can help lead their local communities in the right direction.

"[If] 'The 805' sees the solidarity in the music scene," Stanton says, "I'm confident [the rest of] 'The 805' community will follow."

# into the UNDRGRND

## Last year, UNDRGRND grew far beyond the pages in our magazine...

Our first issue officially released on Jan. 17, 2020, an event that over 150 locals celebrated with us at our release party in downtown Ventura. With the momentum of our debut magazine, UNDRGRND held another live concert in March, started a podcast, launched a website, recorded an album (set to release in 2021), and shot some pretty dope music videos over the next 12 months.

And at the same time our team was busy finding the next wave of 805 artists you see on this cover, our "Original Seven" have made impressive moves of their own over the past year. Enjoy a look at some of the action that came UNDRGRND's way in 2020.



***"I prefer to perform with the UNDRGRND gang 'cause we're all so diverse musically, yet we all still can catch a vibe anytime we're in a room together,"*** says **Deo Cane**, 23, who dropped his debut album *PTA* in September.



## Party Hard

UNDRGRND's two concerts gave 805 hip-hop fans a chance to meet and hear the first issue artists perform, as well as pick up their own hard copy of the magazine. [Jan. 17 & March 13]



***"I feel like a lot of these artists are getting popular by the day,"*** says **Chrystian Sanchez**, 22, a rap fan from Newbury Park. ***"I'm hoping one of them gets famous."***



## Mic Check

The main recording session for the UNDRGRND album took place at Hawthorne, Calif.'s Red Room Studios. Three months after the COVID-19 quarantine began, the 12-hour day was not only a time for the UNDRGRND artists to make music, but to also reconnect with each other, most of whom had not seen each other since the March concert.

[July 11]

***"We've become such a family, it's nice seeing we are together,"*** says Isabel De La Cruz (**Belle**), 21, who relocated to Utah for a short period in early 2020 to study esthetics.

***"All these songs are definitely versatile."*** says Jacari Jackson (**Rafik**). ***"I'm definitely out of my element, which is cool because it's challenging me, but it's fun as well because we all vibe with each other."***

Rafik promises an EP, *Reflections*, is coming soon, a project allegedly featuring fellow UNDRGRND alumni Deo Cane and Pofsky.



***"My goal is to make sure we're all on the same page,"*** says 23-year-old Michael Pofsky (**Pofsky**), who holds both an artist and executive producer role on the album.

***"I just really want to make sure that we all elevate to the same level. [This album] is going to be an easy way for us to all do that."***



## Like a Magnet (Yeah)

On the Hollywood Hills set of UNDRGRND's "OnlyFans" music video, featuring KollegeKado, Rafik, and Deo Cane.

[Oct. 3]

***"This is a song you can listen to over and over again,"*** says Kado Brown (**KollegeKado**), 25. ***"It has great replay value, and I think it fits perfectly into what the wave is right now."*** KollegeKado released a four-song EP in August, *Big Very Yee*, with White Chocolate, and has spent time building his music video production business, KollegeKadoVisuals. He is also currently managing Ventura resident and rapper, RiiicoBandz.

# B-WORK

**GOV'T NAME:** Brandon Workinger  
**MUSIC NAME:** B-Work  
**AGE:** 25  
**HOMETOWN:** Newbury Park  
**HEIGHT:** 6-foot-2-inches  
**MAKING MUSIC:** 11 years  
**OTHER OCCUPATION:** Unemployed due to COVID-19  
**HIGH SCHOOL:** Newbury Park, Grand View (Aurora, Colo.)  
**COLLEGE:** Recording Radio Film Connection (Colo.)  
**MAJOR:** Audio Engineering  
**BIGGEST MUSIC INFLUENCES:** Journey, Lil Peep, Metallica  
**NOTABLE MUSIC MOMENT:** Opening for B.O.B in Aspen, Colo.  
**NOTABLE RELEASES:** *Darkest Before Dawn*, "New Life"  
**DREAM FEATURE:** Lil Peep  
**DREAM 805 FEATURE:** OG David James  
**FAVORITE 805 VENUE:** Oak & Main  
**FAVORITE 805 PRODUCER:** GMBEATZ, Kid Chxp  
**FAVORITE 805 STUDIO:** GMBEATZ's home studio  
**FAVORITE 805 RESTAURANT:** Latino Market & Grill (Thousand Oaks), Eggs-N-Things (Thousand Oaks)  
**FAVORITE 2020 805 ALBUM:** *Part Time Artist* by Deo Cane  
**NEKT UP OUT "THE 805":** Pofsky  
**WORST JOB:** Cleaning grease vents  
**OTHER HOBBIES:** Pick up football and basketball

## WHAT GENRE IS YOUR MUSIC:

"I would give it three categories: rap, hip-hop, and alternative. I love making songs that remind me I was in a band, and that I have played guitar."

