

TWENTY4SEVEN

ENTERTAINMENT EVERLASTING

MAGAZINE

ISSUE #1-
2009

3400
E ADAMS ST

BRIGHTWOOD
ENTERTAINMENT
PRESENTS

TYRONE

+ WILLY HAWKINS
AKA DOPEFIEND
WILLY

DJ JTORCHER
COOP

LUCKY "THE PROMO KING"



HEATSPINNER DJs

presents

RECORD POOL

CLUB
500

NOV 29TH

DEC 27TH

MIXER

3730 W. 16th St. Indpls, IN 46222

Open to All
DJs &
Tastemakers

Groups for RSVP,
CD placement or performances
call 317-538-4411 or 317-501-3792

SPONSORED BY

TOMA

317
BLACK.COM

TWENTY4SEVEN

CALL & REQUEST "NICKNAMES"
AT YOUR LOCAL RADIO STATION!

da
R&B
BULLY
JOHN BLU

DEBUT SINGLE

Nicknames

DOWNLOAD THE SINGLE ON

ALBUM COMING SOON



iTunes

AA
ALLABOUTUS
U
PRODUCTIONS, INC.

What up world? Let me be the first to introduce you to Twenty4Seven Magazine, one of the hottest up and coming sources for all of your entertainment, news, and advice. Twenty4Seven offers you unbiased interviews, word for word quotes directly from it's sources, coverage from events in surrounding areas, and will provide insight for all fields of entertainment. Twenty4Seven is entertainment. Entertainment Everlasting. Enjoy!

Your Editor,
Lola D. Star

FEATURES

5 DJ JTORCHER
7 LUCKY "THE PROMO KING"
8-9 TYRONE
12-13 DOPEFIEND WILLY
14- COOP

6 ASK AN ARTIST

Special thanks to:
Jus Promotions, Brightwood Entertainment,
NAVY Models, The Spot, Omega Entertainment,
and all of those who contributed to
our success. There is no "I" in "TEAM".

Editor/Publisher
Lola D. Star

Asst. Editor
Michael Harris

Graphics
Brightwood Ent.
Neena Ta'ree

Marketing/Sales
Jus Promotions
Sleepy P.
Sir James Smith

Media Specialists
Brandon Fox
Alexis Haley

Contact:
317-538-4411
Twenty4sevenmag@gmail.com
Twenty4sevenmag.ning.com



PERFORMING LIVE

NICKI MINAJ

SAT. NOV. 28
9PM-3AM

CLOUD
5150 W. 38th Indianapolis, IN

TWITTER.COM/NICKIMINAJ
FACEBOOK.COM/TCENT
MYSPACE.COM/TCENT
FOLLOW ME AT
TWITTER.COM/TCENT

LIMITED \$25 ADVANCE, \$50 VIP TICKETS AVAILABLE AT:
CLOUD 9 — CITY MUSIC — THE SPOT — BOTH HANGTIME LOCATIONS
FOR MORE INFO CALL OR TEXT (580) TC-EVENT (580-823-8368)

tcenonline.com
CINCINNATI - CHARGE! - DETROIT - INDIANAPOLIS

HEAT SPINNER **HOT SPOT**



DJ JTORCHER: KILLIN THE GAME

TS: When did you first start making music? How did you discover your talent/desire for music?

JT: I first started dj'ing as a hobby at the age of 12. "DJ LP" and "DJ Topspeed" were among the first few djs that inspired me to try my hand at dj-ing and it just seemed to come natural to me.

TS: What are your goals for your music career? Future plans?

JT: The sky is the limit! I want to be able to give back to the music community and DJ's.

TS: What advice do you have for those looking to make it in the music industry? Especially for the local artists?

JT: Just keep at it and follow your dreams.

TS: What obstacles and challenges do you face as a DJ?

JT: Just trying to get my name and music out there.

TS: Do you see yourself branching out into other areas of the music industry? What about other industries? Movies?

JT: Yeah I could see myself doing movies and just about anything in the music business.

