

FEATURED

FISHING
HOPPER
INTERVIEWS



Interview by Matt Coudayre

BK Malik Wilder, A.K.A: Aquaman-Mozam!

BK The producer of *Fishing for Hip Hop*

BK “Where the fishing industry connects with the Hip Hop industry!”

I have to ask: Are you Orvis Endorsed?

I actually walked into an Orvis store today. No, I'm not endorsed by them. I'd love for Orvis to endorse me as a certified instructor or to become a sponsor of *Finding Inspiration Sharing Hope* (F.I.S.H, Inc.), my youth non-profit organization—I purchase a lot of their products all the time. It'll be nice to see them market to minorities or even use some minorities in their advertisements.

(Laughing) I wasn't sure if you'd noticed it's mostly old, white guys. Do you think there are challenges to diversifying this sport?

As a certified instructor and fishing guide, the challenges of bringing some of that diversity deals with education, access, marketing, time, and technology. You know, fly fishing is for patient men. Younger generations are moving at a fast pace and aren't slowing down to fly fish because computers, video games and smart phones consume their time. The fly fishing industry has always marketed to older white guys and

ignored other markets and minorities for years. It'd be simple to diversify the sport by actually providing direct marketing to different communities.

features various guests from the hip hop industry, fishing community, and athletes and actors. The show raises awareness of sport fishing and boating to youth and displays positivity in hip hop. We make it cool to go fishing



How will the "Fishing for Hip Hop" show do that?

Fishing for Hip Hop: The Lines and Hooks Show is where the hip hop and fishing industries cross paths to compliment one another. It's the first and only hip hop fishing TV show that highlights hip hop culture and

and boating. Our mission is to reach minority communities, bring that diversity to both industries and create jobs.

Has the show been picked up yet?

We've filmed a few episodes and produced a compilation music CD



for the initial pilot for the show, and I'm currently in negotiations with a network to air it.

You rap?

No, I am hip hop. I'm a promoter of the hip hop culture. Rap promotes

the negativity in the music. Hip hop promotes positivity (love, peace and unity). I do not rap but that doesn't mean I can't! When I was younger, I was a part of a rap group in Rahway, New Jersey. We produced two CDs in our pursuit to making it big. Then I began to manage hip hop artists and produce shows in my community instead of rapping.

What kind of support from the hip hop world are you getting?

Great support from various individuals! For example, pioneer, MC Shan (Juice Crew All-stars), and the new school's Charlemagne the God (NYC's Power 105.1FM radio host) are supporters of *Fishing for Hip Hop*. You must understand that hip hop is a way of life with elements of MCing, DJing, graffiti, dancing and fashion.



Hang on! You're seeing some of those elements in fly fishing?

Yes, I've seen the elements relate to fly fishing. Fashion is one for example: Hip hop artists used to wear fishing vests, fishing hats, rain jackets, and other outdoor clothing that normally would be seen on fly fishermen. Some hip hop artists even use analogies that relate fishing to life situations.

But who's got the smoother lines?

See now you need to watch the show when it airs. But for now, you can become a member of www.fishingforhiphop.com for some exclusive behind the scene interviews and to learn more about the movement. I also recommend that you visit www.fishinc.org to learn about my youth program *Finding Inspiration Sharing Hope*. Please feel free to make a donation so we can continue to serve the underprivileged youth and get them involved in fly fishing! Thank you and stay blessed.

