

LUKE SKYYWALKER RECORDS

LUTHER CAMPBELL (a.k.a. Luke Skywalker) - President



Often referred to as the godfather of the local Miami rap scene, Luther grew up with four brothers, his mother and father, in an area known as Liberty City. At 15, he joined the Ghetto Style DJ's, comprised of seven teenagers who hung out at radio station WEDR and African Square Park. A few of the radio station DJ's knicknamed Luther 'Luke Skywalker' after the film hero of 'Star Wars.' Campbell later added an extra 'y' to the name to avoid legal complications.

After graduating Miami Beach High in 1978, Luther took whatever odd jobs he could get while also staying involved with the rap music scene. At Mount Sinai Medical Center he started as a dishwasher and worked his way up to cook. Meanwhile he promoted such New York rap groups as Run-DMC and Whodini at Miami high schools, skating rinks and armories. Using some of the money he made as a promoter, Campbell and the Ghetto Style DJ's purchased the Pac Jam teen disco in the summer of 1986. With this central place to work from, the inner-city rap scene began to flourish.

When some outside investors came in to record what they were doing, Luther learned an important lesson. He never saw a penny of royalties or anything else from thier recordings. Next time he decided he'd do it himself. While promoting a California group named 2 Live Crew, who weren't being paid by their label, Campbell suggested a recording deal of his own. They got together in front of his mother's house and wrote a song based on a new dance called "Throwing The D."

Distribution of their new record was another problem. After turn downs from several local record companies, once again Luther decided to take things in his own hands. "I took some of my money that I made off concerts, pressed about 3000 records and we took them to distributors and record pools." With the aid of the rap underground Campbell had helped to foster, the record took off...not only in Miami, but then all over the rest of the country.

Knowing that he would not be able to collect from his distibutors without more product to ship, Campbell immediately established Luke Skywalker Records and began producing more records.

The first 2 Live Crew album "The 2 Live Crew Is What We Are" went gold with more than 500,000 albums sold. Their second album "Move Somethin'" has also recently gone gold.

BURT GOLDIN - Director of Sales & Marketing

Born in the Bronx, Burt began working after school at Harmony Records in 1972. He then moved to various retails and one stops until 1979 when Goldin went to work for Arthur Baker at Streetwise Records. When the company closed it's doors two years later, Burt joined J.G.Knapp at Musico Inc. There he worked acts like Sade, Luther Vandross, and Rebbie Jackson. Goldin next moved to Urban Rock Records in 1983, where he signed their first rap act, DBL Crew.

He next moved to Miami in January 1986. For a while he worked indy and helped to develop records like "Bass Rock Express" by MC ADE before going on staff at Music Specialists/Jam Packed. There he had 5 top 5 records in a row before leaving in Sept. '87 to form Transworld Marketing and Jamarc Records. His new company then enjoyed tremendous success with Maggotron's "Return To The Planet Of Bass". Burt then sold his operation to Atlantic Records and joined Luke Skywalker in Jan. 1988.

BERNARD VEARGIS & JERRY PARKER - A&R

Two of the original members of the Ghetto Style DJ's, Bernard and Jerry also worked closely with 2 Live Crew. Together they head up the rap A&R department and were active in signing both MC Shy D and LeJuan Love. Based out of the Skywalker Studio, they personaly screen all tapes received by the company.

DEBBIE BENNETT - Publicity & Promotion

Originally born in Honduras, Debbie attended Florida State University where she majored in theatre and minored in psychology. She then worked as Assistant Manager of a local record store for four years before joining Skyywalker Inc.in March, 1988 in sales and marketing. She is presently head of publicity, organizes their advertising and co-or-dinates with the promotional staff. Video distribution and tracking along with screening director's reels also falls within her responsibilities.

JAMES DICKEY HAZLEY - Promotion

James began his music business career in 1960 as Road Manager of Gladys Knight & The Pips. After a stint in the army, Dickey formed Uptown Productions in New York City. There he met his ex-wife Thelma Jones who he signed to Prelude Records and then to CBS. He moved to Florida in 1980 to form The Reggae Connection on WEDR, radio. Dickey joined Luke Skyywalker Records in 1987.

JONATHAN BLACK - Dir. of Business Affairs & Publishing

Jonathan grew up in Philadelphia where he graduated Temple Law School and started his practice working with T.Life, Dexter Wansel, Sam Peake, etc. He managed Evelyn 'Champagne' King and signed both her and T.Life to RCA in '75. In 1980 he became Director of Business Affairs for WMOT Records where he met David Chackler. During '83 and '84 he held a similar position at Philly World Records where he met Preston Marsett and negotiated a distribution deal with Atlantic. He next moved to Florida for Music Specialists again as head of business affairs and then met and joined Luke Skyywalker in '86. Jonathan then brought both Marsett and Chackler to the label in 1988.

DAVID CHACKLER - Consultant for Int'l. and Film & TV

David is a 20 year veteran of the music industry. He has held top executive positions at Mercury, Chess, and Ploy-Gram Records and served as President of CBS-distributed Private I Records from 1983 to '85. In '86 David set up his own music supervision company, Sounds Of Film, Ltd., which has already co-ordinated the music for over 24 feature films and TV shows, including "Child's Play," "Nightmare On Elm Street," "Fatal Beauty," and the "Police Academy" series. In early '88 David began consulting to Luke Skyywalker and recently 2 LIVE CREW recorded "Yakety Yak" for the film "Twins."

Other Directors:

- JOE KOLSKY - Distribution**
- PRESTON MARSETT - National Promotion**
- C.LATTIMORE - Artist Manager & Promotions**

Additional Staff:

- Glyne Daniels - promotion**
- Joe Stewart - Office Manager**
- Jan Ross - Warehouse Manager**
- Cheryl Randall - Executive Secretary**
- Connie Ray - Secretary**



LUKE SKYYWALKER RECORDS

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