TS: Where can we find more info about you and booking info?

JT: Just hit me at

jtorch@tencent.com or
www.myspace.com/djtorch



BRIGHTWOOD ENTERTAINMENT
MUSIC ★ GRAPHIC DESIGN ★ PHOTOGRAPHY ★ CD DUPLICATION ★ VIDEO
PHONE: 317-702-7019 MYSPACE.COM/BRIGHTWOODENTERTAINMENT EMAIL: BRIGHTWOODENTERTAINMENT@GMAIL.COM



WARNING:

TWENTY4SEVEN MAGAZINE IS NOT RESPONSIBLE NOR WILL BE HELD ACCOUNTABLE FOR THE FOLLOWING... ALL NAMES OF THE "EXPOSERS" SHALL REMAIN ANONYMOUS. IF YOUR NAME IS MENTIONED HERE, TOUGH LUCK.....

YOU SHOULD HAVE KNOWN BETTER.

Julie Beverly from "Ozone Magazine" was caught up selling illegal Lil Boosie tracks and giving false information on Gucci Mane's management. (Atlanta)

Eddie Jackson has a little d**k. (Louisville)

The boy Dj Black is Hypnotizin nigga's mindz by not paying what he owes. Don't put no cds in that nigga's store!! (Indianapolis)

Danny Parker is robbing people, posing as a street promoter. (Dallas)

That b*#ch Erica Alexander is setting up niggas. She got me at a hotel. (Missouri)

In case you missed it, Killa Will got knocked out at the Yo Gotti concert in October. (Indianapolis)

Tiffany Parker is setting people to blaze. (Chicago)

Worldstarhiphop.com's hits on their videos are fake. You can make them go up really fast if you have a mac computer. (Unknown)

Tony Neal of the Core Djs is a deadbeat dad and told his daughter not to contact him anymore. (Ohio)

"ALL CONTENT IS PURE RUMOR AND NO FACTUAL EVIDENCE HAS BEEN PROVIDED OTHER THAN WHAT HAS BEEN SUBMITTED BY THE STREETS"

ASK AN ARTIST

"I've learned that there are no rules when it comes to the Music Industry..."

"Too Many Haters and not Enough Players."

-Latausha "Cold-Hearted" Taylor

Our staff recently caught up with Latausha "Cold-Hearted" Taylor of "On Point Entertainment". We sat down with her for an exclusive Q&A.



How do you feel about being an independent artist?

As an independent artist and songwriter, I feel empowered to be in control of my own music business and career. I've learned that there are no rules when it comes to the music industry...it's what you know and who you know that will make or break you. Being independent gives you the flexibility to be creative with your projects, budgets and partnerships. I don't have to answer to anyone but the team of people that are helping me bring my vision (BUSINESS PLAN) to life and are genuinely working and grinding to help me build a brand that will help us all build wealth and take care of our families. This is a BUSINESS and the artist brand/music is your product! The essence of being independent is about implementing strategies to produce your product, market your product and sale your product! If it's making money, it makes sense... without the MAJOR politics and obligations. I'm staying independent, so I can stay ON POINT!!!!

How do you feel about the Naptown Music Scene?

Too many haters and not enough players... The scene is growing but in need of structure. Many artists in this city have the misconception that just having a good song, or performing FOR FREE at every open mic/event is the way to the TOP!! The true grind is about POWER NETWORKING with individuals that can compliment your grind, but the city is full of people all about self. They hate on the next artist that's making moves, getting money and stretching their craft outside of city limits.

I've always felt like an outsider because I focus on the BUSINESS and let my music sell itself. I'm a true student of the game and I've tried on numerous occasions to share my knowledge and opportunities with "the so-called" movers and shakers in the city, to no avail! They claim to want to Put the City on the Map, but fail to realize it takes a team, a brand, a budget and a strategic business plan to make it in the industry. The scene is cliquish because a lot of artists are starving and seeking out ways to "stay in the game" and many of them are jumping on others bandwagon but calling it "working together or supporting your grind".