## GOING TO OTHER LOCAL ARTISTS'

**SHOWS:** "It keeps you local. "You're going there to support and I think it's really cool to see everybody going up there [on stage], even if it's their first time doing this thing."

## COVID-19'S IMPACT ON MUSIC:

"For me, I have never been this depressed. It rocked me socially, getting comfortable walking into a room again. It became nerve wracking because my mom has an immune disorder so I can't get her sick. It definitely affected my mindset, which affected my music — it got darker."

## WRITING LYRICS:

"It starts with some form of happiness...really sitting there and meditating in the music. Before, I would sit down there with a pen and start writing out the bars, but now I'm more freelancing — learning the emotions rather than trying to dictate the emotions on the paper itself. It's become a different type of writing process."

## HIS FATHER (WHO PASSED IN MID-

**2020):** "Me and my dad, we really had a rocky relationship...losing him kind of reflected the bad times at first. Then, you know, you start to realize we had some good times too. Scott Workinger — R.I.P. pops, I miss you."



“Sometimes the pen can be mightier than the sword, and it becomes heavier and heavier to write down each word, but that’s your truth.”

**MUSIC BEING THERAPEUTIC:** “Music for me will always be therapy. I think even when you’re angry it is still therapeutic, hence headbanging and heavy metal. “I want to bring this [upcoming] EP to light for mental health awareness and just for my own sanity. Get it out and not have to relive it.”

**NON-MUSIC GOALS:** “I want to open up a place where kids can create. They can build with Legos, there’s classes they can take. I don’t really want to worry about price, I just want to worry about making a difference. I’d like to open one in Southern California for sure and in Colorado.”

**FAVORITE THING ABOUT “THE 805”:** “It’s the way that people communicate. It’s the way that people get along with each other...it has that small town feeling no matter where you go. People in “The 805” are just so kind, willing to help others.”

**WHAT’S MISSING IN “THE 805” RAP SCENE:** “We just all need to stop sitting on fucking music. If you’re going to the recording studio and you’re recording something, don’t sit on it. Like, you can sit on it, but you gotta have a plan for it if you sit on it. I think there’s just so much music that is sat on right now that should be released, by myself and by other artists.”

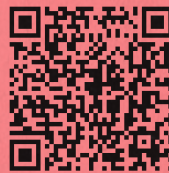
**BEING SIGNED TO BIG TOP ENTERTAINMENT:** “They were the right people, I just didn’t want them to dictate my sound. But that’s the thing when you are signed with a label, you learn very quickly that it [has to] be their way, respectively. You are their artist.”

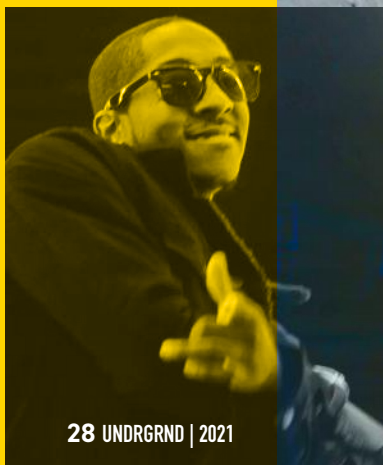
**WOULD YOU SIGN TO A LABEL AGAIN:** “It depends. If the label situation works. I’m not signing a “360.” I get to keep all creative content, I get to run it my way... then yeah, maybe a label makes sense. But right now, no. I’ve learned the value of what being independent means.”

**HOW OTHER LOCAL ARTISTS SEE YOU:** “[They think], ‘who the fuck is that kid?’ I went to high school out here for one year and a half [before moving to Colorado]. It’s more like they probably see me as a ghost. Now it’s more like, ‘yeah, he’s that dude from UNDRGRND.”

**ADVICE FOR SONGWRITERS:**

“Sometimes the pen can be mightier than the sword, and it becomes heavier and heavier to write down each word, but that’s your truth. And I encourage every artist to write from their heart and write from what they’re really going through. Write from the spots that make you uncomfortable. Get uncomfortable in music to become comfortable.”







