

TO: Dorothy Clark

FROM: Lauren Davies

DATE: Thursday, October 31, 2019

SUBJECT:

Boston rapper Caye Tittmann is on a mission to enliven the plaintive acoustic sound of his native city's music scene with the bright knell of calypso percussion. Tittmann's fresh, whimsical beats have amassed a substantial following in the Boston entertainment realm. The musician, who goes by the stage name 'Caye,' seeks to differentiate himself among the ranks of upcoming artists through his foundation in live instrumentation.

CONSUMER ANGLE:

This piece is a profile of rising musical talent 'Caye.' With production rooted in the live instrumentation of the Caribbean islands, Caye's music is a breath of fresh air to his native Boston's music scene. Caye surprises and delights fans, encouraging them to step outside of their musical comfort zones.

AUDIENCE:

Anyone interested in the Boston music scene, local concerts, or rising musical talent.

POSSIBLE PUBLICATIONS:

*Billboard, Variety, XXL, Boston Magazine*

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## Hitting the Right Note—How Boston rapper ‘Caye’ is changing the tone of the Boston music scene

Most Boston-area college students frequent [Brighton Music Hall](#) to watch their favorite bands play. [Caye Tittmann](#) is not your average college student. When [reggae](#) artist Caye visited a Boston recording studio this month, he previewed music for an upcoming show at the Allston, Massachusetts venue. Behind a synthesizer, Caye awaits the first notes of a beat. The clang of [steelpans](#) fills the studio. This is his natural habitat.

The 2015 release of the 21-year-old MC’s swaggering single “[Coma](#)” heralded the genesis of a discography that hasn’t missed a beat. While “Coma” raked in over five million streams, Caye transformed from a Boston kid trying to ‘make it big’ to a serious upcoming artist.

Cast into a vortex of media attention, Caye received press from major pop culture publications like [Complex](#), which touted his professional hustle as “a winning streak.” Recently, Caye completed his third nationwide tour, performed [iHeartRadio’s Summer Jam 2018](#), alongside [Post Malone](#), and released a slew of freshly minted singles.

Named after Bob Marley’s album [Kaya](#), Caye’s passion for music is fundamental to his identity. At 10 years old, Caye’s love affair with music began when his parents introduced him to family friends who were members of a [calypso](#) band. The group taught Caye to play the steelpans and shortly after, Caye decided to visit [Trinidad](#). Delving into Caribbean culture proved metamorphic. Caye returned to Boston with a new lens on music, eager to experiment with production of his own.

“After Trinidad, I was set on pursuing music professionally. I couldn’t imagine life without making music,” Caye says.

In ninth grade, Caye released his first [SoundCloud](#) project—*Day Trips*, an [EP](#). An entirely self-produced project, *Day Trips* was no small feat.

“I can’t say I’d do it again,” he chuckles. “These days I wouldn’t trade my team for anything. *Day Trips* taught me the importance of teamwork,” he says.

Aged 18, Caye enrolled at the [University of Southern California’s Thornton School of Music](#). He describes the leap from Boston to LA as a worthwhile transition.

“I knew I’d be able to make connections in LA that were impossible in Boston. My roommate at USC became my producer, I met my manager, and the rest is history. Even though I was getting streams in Boston, LA helped me grow in a way Boston couldn’t,” he says.

[Danny Diamonds](#), a Boston Soundcloud musician and Caye collaborator, echoes this sentiment.

“The market is hard to access here. Boston isn’t even in my top five streaming cities on Spotify. Caye had a similar experience and knew LA meant more exposure,” says Diamonds.

His career underway, Caye began scheduling bookings. At his first live performance, he opened a show at a small venue near USC. Fast forward three years, and Caye has released his most complete project to date, [Pink Tree Paradise](#). The eleven-track album, produced under his label PinkTree Entertainment, includes features from Danny Diamonds, as well as mainstream rapper [Wiz Khalifa](#).

Caye's work with Wiz Khalifa began two years ago when Caye's manager introduced them at a LA recording studio. Wiz expressed interest in lending lyrics to the track that would become "Easy" on *Pink Tree Paradise*. Shortly afterwards, the pair recorded a [music video](#).

"It's unreal I got to work with such a big name on my debut project. Shooting with Wiz was straight off my bucket list," says Caye.

On "Easy," Caye and Wiz bring listeners to the Caribbean. Caye weaves rap lyrics between tropical beats that paint scenes as vibrant as Trinidad itself. The album's many instrumentals cement Caye's identity as a musician grounded in live performance. An amalgamation of genres from rap to funk, *Pink Tree Paradise* begs fans to break out of their musical comfort zones.

"I want *Pink Tree* to encourage my listeners to expand their tastes and invite them to explore genres they haven't before," he says.

Caye hopes to continue setting himself apart throughout the course of his career. Now a well-known recording artist in Boston, Caye is using his renown to promote change in the industry, seeking to invigorate the plaintive sound of Boston's scene and replace it with something colorful: the knell of calypso percussion.

"I want to reintroduce Boston to the value of live instrumentation. This plays into what Bob Marley stood for: changing the world through music. I want to bring this ideology to Boston to pave the way for artists after me," says Caye.

