

TWENTY4SEVEN

ENTERTAINMENT EVERLASTING

MAGAZINE

ISSUE #20-
2013

"The REAL
Rick Ross
is not a Rapper."
-Freeway Ricky Ross

THE REAL
RICK
ROSS

RICK ROSS

Big Fase 100. D-Rob. King.
Brooke Michaela. Mula. Mz. Nicky.

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For our readers who have been in tune with what we've been working on, you may be wondering why "Freeway" Ricky Ross is on the cover of this issue, being that he was on the last cover. Well, our last issue was actually a "Special Edition" that was released during the "DJs United Conference 2013" and for that event only for the most part. The response was so great and the demand for that issue was bigger than what we had planned for, so we decided to make him a part of an official issue. We're glad to have him being that he gave us probably the best interview we've had thus far.

Also, shout out to Big Fase 100, our other cover story. We're happy to be able to tap into the West Coast market. I personally grew up a huge fan of the Westside. Dru Down, Celly Cel, Spice 1.....I could go ALL day. Hopefull, we'll get the opportunity to support those brothers as well via this outlet.

Also, we've just reached a milestone via Youtube at 100k views. To anyone who has ever watched a video, even once, I and our staff appreciates you. Every view counts. Let's quadruple those numbers in half the time this next round.

Lastly, be on the lookout for more footage, more awareness, and more great content. Feel free to email us feedback as well.

Tyrone Davis



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MAKIN'
NOISE

D-ROB

D-ROB

The Twenty4Seven Magazine staff again would like to introduce our readers to D-Rob. As an avid supporter of ours, we thought it was time to see just what's new with the artist, executive, and song writer.

So we meet again, what's new in the life of D-Rob? Honestly, it feels like I'm starting a whole new chapter. I'm still working on my career as an artist, songwriter, and executive of ClevaMindz Ent., but I'm also starting to help manage new up and coming artist with their careers.

What/Who are some of the upcoming things/individuals you are excited to see in the music industry? Honestly, I try to stay focused on D-Rob and ClevaMindz Ent., but outside of that, I would say Kendrick Lamar and the whole TDE camp, and Kanye and what he's doing with G.O.O.D Music. I get excited watching Jeezy make his comeback with that good quality street music and on top of that I like seeing people like French Montana, 2 Chaniz and Pusha T finally get their chance to touch the masses.

It isn't a secret that you've come from a troubling past. Would you say having had those experiences still play a major role in who you are today, or maybe even who you are still becoming?

Oh yeah, I feel like your past prepares you for your future so when times get tough I just laugh and remember I've been through worse. It just creates this hunger I can't explain.

How do you balance work and play?

Lol, I think that's what I'm learning now (balance),

but I'm really trying to change my life so it's not hard for me. I just choose to work more than I play.

With the sound and style of music changing on a regular basis, how do you remain current? Is it difficult changing your "sound"?

The best way to remain current is to be you. I do what I think is cool or what's going on around me and makes me feel good. It's hard enough being myself and doing me so I can imagine how it feels to try to be somebody else. I don't change too much, I just try to do whatever feels good, and match my style of flow to the vibe I get from the beat and just hope for the best from there.

Tell us about 3 upcoming projects you're working on. I'm finishing "TC: The Relapse" (out Summer/Fall 2013), more music, and helping out with managing a new artist by the name of "A.G." from Akron, OH.

As an artist, how do you remain relatable to your fans? I'm just like them so I just speak on what I do or what I know about. I just be myself and pay attention to what's going on around me in the music business and in the world. When I make the music they relate because they can tell from the way you describe things and what you're saying if you're lying or not. When they feel like you're keeping it 100 they relate more and more.

Throw us your contact info.

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King of 334 Mob. CEO of Rapstar Promo. Mogul. Rapper. Singer. Producer. Former Def Jam Artist. All of the Above.

Where are you from?

I was born in Ohio and raised there for a few years. I spent Jr. High and High School in Montgomery, Alabama. That's home. Since then, we've been in Atlanta about 10 years.

You started off with the group, "334 Mob". Are you guys still together?