# CHRIS THE THR!LLEST

**GOV'T NAME:** Christopher Stanton

**MUSIC NAME:** Chris The Thr!llest

**AGE:** 30

**HOMETOWN:** Born in Inglewood, Calif., relocated to Moorpark

**HEIGHT:** 5-foot-11-inches

**MAKING MUSIC:** 11 years

**OTHER OCCUPATION:** Applied Behavioral Analysis Therapist

**HIGH SCHOOL:** Moorpark

**COLLEGE:** Arizona State University (undergrad),  
Pepperdine University (master's)

**MAJOR:** Clinical Psychology

**BIGGEST MUSIC INFLUENCES:** A Tribe Called Quest, Big Sean,  
Nipsey Hussle, Kendrick Lamar, J. Cole, Drake

**NOTABLE MUSIC MOMENT:** The creation of the song  
"Xtra Tick" ("It was a staple to my career")

**NOTABLE RELEASES:** *More Shenanigans* with Step Back J,  
"Xtra Tick," *No Good, All Great*

**DREAM FEATURE:** Drake, H.E.R., Pharrell

**DREAM 805 FEATURE:** Matthew Aaron

**FAVORITE 805 VENUE:** Music Freqs (formerly Rock City Studios)

**FAVORITE 805 PRODUCER:** Step Back J, Matthew Aaron

**FAVORITE 805 STUDIO:** Record X Studios

**FAVORITE 805 RESTAURANT:** Paradise Pantry (Ventura)

**FAVORITE 2020 805 PROJECTS:** *More Shenanigans* by Chris The  
Thr!llest & Step Back J, "everything 7 Records  
dropped this year"

**NEXT UP OUT "THE 805":** Chris The Thr!llest

**WORST JOB:** Foster Home Worker ("it was an amazing job, but it was  
so emotionally taxing")

**"What a lot of artists don't realize  
is rapping is a skill, and it is one  
that you get better at with time."**

**RAP'S PERCEPTION OF OLDER ARTISTS:** "What a lot of artists don't realize is rapping is a skill, and it is one that you get better at with time. Up until now, 30 was [the] cut off for being able to rap."

**HAVING A RAPPER ROOMMATE (STEP BACK J):** "It's a whole lot of cooperation. I appreciate it because we're always inspiring each other for sure, even not intentionally. I [could] be sitting around not feeling like doing nothing and I just hear him working on beats and I'm like, 'damn, that shit goes off, I need to write some shit right now.'"

**FIRST MEETING STEP BACK J:** "We would comment on each other's posts that turned into DM's talking about a project. Me and J formed this vibe. We have chemistry, we have this natural thing. I would go out [to Santa Barbara], work on music, [then we'd] go downtown and make memories. Then we'd go back to the house, wake up, work on some more tracks, and that'd be the weekend. I'd go back to work during the week, then come back and do the same thing the next weekend."

**NOT LABELING YOURSELVES A DUO:** "I think that us being able to be two entities working together makes us more dynamically ourselves, as opposed to the hold of, 'we have to do this together.' It allows us to be our best selves, together."

**WHERE WOULD YOU MOVE TO:** "I think where I'm at in Santa Barbara is exactly where I'm supposed to be right now, especially with this project that I'm working on. I feel like it was divine alignment for me."

**COVID-19'S IMPACT ON CAREER:** "It turned me into a superhero, and I say that because everything that happened this year has been perspective-giving, the divine poeticness of 2020. I am a very introspective and reflective artist. This year being what it was really put me in my niche."

**HOW OTHER LOCAL ARTISTS SEE YOU:** "I think they see me as a talented dude that maybe sometimes doesn't recognize how talented he is."

**YOUR RAP NAME:** "Chris' is the human side of me, 'Thr!llest' is the star side of me, and I am both. I am for the people but I'm a star too."

**WHAT'S MISSING IN "THE 805" RAP SCENE:** "I think unity among the major pieces in the hip hop scene out here. I think that has everything to do with it. Santa Barbara doesn't even recognize how influential it could be on the music world. If all of the people that are on that team recognized the talent and really propped it up, SB could easily be a name. Especially 'cause there's so many flavors [of music]."

**INSPIRATION FOR SONG "LAMBO LOVE":** "I don't have a Lamborghini yet. But I am fully and thoroughly committed to having a Lamborghini. It's a must...white, black, or gold. One of those three colors."

**OTHER HOBBIES:** Basketball, drawing cartoons, watching the anime show, *Yu Yu Hakusho*

**THOUGHTS ON HOMETOWN:** "Thank you to Moorpark for always making me feel awkward enough to recognize that I was always supposed to be out of the box."