I chose not to work with too many people in the city because they keep doing the same thing expecting different results and the crab is the bucket mentality is too prevalent!!! If it's not mutually beneficial, why bother? If you're not bringing something to the table, how can you expect to eat off of it? In Naptown and worldwide... networking WITH THE RIGHT PEOPLE is key for COLD-HEARTED and ON POINT ENTERTAINMENT, because everyone is not on the same page or level as I am in terms of my goals and objectives and what I want to achieve in the MUSIC INDUSTRY!! I respect a lot of artists, djs and labels in the city that are handling their business and really grinding but I have no tolerance or patience for the ones that can't see that the industry is 90% Business and 10% show!

Latausha "Cold-Hearted" Taylor
www.myspace.com/coldheartedonline
www.onpointent.com
Booking: 1-888-899-0397

Master P inks partnership with Indianapolis for Circle City Classic 2009

By: Michael Harris

We went in depth to find out more about how Master P ended up at the Classic, so we caught up with the man who made it all happen....

MH - We hear you're the man who made it all possible, though everyone else is getting all the press?

Lucky - Yes, I used to work for Master P, so I reached back out to him. We were trying to have the groups come down for the Russ Parr Tour but it fell through, so I figured Classic would be a perfect fit! I ran into Marc at the station and told him we needed to get Master P involved and placed a call.

MH - What made you think of Master P and why even do any of this?

Lucky - I feel like our city has gotten boring, and no one is trying to make any changes. I've been reaching out to some of my connections to bring things to the city. P always had love for the city and I felt he had a lot he could offer with the new direction he is going in.

MH - With all of the publicity on this, you have been behind the scenes. Why is that and why did you decide to do this article?



Lucky - I play the back on a lot of things that happen in Naptown. I don't care about the fame. I like the checks. The reason I did this is because my people told me this was too major for me not to get my due credit. Also, the purpose of P coming was lost. We were bringing focus to the group College Boys and how school is important. We were also trying to raise money for the Save Our Kids Foundation.

MH - So the press not giving you your credit doesn't bother you?

Lucky - No, I like watching things grow from behind the scenes. Those who know, pay homage for it. I feel you don't

always have to be in the spot light to get credit for you success.

MH - What are some other big events you've been behind?

Lucky - Too many to name but a few of them are: The Music Seminar for Indiana Black Expo, Midwest Music Convention, Indy Idol and plus I've broke a gang of artist and products. I even do events in other cities.

MH - Do you have any events coming up?

Lucky - Yes, we are working on Roc Da Mic, Indy Idol 2, Midwest Music Convention 2010 and Model Explosion 2010.

MH - What are some of the companies you're behind?

Lucky - "The Spot" your one stop shop for your industry needs, NVY Models, 317Black.com, JUS Promotions, The Entertainment Group, HeatSpinner DJs, 3M Management, Nappy City Records and Gerch Entertainment.

MH - Any last words?

Lucky - Its time for a change and I'm going to do my part. My city needs to wake up and the call has been placed. I'm looking forward to working with the people on deck now and anyone else who wants to get down.

MH - If someone wants to get in contact with you how can they do that?

Lucky - A couple of ways: I'm in the streets, at the clubs or 317-538-441, myspace.com/lucky7467, lucky7467@gmail.com, or facebook.com/lucky-smith1. I'm not hard to find.



GRAPHIC DESIGN ★ PHOTOGRAPHY ★ ART DIRECTION ★ CLOTHING
WWW.HOLLAFASHIONS.COM



By Brandon Fox

You have an interesting story. Explain your background.

I'm from Indianapolis, IN (Brightwood). My moms joined the Army when I was young, and after her first duty station overseas, she came back and got me. We then went on an "extended" vacation.

Military brat. I see. I know you guys travel a lot. Where all have you lived /been?

I've lived in Indianapolis, Alabama, Kentucky, Tennessee and Germany. I've visited (overseas) Paris, London, Holland, Belgium, Spain, Amsterdam, and the Virgin Islands.