334 Mob, that's me and my little brother. He passed away about 2 years ago. He had diabetes. We're brothers, blood brothers. Same mother, same daddy. It's going to be forever together. That's why I'm reping. He'd be 26 or 27 now. I'm going to rep him till I leave this earth.

What's the name of your single?

We have so many. The main one was called, "Check On Me" produced by K.E on the track, featuring L.A the Boomman. We got a few though, We had the "Goin Off" record featuring Shawty Lo. We shot a video today to a record called "Watch Me Turn Up".

Do you have any mixtapes out?

We released a mixtape a few years ago called "The Return of Eddie Caine", hosted by Bigga Rankin and DJ Smallz. We're about to drop an album called "Kush and Yellow Diamonds". The mixtape game is overrated. It's blood, sweat, and tears in this. I consider myself a hustler. A lot of people call themselves "Hustlers", but they're giving away a product

We don't rock like that. I feel like if I sell 1,000, 1,000 copies of an album, and you paid a website to put your .jpg up to get it downloaded free, I beat you because this is about money. You won't see a bunch of mixtapes from me and if you do, it'll be over other nigga's records.

Tell us about "Rap Star Promo"

The majors come to me. A lot of you all know Rap Star Promo. We brought Cash Out to the internet first. I've interviewed Nicki Minaj, had a part in her project, Young Jeezy, Rick Ross, type it in. A million DJ call, interviewing everybody. Busta Rhymes called me the other day for help on his Reek the Villain project. Kurtis Blow called the other day to drop off some money so I'm talking about recent niggas, to the first artist to go platinum. I don't need the majors, the majors need me.

What type of advice would you give an aspiring artist? Keep God first. There are a lot of people that are popular and broke. Popularity doesn't mean that you have money. A lot of artists are on BET and MTV and they're still living with their mothers, asking if they can open the fridge. Chase financial security vs popularity. Secure your life for the future.

How can you be contacted?

www.rapstarpromo.com. www.334mob.com. Twitter: @Kingof334Mobb, @RapStarPromo.

This was an excellent interview and King dropped a lot of gems. To view it in full, visit www.youtube.com/twenty4sevenmagazine.

RICK ROSS

FREWAY RICKY ROSS (THE REAL RICK ROSS) DISCUSSES HIS BACKGROUND, PRISON, POLITICS, CONSPIRACIES, AND IDENTITY THEFT.

You may have heard the rumors or discussed different theories, but the staff of Twenty4SevenMagazine feel it's high time the truth be told. No more debates and no more "he said, she said". Hear the truth from the REAL Rick Ross in this astonishingly controversial interview.

Before we get into what's behind curtain #1, let's start with some background information for those who aren't familiar with the story and its characters.

What is your background?

I grew up in South Central, Los Angeles' wanting to do the right thing, around the time when the Crips and Bloods started their (organization). I knew 'Big Pudding' so we became good friends. As a pre-teen, I played tennis so that kept me out of gang banging for a while. I still associated with those types of individuals but I didn't consider myself as a "banger" up until 18 or 19. At that point I couldn't read or write so I dropped out of school.

How did you get introduced to the game of tennis?

Back in the day, we used the tennis courts to play "Roller Derby". One day, I took a bet to play (tennis) and turned out being good at it. Eventually I joined a high school team, and went on to play 1 year in junior college. I still play today.

Who introduced you to drugs?

At the time, a friend of mine said he had that "new thing"; talking about cocaine. I honestly didn't know what it was until then.

How long did it take for you to bring in a substantial amount of income?

It took weeks on top of months to learn the business. I was determined from the beginning not to quit, even when things went wrong. I had to go through several trials and tribulations before I hit it big in the game.

Was there a particular goal you had in mind when you sold cocaine?

When I started, my main goal was money, but once I had more money than I could spend, my motive turned into wanting to be the biggest dealer. I believed my job was to get everyone that wanted to be high, high. And I did.

With all the money you made, did you make any investments?

I invested my money into a variety of things. Homes, businesses, just anything that was making money I wanted a part in. I bought old property and fixed

it up, took a few trips to Aspen, and just did what I wanted. It's always a good thing to do what you want to do in life. Freedom is good, and money definitely buys you that. I was able to open my own motels, beauty salons, mechanical shops, and even pay for Anita Baker's first album.