To Caye, change may be exactly what the Boston scene needs to find its voice.

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BUSINESS-TO-BUSINESS

ANGLE:

Lacking a hearty entertainment infrastructure, Boston, Massachusetts offers meager resources to buttress the expanding careers of its native musicians. Opportunities for artist management, exposure, or even venues are paltry. Yet, where the local industry has presented roadblocks, musicians have adapted, harnessing Soundcloud to reap career success. The potential in distribution and networking afforded through this platform may be the antidote that rehabilitates Boston's anemic music industry.

AUDIENCE:

Anyone involved in the entertainment industry or the Boston music scene such as venue owners, promoters, producers, managers and agents.

POSSIBLE PUBLICATIONS:

*Forbes* (Hollywood and Entertainment), *Fortune* (Entertainment)

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## Striking a Chord—How the Soundcloud revolution is hitting the right note in Boston’s music scene

Achieving the status of a mainstream artist is no small undertaking for the modern musician. As [record labels](#) merge and dissipate, a dubious bid for success is extended to rising talent. Artists buoyed to scenes disconnected from the entertainment capitals of New York and Los Angeles contend in a professional arena that is more daunting. Lacking a hearty framework in entertainment, cities like Boston, Massachusetts offer little to homegrown talent. Yet, where industry roadblocks exist, musicians have adapted, utilizing the viral potential of [Soundcloud](#) to reap success. Frustrated by the atrophy of their native city’s scene, Boston musicians turn to Soundcloud to rehabilitate their hometown’s anemic music industry.

Boston musicians have historically met pitfalls on the road to success. Boston’s meager opportunities for management, exposure, and venues have accrued a barren entertainment landscape where artists grapple to grow their careers. Boston musician [Danny Diamonds](#) paints a portrait of a dilapidated local industry complete with much unnoticed talent.

“The Boston scene is really underground. Well-connected managers are nonexistent and many venues are hostile towards newcomers. There’s maybe one or two breakout artists right now and it’s difficult...to get recognized,” he says.

Boston musicians experience what Diamonds refers to as “community success.” Popular artists collect small circles of fans who listen to their music, spectate their shows, and follow



their social media. However, artists struggle to advance their careers further as Boston cannot supply the resources career musicians require to expand their network.

Many entertainment insiders echo this sentiment. Kellie Mardula, an agent assistant at [Paradigm Talent Agency](#), has devoted three years to narrating the journey of Boston musicians via her website, [Lotus Play Beats](#).

“[Boston] doesn't have the energy or opportunities to allow artists to grow in the live sense. Many Boston musicians believe being ‘serious’ about music is incompatible with remaining local. The result: talent immigrating to New York and L.A., creating an even weaker scene in Boston” says Mardula.

Where the Boston industry falls short, SoundCloud may offer salvation. The service’s repost and comment features encourage consumers to access, share, and discuss music more than ever, greatly enhancing online visibility for artists. This phenomenon, one [Rolling Stone](#) has heralded as [“a revolution redefining rap,”](#) has flooded the industry with a swell of new talent in the guise of [Soundcloud rappers](#).

At the genesis of their careers, major recording artists [Post Malone](#) and [Travis Scott](#) recognized Soundcloud as the cross-section of social networking and music distribution. For Travis and Post, Texan musicians isolated from many avenues for artist management, the online exposure granted by Soundcloud proved more valuable than any agent. In dominating the [Billboard Hot 100](#) with Soundcloud beats turned [RIAA certified](#) hits, Travis and Post demanded attention, pulled Soundcloud musicians into the spotlight, and changed the landscape of

mainstream media. Kayla Shaw, a streaming and analytics assistant at [Universal Music Group](#), believes it is vital that record labels acknowledge this change.

“Post Malone and Travis Scott are case studies of how Soundcloud is creating a more accessible playing field. Soundcloud’s feedback loop between fans, artists, and industry professionals has morphed the platform into a powerhouse of artist discovery and networking,” says Shaw.

Spreading throughout the nation like wildfire, the Soundcloud revolution has reached Boston where artists have recognized the service as a harbinger of success. Boston MC [Caye](#) believes utilizing Soundcloud marked a turning point in his career.

“Navigating the Boston scene, I felt trapped by an environment that didn’t allow for expansion. With Soundcloud, I suddenly became visible—I’d found a space to reach fans, radio hosts, and managers at the click of a button. It was the first time I’d thought ‘wow I can do this,’” says Caye.

In supplying artists with an outlet for exposure and networking, Soundcloud bridges Boston’s lack of entertainment resources, offering artists a stronger chance of success. [Berklee College of Music](#) alum and indie musician [Carol](#) believes leaning on Soundcloud may lead to an increased motivation by artists to develop Boston’s scene.

“Regardless of what the Boston scene provides, Soundcloud creates the ideal space for artists to shine. Soundcloud has helped many artists, like myself, to feel that they can successfully base their careers from Boston,” says Carol.

Perhaps the catalyst required to yield the industry renaissance that Boston craves lies with upcomers including Soundcloud in their repertoire of professional resources. To Danny Diamonds, Caye, and Carol, today's Soundcloud revolution resembles a portent of greater inclusion of Boston musicians in the conversation of mainstream entertainment.