

Highlanda SOUND SYSTEM

Host of



Media Kit

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THE HOSTS – HIGHLANDA SOUND SYSTEM



SuperPEC

Kahlil Wonda

Highlanda Sound System proudly dons the title of Atlanta's premier mainstream choice for Dancehall / Reggae Disc-jockeys. Now as hosts of the **Dancehall Now** and **Reggae Vault Classics** shows, streaming live on www.daflavaradio.com on Tuesdays 6:00 to 9:00 p.m. and Wednesdays 7:00 to 9:00 p.m. (EST), Highlanda continues to move steadily towards radio personality super-stardom while on a stated mission to entertain and promote reggae worldwide.

After a three-year hiatus Highlanda made a triumphant return to the Atlanta dancehall scene with a renewed energy in 2009. Featured appearances at the mainstream events: Atlanta First Fridays at the W and Twelve Hotels, and on Atlanta's largest New Year's Eve event, NYE in the ATL at the Crown Plaza Hotel, along with weekly engagements at The Bentley's, Aliyah's, Frequency Nightclub and DaVinci's Nightclub, as well as reoccurring engagements at Vice Lounge have quickly reestablished Highlanda as a top quality dancehall / reggae sound.

Founded by selectors/DJs SuperPEC, Crisis Don, and Kahlil Wonda, Highlanda Sound System debuted on the Atlanta nightclub scene in early 1999 after being discovered by Presise Halley, CEO of the Atlanta based entertainment company, Extreme Media (formerly Waxfactor).

Highlanda's versatility, technical skills, and interactive style quickly gained the attention of their audiences, local promoters, DJs, artists, and club owners. During its first two years, the Sound exploded in terms of popularity by leaving its rapidly growing fan base completely satisfied and thoroughly entertained.

Highlanda has played in over 90 venues in its home state of Georgia including weekly at the world famous Club 112, Club ESSOs, The HAVANA Club, The Mark, Club KREAM and others.

Highlanda Sound has also played all over the USA, and internationally with dates in the Caribbean, and as far as Japan. It has worked alongside some of the biggest names in the business: Renaissance, Stone Love, Massive B, Poison Dart, David Rodigan, DJ Enuff, Cocoa Chanelle, DJ Drama, Frank Ski, Sway & Tech, DJ Kool, and Spank Boogie to name a few. The Sound has also played events featuring a cadre of artists such as Beenie Man, Mobb Deep, Junior Reid, T.O.K, Big Daddy Kane, Tanto Metro and Devonte, Sean Paul, and many more.

In addition to radio features on Atlanta's WREK 91.1FM, WRAS 88.5FM, and WRFG 89.3FM, Kahlil Wonda of Highlanda produced a bi-weekly featured mix on the Atlanta Caribbean Award-winning, 'Natural Mystic' show, which aired on WCLK 91.9FM. Highlanda Sound also landed a slot on the BBC's 1Xtra International Dancehall Movement show which broadcasts across the UK Digital Network, cable, and online. Highlanda's show debuted on Tuesday, January 21st, 2002 from midnight until 2:00 a.m.

In 2001 Highlanda's web presence, now www.highlanda.net, won the Atlanta Caribbean Award for the Best Website.

You may find out more about Highlanda Sound System via:

TELEPHONE: (770) 374-1476

WEBSITE: <http://www.highlanda.net>

PODCAST PAGE: <http://www.highlanda.net/rss/podcast.php>

MORE PODCASTS: <http://highlanda.podomatic.com/>

BLOG: <http://highlanda.wordpress.com/>

MYSPACE PAGE: <http://www.myspace.com/kahlilwonda>

FACEBOOK GROUP: <http://www.facebook.com/group.php?gid=21680539811>

FACEBOOK FAN PAGE: <http://www.facebook.com/pages/Highlanda-Sound-System/65741859566>

TWITTER: <http://twitter.com/highlanda>

THE SHOWS

DANCEHALL NOW is a live full stereo radio format music-oriented program designed to spotlight the latest and best in dancehall music and other popular Caribbean genres. This show is modern Caribbean music 101 at its very best. The show streams live on Tuesdays from 6:00 p.m. until 9:00 p.m. (EST) on www.daflavaradio.com, and is accessible via computer, iPhone, and Blackberry.

