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MAKING THE MOST OF IT

ON THE MIC

5 Memphis rappers to watch in 2020

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Memphis Commercial Appeal
USA TODAY NETWORK - TENNESSEE

If there was any lingering doubt that Memphis was experiencing a full-on hip-hop renaissance, the past 12 months erased all that. The year was filled with the arrival of several bright new stars, various viral sensations and next-level jumps for the Bluff City's hip-hop elite.

With a new year looming, here's a look at five artists who look to keep the city's musical momentum going.

NLE Choppa

Ahead of his buzzed-about Beale Street Music Festival appearance this past May, we wondered whether NLE Choppa was going to be a short-lived cultural flash or one of the biggest artists to come out of Memphis in years. That question will likely be answered in 2020, and it's looking very much like Choppa will be the latter.

Few local success stories have been as fast or remarkable as that of the charismatic 16-year-old East Memphis native born Bryson Potts. Released in January, Choppa's video for "Shotta Flow" quickly garnered some 10 million views on YouTube and now has been seen more than 110 million times. His recent release "Camelot" — which came out in September — has racked up 65 million views. Both those songs hit the Top 40 of the Billboard charts, out-of-the-box achievements that led to a label bidding war for Choppa's services.

In the end, Choppa reportedly turned down several multi-million-dollar label offers, before eventually securing a partnership with the Warner Music Group. Under the Warner umbrella, Choppa will lead his own imprint, titled No Love Entertainment and release his solo projects. His first full length is expected at some point next year and is sure to be one of 2020's most anticipated debuts.

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Memphis rapper NLE Choppa WARNER MUSIC

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