

WAFUNIF'S GOODWILL AMBASSADOR FOR PEACE AND DEVELOPMENT



KOOL DJ RED ALERT

It has been said that it is important to remember where you come from in order to get the proper perspective on where you are going. Just ask Red Alert who will agree that it was his personal experience while growing up in Harlem that laid the foundation for his musical street smarts/savvy as well as motivation, determination and consistency. Red Alert has channeled his energies and musical talent into two daily shows on the #1 radio station in the USA: New York's WQHT HOT 97.1 FM. They are: The 12 O'CLOCK OLD SCHOOL MIX and the 5 O'CLOCK FREE RIDE.

DJ Red Alert is recognized and respected worldwide as one of the founding fathers of Hip-Hop music and culture! He has received numerous awards and accolades including a special award at the first annual Rap Hall of Fame Awards show. The prestigious Lifetime Achievement award from IMPACT music trade publication for 1998 and the 1997 Mix Show DJ of the year award from GAVIN. In addition, DJ Red Alert was named one of the 50 most influential people in music by ROLLING STONE magazine. Red Alert was recently inducted into the ROCK AND ROLL HALL OF FAME in Cleveland, Ohio, with his own exhibit. The only DJ of his era so honored! Red Alert has a new website located at <http://www.kooljredalert.com> and has appeared in over 50 music videos.

Red was reared by his maternal grandparents, who were from Antigua. Red's love for those around-the-way basketball games led him to his high school team at DeWitt Clinton. No doubt this is where he was dubbed the nickname, "Red" – for his red hair and alert response on the court. Red later received a college basketball scholarship. During the last of his high school years, Red hung out at the Saturday night parties thrown by DJ Kool Herc (the first Hip-Hop deejay) and his emcee Coke La Rock (who Red credits as "the very first rapper") at clubs throughout the west Bronx. Red studied the style of music Kool Herc played – James Brown, Dennis Coffey, Baby Huey, the Isley Brothers – and the way he blended the vinyl. On Fridays, Red found himself venturing downtown to check out star disco deejays, such as: Grandmaster Flowers, Together Brothers, and Pete DJ Jones.

It was not long before he was jammin' at parties on his own equipment. It was important to be up on what was happening on the New York scene, so Red was attending legendary parties throughout the Bronx. Red caught Grandmaster Flash at the Black Door and the Dixie Club, Kool DJ A.J. at the Morehouse Center and Afrika Bambaata at JHS 123.

By this time, Red had gathered enough record selection and record spinning insight to teach his cousin DJ Jazzy Jay the basics of the art. Jazzy Jay in turn introduced Red to Bambaata. Bambaata taught Red about rock, reggae and new wave music.

While deejaying at the Roxy, he met Barry Mayo, then program director of NY's WRKS 98.7 KISS FM. Mayo hired Red to inaugurate the "Dance Mix Party." Red remained at 98.7 KISS FM for 11 years, becoming the top DJ at the station. During his tenure at KISS, Red became the first individual to popularize dancehall music at a major radio station. Red met up with producer Vincent Davis, of the Vintertainment Record label, through DJ Chuck Chillout, to produce Red's first record, "Hip Hop On Wax, Volume 2." Red was well on the way to becoming one of the most noted names in the business. Red deejayed for artist Sparky D during the Roxanne, Roxanne era. He also became a member of Boogie Down Productions, touring the country with KRS One. Since then, Red has done super mixes for compilation albums on Next Plateau Records and Epic Records.

Now a seasoned veteran as a radio jock, club rock and studio man, Kool DJ Red Alert has established his place as one of the world's premier DJ's. To top it off, Red Alert owns a production and management company, Red Alert Productions (RAP). The company garnered a reputation for developing and promoting new talent. Red is responsible for launching the career of such widely acclaimed acts as the Jungle Brothers, Tribe Called Quest, Black Sheep and Queen Latifah to name four.