

# TWENTY4SEVEN

ENTERTAINMENT EVERLASTING MAGAZINE

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2012

A full-body portrait of Young J.R. He is wearing a red baseball cap with a gold chain, a white t-shirt with a 'SWAG' graphic, and jeans. He is holding a small object in his right hand and a gun in his left hand.

## Young J.R.

Parlae'. Money Jay. P.O.P. Jay Street.  
H.I.V Awareness. Welcome Home, Turk.

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Social media over the last month has been filled with an abundance of racial controversy surrounding the 2012 Presidential Election. We've seen everything negative from all sides of the spectrum with majority of it being between blacks and whites.

One of the major concerns of mine has been the fact that majority of people, both black and white have NO clue of how politics work. All they know is that they're either Republican or Democrat and that they should ride for their side. Call me a conspiracy theorist, but I'm sure America is a sinking ship headed for the oceanic abyss regardless of who is in office. The average person's life isn't going to change much between now and the next 4 years, just like it didn't the previous 4 (unless Martial Law is declared for some reason). Mitt Romney was looked at as the "Boogyman" to black people and Obama the same to whites.

With that being said, congratulations to our president re-elect, Barack Obama. However, I'm not depending on him to save me. Contrary to popular belief, some blacks can, will, and do swim.

Tyrone Davis

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Editor/Publisher:  
Tyrone Davis

Graphics:  
Brightwood Entertainment  
Holla Creative

Photography:  
Brightwood Entertainment  
Hollagraphy  
T4S Staff

Marketing/Sales:  
Jus Promotions  
J. Jones Entertainment

Writers:  
T4S Staff  
Dawn Harrington

Magazine Reps:  
Angel  
DJ Jesse James  
Holla  
Judy Jones  
Young Martelli  
T4S Staff

Contact:  
twenty4sevenmagazine.com  
twenty4sevenmagazine@gmail.com  
youtube.com/twenty4sevenmagazine  
twitter: @twenty4sevenmag

Editor Contact:  
brightwoodentertainment.com  
brightwoodentertainment@gmail.com  
youtube.com/brightwoodent  
twitter: @brightwoodent  
317-756-7433

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Rapper: Case Arnold  
Aviated Music Group

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# INDY PROMOTES HIV AWARENESS

DJ WREKK 1 AND JAMAR ROGERS HEADLINE HIV AWARENESS EVENT



**INDIANAPOLIS**—On November 8, 2012, singer and HIV activist Jamar Rogers was the keynote speaker for the 9th Annual Statewide HIV Awareness program at Crispus Attucks Medical Magnet School. The event's theme, "It's your turn to prevent HIV/AIDS: Individual Call to Action," will focus on HIV prevention and early intervention. The event's theme, "It's your turn to prevent HIV/AIDS: Individual Call to Action," focused on HIV prevention and early intervention.

Rogers first appeared on American Idol and then became a finalist on The Voice. While on The Voice, he announced that he was HIV positive, stating "It's time to love yourself. You will not be the new faces of HIV." Other artists include HIV activist and poet Devin T. Robinson, singer Nicole Michelle, and Mariano Lantigua.

Debra Stanley, Founder and Executive Director of Imani Unidad, was honored at the event with the "2012 HIV/AIDS Outstanding Service Award" for her advocacy efforts over the years to reduce HIV/AIDS in Indiana. She stated "Healthy decisions last

a life time. If the event empowered one youth and prevented one HIV infection, it was a success." According to the Centers for Disease Control and Prevention, every nine-and-a-half minutes, another person becomes infected with HIV in the United States. Youths, ages 13 to 29, accounted for 39 percent of all new HIV infections in 2009. More than 10,000 residents in Indy are currently living with HIV/AIDS, a pandemic that has ended the lives of almost 6,000 of them since 1981.

The event is sponsored through the collaborative effort of the Indiana Family & Social Services Administration, the Indiana State Department of Health, the Indiana Minority Health Coalition and other community organizations.

To find an HIV or other sexually transmitted disease testing site near you, please visit [www.hivtest.org](http://www.hivtest.org). To learn more about HIV/AIDS in Indiana, visit the Indiana State Department of Health's website at [www.StateHealth.in.gov](http://www.StateHealth.in.gov).

Sources: IMC Tv and [www.in.gov](http://www.in.gov).







P.O.P.: Gregory “DOUBLE MAN” Bradley and Michael “YUNG JAGG” Snell (make up the group P.O.P.) grew up in the English woods housing projects located on the West Side of Cincinnati OH. Both got involved with music at a very young age, but it wasn’t until one late night in early 2009 during a studio session in a local Bond Hill recording studio when they recorded their first song together and the magic began! From there they recorded their first mixtape together as P.O.P. titled “THE LEAK” which created a local buzz and the streets of Cincinnati hungered for more.