How was it growing up in all of those different places?

I wouldn't change it for anything. Where you've been and what you've seen makes you who you are today. It was a great ride. I still miss it.

So, how do you explain to people where you are from exactly, being that you bounced around? Where did you live the longest?

I actually grew up on Ft. Campbell (Army base on the Kentucky/Tenn border). We moved there in 95 after a few years in Germany. I was back and fourth from there and Nap my whole life. I moved back home for good after college. Before that, I'd only be home for the summers and school breaks during the year.

How did that experience shape your outlook on your hometown?

Being an army brat taught me to take pride in my city. I was raised around people from all over the world. Within the first 5 mins of every conversation I had with somebody I met, "Where you from?" was always asked. To be honest, very few people knew where "Naptown" was. I could count on one hand how many people I met from "home". Everybody else was from Texas, Georgia, North Carolina, Alabama, etc. Because of that, people from here that talk down on the city is one of my biggest pet peeves. That is also why I named my company after my neighborhood.

And your company is?

Brightwood Entertainment. What better way to represent "Where I'm from."

I've seen that name all over the place. What exactly does your company specialize in?

We're a independent record and design company, specializing in graphic design, photography, and other multi-media services ranging from CD duplication to video recording and editing.

Wow, are you hiring, lol? How many people do you have on your staff?

Right now, I'm a one man army.

Really? Stop playing.....

Real talk, all of the photos and flyers and whatever else you see with the stamp on it, is all me.

You're like a Renaissance man, huh?

What else do you do? What is the situation with the record label aspect of Brightwood Entertainment?

Yea, I rap as well. Our roster includes myself and an artist by the name of "Samson Summers" from Milwaukee.

How did you link up with him?

We went to high school together. We had lost contact right after 9th grade when I moved back home for a year. My moms had went to Korea and I couldn't go so I came home. When I went back to Ky, he had moved. I caught up with him some years ago online and its been on ever since.

Cool, so what do you have in the works on your end of the music?

Right now I have a single out with Young Maine (Indianapolis) called "Me and You". It was produced by Coop out of Nashville. The response has been on point, especially from the ladies. The song is from my upcoming mixtape, "Rydaah Muzik" with Dj Reddy Rock. That'll be out soon.

Do you think it'll be hard making the transition from artwork to music? I understand you've been doing more art here lately.

No, not at all. I was actually doing the music first. I just happened to major in graphic design. I did an internship with "Midwest Leak Magazine" and my artwork took off from there. So, I've been building relationships through that. The transition should be a lot easier because of it. Right now, Brightwood Entertainment precedes Tyrone but those two names will go hand and hand here in a little bit.

So, Tyrone is your "Rap" name? Why is that?

I didn't grow up wanting to be a rapper. Matter of fact, I'm an artist, not a rapper. When I started doing

music (Fall 03'), I was still Tyrone. Plus, my music comes from mostly personal experiences, not fairy tales. People can relate more to me because I represent the everyday person. Its all me. No alter ego, no alias.

What is "College Thug Syndrome"?

"College Thug Syndrome" is an editorial I read that was written by an academic scholar by the name of Brian Sims. Basically it was about people being afraid to follow their dreams because of the fear that one cannot succeed without going to college. I felt like he wrote that about me because almost about 98 percent of it matched my life. Reading it changed my life forever. You should google it.

Sounds deep. Given your background, what can we expect from your music as a whole?

Diversity. I've been on both sides of the fence. I learned a lot growing up just by being aware of what was going on around me. I'm an observer. When I was little, I remember coming back home and would wake up in the middle of the night at my grandma's to either gunshots, an ambulance/fire/police siren, or the trains coming through. That always let me know I was home because I didn't hear those things on the military bases. So, I started to understand the difference between the two environments I was exposed to.

Being a local artist, how do you feel about Naptown's music scene?

My situation is different so I can never be local. I've been too many places and I know too many people outside of the city so I'm not limited to just here. This is my home and where camp is set up but B.E will be international in 2010. My network is up like Verizon. As far as the scene here, the support system is lacking and everybody is competing with each other instead of getting together and coming strong as one. Its been said over and over again.

