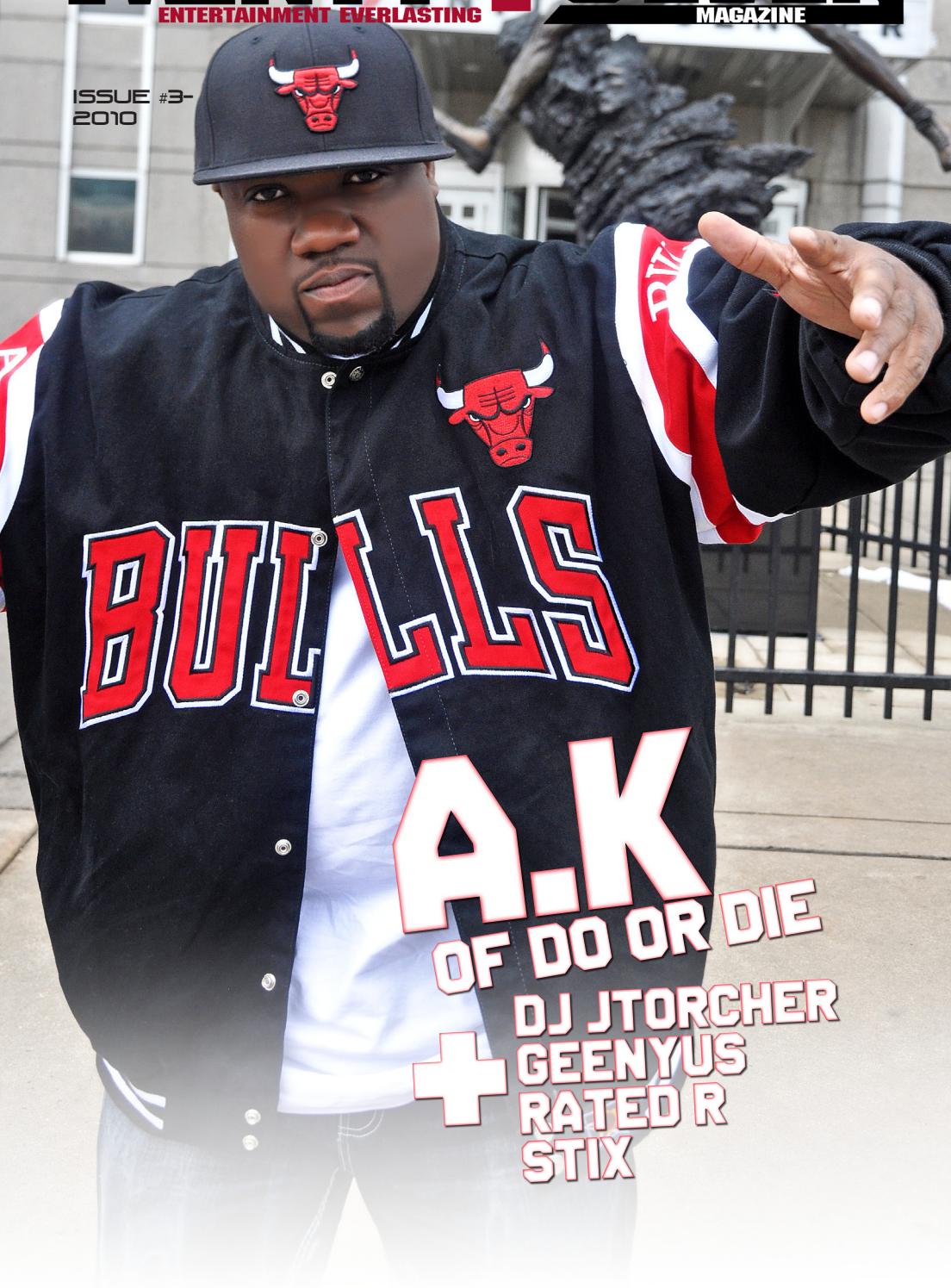


TWENTY4SEVEN

ENTERTAINMENT EVERLASTING

MAGAZINE

ISSUE #3-
2010



A.K.
OF DO OR DIE
+
DJ JTORCHER
GEENYUS
RATED R
STIX

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Another month, another issue, and another accomplishment. We have been going hard at overcoming the challenges that come with starting and maintaining a magazine. Even getting down to crunch time to meet deadlines has been an experience. But with any new company you have to start working with a system.