Owning businesses is a legit way to earn a living. Why did you continue your involvement in selling drugs? Did you feel pressured to remain in it?

Selling drugs is addictive. You get addicted to having hundreds of thousands of dollars on you. Not to mention, people start to count on you as well, and that's where the pressure came into play. I felt pressured into staying even though I know I could get killed, but after a while, being conscious makes you feel you should be locked up.

Despite the cons, would you say that money still bought you happiness?
Yes. I would say it did.

How did you become known as "Freeway" Rick Ross?
My name came from me living on the freeway and the life I lived after breaking through the dirt. It was given to me.

You said you felt you wanted to be the best dealer you could be and at the same time help people out. How did you balance out the two?

You never want to see people addicted, but at the end of the day, my mentality was, "If I don't do it someone else will".

Now that we've touched base on a few things, let's start pulling back curtain #1.

What is the "Dark Alliance"?

It's a book by Gary Webb that detailed the deal between me, Ronald Regan, George Bush, Oliver North, the White House, C.I.A., the Niagara Conference and Danilo Blandon. They sold weapons to Iran to raise money for the Contras. That money was given to the Contras to sell drugs and those drugs were the drugs I was getting.

For those that know who you are and your story, they know you did time. How did you go from having a life sentence to serving 25 years instead? What was it like being released?

I did my homework. I read up on a lot of things, particularly the law. In the end, it felt wonderful to have that life sentence taking off of me. To have a release date meant the world to me.



With a light shown on the government's "dirty dealings", were there any repercussions towards them? When they are in the wrong, can we still win the fight against them?

Oliver North went to trial just like I did but George Bush pardoned him. We can still win the fight, we just have to play the game better than they do. Everyone just needs to get on the same page.

How do we get this information out to them? What steps need to be taken so that people are made aware of how we are treated?

Well ultimately, it's up to the people. How fast do the people want to come out of this position? When you want out you work frantically to get out, and I've been working frantically.

While in prison you spent a lot of time reading. What were some of the books you read?

I read over 300 books while incarcerated. 3 of my favorites are, "The Richest Man in Babylon", "Think and Grow Rich", and "As a Man Thinks".

With all that's happened years ago and all that's happened within the past few months, how do you feel about the direction we're headed towards?

I feel the black community in particular is in the worst position right now. With unemployment at an all-time high and over 600,000 incarcerations, this is the worst it's ever been.

As far as the government is concerned, how do you feel about their involvement with these conspiracies? Is there any truth to these theories?

Are they allowing our children to be fed poison everyday through the radio by rappers? Like the rapper William Roberts going around with my name, telling kids that he sold drugs, and parlayed those drug earnings into a music career. Isn't there truth that they have so many black men in jail for non-violent drug offenses? These are all facts.

So what exactly did you sue the rapper William Roberts aka "Rick Ross" for?

I sued him twice. 1st for the use of my name and now I'm going after Warner Brothers. I was told by the judge that I should've filed my 1st case 5 days before I was released from prison due to of statute of limitations but since I didn't, it was dropped. With that particular case the statute of limitations lasted for 2 years, and the imprisonment gave me 1 exit year.

With all that's happening and coming out about "Rick Ross", it seems no one cares whether or not these accusations are true or false. How do you feel about that? They don't care and it's because he has a machine behind him. When a rapper comes out and he's independent and not with the machine, what do you think happens? It tells you that this individual isn't any good, so people aren't going to like you. If that person is with the machine, it's going to tell you that this rapper is good, you should buy their music, support them, and be like them. The purpose of the machine is to direct you to do what it wants you to do.

Kids/teens/young adults nowadays are being influenced to live these lifestyles that the majority of these rappers aren't even living. The goal is to get them to believe the hype that they can do these

crimes and make something big out of it and that just isn't true. These young people trust everything that these rappers talk about and the record labels know this which is why they put so much money into prisons, so that these young people will be incarcerated. These companies are all about selling an image, especially those that aren't real. You get a man that acts like he's from the streets, looks like he's from the streets, give him money and a mic and you have a solid deal. People just eat it up without hesitation.

So with this new lawsuit, do you feel your chances of being a victor are greater than before?

