



YOUNGBLACKHISTORY

2012

PRESSKIT



YOUNGBLACKHISTORY.COM

YbH ONE SHEET

ARTIST YbH

HOMETOWN Newark, New Jersey, US

LABEL Young Black History LLC

WEBSITE WWW.YOUNGBLACKHISTORY.COM

RELEASES *bLACK MAGIC* (2012); *History In The Making* (2011)

GENRES/FORMATS Hip-Hop, Rap, Urban, Rhythmic

BAND MEMBERS Dris (vocals), Duke bin Jokim (vocals)

SET LIST Up to 30-45 minutes of original music; Band, track or DJ-only sets available. Energetic, thought provoking, radio-friendly hip-hop.

BOOKING CONTACT BOOKING@YOUNGBLACKHISTORY.COM

INFLUENCES 2pac, NaS, AZ, Outkast, Kanye West

SIMILAR ARTISTS Drake, Lupe Fiasco, Wiz Khalifa, A\$AP Rocky

PRESS CONTACT

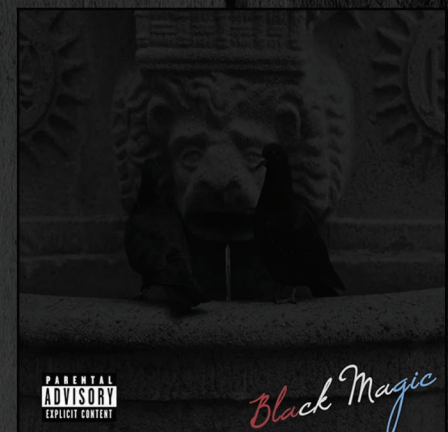
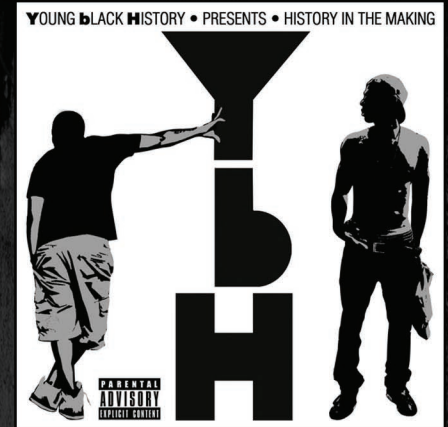
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YBH BIOGRAPHY

Every so often a rap collective emerges from the underground with a voice so vicious and a sound so earth shattering that the walls of mainstream hip-hop give way to their entrance. If they have anything to do with it, YbH is next in line. An acronym for “Young Black History,” YbH is a world-class duo with the lyricism and flow of yesterday’s rap legends and youthful energy and style of today’s ubiquitous chart toppers. Best friends since the 2nd grade, they earned respect in the streets of their native Newark, New Jersey, pushing their unabashed 2011 debut album *History in the Making* the old fashioned way—selling copy after copy from the trunk of their cars building buzz amongst their peers.

YbH earned raves for their ferocious delivery, intricate perspective and unpretentious storytelling. They would go on to perform multiple times domestically and across the pond, bringing audiences alive with their dynamic musicality and all-star stage presence. Those experiences gave YbH all they needed to develop their crowning follow-up project *BLACK MAGIC*, a hip-hop tour-de-force serving as their official introduction to the world. The authentic production, strong songwriting and diverse musical range of *BLACK MAGIC* elevates YbH from promising underground talents to fearless, radio-ready performers who maintain their artistic integrity while embracing hip-hop’s multiplicity.

The group’s musical balancing act starts with hard-hitting tracks touching on life growing up in the streets and parlays thought-provoking verses on everything from politics to philosophy. Still, they manage to interject a few smashingly catchy club-ready jams, complete with R&B hooks.

Originally formed in the late 90s by childhood friends in Newark, YbH comprises 24-year-old emcees Dris and Duke bin Jokim. Upcoming producer O-Tiz, a longtime partner of YbH and unofficial “third member,” also helmed much of the production on *BLACK MAGIC* and all of the production on *History in the Making*. “I first knew I wanted to do music for a living in elementary school when me, Duke and couple of guys used to write rhymes and compare them... We really were good even back then!” says Dris.