Songs on the **Dancehall Now** playlist will feature slow, medium, and fast tempo pre-released and currently popular dancehall, reggae, soca, ragga-soca, and hip-hop/pop remixes (*Caribbean vocalist over hip-hop/pop tracks or American vocalist over Caribbean tracks*). Some songs and riddims are blended for smooth transitions while others are played from the beginning. The hosts introduce songs and artists, and provide background information and relevant banter intermittently. Commercial breaks are strategically placed within 10 minutes to the top of the hour to maximize the amount of music per hour with few interruptions.

At the 8:00 p.m. (EST) hour every show features the **Dancehall Now “Top Rated 8 at 8 Countdown.”** This countdown features the top eight (8) songs of the week compiled by a composite of international dancehall and reggae charts, requests, feedback, and Highland’s professional judgment.

Sean Paul, Beenie Man, Damian Marley, Movado, Taurus Riley, Elephant Man, Jah Cure, Buju Banton, Morgan Heritage, Baby Cham, Vybz Kartel, Alison Hinds, Bounty Killer, Machel Montana HD, Chino, Queen Ifrica, Assassin, Konshens, Spice, Lady Saw, Richie Spice, Faye-Ann Lyons, Sizzla, Laden, and Jah Vinci are some of the artists you can expect to hear during **Dancehall Now**.

REGGAE VAULT CLASSICS is a live full stereo radio format music-oriented program designed to spotlight strictly the best of the best music from the great artists in reggae and dancehall music genres. The show streams live on Wednesdays from 7:00 p.m. until 9:00 p.m. (EST) on www.daflavaradio.com, and is accessible via computer, iPhone, and Blackberry.

Songs on the **Reggae Vault Classics** playlist will feature slow, medium, and fast tempo classic reggae and dancehall hits. Some songs and riddims are blended for smooth transitions while others are played from the beginning. The hosts introduce songs and artists, and provide background information and relevant banter intermittently. Commercial breaks are strategically placed within 10 minutes to the top of the hour to maximize the amount of music per hour with few interruptions.

At 8:30 p.m. (EST) on Reggae Vault Classics we present a segment entitled the **Featured Artist Special Mix**. This special mix features the musical catalog of a legendary artist within the reggae and dancehall music genres.

You can expect to hear Bob Marley, Dennis Brown, Beres Hammond, Jimmy Cliff, Shabba Ranks, Maxi Priest, Marcia Griffiths, Burning Spear, Third World, Super Cat, Luciano, Barrington Levy, Yellow Man, Bunny Wailer, Sanchez, Cocoa Tea, Black Uhuru, Peter Tosh, Alton Ellis, Shinehead and other artists of the 1960s, 70s, 80s, and 90s during **Reggae Vault Classics**.

THE PODCASTS

Both **Dancehall Now** and **Reggae Vault Classics** shows are supported by podcasts. This series of episodically released digital audio files allows the audience to automatically receive the latest episode of the programs as soon as it is available. Listeners may subscribe to receive the podcast much like subscribing to a magazine and have it delivered each week via email. All podcasts are free of cost and listeners can stop receiving the files at any time. If they would rather not subscribe, listeners can download episodes of the podcast series individually from www.highlanda.net and www.daflavaradio.com on demand. This allows fans of **Dancehall Now** and **Reggae Vault Classics** shows to listen to these radio programs wherever and whenever they like. Between March 2009 and February 2010 the **Dancehall Now Podcast** has been downloaded over one hundred thousand (100,000) times. The **Reggae Vault Classics Podcast** has been downloaded over seventy thousand (70,000) times over the same time period.

OUR AUDIENCE

Caribbean culture, particularly its music, has expanded beyond all boundaries. Our listeners represent a large part of your target market: specifically college students, adult professionals, and tourists. They tend to range in age from teenagers to the very mature.