I do. I have a lot of support in L.A. and a lot of the people there aren't happy with the way things have happened.

I know you speak a lot on how kids need to learn how to be critical thinkers. Can you elaborate on your views of critical thinking?

I believe people in general need to sit down and re-evaluate the information that they are being faced with. Take the time and think about how these things benefit you and how it won't. For instance, these rap records, people should be able to listen and think what is this going to do for me, how do I relate, should I even be listening to this. I just feel critical thinking in general is a huge part that is missing in this day and age. It all goes back to what I mentioned earlier.

We know there is still a lot you have going on from a legal standpoint, but let's get into what else you have going on.

I just put out the mixtape "Only Support the Real" and it's doing very well. It sold 5,000 copies out of the trunk within the first week and we're still pushing it heavy. We're in the works of putting together volume 2 as well. I'm going to have a documentary coming out called "Cracker System". It's going to show how the government deliberately allows crack cocaine to be dropped off and distributed in the black community, how young guys between 18 and 19 are being arrested with small quantities of crack (\$1,000 worth) and getting 30-40 or life sentences. I'm also working on a movie and reality show and starting to sell human hair weaves.

Is there anything you want to address that we may not have touched on?

I want to put it out there that I'm opening the door for any young black entrepreneurs interested in getting involved in the 60 billion dollar hair industry. It's an honest hustle so hit me up via twitter or freewayenterprise.com.

*Update: Freeway Ricky Ross recently lost his court case against Warner Bros. but vows to continue battling for his own name. This ruling was due to a California law, stating publicity rights claims have to be made within the first two years of the publication of the objectionable material. This is his 3rd time suing.

As for Rick Ross (born William Roberts) the rapper, he has since received threats of extortion and death from the "Gangster Disciple" gang across 5 states, has been shot at, and most recently lost his endorsement with Reebok, due to his lyrics about "date rape" on a song with Rocko titled, "U.O.E.N.O". He was pulled from that record as well. Karma, maybe? Who knows.

WHO IS BROOKE?



Brooke was born in Dayton, OH and knew (while watching Michael Jackson's Bucharest Tour at four years old) that she wanted to be a dancer. Brooke started out as a hip-hop street dancer until 2002 when she trained with Jeraldyne School of Dance and Barbara Pontecorvo Studios. She later joined the "Dayton Contemporary Dance Company" in 2009, just four days after her high school graduation. Brooke has performed for Kirk Whalum, Shirley Murdock, and recently legendary rapper MC Lyte. Brooke is also a Zumba instructor that taught at Wright State University, Dayton Dragons, and recently teaches at the YMCA. Brooke continues to broadcast her passion through social media and her peers.

Website: <http://brookemichaela.com> | Twitter: [who_is_brooke](https://twitter.com/who_is_brooke)
Instagram: [who_is_brooke](https://www.instagram.com/who_is_brooke) | Facebook: [Brooke Michaela](https://www.facebook.com/BrookeMichaela)

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SHUPIER JONES

BEAUTY OF THE MONTH

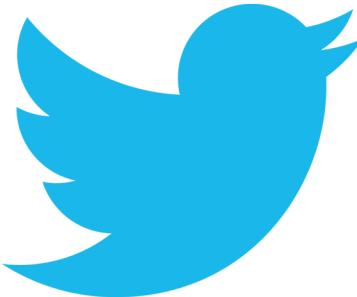


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SHUPIER JONES PLAYS THE FORWARD POSITION IN THE MODELS BASKETBALL LEAGUE AND IS ALSO A HAIRSTYLIST, PROMOTIONAL MODEL, AND ACTRESS.

PHOTO: LS PHOTOGRAPHY



TWEET DAT!

@NiiyahBee @LupeFiasco is one of my favs. He makes you think. I love those philosophical type rhymes tho.

@DOPE_MusicBlog Merica.. Where the cops have more power than the president

@UberFacts The average friendship lasts for 5 to 7 years.

@lilduval At the airport they had the Zimmerman trial on and for the first time I realized the majority is not on trayvon side

@JoeBudden These kids really do think 32 is old.. Im lost, but thx RT @misbraving @JoeBudden is a goodlooking old man

@TheGhost225 I have wondered for years why would any Black person celebrate Independence Day. Last time I checked, we were still slaves in 1776. And even though this country officially separated from Britain on this day, their progress socially and financially is debatable.

