

industry that hip hop does sell in Canada and they need to start backing it.

MM What do you think the reason is that they do not play hip hop?

Choclair It's like the chicken and the egg type thing. It doesn't sell, but we're saying that it doesn't sell because it doesn't have any support [from the music industry]. It is gonna have to take, on their part, for them to give us an urban station for like two months and see the ratings that it actually gets for them to realize that okay, people really will listen to a station like this. We're still behind it, and they're always saying that hip hop doesn't sell in Canada. Well, it doesn't because we don't have the support.

MM The major commercial radio station here won't play hip hop, in the record stores it sells number two behind pop but they still won't play it because they say there is no urban area around here.

Choclair Yeah that is always going to be the thing, oh well you know there is no urban area here, there doesn't have to be an urban area - people are listening to hip hop everywhere. It doesn't necessarily have to be an inner city surrounding... people in Beverly Hills listen to hip hop.

MM Do you think the

success of Canadian rappers in the States will change their mind set any? **Choclair** I think slowly, but it's going to take more than one. It's not going to just be myself, who has some things happening in the U.S., that's going to make someone at a commercial radio station be like "hey let's do a hip hop station because Choclair did well in the U.S." I think they're going to have to see it [like] "we could have at least 10 artists that we could throw in on a station in Canada." Or it might just take that one guy to open his eyes and have an open mind to be like, "you know what? Let me try this."

MM How did you hook up with Guru and Memphis Bleek?

Choclair A friend of mine Mr. Morgan who lives in New York knew his manager [Bleek's], so I pretty much just said to him "yo, I'd like to work with this Memphis Bleek guy." This is like back in summer of '98 and he was like 'I think I can make that happen', so he went and talked to the manger and next thing you know everything got hooked up and we were at D&D Studios recording. With Guru it was just an affiliation. We are all on the same label... and also

just because they sampled my stuff and I was on the Reality Check 101 and everything like that, that I think there was a little relationship between Gangstarr and Choclair that they felt that 'this is something that would be good if it happened' and it defiantly turned out good. We sat in the studio and just banged out the track. We worked on it together, the hook the verses, everything, and the track came out good. Those were two good hook ups.



MM How did the Lyricist Lounge Tour go?

Choclair The Lyricist Lounge Tour was dope. We hit Atlanta, D.C., Philly, New York, Boston, Pittsburgh. You know it was good because it was my first tour in the U.S., and for a lot of the time it was my first time in a lot of the cities. I got to meet a lot of people in different cities. I hung out with J-Ro and Tash and Xzibit from tha Alkaholiks. I

hung with tha Outsidaz, I hung with Rah Digga for a little bit 'cause he was at the New York show. You know you get a chance to meet people and build with them so it was cool.

MM Is there any chance that you will be coming to Prince Edward Island? Maestro came here last year and rocked it.

Choclair Yeah I'll definitely try to get out East. A lot of promoters

out there we'll have a real good time.

MM Who is in The Circle crew besides Kardinal Official, Saukratees and yourself?

Choclair You got Tara Chase, Julie Black, Solitair, Morvoro, Anthem, Y-Look, Srupulous, Bronzed, and Chow, so there's a lot of people in there.

MM Will there be a Circle album in the future?

Choclair There's been a lot of talk about trying to do one so you never know. Right now we're all concentrating on our own individual careers. After that we'll have more weight to be able to put one of those

albums together and make it real successful.

MM How does it make you feel to see your video, as well as Kardinal's and Saukratees' all doing well at the same time?

Choclair I feel great about it man because we worked hard to do the videos and in our careers. It's good to see the industry, even though they don't fully support us all the time, they got support

don't really bring it [hip hop] out, I guess 'cause it's so far east. There is nothing really between Quebec City and like Halifax or Prince Edward Island or New Brunswick. I'm definitely trying to get out there. I performed twice in Halifax, that was actually last year for part of the release party. We went out there and it was dope. I had a real good time, so I'm still trying to get out there hopefully in the summertime, and if we get