The duo P.O.P. released their first album in the summer of 2011 entitled “PERFECT TIMING” along with Executive Producer: GW CORNERBAGGIE, with production by CLASSIC TRACKS, and mixing done by J PEAKS.

P.O.P. is now releasing their new single “Team Player” Featuring Ms. Deanna, Executive Produced by GW CORNERBAGGIE, Production by CLASSIC TRACKS mixed by TOMBS at True Sounds, and Mastered by Moe Beats. According to the group “A Team Player” is someone who is understanding of any giving

situation and willing to do whatever necessary to bring success to the team”.

With their second album entitled “Above The Hustle Beyond The Game” (scheduled to be released December 2012), P.O.P. is poised to take their West Side Cincinnati sound into the New Year on a high note. “TEAM PLAYER”

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# PARLAE



Although a 10 year vet, Parlai (of Dem Franchise Boyz) has been making noise over the last few years as a solo artist under the moniker “Teddy Gram the Hustler”. No longer rocking the dreads, the Bankhead (Westside Atlanta) native has released 2 solo projects, “Teddy Gram the Hustler” (released in 2007 with DJ Coolbreeze) and “Teddy Gram the Hustler: Back in the Trap”. The 2007 project featured Lil Wayne, Kurupt, and Dem Franchise Boyz and “Teddy Gram the Hustler: Back in the Trap” was released in 2012, firing off with the hot single “TTG (Trained to Go)” feat. Yung Ralph.

When speaking about one of his biggest hits with Dem Franchise Boys, “White Tee”, Parlai says that wearing a white tee was a way of life, growing up in the struggle. “A white tee was \$5, so we’d just get a new one everyday. Thought it’d be a good concept.” Well, it was a great concept, and 6 months after taking the song to the local clubs, he and the group landed a deal with Universal.

As far as the origin of the name “Teddy Gram the Hustler”, it actually started during his time with Dem Franchise Boyz when he stated on a record, “I got more grams than Teddy.” He is known by both names but each name distinguishes whether he is solo or with his group.

Aside with his solo projects, Parlai is currently working on a movie project called “The Trap”, his label (White Tee Cartel) and a street movement called LGM (Let’s Get Money). Contact him on twitter @TEDDY\_GRAM\_ or at 678-845-TDGH.

# MONEY JAY

After releasing the hit single “Death Row”, Black Circle/Konvict Muzik recording artist Money Jay brings you the hot new single “Go For It”. The Decatur, Ga raised artist dropped the mixtape entitled Me Money & Irene in the spring of 2011 with it’s hit song “Blowing” which gained major popularity in the streets and has built anticipation from his fans on what’s next. Money Jay’s answer to his fans was his hard hitting anthem “Go For It”. “Go For It” portrays the minds and feelings of many due to the current state of the economy and it’s effect. His new mixtape “Second Hand Smoke” was released in November.

Follow @MoneyJayWorld on twitter!

<http://www.moneyjay.com/>  
<http://Facebook.com/moneyjayworld>





# YOUNG J.R.

## THE HILLSIDE HUSTLER

Young J.R.'s 14 year career can be summed up in one word, "ambitious." Young J.R. started his first rap endeavor in 1996 in Los Angeles, California when he wrote, recorded and composed his first rap song. From there he discovered his love for music and began to write everyday until the age of 16 when he started to take his craft seriously and decided to make a career out of it.

Then in 2000 Young J.R. decided to take his talent and make good music. So he started to make different projects starting off with mix tapes and countless other projects with artists all over Denver. These songs were more serious, these songs were about life in the streets from on the edge. From here, he made a name in the streets of Park Hill doing live shows as well as promoting the mix tapes and projects.

Young J.R. has promoted over 60 shows between 2008 and 2010 all over the country. From Canada to Atlanta, Texas to California, he has worked with artists such as E-40, Paul Wall, Papoose, Do Or Die, Chingy, Freeway, Keak Da Sneak, Jayo Felony and many more. In the feature department Young J.R. has done music with C-Bo, Yukmouth, Luni Coleone has over 20,000 internet hits as well as 1 video with more in the works.

In 2009, Young J.R. hooked up with Kevin Pistol and helped create the power house known as Hustle N Flow Music Group. Since then it's been nothing but hard work and in this time he recorded "The News" his first solo effort to be released in 2011. Young J.R.'s motto is excellence begets excellence and that's what he intends to bring in 2013!! TWITTER- @Youngjrhnf FACEBOOK-youngjr24





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317-551-3941  
TWITTER: @STRAWBERRYSISI  
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## TWEET DAT!