@Dj_Fly_Guy Sometimes a HIT doesn't add up to a career... #YouNeedMoreSubstance

@shAWNnaarrhea heard of Rogaine @ KingJames ??

@AtotheL Gucci Mane arrested yet? #JustChecking

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RANDOM THOUGHTS



@Symptom_Unknown



KRISTAL DESCRIBES HERSELF AS SOMEONE WHO IS STILL FIGURING THINGS OUT, A DOUCHE, WORKAHOLIC, AND JUST ANOTHER WEIRDO DEPENDING ON THE WEATHER. SHE IS A WRITER HERE AT TWENTY4SEVEN MAGAZINE AND DOES POETRY IN HER SPARE TIME.

People just want to be relevant at any cost.

Why are baboon's butts red?

Lool mugs couldn't WAIT to start quoting these Jay Z lines... do I need to mention everyone is quoting the same ones or nah? Lol

How does the city have money for an monkey playground but can't seem to find money for the homeless and ips schools?

No aaaaaagonyyy, no braaagonnnyyyy!

Today's society is so disturbing.

Gentlemen who smell good give me boners.

What good is there taking a pill that has side effects more extreme than your actual illness?

Idk why, but it really bothers me when people expect u to know everything that they know. We all have an opportunity to learn something new.

Is Carmen Sandiego still on the run?

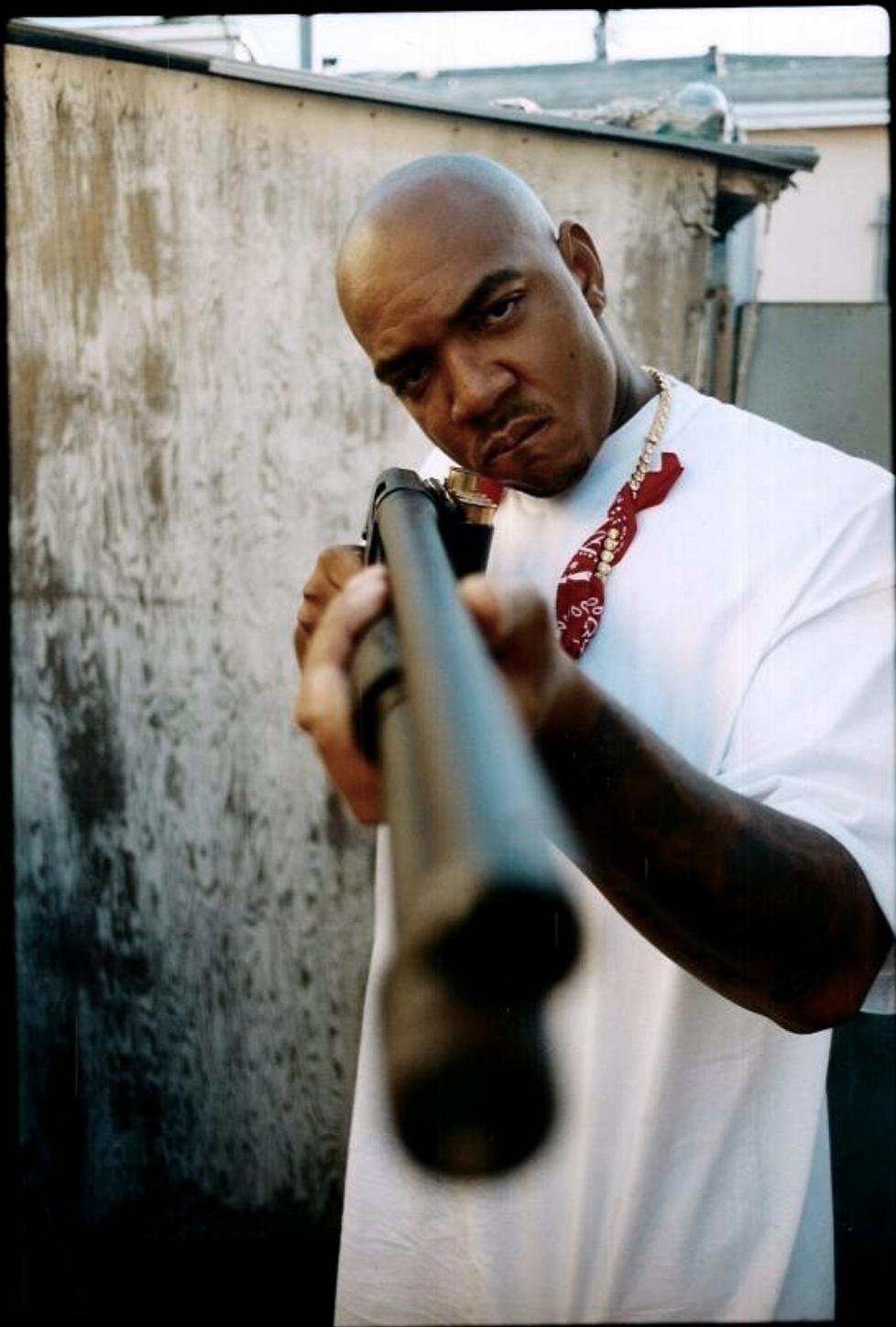
Who hiring?