Students are frequent users of the Internet, they are the trendsetters of popular culture, and they represent future buying power.

Adult professionals are educated employees or business owners, and they represent strong buying power.

Tourists to the Caribbean travel from the Atlanta and are very interested in Caribbean culture, lifestyle, products and services. Caribbean tourism earns billions of dollars annually.

The **Dancehall Now** and **Reggae Vault Classics** shows have garnered a faithful listenership spread across one hundred and ten (110) territories worldwide, with a majority of their audience residing in Georgia, USA.

HIGHLANDA SOUND SYSTEM RESUME

Since 1999 Highlanda Sound System has promoted new and classic reggae music through various forms of media. We entertain and promote reggae music worldwide.

Radio/TV/Media Highlights:

- Internet Radio Personality/DJ for "The Reggae Vault Classics Show" on DaFlavaRadio.com, August 2009 - Present.
- Internet Radio Personality/DJ for "The Dancehall Now Show" on DaFlavaRadio.com, August 2009 - Present.
- Television Show Host for "Caribbean Sound Scene," Comcast Channel 25, Atlanta, 2003-2004.
- Radio Mix Show DJ for "Natural Mystic," Clark-Atlanta University's 91.9 FM WCLK, Atlanta, 2002-2004.
- Radio Mix Show DJ for BBC's International Dancehall Movement "1xtra," United Kingdom, 2002.
- 2001 Atlanta Caribbean Award Winners for Best Web site, (now Highlanda.net).

Nightclub Highlights:

- "RSVP THURSDAYS" @ Primal Night Club, Atlanta, GA (2010 – Present)
- VINTAGE, 100% Reggae at Frequency Nightclub, Underground Atlanta, July 2009.
- 2009 Atlanta Carnival Pre-Party @ Aliyah's Caribbean Grill (formerly Jeneana's), May 2009.
- Rockers Island at Studio72, Chamblee, Georgia, March 2009.
- Vibe Music Fest After-Party hosted by Keyshia Cole at The Whiskey Peach, Atlanta, 2005.
- "Whip-Appeal" fashion show & after-party @ Eleven 50 (Opera), Atlanta, 2005.
- 2003 Atlanta Carnival After-Party @ Level 3.
- Japan Reggae Fest After-Party @ Club Pyramids, Okinawa Japan, 2003.
- Jazzy Phae birthday party hosted by Cash Money at Club Kream, 2002.
- Gucci Spring Line Party at Club Kream, 2002.
- 112 Platinum Party hosted by 112, Bad Boy Entertainment, 2001
- "Extreme Dancehall: The First Reggae Rave" Highlanda, Renaissance, Afrique, Poison Dart, Bass Odyssey, at Club Legacy, 2001.
- Hip Hop Rave with Cocoa Chanelle, DJ Kool, and Spank Boogie at Studio Central, 2000.

Concerts/Special Events:

- NYE in the ATL hosted by Frank Ski, Art Terrell, and Si Man Baby, at The Crown Plaza Revina, Dunwoody, Georgia, December 2009.
- First Friday Atlanta hosted by Boris Kodjoe at Twelve Hotel, Atlanta, June 2009.
- First Friday Atlanta hosted by Idris Elba at The W Hotel Downtown, Atlanta, May 2009.
- Georgia Music Fest Concert, Conyers, Georgia, May 2007.
- "One Love" Spaghetti Junction Urban Film Festival, Atlanta, 2004.
- Elephant Man U.S. Tour at Club Aquarium, 2003.
- Amplified 3.3 with Wayne Marshall & Renaissance Disco @ Club Aquarium, 2003.
- 2003 Atlanta Carnival Pre-Party with Bunji Garlin at 112.
- 1st International Fashion Festival After-Party in Antigua with Mr. Notch, 2002.
- TRL After-Party hosted by Eve, Ruff Ryders Entertainment, 2001.
- Jagged Edge Platinum Party hosted by Jagged Edge, SoSo Def Records, 2001.