@reallilmouse #WouldYouRather take the A-town stomp to the face by Lil reese or The uppercut from the bus driver?

@JoeBudden Trying to figure out why Theo Huxtable face is talking to me... Fuck u & your Gordon Gartrell nigga. @\_IRealSoN\_

@MARLONLWAYANS I been through hell... It ain't so bad. I actually found heaven there. What don't kill u makes u stronger

@Felonious\_munk Some ppl have no legs RT @Wayno119: (Some) black women will kick a man when he's down & (Some) black men will kick a women while they're up.

@ImmoralTech People were telling me Obama wouldn't win...haha I heard Romney say he only wrote a victory speech, I hope he's good at freestyling

@marvwon You're not a record label because you and your boys have matching jackets. Yall are just...niggas with matching jackets.

@Kinoshi44Htown All thru dis week u been tweeting how niggas fucked over, you . Now u a Lesbian? Girl lay yo stupid ass down Somewhere

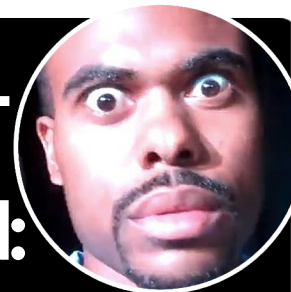
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SUBMIT MATERIAL FOR THE "TWEET DAT" SECTION TO TWENTY4SEVENMAGAZINE@GMAIL.COM OR ADD #TWENTY4SEVENMAGAZINE TO YOUR TWEETS.



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## LIL DUVAL TALKS ELECTION: @lilduval



IN THE MIST OF ALL OF THE HATRED SURROUNDING THE 2012 PRESIDENTIAL ELECTION, WE CAME ACROSS A FEW OF COMEDIAN, LIL DUVAL'S TWEETS.. THIS GUY IS HILARIOUS. (#NOTE: TWEETS ARE IN ORDER, BOTTOM TO TOP!)

Should u trust "the people" judgement when u know that the masses is slow?

@MittRomney u bet not block me

@MittRomney u ain't tweeted in 15 hours. Why? what happened?

@MittRomney u know I'm unfollowing u right?

@mittromney I should grow up and stop acting childish huh?.....can't do it

@BarackObama u gon get my ass beat cuz these white folks at this booth looking at me like they know I'm voting for u

@MittRomney I ain't gon front everybody in my neighborhood voting for u.

@MittRomney so u not gon reply huh? U ain't tryn to be president

@MittRomney I'm in the poll booth right now u stop my child support ill vote for u. What up????

@BarackObama I know u got the bubble guts. I get them every-time I'm bout to do a show

@BarackObama be real. U nervous aint u?

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## SPIKED!!

UMPIRE GREG GIBSON TAKES CLEAT TO THE HEAD,  
COURTESY OF TORII HUNTER







Chicago born, Mississippi raised artist, "Jay Street" aka "Jay Daskreet" is looking to fill a void within the music industry with a combination of lyrics and style he doesn't feel is being represented currently.

While most rappers are afraid of making songs that people feel aren't "marketable", Jay Street is adamant about sticking to what he knows with subjects and concepts that are truly a part of his life. "I like to make music that can relate to anyone. My music also pays homage to the music that inspired me growing up. I'm trying to bring some of that old school feel back."

Although he started rapping around the age of 7, Jay Street never really wanted to be considered a "rapper". He considers himself an artist and his music makes that statement. His first single "Steady Cookin'" has gone viral with a video included and will be followed up with "Ignorant Bliss". Both are bangers. He is currently finishing up his first complete mixture entitled "Walk the Line" which will be followed with his debut album, "The DeTour".

Both projects will feature Slim Productions, Cee Bee, 901 Sounds, Ya Boi Slicc, Nasty Nardo, Queat Harris, I-Fly On Da Track, as well as a host of other producers and artists with a goal of "making good music" in mind. He is also writing for a few R&B artists and will be making some spoken word appearances soon.

Jay Street was also a soldier at one point, having spent four years in the Army National Guard as an Air Traffic Controller. He later decided it wasn't for him especially with him not agreeing with a lot of the government's decisions in regards to the wars.

As far as major label aspirations go, Jay feels that being "Independent" is the best situation for him at this point. Understandably, he doesn't want to get caught up into signing any slave deals, which most major labels are notorious for. Money isn't his motivation. He is for the people who have a story to tell but no outlet to get their thoughts out.

Looking up to Mos Def, Jay-Z, Eminem, Talib Kweli, and Biggie Smalls, Jay Street is looking to shatter all misconceptions about the south and his city being "unintelligent", can and will prove his lyrical ability through REAL freestyles and battle rap. "I feel that music has lost a lot of its competitiveness. I'm battling the whole industry right now in my opinion. Expect Greatness."