Any last words?

An old friend who I've been knowing my whole life from the neighborhood told me one day, "Stay in school because you're going to be one of the only ones to make it out of here". I'll never forget that. I just wish he knew that his life is just as important as mine. I'm from where you're from. If I can get out, WE can get out. Hopefully, I'm setting an example. Also, R.I.P to the Hovey Street victims. We miss you.....



SEV7EN

32B-27-38

One half of the female rap duo "Whett". She

Enjoys, rapping, modeling, and taking vacations.

PRESENTED BY:
NAVY MODELS *NAVY*

INDUSTRY NOTES

Own Your Work
By Maria Dockery

I am a publicist in Atlanta and my focus and mission is to open the eyes of artist. I meet people all of the time that say they are an artist and they want to be mainstream, but they do not own the songs they are releasing. Yes, it is their voice and lyrics on the track and their homeboy may have produced the beat, but do they really own the song?

I am a different type of publicist here in the Southeast region. I use my own experiences to help out my clients. I make sure my clients are 100% legal. That means he/she owns his/her company, even if they only have the EIN (Employer ID Number). I make sure they have their copyrights and are registered with BMI or ASCAP, BDS, and SoundScan as well. This will ensure they own their name, company, and rights to their music.

One of the biggest mistakes I see young artists making today is putting themselves out there to be sued, arrested, or copy written by someone that they just let hear their song. I take pride in my work so instead of just getting them listening parties, media, and press, I make sure they are ready to make executive decisions and show professionalism and respect for their label and craft, and most importantly, their artistry.

I am proud to acknowledge my clients on their own financial stability. When turning one's business into an LLC (Limited Liability Company), he/she is able to have a bank negotiate a small business loan for his/her company. This gives them the freedom to book, promote and market themselves, which is what is missing from the industry. If we can all learn how to make our business' legal and consider ourselves as business people, we'd be a lot better off. Whether you run a label or street team, remember you still own a company! Before becoming an artist, you have to decide if you want to handle business like the professionals do, or make music in your basement that probably will never sell. And if it does, be the one getting receiving the payments.

www.myspace.com/theprntfirm

THE NAPTOWN PATHWAY TO ENTERTAINMENT

317
BLACK.COM

NAVY MODELS

WWW.NAVYMODELS.COM

"LIVE AT THE SPOT" VIDEO SHOW

COMING SOON

THE
SPOT
ENTERTAINMENT GROUP • EVENTS • PRODUCTION ENTERTAINMENT • HEAT SPOTTER D.J.

120 E. MARKET ST. (SUITE 247)
INDIANAPOLIS, IN 46204
317-538-4411



IT STILL AIN'T
NO LIMIT

By Lola D. Star

They say people love to laugh so we caught up with one of the funniest comedians yet to reach his full potential of stardom. From the opening of the door to me leaving the building, he kept me laughing. He is the definition of comedy at it's finest.

Who are you?

My government name is Michael Dewayne Harris. But my stage name as everybody knows me is "Dope Fiend Willy".

So how did you get started in this business?

I've been telling jokes since grade school, but I entered a Def Jam contest and won but ended up getting incarcerated so they gave it to another comedian. Then one night at the New Doo Barber Shop, my good friend Otis Brown Sr. talked me into going to the Marriott. He drove me down there and I got lucky and ran into Master P. I left with P that night and that's how I got in his movie, "I'm bout it". So, I owe a lot to Otis (May he R.I.P.)



So what happen with the No Limit situation and the reason yall fell out. Everybody thinks it was over a chain, but Master P hires people to do what he need them to do and he hired me for a two movie contract deal. After that, it's up to you to follow up with him and see what else you can do. People think that we're not cool, but I was just with him when he came to Indianapolis for the Circle City Classic (2009). Quiet as it's kept, we have something else in the pot cooking.

What have you been doing since the movies?