Thanks again for all of the constant feed back and support. Shout out to Lady Free and Cold-Hearted who not only blessed our last issue, but made it a collector's item. Over the past few months, we have been hitting new markets and getting a very warm embrace and we look forward to putting the magazine in those areas soon.

We have also covered some very interesting events and been added to some powerful movements. All those who want to be down with the movement hit us up because we are not just a magazine, we are a voice.

Lola D Star

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Photo by: Brightwood Entertainment

Special thanks to: B. Fox for holding us down and putting in the extra grind, AK for the opportunity, Paris Bruner and all of those who have made a contribution to the cause. There is no "I" in TEAM.

Last issue correction:
In issue #2 , we made a mistake by not including Cold-Hearted's sponsors.
For that, we apologize.

Shout out to :
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STIX

Yes, Its called "Late For Sound Check."

How did you come up with that title?

It just means I was a little late on the part of super stardom. The late part is that I got in the game late, but now I'm here. I must say I'm one of the best out here though. Sound check is just a metaphor for the big time.

Where can we get it?

Everywhere. Stores nationwide, Itunes, Rhapsody, Amazon, and my website Stix-world.com

Who have you collabed with?

Tyrese, James Leroy, as well as some upcoming artist I wanted to give some exposure. I do things for people that weren't done for me. I feel if you're talented you deserve to be seen.

How did you hook up with Tyrese?

We grew up together in the same neighborhood. I reached out to him and he didn't know I did music. We got together on some musical things and then he took me on two tours. He even had me on the set for Transformers. He does a lot for me and it's a blessing to have someone like him in your corner.

What are your plans after the music?

I got my own company called Sum Genius Entertainment. It's a multi purpose company that does music, film, TV, consulting, animation cartoons and the stock market. Just keep my money flipping.

How can people get in contact with you?

Myspace.com/wattscity, Twitter.com/wattsstix, or my website www.stixworld.com.

Do you have a project that is out or that you are working on?

GEENYUS

BY: BRANDON FOX

Where are you from?

I'm from Tennessee. I was born in Dyersburg. From Memphis to Nashville, Nashville to Clarksville, and most places in between, I lived there, and I'm known there.

How did you break into the industry and where did you get your name?

I've been doing this for a long time. I got offered my first deal at like 14 or 15, but I didn't think my business mind was strong enough to match my talent yet so I waited. Everybody called me "genius" since I'm smart, so when I jumped into the music I decided to use it. I am Geenius, and Geenius Muzik is what it is.

What projects are you working on?

I'm working on my second album, Shock Therapy, which will be out sometime this year. I'm also getting my feet wet on the production side of things, tracks on deck for sale.

Who are some of the other artists you've worked with?

I've worked with any artist I could get in the booth with, mostly in the Nashville, Franklin, and Atlanta, GA areas. I've done a collab with Tyrone from Brightwood Ent. out of Naptown, gonna do more with him and his camp, got a lot of production work from and did features for Thug Boy from Uptop Productions/Black Affair Music in Atlanta, a few others, anything to get heard.

Do you have other talents aside from rapping?

If it's got to do with music, I'm on it. I ghost write, make beats, mix songs, edit for radio play, etc. I can even sing, but I don't like to do it.

A lot of people probably don't know this, but you're still in school. What are you studying?

I've got a bachelor's degree in physics with a minor in math, and I graduate with a master's in physics in May. I'm big on education. I used to work for a yearbook company, used to see rappers smiling real big in pictures at the colleges they went to. But they don't ever talk about that in the music, just the block, the hustle. I've been there, done that. It ain't for me. Anybody can hustle if they can count, run, and not snitch. Everybody can't do what I do. So why not do it? All of it.