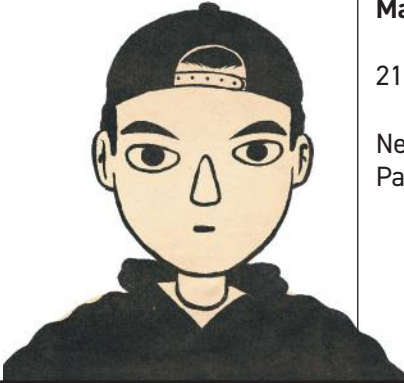

# BEHIND THE LENS

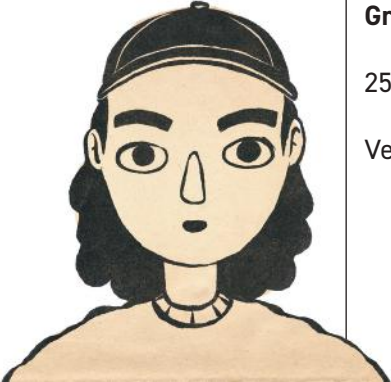
## LIFE ON THE OTHER SIDE OF THE CAMERA

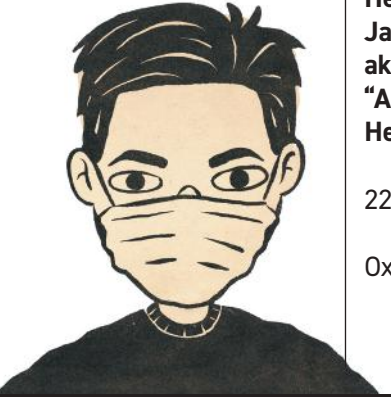
**F**or artists on the rise, an essential part of promoting new music is investing in visual aids for your audience to watch. Ventura County's rappers often spend between \$200-\$500 for a high-quality music video, in hopes of grabbing the attention of potential listeners. Oxnard's Leoohh Altamira ("LeoohhDaFool") is a rapper who utilizes this tactic as strategically as anyone, understanding the value of sharing professional videos and photos to online followers.


"It gives all your fans and shit a visual of everything — it's like a movie now," says LeoohhDaFool, who has teamed up with multiple directors to make music videos for "How It Goes," "CALIFORNIA YEE," and other songs. "They're not just listening to the track, now they're seeing what the fuck you're talking about."

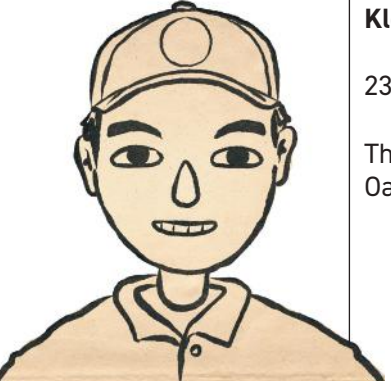
Not surprisingly, local videographers and photographers have found themselves in an important position within "The 805's" music scene. Let's meet a few key individuals who have used their talents behind the lens to help artists increase viewership, while creating their own lucrative businesses in the process.

	BIO	WORKED WITH	NOTES	Q&A
	<p><b>Chandler Martineau</b></p> <p>21</p> <p>Newbury Park</p>	<p>UNDRGRND</p> <p>Belle</p> <p>Deo Cane</p> <p>Kid Chxp</p> <p>Chris The Thr!!lest</p>	<p>Filmed music video for Pofsky and Deo Cane's "Quarantine N' Chill"</p> <p>Gained video experience through editing projects for Luizyzy G</p> <p>Just bought a drone for music video use</p>	<p><b>How was it directing Belle in the "Boundaries" video?</b></p> <p>"Everything about Belle, I love. She gives off these Cardi B vibes to me kind of — her personality...real out there, confident...she was just really easy to capture."</p>
	<p><b>Josh Seiden</b></p> <p>24</p> <p>Newbury Park</p>	<p>UNDRGRND</p> <p>Dyeislife</p> <p>2LaneLife</p> <p>Pofsky</p>	<p>Heads media team for 2LaneLife</p> <p>Did artists' portrait photos for both issues of UNDRGRND Magazine</p> <p>Featured in skits on Pofsky's (then "M.I.C.") 2017 album "DYNAM.I.C."</p>	<p><b>Thoughts on this year's UNDRGRND photoshoot?</b></p> <p>"There were really not a lot of [artists who] I knew, but they were high energy, they had a certain kind of vibe going. They knew what to do behind a camera, and I love how those photos came out. Overall a great experience and I think every year it's just gonna step up and step up."</p>