Weekly Nightclub Experience:

- “RSVP THURSDAYS” @ Primal Night Club, Atlanta, GA (2010 – Present)
10 of Atlanta’s Respected and Successful Lifestyle Companies have joined forces to change the way people party in Atlanta in a positive way. It’s the Perfect Medley of All the best the Atlanta has to offer. Location, Fashion, Professionals, Models, Entrepreneurs, and Music by Highland Sound. J’Adore Magazine, AJ Productions, My Model Talk, The A Spot, In Crowd, Redi Ent., 25andolder.com, Lights Camera Fashion, WorldWin Ent., Stage Kids Ent.
- "The Love Below" @ The Mark Ultra Lounge, Atlanta, GA (2004-2005)
One of the sexiest, contemporary-styled multi-level settings around, giving both lounge and dance club experiences played host to Atlanta's only guaranteed Tuesday night event for Hip Hop and Dancehall vibes. Here Highland bolstered the All-Star DJ line-up. Extreme Media, ATL Barz
- "Fantasy Island" @ Deux Plex, Buckhead, GA (2003-2004)
Here Highland attracted and performed for a diverse crowd of 800 – 1400 patrons weekly. Promoted by Extreme Media, Fantasy Island became known as the best dancehall environment in the city on a Friday night.
- "Peaches & Kream" @ Club Kream, Buckhead, GA (2001-2003)
The first reggae sound to spin regularly in Buckhead, the heart of Atlanta’s cosmopolitan nightlife, Highland mixed the hottest reggae, soca and hip hop music every Saturday night for a mature, upscale audience of approximately 1000 people. Promoters: Extreme Media, Metro Boys Entertainment, and A.J. Productions.
- "Mellow Mondays" @ The Havana Club, Buckhead, GA (2001-2003)
Dancehall, Hip-Hop, R&B, Old School and other genres combined to make 'Mellow Mondays' Atlanta's longest running Monday night event, and a quite unique party experience. . Promoters: Extreme Media, Metro Boys Entertainment, and A.J. Productions.
- "Kream" @ Club Karma, Atlanta, GA (2001-2002)
Also known as one of the sexiest club lounges in the United States, Club Karma became a dancehall Mecca every Wednesday night as Extreme Media first introduced Highland to a weekly trendy music and fashion industry crowd. Promoters: Extreme Media, 50 Bosses, and A.J. Productions.
- "The Fever" @ Club ESSOS, Atlanta, GA (2000-2001)
The weekly event to start Friday night success at ESSOS also exposed Highland's versatility to the mainstream market with approximately 1000 in attendance weekly. Promoters: Extreme Media, AG Entertainment, Club ESSOS.

The Venues:

- Primal, Atlanta, Georgia.
- Vice Lounge, Atlanta, Georgia.
- Club 426, Stone Mountain, Georgia.
- Club Intrigue, Stone Mountain, Georgia
- The W Hotel Downtown, Atlanta, Georgia
- Twelve Hotel, Atlantic Station, Georgia
- Studio 72, Chamblee, Georgia
- Cenci, Atlanta, Georgia
- Frequency Nightclub, Atlanta, Georgia
- The Bentley's, Chamblee, Georgia
- Cafe 267, Tucker, Georgia
- Eleven 50, Atlanta, Georgia
- Club Frequency, Buckhead, Georgia
- EarthLink Live, Atlanta, Georgia
- Babylon, Buckhead, Georgia
- The Mark Ultra Lounge, Atlanta, Georgia
- Queen of Sheba, Atlanta, Georgia
- Club Malabar, Dockyard, Bermuda
- Club Pyramids, Okinawa, Japan
- Slums, Okinawa, Japan
- Caribbean Hut, Nashville, Tennessee
- Crystal Palace, Charlotte, North Carolina
- Reception Hall, Houston, Texas
- Mount Zion, Tallahassee, Florida
- G-Spot, Houston, Texas
- Multipurpose Cultural Center, Antigua
- Club Riddims, Houston, Texas
- The Clubhouse at Lenox, Buckhead, Georgia
- The Living Room, Buckhead, Georgia
- Club Fluid, Buckhead, Georgia
- The Havana Club, Buckhead, Georgia
- 112, Atlanta, Georgia
- Tropical Beach, Okinawa, Japan
- Sunset Beach, Okinawa, Japan
- Club Zion, Atlanta, Georgia
- The Whiskey Peach, Atlanta, Georgia
- Dragonfly, Atlanta, Georgia
- Sylvia's, Atlanta, Georgia
- Flamingo, Stone Mountain, Georgia
- Agiha, Tokyo Harbor, Japan
- Zion, Tokyo, Japan