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DOPE!!

SLEEPING GODDESS AT THE LOST GARDENS OF HELIGAN, ENGLAND





BIG FASE 100

BORN AND RAISED IN COMPTON

Big Fase 100. Compton Native. Rapper. Entrepeneur. Cedar Block Piru. Brother of Game.

What is your background?

I'm a West Coast representer by way of the city of Compton. Bompton on my side. Cedar Block Piru to be exact.

What was it like growing up in Compton?

Growing up in the city was crazy, hard, and fun at the same time if you can understand that. There were a lot of shootings, a lot of funerals, but overall I wouldn't change my locality if I could.

How did you get started in the music business?

Firstly, my dad (being a poet) inspired me to write rap lyrics which is just a modern form of the art. Secondly, and with probably a greater impact, I saw guys from my section makin dope music and was just taken. From Toddy T, Mixmaster Spade RIP, Mixmaster Ken and their whole crew, to Eazy E, Cube, Dr. Dre & MC Ren and the super push they made to take Compton global. I'm a fan of Hip Hop as a whole. I'm influenced by talent and creativity and there's a whole lot of it everywhere.

You had an issue with your brother, Game at a certain point. Has everything been resolved?

Time is the best medicine. Time heals. Through tragedy, namely the loss of my little homie, we have been on a positive page as brothers since his untimely passing.

How do you feel about Game's involvement in a lot of the street confrontations he has been having lately (40 Glock for example)? Do you think its hurting, or helping his career?

Game is Game. Niggas should know that by now. From a hustlers standpoint, if you're sellin something then all pub is good pub so....

Kendrick Lamar painted a great picture of Compton from his perspective in his "Good Kid, m.A.A.d city" album. Do you think he did it justice?

Kendrick Lamar is dope and I told niggas he was the truth long time ago. He painted a great picture from the position he is in and he is to be commended for rising up gang free out here.

Both Crips and Bloods are getting along today, especially within the entertainment industry. How is it for the cats who aren't of the industry and are out here doing what they do? Is there war going on in Cali, or is everything going smoothly for the most part?

The streets have changed drastically but the shit ain't stopped. Its a little bit more calm but the monsters still lurk in the shadows so unpredictability is high and shit can go down at anytime. Its harder to pinpoint where the shot came from when a nigga network done expanded out across gang lines like they have today.

How do you feel about the current state of West Coast Hip Hop?

I feel like we are held back and even though there is a demand for what we have and what we are, the risk is still too high and we are looked at as more of a liability than an asset to the check writers and people in position.

Who would you like to work with that you haven't already?

I don't like to do too much reaching because niggas be weird in this shit. I'm a real one. I extend my olive branch and I fuck with who wants to fuck with me and who respects my talent. Open invitation...

Are you involved in any other business ventures other than music?

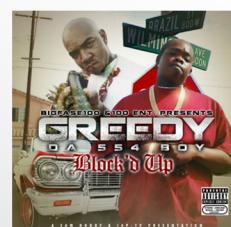
Other than my music, I buy and sell used cars and I try to be as active as i possibly can with my children, my "day job".