It might take a lot of pages to cover that because I've been an opening act for some of the top names like "Cedric the Entertainer" and "Jamie Foxx". I am what you call an underground comedian. I'm the type of comedian that might show up at the club the ambulance just left. Those are the type of clubs where you'll

"There are a lot of comedians out here that are good, but when you mention Indianapolis, you say me, Dope Fiend Willy/ Willy Hawkins. I carry this town. Me and this town ride together."

-Dopefiend Willy



find me. I cater to the people who might not make it to a Fox Theater and places like that. I entertain those who can only afford to go to low budget shows but still need some entertainment in their lives.

We hear you and comedian Mike Epps are close but he hasn't helped you with your career.

Well Mike is Mike. People ask, "Why won't he come back and get you?" Well that's Mike. You can't get mad at a person if they don't come back and get you. What people don't know is I did a lot of behind the scenes work for him. I wrote about three songs on the album he has out. I also help him as a mentor keeping his stand up crispy and things. I'm not really worried about Mike, because I was in movies before him. I'm glad too see him doing his thing. Now, I'm getting ready to do my thing.

I also have a DVD out called "Ain't no sense in crying now". I'm working on several movie scripts of my own and of course I'm going to be on the cover of "Twenty4Seven Magazine". So yea, I have something going on.

Name something you would like people to know that they didn't know about you?

Just know that I'm real. I'm the comedian you can get when you're wondering why you can't get any of the others to come out. There are a lot of comedians out here that are good, but when you mention Indianapolis, you say me, Dope Fiend Willy/ Willy Hawkins. I carry this town. Me and this town ride together. I have worked for probly 80% of the city, black and white. This is my city and we bout to blow it up and bring it back to life.

Where do you see yourself in the next five years.

I'm bout to take things to a major level. See, I even changed my name to HopeFiend Willy, because I do gospel comedy for my gospel fans. I've gave over ten years to the underground scene. So now its time to go on a major scale, turn it up a notch or as you can say, get some of that "Mike Epps" money. You know it's about time I get a few pieces of that.

If people want to get in touch with you how can they reach you?

They can call The "Entertainment Group" at 317-538-4411 and ask for Lucky. That's my guy and he keeps it real. So if they want to book me, holler at him. They can also call my personal number (317-518-1715) but I've been running through my minutes so you're better off calling Lucky. You might get an answering service calling me. Also call him if you need or can't find a copy of my DVD. This is a must have piece and we can get that to you.



1961-2007

HANGIN' WIT MR. COOPER

By Michael Harris

Matt "Coop" Cooper is one of Nashville's leading producer/mix engineers in the Rap/R&B genre. Coop has produced for alot of hard hitters including: Allstar, Yo Gotti, Bun B, Skinny Pimp, Young Buck, Quanie Cash, Haystak, Pistol, Paper, Mario Moore, JC, and too many more to list all of them. He is 1 of 2 producers from Nashville to win the SEA for Producer of the year.

Where were you born? Where did you grow up?

I was born in Indianapolis, IN and grew up in Hendersonville, TN (a suburb of Nashville, TN).

When did you first start making music and how did you discover you had talent/desire for music?

I started out making trance music and when I joined the Navy in 2000, I met some guys that were willing to pay if I could mimic a Timbaland or Dre beat for them to freestyle on while we were out to sea. Shortly after that, I had tons of people approaching me on the ship to make them tracks. I made a small fortune, lol. The reaction I got off of making the tracks led me to believe I might have a future in music. When I got out of the Navy, my best friend Jody Stevens (now in the country group "Fast Ryde") was working at Sam Ash Music and ran into one of Haystak's producers who in turn agreed to let him submit some hip hop tracks for Haystak. Jody told me to send some in and before I knew it, I was a producer for Street Flavor Records. I won SEA "Producer of the Year in 2005" and it kind of sky rocketed from there.

How would you describe your style musically?

I don't really have 1 style. I can pretty much make any type of track from Pop to Hip-hop, R&B to straight South Knock. the majority of the beat requests i get r for that straight bang, lol.

