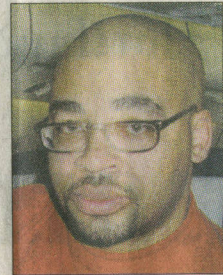


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Hip-hoppers with 'Cred'
Portland rap artists Cool Nutz and DJ OG One excel in a tough industry
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Hip-hoppers with 'Cred'

Cool Nutz on national stage

BY CHARITY PRATER
THE PORTLAND OBSERVER

Terrance Scott, otherwise known as the artist "Cool Nutz," isn't slowing down anytime soon.

The Voice of Northeast Portland has been in the rap business since 1992, when he decided to turn a hobby of break dancing and DJing into a job as a rap artist and released his first cassette.

His career in the music industry has been uphill and down with a crumbling Atlantic Records contract, the never-ending change of the music industry and the long hours traveling. According to Scott, it has all been worth it.

"Traveling around the world and being able to tour alongside the artists that I grew up listening to has been the best part of being in this business," he says.

Since his beginning, he has released six albums and has sold over 70,000 albums. He is the co-owner of Jus Family Records and has toured with big dogs like Wu-Tang Clan, Ja Rule, Tech9, Run DMC, among others.



Portland's hip-hop extraordinaire Cool Nutz is well received on a tour of the rap venue Union Scene in Norway where he performed last February in one of a series of concert dates in the Scandinavian country.



Cool Nutz, the Voice of Northeast Portland, takes flight for a tour of Norway this past February in which he performed at major hip-hop venues.

Cool Nutz on national stage

continued ▲ *from Metro*

The music industry has changed significantly since the time Scott was listening to his favorite artist in high school, Run DMC.

"There has always been a constant struggle of staying with the industry and standing strong," Scott says.

"Back when we were kids, being a rap artist meant that you wore sweats and one gold chain," he adds. "That was achievable in our eyes. There were no private jets or mansions."

Despite the dramatically changing music business, Cool Nutz still keeps up pace with a new solo album released at the end of last year, King Cool Nutz.

"I get more radio play than ever," he says. "It has been a real struggle to stand strong and persevere."

The industry has changed so much throughout his career that he has written a song about the changes he has seen.

"There is a song on my new record called 'Written in My Book' and it really illustrates how I used to see the music industry and how I see it along with my life now," says Scott.

With the internet, free music downloading and a loss of fan dedication over the years, writing and selling music has become a more

complicated business. Scott is fortunate that he was able to enter into the industry when rap music was just beginning to emerge.

Now in his 30s, he has a 17-year-old daughter and views the world differently as he has matured into adulthood.

"I tell my daughter to follow her common sense," says Scott. "Our society can be dangerous and complicated and you just have to make good decisions in life. Don't do something if you know it's the wrong thing to do."

His music mirrors those words as he writes his lyrics now to convey his life experiences and turn his music into "brain food."

"I want people to understand my music and find meaning in the lyrics," he says, "I don't sit down to write music about Bentleys and mansions."

Recently, Scott's music had been chosen to be in the soundtrack of Gus Van Sant's latest film, *Paranoid Park*, making its world premiere locally last month. He did a tour of some of the hottest rap venues in Norway last February and was featured in *Source Magazine* in January, a national publication for the rap music scene.

Scott's music and schedules of live performances can be viewed at myspace.com/coolnutz.