How is it being a single parent and balancing school and music?

It's just like anything that's worth doing, hard as HELL. It's taken a long time to drop a second album because my kids come first, then my education, then the music. I'll always be a beast on the mic and the beats, but the time to show my two sons how to be men is limited. I address all that in the music, especially in the song Nobody Knowz on my upcoming album.

How can we contact Geenius?

Anybody needing features, production, mixing, or studio time can reach me at (615) 948 - 6228, evilegeenius@geeniusmuzik.com, or egeenius@gmail.com. Or just geeniusmuzik.com. I'm always grinding, I never sleep. Holla at me.

RATED R

Rated R was born December 26th in the South Bronx, NY. His mother was a 16 year old single parent when his father left. Rated R's grandmother raised him for the most part. His mother had a drug addiction throughout his childhood, so he viewed her as a sister with a bad habit and struggled with respecting her. "I remember when my mother used to take me to different drug spots, nah mean, she would have me wait outside while she brought drugs. I knew what they were doing, but she would lie and tell me she was picking something up from her friend. I'll never forget this one time she left me outside while she went into this building. I seen this nigga give her crack, I was about ten. I went crying to my aunt's house. Since that day shit aint been the same."

School wasn't Rated R's strong point. He dropped out in the 8th grade and got mixed up with the wrong people. More time to spend in the streets lead to Rated R and the authorities becoming more acquainted throughout his teen years and on his 17th birthday, he went on a 3 year vacation. While there, he decided that music was the only way for him to make a living. "I was never really good with expressing my feelings, but music was a way out, the only way I knew how." His first free style was with Millano from ODG/D Block. Millano was the first person that showed him that rapping was more than just a hobby. Since then, the rest has been history. Rated R decided that there were too many distractions in the Bronx, and he needed a change.

He moved to Upstate NY with his aunt and 2 years later, his mother passed away. In a way it gave him motivation because he didn't want to just make it for himself, he wanted to make it for his family as well.



His mother left behind his two sisters and four brothers. Rated R's top priority is to take his family out of the hood and put his brothers and sisters through college. He has released 2 mixtapes "Bronx most wanted" and "The Real New York". He has also been featured on numerous mix tapes and is currently working on his first album "God Understands Me" which will drop in December. Rated R: "For me, this is more than music, it's a way of life".

EXPOSED!!

TWENTY4SEVEN MAGAZINE HAS DECIDED TO TAKE A DIFFERENT APPROACH WITH THIS SEGMENT OF "EXPOSED", WHICH WAS CREATED TO GIVE A VOICE TO THE PEOPLE....THE PEOPLE WHO DON'T BITE THEIR TONGUES. THIS TIME, THE "EXPOSER" DID NOT WISH TO REMAIN ANONYMOUS AND DECIDED TO GO THROUGH WITH THIS DESPITE MANY ATTEMPTS TO CHANGE HER MIND BY HER PEERS. SOMETIMES, YOU JUST HAVE TO GO WITH YOUR GUT. SO, WITH THAT BEING SAID.....IF YOUR NAME IS MENTIONED HERE, TOUGH LUCK....

YOU SHOULD HAVE KNOWN BETTER.

By: D-Abstract-1

On Feb. 12, 2010, the Earth House, allowed members of the Writer's BLOC, the band Souled Out and various Naptown poets to perform a Black History production, "To Dream in Color". The production was also sponsored by the NAACP..... or was it? Weeks before the show, the cast was under the impression that t-shirts, lighting and sound would be provided by the NAACP and donations would only be taken at the door. Originally, before the involvement of the NAACP, it was decided that the funds collected at the door would be donated between the Earth House and the Writer's BLOC. The Earth House (237 N. East Street, Indpls, In.), a beautiful facility that operates off of donations and volunteers , freely gives of their space and time every Friday (8pm - 11pm) for poets to bless the mic.