What is up next for Big Fase 100?

PIRUMINATI is my next project (releases in July) and we are wrapping up a OneHunnedEnt. compilation project plus several mixtapes from Boskoe100 B.F.L.Y. and the whole team.

How can people contact you for business and any last words?

I can be contacted directly for the time being via my Twitter account @bigfase100 or my business phone (862)BIG-FASE. Respect this nigga if you don't do nothing else with me. Respect Big Fase 100 as a true staple and a solid pillar of this West Coast Hop Hop shit and Hip Hop as a whole.





Explain your background.

I'm originally from Indianapolis, IN. 25th and LaSalle in Brightwood. My family and I moved to Brownsburg, IN when I was in 8th grade. I stayed there until I became an adult.

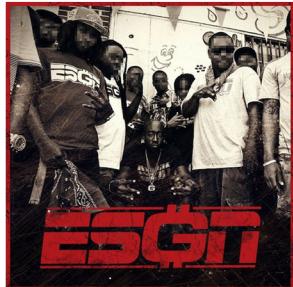
Brightwood to Brownsburg is a big change, culturally. Explain the difference between the two.

There are mostly whites in Brownsburg. They took a long while to get comfortable with blacks moving out there. It's a lot cleaner and more put together.

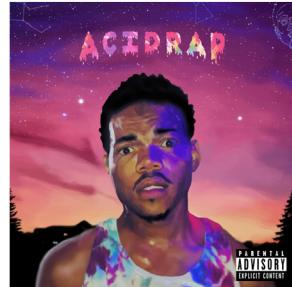
When did you start doing music and where do you draw from when writing?

I started soon after I got to Brownsburg. Some of it is personal, but a lot of it comes from the stuff going on around me. I get material just from chilling with the homies, listening to the stories they tell me. I don't want people to know a lot about my personal life. I think it diminishes the mystique of an artist.

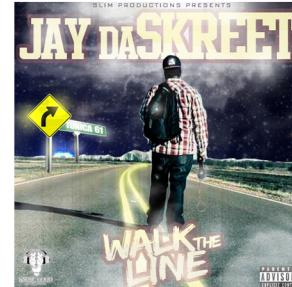
MIX PICKS



FREDDIE GIBBS
ESGN
GARY, INDIANA



CHANCE THE RAPPER
ACID RAP
CHICAGO, IL



JAY DASKREET
WALK THE LINE
TUNICA, MS

Check Me Out!

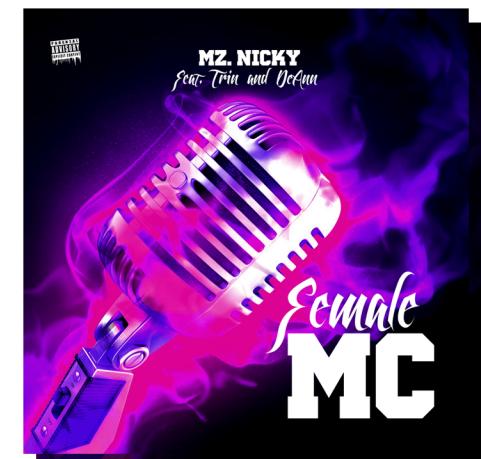
Mz. Nicky - Female MC

Nichole Ferguson better known by her stage name, Mz. Nicky, grew up in Madisonville (Madville), a neighborhood located in Cincinnati, OH.

Mz. Nicky developed a love for hip hop at a young age and began rapping and performing in talent shows while only in elementary school. Inspired by No Limit's first lady, Mia X, Mz. Nicky aspired to be a household name of rap and became a member of the group; Married to the Game, consisted of Cincinnati's most known female bosses.

Business woman, entrepreneur and independent artist, Mz. Nicky is the product of productiveness and perseverance. With her knowledge and understanding of the industry, she possesses essential tools needed to implement and execute her blueprint of success. Realizing the only way to the top is to keep pressing forward, Mz. Nicky is consistently in the lab perfecting her skills while pushing to gain recognition and respect in an industry predominantly comprised of her male counterparts.