Contact Jay Street on Twitter @StreetLuv5, Facebook: Jay DaSkreet, email: strsoldier23@gmail.com as well as by phone: (662)910-7700.

# JAY STREET

# WELCOME HOME, TURK:

## FORMER "HOT BOYZ" MEMBER RELEASED FROM PRISON AFTER ALMOST 9 YEARS.

New Orleans-based rapper Turk was first discovered in 1996 when the owners of Cash Money Records (brothers Ronald "Slim" Williams and Brian "Baby" Williams) discovered him rapping and rhyming in the nearby Magnolia projects. Later that same year, Turk made his recording debut with a cameo on Juvenile's solo debut, Solja Rags. Turk was billed as Young Turk and welcomed into the newly formed Hot Boys (who also included Juvenile, B.G., and Lil Wayne), issuing Get It How U Live! in 1997 and Guerilla Warfare two years later.

Turk continued to make cameos on other rapper's recordings, including Juvenile's big hits 400 Degreez and Tha G-Code, Lil Wayne's Tha Block Is Hot and Lights Out, as well as B.G.'s It's All on U, Vol. 1 and It's All on U, Vol. 2. June 2001 saw the release of Turk's solo debut, Young and Thuggin', on Universal Records. Turk recorded Untamed Guerilla for Cash Money as a follow-up, but soon jumped ship to Koch, following in the footsteps of B.G. Untamed Guerilla remained unreleased and Turk made his Koch debut in 2003 with Raw and Uncut.

In January 2004, Turk was in a Memphis, TN, apartment when narcotics officers and SWAT team members stormed in. According to police, Turk allegedly shot an officer during the drug raid; the rapper claimed he was hiding in the closet without a gun. At a preliminary hearing a charge of first-degree attempted murder was reduced to second-degree attempt

murder, but Turk was granted bail in the state but was not granted bail in the feds. He was awaiting trial in prison as his third album, Penitentiary Chances, hit the streets in April 2004. After 8 years 8 months and 16 days Turk was released from prison on October 12, 2012, and has hit the ground running, doing interviews, making appearances, and getting in plenty of studio time. Turk has since started his own label YNT Empire with a lot of great up and coming artists on his roster.

Turk's first project since his prison release, [Mixtape] Blame It On The System, is slated to be released by Christmas 2012. Turk has written a book of his life "The AutoThugography of Turk", A screenplay for the movie of his life titled "RECKLESS", and is reaching back to those in prison with his magazine YNT incarcerated. Turk has established himself as a solo artist and entrepreneur, and for him there's no looking back. When asked what he was doing, Turk says T.H.U.G.G.I.N. in which he redefines as Taking Hardships Using God's Gifts In spite of Negativity.

Contact:  
Dawn Harrington  
IBS Agency, LLC  
(323)706-7731

Contact Turk:  
Twitter @TurkMrYNT  
Instagram @Turk\_Emani







## ASK A DJ: HOW TO CHOOSE A BOOKING AGENCY

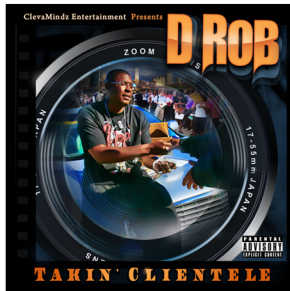
First things first, shout out to my DJ family at the GLOBAL SPIN AWARDS. This will definitely wake the industry up and let them know that the industry is nothing without the DJ! As we know Fall is here in full force this year. This is the time when artist start their 4th quarter promo campaigns and booking year end show dates, which leads me to a question sent in from DJ SLUGO (GSA nominee) and his artist LP DA ASSASIN coming out of Chicago. They want to know "What should an artist look for when selecting a booking agency?" This is a very good question because in this industry there are many deceitful individuals looking to take advantage. When looking for an agency, I would suggest that you look for one with a solid reputation or one that other acts have been successful with. Be sure to look for an agency that fits your budget and one that is suitable for an artist at your specific level.

Always contact an agency by calling first, not by e-mail. You need to talk to someone directly, because this is your future in someone else's hands. Have an in-depth discussion with them and let them know your intentions for hiring them. Ask them every question from every angle because the right booking agency can help leapfrog your career much faster than you can, because they have the relationships with the venues, sponsors, corporate, etc. that you need. They will help you to get noticed. Of course if you're at this level of the game, you've already got your press kit, show history, album sales in your region and a lawyer on deck to look over any contracts that the agency presents to you, right? If any artist/DJ's have any questions you want me to answer, hit me up at djcdspins@yahoo.com and don't forget to HOLLA AT CHA DERRTY !!

## MIX PICKS



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