	<p><b>Shane Grajeda</b></p> <p>25</p> <p>Ventura</p>	<p>KollegeKado</p> <p>White Chocolate</p> <p>Ty Fighter</p> <p>Ricky West</p> <p>UNDRGRND</p>	<p>Has an associates degree in photography from Ventura College</p> <p>Filmed music video for Ty Fighter and Ricky West's "The Weed Man"</p> <p>Aspires to become a full-fledged filmmaker in the future</p>	<p><b>What should artists know about you?</b></p> <p>"I wanna watch them grow. If I put the time in now, I'm in it for the long run. I wanna see you reach your goal and capture the whole thing."</p>
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	<p><b>Henry Jauregui aka "Authentic Henry"</b></p> <p>22</p> <p>Oxnard</p>	<p>LeoohhDaFool</p> <p>J.ME</p> <p>OG David James</p> <p>Demise</p> <p>SlumpBoyz</p>	<p>Bought first camera with money received from working at "El Taco De Mexico" on Saviers Street in Oxnard</p> <p>Artists started really hitting him up after filming the Slump-Boyz's "WALK EM DOWN" video (2019)</p>	<p><b>Why are videographers important in "The 805"?</b></p> <p>"We help provide a face to go with an artist's music. We help showcase and sometimes even build up an artist's aesthetic that, for the most part, an artist cannot do on their own."</p>
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	<p><b>Luizzy G</b></p> <p>27</p> <p>Sioux City, Iowa</p>	<p>Pofsky</p> <p>Bravo The Bagchaser</p> <p>Vamp Vanity</p> <p>G-Eazy</p> <p>UNDRGRND</p>	<p>Cousin invited him via text to move to Santa Maria to pursue videography and live on his couch. He drove from Iowa but when he arrived, his cousin didn't know what he was talking about – he had been catfished the whole time</p>	<p><b>How did you land a job on G-Eazy's 'Endless Summer' tour?</b></p> <p>"I had watched one of G-Eazy's videos, 'Tumblr Girls.' I found the director [Goodboyshady] and I hit him up... surprisingly he messaged me back, and was like, 'yo, we got a few shows left before the end of the tour, are you down to come get on?'"</p>
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	<p><b>Vincent Klein</b></p> <p>23</p> <p>Thousand Oaks</p>	<p>EBA Productions</p> <p>UNDRGRND</p> <p>Cruz X Evolution</p>	<p>Specializes in sports workout and training videos</p> <p>Recorded viral footage of Blueface, Odell Beckham Jr., and Cam Newton throwing footballs at UCLA</p>	<p><b>Do you plan on doing more music-related content?</b></p> <p>"Music is another passion of mine and I love editing to it. Now that I have a drone and learned a lot more effects, I think this upcoming year will be the year where I venture more into music videos."</p>
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# BOBBY BEEN FRE





# ESH

**GOV'T NAME:** Robert Martinez

**MUSIC NAME:** BOBBYBEENFRESH

**AGE:** 25

**HOMETOWN:** Born in Fresno, raised in Grover Beach, relocated to Santa Maria

**HEIGHT:** 5-foot-8-inches ("on a good day")

**MAKING MUSIC:** 8 years

**OTHER OCCUPATION:** Hotel Janitor (before COVID-19)

**HIGH SCHOOL:** Arroyo Grande

**COLLEGE:** San Francisco State University, Allan Hancock College (no longer in school)

**MAJOR:** was Undeclared/Undecided

**BIGGEST MUSIC INFLUENCES:** Fashawn, Dom Kennedy, Curren\$y, Big L

**NOTABLE MUSIC MOMENT:** Opening for Luckyiam (of Living Legends), selling out first headlining show

**NOTABLE RELEASES:** *Perfect Timing*, *Fresh 'Til Death*

**DREAM FEATURE:** Erykah Badu, Jay-Z

**DREAM 805 FEATURE:** Mic Bles

**FAVORITE 805 VENUE:** Rancho Nipomo

**FAVORITE 805 PRODUCER:** Trey Anthony, B.Nostyle

**FAVORITE 805 STUDIO:** The Sauce Pot Studios

**FAVORITE 805 RESTAURANT:** Tacos De Acapulco

**FAVORITE 2020 805 ALBUM:** *Vision* by \$horty DuWop

**NEXT UP OUT "THE 805":** KaceyFamily, Joro, \$horty DuWop

**WORST JOB:** Dog Kennel Cleaner

**OTHER HOBBIES:** Playing video games (favorite game is Pokémon)

**WHERE ARE YOU IN YOUR CAREER:**

"I'm right where I need to be. My goal is to inspire and motivate people through my music, which I'm already doing. I'm already there, in my mind.

