

## Snoop's Dancehall Series

Having been to Jamaica on a few occasions recently and even doing a reggae album, rapper Snoop Lion (formerly Snoop) is now the executive producer of a web series that was inspired by his visits.

The series, *Noisey Jamaica: Dancehall*, will air for the first time today on YouTube on Noisey's YouTube channel. Jamaican-born producer of the show, Codine Williams, said the show was her idea but was fuelled by their trip to Jamaica with Snoop to film his *Reincarnated* documentary, as well as a recent video with Mavado and Popcaan. "It is about the culture behind dancehall music. The music and everything surrounding it," Williams said. Episodes She said they have filmed 10 episodes so far with artistes such as Tommy Lee, Popcaan, Gaza Slim, Konshens, I-Octane, Spice and Tifa. She noted that several topics will be discussed. Among them is Vybz Kartel's murder trial and his influence on modern dancehall, women in music and dancehall fashion. While the first episode is about Vybz Kartel, subsequent shows will include a shopping spree with Tifa, driving around Jamaica with dancehall artiste Konshens, and performances by Spice, Lady Saw and Popcaan at Reggae Sumfest. "It is not just the raunchy side of dancehall. We want to bring dancehall to a bigger international market. We want to educate people about dancehall," added the co-producer, Andy Capper. While it will only be aired on YouTube, Williams says this is already a large audience. "At the moment, we are showcasing it world-wide. We have offices in 34 countries over the world and YouTube is worldwide," she said, noting that there are plans to film more episodes for the series. Williams says she is also hoping that the series will have a positive impact on the country. "I hope it educates people more about dancehall, the country and the culture. Not a lot of people realise how rich the music is," she said. Jamaica Star