- Eno Shima Beach, Japan
- La Fabrique Bar & Restaurant, Tokyo, Japan
- Garam, Shinjuku, Japan
- The Warehouse, Atlanta, Georgia
- The Royal Peacock, Atlanta, Georgia
- Club Else, Okinawa, Japan
- 3rd Floor, Okinawa, Japan
- Nan59 (Nan-Go-Ku), Okinawa, Japan
- Matsushita, Okinawa, Japan
- Dragons, Okinawa, Japan
- Utopia, Okinawa, Japan
- MND, Okinawa, Japan
- 201 Courtland, Atlanta, Georgia
- Island Breeze, Atlanta, Georgia
- Oceans, Norcross, Georgia
- Autobon Botanical Gardens, Washington, D.C.
- The Library, Atlanta, Georgia
- Club Legacy, Stone Mountain, Georgia
- Club Aquarium, Stone Mountain, Georgia
- The Atrium, Stone Mountain, Georgia
- The Spot, Stone Mountain, Georgia
- African Spectrum Bookstore, Clarkston, Georgia
- Howard Johnson, Decatur, Georgia
- Atlanta Sheraton, Atlanta, Georgia
- Club Aquarium, Stone Mountain, Georgia
- The Atrium, Stone Mountain, Georgia
- Wybrooke Clubhouse, Stone Mountain, Georgia
- The Omega Psi Phi Center, Decatur, Georgia
- The Panyard, Decatur, Georgia
- Morehouse College, Atlanta, Georgia
- Spelman College, Atlanta, Georgia
- Clark-Atlanta University, Atlanta, Georgia
- Georgia Tech, Atlanta, Georgia
- Wesleyan College, Macon, Georgia
- Valdosta State University, Valdosta, Georgia
- Shotz, Buckhead, Georgia
- Venom, Buckhead, Georgia
- Caribana, Buckhead, Georgia
- Chaos, Buckhead, Georgia
- Fuel, Buckhead, Georgia
- Shadows, Buckhead, Georgia
- Kaya, Atlanta, Georgia
- Jaguars, Atlanta, Georgia
- Park Avenua South, Atlanta, Georgia

- The Shark Bar, Atlanta, Georgia
- Essos, Atlanta, Georgia
- Karma, Atlanta, Georgia
- Culture Center, Atlanta, Georgia
- Limelight, Atlanta, Georgia
- Level 3, Atlanta, Georgia
- Plush, Buckhead, Georgia
- Kream, Buckhead, Georgia
- Paradox, Buckhead, Georgia
- Chili Peppers, Buckhead, Georgia
- Illusions, Marietta, Georgia
- The Deux Plex, Buckhead, Georgia
- Flavas, Stone Mountain, Georgia
- Sunset, Decatur, Georgia
- One Drop, Stone Mountain, Georgia
- Club Hollywood, Decatur, Georgia
- Club Inferno, Decatur, Georgia
- Dan Starks Restaurant, Decatur, Georgia
- The Zone, Atlanta, Georgia
- Haize Lounge, Atlanta, Georgia
- The Culture Club, Atlanta, Georgia
- Trinity Cafe, Atlanta, Georgia
- Studio Central, Atlanta, Georgia
- Ohzone, Atlanta, Georgia
- Club NV, Atlanta, Georgia
- Culture Center, Atlanta, Georgia
- The Georgia International Horse Park, Conyers, Georgia