**HOW OTHER LOCAL ARTISTS SEE YOU:**

"I'd like to say inspiring. Why I do a lot of the things I do is to show that it can be done. A lot of people have dreams of doing this, and



## "I WANT TO LEAVE BEHIND BODIES OF WORK THAT CAN BE PLAYED FOREVER."

there [are] not a lot of examples to look at to be like, 'this is possible.' If I can drop eight albums, you can drop eight albums. I'd like to be that inspiration for somebody."

**WHERE WOULD YOU MOVE TO:**

"I've thought about moving to LA but I just don't think that's my city. What I like about 'The 805' is the sense of community that we have and when I travel to LA I don't feel that...if I did move, I'd move to Santa Barbara."

**LONG-TERM MUSIC GOALS:**

"If I could just do music and make a living, I'd be happy with that. I don't need to go to the extreme of radio and all this stuff."

**DESCRIBE YOUR MUSIC:**

"A lot of these songs come from pain, come from real situations, and people can relate to it."

**NEW ARTISTS SHOULD HAVE:**

"Likeability as a person, not just as an artist...I think delivery is the main thing, how you say it, and trying new things. Artists are scared to try and scared to start and fail."

**SELLING HARD COPY CD'S OF HIS ALBUMS:**

"It is something tangible. It's a memory that you can physically hold. And I'm going to personally deliver everything...and that creates an experience between me and you. And it's all about experience."

**2020 "FRESH 'TIL DEATH" ALBUM:**

"The reason why I created the album is because it's supposed to be long lasting. If

something were to happen [to me], that's gonna be what I'm remembered for...I want to leave behind bodies of work that can be played forever. I want to leave behind memories and connections. That's the reason why this album was created."

**WHAT'S MISSING IN "THE 805" RAP SCENE:**

"Venues that support hip-hop. I think there is a stereotype from people who have nothing to do with music or who are not a part of our culture and just label us...so I think support is lacking."

**HIP-HOP'S CONNOTATIONS:**

"We are trying to break that cycle of that way of thinking and show that hip-hop can be positive and that good things can come from hip-hop, instead of stereotypes and negativity."

**COLLABING WITH OTHER ARTISTS:**

"It's important because you want to combine the best of what you do and the best of what I do and create the best possible outcome for the music. If you sing and I rap, we gotta come together on this track...you both have to give the best of what you can do."

**POST COVID-19 STRATEGY:**

"I wanna tour out here like Santa Barbara, Oxnard, Ventura...in my part of the coast, people know who I am, but on this part of the coast [the southern 805] they don't know who I am. I'm trying to tap into the other side of the market."

# OG DAVID JAMES



**LEGAL NAME:** David James Collison

**RAP NAME:** OG David James

**AGE:** 23

**HEIGHT:** 5-foot-10-inches

**HOMETOWN:** "Oxnard raised me, Reno made me"

**HIGH SCHOOL:** Procter R. Hug (Reno, Nev.)

**MAKING MUSIC:** 5 years

**OTHER OCCUPATION:** United States Navy Repair Depot; aims to create an online store selling travel-related items and also make a food delivery app for local taco trucks ("I'm an entrepreneur, I'm a businessman. I'm gonna make money somehow, somehow")

**BIGGEST MUSIC INFLUENCES:** Russ ("just his whole independent vibe"), Drake, Nipsey Hussle

**NOTABLE RELEASES:** *Prey 4 Me*, "No Friends" (feat. Slimmy B of SOB X RBE), "Patience" (music video only)

**DREAM 805 FEATURE:** Anderson .Paak

**DREAM FEATURE:** The Gorillas, J. Cole

**FAVORITE 805 VENUE:** The Majestic Ventura Theatre ("I wanna sell out a show there")

**FAVORITE 805 PRODUCER:** King Cortez, J Cruz (of Los Angeles)

**FAVORITE 805 STUDIO:** King Cortez's studio

**FAVORITE 805 RESTAURANT:** Andria's Seafood Restaurant and Market (Ventura) ("the Captain's Combo with the scallops"), Yokozuna (Oxnard) ("they got a beast-ass happy hour"), Dog Haus (Thousand Oaks)

**NEXT UP OUT THE 805:** OG David James, J.ME ("she's taking the right steps to connect with the people")

**FAVORITE 2020 805 PROJECT:** *Opioids* by Mark 4ord ("for that raw, grungy, hip-hop sound, and he's a cool dude")

**WORST JOB:** Pacific Cheese Company ("I worked in a freezer") or landscaping job in Reno ("I had it for one day, does that count?")

