



Urban Spotlight Video Magazine

Various Artists

<http://www.allmusic.com/cg/amg.dll?p=amg&sql=10:gcfpxqe0ldke>

Urban Spotlight DVD-Zine: Us West Coast World Premiere is a slick and intriguing "magazine" on DVD that evolved from the video mag of the same name.

Released in April of 2007 it's a bargain listed at \$9.95 but available via a variety of web retailers for about \$5.00. What's inside has more depth than many rap/hip hop videos available at twice the price, a professionally filmed collection of clips with a variety of hosts talking to the artists. Created by Christi Love there's plenty of "rare, exclusive, never before seen interview footage", a sub-title which pops up throughout the two hours plus of videos, live performance and behind-the-scenes action which ranges from glossy to audio low-fi, which is acceptable for fans of the genre.

"Cristi Love is the shut out team/Much success to your magazine" leaps out from the lips of Snoop Dogg in his interview with Laila M. in a segment called "Reel Time/Real Talk"

at the House Of Blues in Hollywood, the mega star holding a copy of a paper version of the magazine opening up this stylish journey. Snoop talks about his movie boss'n up during the first five minutes before the disc starts blending in to an Interscope Records CD release party for the infamous {Mobb Deep} with his special guest \$50 Cent. The filming is glitzy while the audio is typical mic-on-the-camera stuff but the editors go "where the action is", and the editing makes things flow effortlessly. E-40 is up next and you get the picture, these interviews coming off as if from a record label p.r. division's assembly line, not that that's entirely a bad thing.

It's a bargain at the price and there's lots here to entertain from Ice Cube to the Latino Spotlight on Malverde taped at the Cuervotion Party at the Rumba Room in Hollywood. The fly on the wall feel here works to good effect and the production qualities are high throughout. Like any good magazine it has the potential to find itself dated down the road, but there's enough substance here to make it above average and worthy of a space on the shelf, especially for the fun with Snoop Dogg.

- Joe Viglione