Mz. Nicky's poetic fluidity and electric style of writing places her above the competition. Her lyrical ingenuity is indisputable and is evident in her chart climbing hits This Weekend and Caked Up. She's an emcee who's proven to be a tremendously talented and intuitive versifier who manages to deliver an arrangement of songs and music that are heard from the arch of St. Louis to the bays of California. Keep watch... she's just getting started.



Mz. Nicky's new single Entitled Female MC is definitely a banga. Produced by Natown (BMI) and featuring Trin and DeAnn both off the Natural Born HustleHers Label. Check It Out and send feedback, Interviews and drops requests to:

Booking: 513-200-4856. Email: Mznicky513@gmail.com. Website: www.naturalbornhustlehrs.com.



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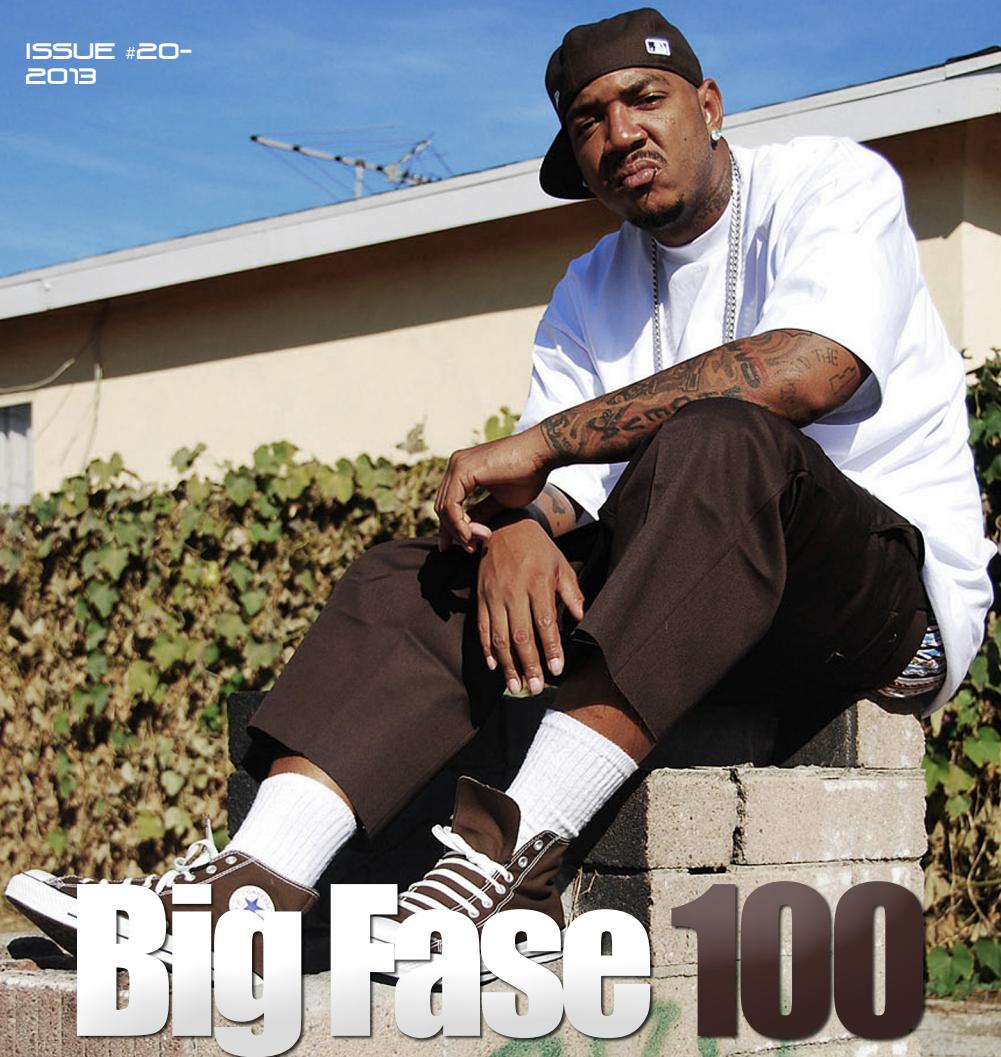
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