**OTHER HOBBIES:** Getting drunk and watching sports, hooping ("I'm like a Patrick Beverley"), boogie boarding, hanging with family

# “I’m that kid who has the work ethic, has the sound, has the talent—I just need the look.”

**MOVING FROM RENO BACK TO “THE 805” IN 2018:** “Once shit hit the fan in the middle of 2018, I was like, ‘that’s it bro.’ My dad, we got into a scuffle, some bullshit happened, and I was like, ‘I’m out bro, I’m done with the motel, grandma’s got a spot for me, I’m gonna go push this shit...I’m not just gonna sit here, fall victim to the Reno fucking washing machine cycle.’ I was just over it, that’s when I made the move. It’s only been two years here, it’s been a complete flip for me.”

**INFAMOUS HS RAP BATTLE:** “I had the rap battle my senior year of high school. I didn’t want to battle him...I came ready, though — I just came with bars...it was a cool situation for me because that gave me confidence, like, ‘oh shit, maybe I can rap, maybe I can do something with this.’”

**2021 MUSIC GOALS:** “I want to grow as an artist. I want to be consistent. I want to get a look from somebody that can give me something that I deserve...I want a cosign from somebody. I want to have eyes on me. I want people to be invested in my music the same way I’ve invested in my music. I want an organic fan base. I just want to get out there. In a nutshell, I want to do all the things that my favorite artists are doing.”

**ON HATERS:** “It’s only the ones who make music, it’s the people who are doing what I’m doing that won’t acknowledge, yet. But the randoms, who don’t make music, who are just listening, they’re like, ‘whoa, this shit is dope’...there’s a lot of shit that I’ve been dropping lately that I know people see, but they don’t take the time of day because I guess it’s like a threat to what they’re doing.”

**DESCRIBE YOUR SOUND:** “I’m a happy rapper, man. Sometimes I rap a little aggressive, but for the most part I’m just a cool dude. I don’t bang, I like to get drunk and skate and watch the Patriots. My best friend that I kick it with is 40 years old.”

**WHERE ARE YOU IN YOUR CAREER:** “I’m where Russ was in 2014. A young kid, an independent artist, who’s just continuing to push his sound. Isn’t where he wants to be but is building a catalog that will forever be looked back on...I’m that kid in the basement just working everyday towards my craft. Even though I don’t post enough, because I’m not the best with Instagram and shit, I work hard...I’m that kid who has the work ethic, has the sound, has the talent — I just need the look.”

**COVID 19’S IMPACT ON CAREER:** “It helped my music career. When COVID-19 started, I was at the beginning of my path as a new [artist]...it’s intimidating coming to a new city and seeing all these people doing shows and getting love, and people like me, I wasn’t getting looks, I wasn’t getting the feedback that I wanted...[COVID-19] really gave me a break, and it gave me a time to build my content up, create [the *Prey 4 Me*] album, create these music videos that are special. It was a good time for me to rebuild and come back strong for when shows do open.”

**HOW OTHER LOCAL ARTISTS SEE YOU:** “This kid doesn’t need us. This kid is doing his own thing. This kid is learning and growing...I have a good music IQ.”

**WHAT’S MISSING IN “THE 805” RAP SCENE:** “More studios, more quality engineers. There’s enough talent, dude. [Adequate engineering] will

almost make anybody sound good and that’s scary. That’s how a lot of new artists are coming up, too. They don’t really have the IQ but their engineers and their producers turn them into who they are. Which is no hate, but that’s my biggest problem in ‘The 805’ — we need some more quality engineers and studios.”

**EXPECTATIONS FOR “PREY 4 ME” ALBUM:** “This is a personal album. I talk about my abortion with my girl. I talk about my dad being an alcoholic. I talk about me losing my mom. I talk about my journey as an artist. This is supposed to be like a story for me...this is me talking to you — those are the best types of songs to me. This is an outlet for me to get some shit off my chest.”

