BIG C 864

Upstate South Carolina • Southern Soul / R&B;

Clarence Gilliam, professionally known as Big C, is a Southern Soul and R&B singer from Upstate South Carolina. His musical foundation began in gospel at New Prospect Baptist Church in 1975 and developed through the Woodruff High Chorus. His father, Clarence Sr., and brother, Bill Gilliam, helped shape his musical direction.

Drawing inspiration from Southern Soul artists including Nelson Curry, Jeter Jones and King George, Big C connects his music to family, faith and everyday life in the South. His artist story offers a natural focus for community radio and conversations about the region’s musical traditions.

Featured radio material

PARTY IN MY YARD

Southern Soul with a community-party theme. A clean audio file has been supplied for station review. Music suitability and scheduling remain each programmer’s decision.

Listen / request	Link or information
Streaming reference	Listen on YouTube Music
Clean audio	Download the supplied clean MP3
More material	“I’m Gonna Be Somebody’s Uncle” materials are available on request.
Artist location	Upstate South Carolina; existing materials reference Spartanburg and Cross Anchor.

Interview & performance inquiries

For Southern Soul bills, appropriate support slots, interviews and community or private-event inquiries, send the date, city, venue, audience, budget, set length and production needs. Current availability, live format and fee are confirmed individually.

James Scott / DJ Lil J “Da Throwback King”
Shorty Pee Entertainment LLC | Shorty Pee Radio
sivs1973@gmail.com • 864-207-2587

Artist introduction updated October 20, 2026 from the artist-supplied biography and current submission materials. No confirmed radio rotation or performance date is claimed.