Who have you collaborated with on any projects you have done and who would you like to collaborate with in the future?

From a producer stand point, I've worked with Grammy Award winning producer Shannon Sanders, Drumma boy, who is a Grammy nominated producer and many others. Artist wise, I have worked with Young Buck, Yo Gotti, Bun B, Allstar, 8ball and MJG, Kingpin Skinny Pimp, Nappy Roots, Haystak, JC (of Block Entertainment), Zed Zilla (with Yo Gotti's I&E label), and Tyrone (Brightwood Entertainment). I would love to work with Drake, Kid Cudi and a few of the northern cats. I've done alot from the south and ready for a new challenge, Lol.

What are your future goals for your music career?

I have a few things in the works. Had a few offers for publishing deals and a label deal offer from Koch. I'm really in the process of figuring out which route would be the best for me.

What projects have you done? What do you have out right now?

I've worked on too many projects to count. As most people know, the majority of the game is in the mixtape market. With music pirating and the economy issues, it makes it hard for labels to release consistant records on artists. It's made the game way more competitive because you have alot of producers all going for the same few spots. If it's not Jay Z, Beyonce, Kanye, Keri Hilson or Lil Wayne, labels really aren't putting any new artists out. I recently did "hit em up"



Young Buck feat. Allstar which has over 500,000 downloads to date and is pretty much an internet craze. The instrumental is out and I've heard tons of versions of the song from different rappers. Got alot more things in the works with Young Buck and Allstar.

What was it like the first time you heard yourself on the radio?

The first song I ever had on the radio was a song called "Who Jealous" by an artist named Pistol. It was on a local radio station here in Nashville but it's broadcast range went from Bowling Green, KY all the way down to Huntsville, AL. I was hype. I couldn't believe all the hard work I had done had finally landed me on radio. Little did I know then, that really wasn't a big deal, Lol. Since then, satellite radio has made a presence and I have had about 7 songs in regular rotation on different radio stations and satellite radio stations.

What advice do you have for those looking to make it in the music industry, especially for the local artists?

I would tell other producers that the name of the game is "Persistance". It's not necessarily about reaching out to other producers or landing deals with vanity labels. It's all about building relationships with artists. If you can get your tracks in the hands of a relatively big artist (A list or B list), this by itself creates credibility. Work on your talent. Find your own niche. Don't just rely on making tracks that fit whats already out, but try to think ahead of the game. If you can come up with something that is the next craze, you are there. For local artists, find the hardest producer in your area and team up. There are countless number of artists that got on off creating a STRONG local buzz. You have to get your city behind you before you can focus on the world, Lol.

Where can we find your products?

The majority of my works are going to be found for free downloads on google. Mixtape.com and any young buck or allstar record are more than likely going to have some of my production on them.

Where can we find out more about you? What about booking info?

You can find me on twitter constantly at @coop615, or on myspace at myspace.com/coopdaviellproductions.

Who is your main team or staff that you work with and who are you affiliated with?

My main team would probably be Grind Hard/Loyalty Records. I run my own production company called Coopdaviell Productions and work very closely with Allstar of Cash Money and Young Buck.

HELP WANTED!!

SALES & MARKETING REPS
GRAPHIC DESIGNERS
PHOTOGRAPHERS
FREELANCE WRITERS

ADVERTISE NOW!!