**WORKING WITH VIDEOGRAPHER AUTHENTIC HENRY:** “It was the best. I had just gone through a tough time with my videographer, and I was kind of stranded like, ‘I don’t know anyone here.’ And one of my best friends, David, he was like, ‘I went to school with this kid Henry, he’s fire,’ and I was like, ‘fuck, dude, are you sure?’ Turned out that we’ve had a great relationship.”





“I’m very in your face  
with how I feel about  
love and shit, *very* in  
your face.”

# JAKEYY

**GOV'T NAME:** Jake Martinez

**MUSIC NAME:** Jakeyy

**AGE:** 25

**HOMETOWN:** Ventura

**HEIGHT:** 5-foot-11-inches

**MAKING MUSIC:** 3 years

**OTHER OCCUPATION:** "I customize clothes...I sell through an Instagram account...that shit sells, it's crazy")

**HIGH SCHOOL:** Buena

**COLLEGE:** Ventura, heading to Multnomah University in Portland, Ore. to play soccer

**MAJOR:** Exercise Science

**BIGGEST MUSIC INFLUENCES:** J. Cole, Lil Wayne, Juice WRLD

**NOTABLE MUSIC MOMENT:** Love Tape release party at The Saloon Ventura ("A lot of my freinds were there, and it was actually good music I was playing...all in all, just a vibe")

**NOTABLE RELEASES:** *Love Tape*, *Dreams & Nightmares*

**DREAM FEATURE:** Juice WRLD

**FAVORITE 805 VENUE:** The Saloon Ventura

**FAVORITE 805 PRODUCER:** White Chocolate ("His beats are just so consistent")

**FAVORITE 805 STUDIO:** Record X Studios ("Mind Off engineers really well, that's why I sound good")

**FAVORITE 805 RESTAURANT:** Immigrant Son Caffè (Ventura) ("You need to take your girl there. Always fire")

**FAVORITE 2020 805 PROJECT:** *Love Tape* by Jakeyy ("It's very funky, it gets you in the right vibe...there must be something I'm doing right, if I have everyday listeners")

**NEXT UP OUT "THE 805":** Jakeyy

**WORST JOB:** Grocery Store Worker

**OTHER HOBBIES:** Soccer, designing clothes

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**COVID-19'S IMPACT ON CAREER:** "It didn't affect that much in my life, except for the music. That shit hit a lot of people differently, but I thought that shit was really dramatic - my music got very emotional. It just affected my lyrics, mostly. That made me be more real."

**DESCRIBE YOUR MUSIC:** "I'm very in your face with how I feel about love and shit, very in your face... there's a lot of darker stuff too, like talking about

break up, relationship stuff, stuff a lot of people go through. Just me being real. I'm very open in my lyrics."

**FAVORITE THING ABOUT "THE 805":** "How beautiful it is out here, [and] I feel like we have a good community of people that fucks with each on a cool level."

**WHERE WOULD YOU MOVE TO:** "Italy. I would have to have a lot of money to go there. I would bring a lot of people with me, honestly...we would record out there."

**WHAT'S MISSING IN "THE 805" RAP SCENE:** "We have venues, we just have to be big enough to sell those bitches out...[we need] a song going viral, or some type of really good album, that people are like, 'damn, this guy's from Ventura?'...hopefully I can do it."

**2021 MUSIC GOALS:** "I just want *Dreams and Nightmares* EP to actually do good numbers, where I'm not paying to be on playlists...I want it to be the most organic shit possible. We'll see what happens."

**WOULD YOU EVER QUIT MUSIC:** "I'd always be involved somehow...I'm still in the middle of dropping music for myself, but I feel like after a long time it would come to a point where I would know so much about the game that I could help somebody, and make money off that."

**SUPPORTING OTHER LOCAL ARTISTS:** "We're better as a unit, instead of everybody being in their own clique. Imagine if a big group of [artists] came together, all those people would post about the one artist when they drop, and we'd just reciprocate that same energy...everything would go around organically and it would reach out way farther."

**HOW OTHER LOCAL ARTISTS SEE YOU:** "How am I supposed to answer that? I've had other artists hit me up saying how much I've gotten better, because they didn't know what the hell I was doing at first, and I didn't either."

**HOW SUPERDUPERKYLE IMPACTED VENTURA:** "I was a follower of him, for sure — I still am. He's obviously somebody from Ventura who actually made it made it. I feel like a lot of people started rapping because of him. I've met him plenty of times...he knows I make music."



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