Authenticity, skill and chemistry are the key forces behind YbH and their future success. “We want fans to get reality in our music... If we feel like talking about the Newark life we will... If we feel like doing techno we do that... We want them to get what it is to experience the different levels of emotion and that it’s okay to release it... If you corny be corny that’s fine by us (laughs),” says Duke. Hoping to bring that reality far and wide, Dris adds, “We have no limit to what we are capable of doing in the industry... When we decide on something out of the ordinary it’s usually not far-fetched.”

With a universally dope new album and an ever-growing number of fans, who the group dubs “historians,” YbH are not shy about their intent to forever etch “Young Black History” in the musical history books. ■



MEET DUKE BIN JOKIM



HOW WOULD YOU DESCRIBE YOUR SOUND?

Our sound embodies it all. It's conscious of the struggle as well as the moments of joy we all cherish in life. There is nothing that I can compare to our sound. It just exists in its own space.

HOW WOULD YOU DESCRIBE YOUR BRAND AND IMAGE IN ONE SENTENCE?

Our brand is a f*cking custom made Tom Ford suit on with long johns on under it and a skully on while we're standing on any Dr. Martin Luther King Street in America.

WHAT IS UNIQUE ABOUT YOU AS ENTERTAINERS?

We have been friends since the 2nd grade. And we hate each other (laughs).

WHEN DID YOU KNOW YOU WANTED TO DO MUSIC?

I knew I wanted to do music when I met Hahz the Ripa who was an urban legend. His skills inspired what was already inside of me. The DJ Clue tapes, the Big Mike tapes, etc., raised me and all that just made me go after it.

WHAT DO YOU WANT FANS TO GET FROM YOUR MUSIC?

I want them to get the reality in it. What we represent as humans in this world. If we feel like doing techno we do that. If we feel like talking about the Newark life we will. We want them to get what it is to be human and experience the different levels of emotion and being ok to release it. If you corny be corny that's fine by us (laughs).

HOW WOULD YOU DESCRIBE YOUR WRITING PROCESS?

I write on the spot. When I first hear the beat off of pure emotion, pure feel. I may write 5 verses for a song depending on how I feel. For me it is not about flows, or catchy lines it is about how I feel.

WHAT'S YOUR FAVORITE PART OF BEING A PERFORMER?

The energy. The connection with the people. Someone knows your lyrics so in all actuality they know you. They sing along and if they know it or not they rapping your actual life. Performing is the interaction needed and the fuel needed to continue.

WHO ARE YOUR BIGGEST INFLUENCES?

South 17th Street School. And South 13th Street between 16th and 18th Ave.



MEET DRIS



HOW WOULD YOU DESCRIBE YOUR SOUND?

I would describe it as being like a new color

HOW WOULD YOU DESCRIBE YOUR BRAND IN ONE SENTENCE?

Our brand and image is like our personalities and that's like the poster child for the youth—that's what we're about and that's how you're going to see us.

WHAT IS UNIQUE ABOUT YOU AS ENTERTAINERS?

We have no limit to what we are capable of doing in the industry... when we decide on something out of the ordinary it's usually not far-fetched.

WHEN DID YOU KNOW YOU WANTED TO DO MUSIC?

I first knew I wanted to do music for a living in elementary school when me, Duke and couple of guys used to write rhymes and compare them... We really were good even back then!

HOW WOULD YOU DESCRIBE YOUR WRITING PROCESS?

Well that's funny because our writing /creative process is the most unscripted and random process... We usually will get a track and come up with songs in the middle of riding somewhere unplanned, or one of us will come up with something and usually feed off that. Once we start creating we usually work on that until we feel as though it's ready.

HOW WOULD YOU DESCRIBE YOUR VOCAL STYLE?

My vocal style is versatile because I can create so many different sounds with my voice. I think it's a style that most artists wouldn't dare try. From singing to rapping... I'm great at doing references because I can imitate and embody a wide range of vocal styles and bring what is needed to tracks of different genres.

WHAT'S YOUR FAVORITE PART OF BEING A PERFORMER?

My favorite part of performing is when I see the look on the people's faces that I'm performing for, and also getting to do all that with my brother Duke.

WHAT IS THE BIGGEST CHALLENGE YOU FACED IN YOUR CAREER?

Well I think now working on this latest project has been more challenging than anything because the difference in every song was kinda difficult to attack, yet it was still easy! (laughs)