COVER: CONTACT
FULL PAGE: \$200
HALF PAGE: \$100
QUARTER PAGE: \$50

CONTACT:
317-538-4411
EMAIL: TWENTY4SEVENMAG@GMAIL.COM
TWENTY4SEVENMAG.NING.COM

Hutson Family Photography

The Studio That Comes to You

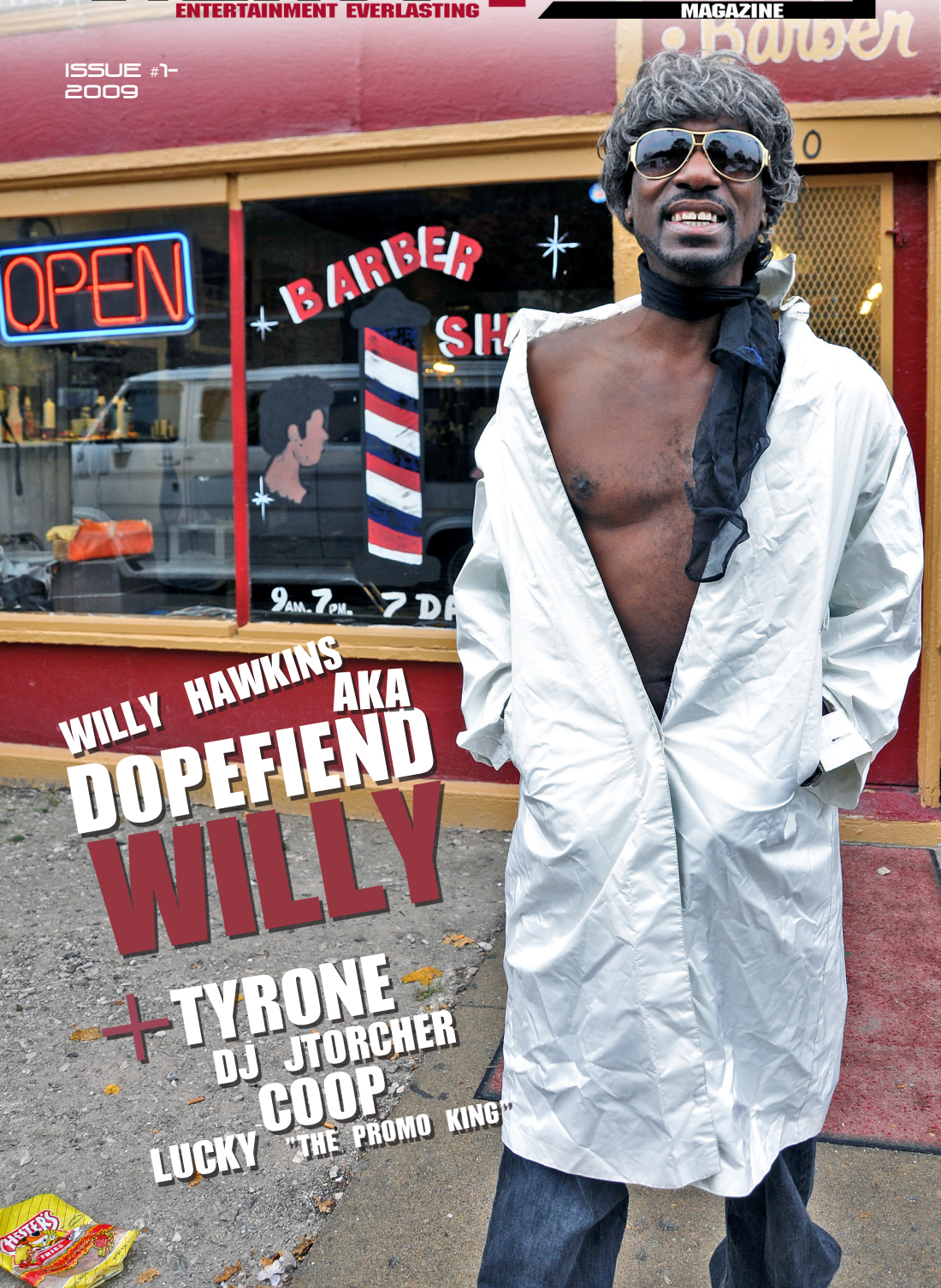
www.hutsonfamilyphoto.com
317.627.7937



TWENTY4SEVEN

ENTERTAINMENT EVERLASTING MAGAZINE

ISSUE #1-
2009



WILLY HAWKINS AKA
DOPEFIEND
WILLY

+ **TYRONE**
DJ JTORCHER
COOP

LUCKY "THE PROMO KING"