The Writer's BLOC, consist of a group of poets, musician, artist and DJ's that perform weekly throughout the city, also giving of their time in the community and on the mic. Unfortunately, 3 days before the show, the director had to cut the NAACP's involvement for lack of proper sponsorship. They had not contributed \$1 at this point nor had any creative input in the show. When this was expressed to the NAACP representative, (who shall remain nameless) it was stated that they had been meeting for weeks about the show, received a \$700 bill for the facility, had media coverage and made it appear as though the show would not be as successful without them. The director made the decision to keep them involved despite the fact that a few days prior to this conversation, it was stated that they did not have the budget for anything.

Their involvement consisted of Facebook flyers, which were also printed as the programs. The band, Souled Out, volunteered to sponsor whatever was needed 3 days prior to the show. The Earth House paid and provided the sound technician. The Writer's BLOC provided the light technician, 2 poets that were also in the show. Here it is less than 1 week after the show, and come to find out, there was no bill for \$700. The NAACP simply used their name to piggy back off of the efforts of the youth. The lesson here people...always do your research, because when it boils down to it, a name is a name and doesn't mean anything when you don't back up what you supposedly represent. NAACP, your representation precedes you and you have been EXPOSED.



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DJ KTONE

What sets you apart from other DJs?
My actual hustle. I dont just "DJ". I know how to get the most out of a situation and make it beneficial, where as a lot of djs just spin music. My grind and hustle is at 100%. Plus, I'm active in my community and giving back. A lot dont do that.

What do you look for in music that makes you want to play it?
As far as club music it just really has to knock, and that starts with the production. Then the hook and lyrics have to be catchy. But just personal play, I like to hear more of the lyrics, what they're talking and production too.

Who are some names you have broken?
Most recent off the top of my head: Chalie boy, Big Tuck and Fat B, Rockie, Young Doe, Innerstate Ike, DJ-Lo, Erk tha Jerk, and DC Don Juan. Not being scared to take chances playing music and breaking music is what a DJ is really suppose to do, not to have someone else tell us what to play.

What type of DJ are you? Are you a radio, club or mixtape DJ and what are the differences?
I do mixes for Sirius/XM, do many clubs, and a whole lot of mixtapes. With the radio stuff, I still have my freedom on XM, just small guidelines on certain artists to play or not play. In the club it's all about pleasing the patrons and club goers. You have to cater to the crowd. On mixtapes, that's where you get to show my talent and have my freedom for whatever I couldn't do in clubs or radio.

Do you do anything else other than DJ?
Yes. I am a FULL-TIME father, husband and son. I also do a lot of community work like Hip Hop for the Homeless project where we feed and provide clothes that we gathered to underprivileged and homeless.

What are some upcoming events you are part of?
I'm one of the only DJs from the West that is nominated for the 2k10 SEA's in Mississippi, and I also have my 3rd Annual Bday Bash the 3rd week of March w/ Chalie Boy, Fat B, Louisiana Cash, DC Don Juan, Tony Neal and more.

If someone wanted to contact you how can they reach you.
www.djktone.com, email stillivinelite, call 720 404 6767 or hit me on twitter @djktone. For booking, contact my mgr Jonny Shuman: upfronter@gmail.com

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A.K OF "DO OR DIE"

BY: MICHAEL HARRIS

What's been going on with Do or Die?

We're all good man. I'm continuing as a solo artist, Nard is doin his thing and getting his album together, and Belo has three albums and two books together. Even though we've had a few obstacles, like Belo being locked up, we're still going strong and making albums.

Has the incident with Belo affected your music career?

Naw, it just gave me a chance to take on new ventures and push with or without Belo. His style is our style so he'll always be in the midst of everything we do as Do or Die.

So what happened with your record deals with Rap-A-Lot and The Legion?

The contract ended with Rap-A-Lot. As far as Legion, I decided to start my own label and he wanted to do his so we parted ways but everything's still good.

What's your relationship like with other Chi-town artists?

It's wonderful, from the younger artists all the way up to the older artists who've been in the game for awhile.

Is the recording process harder doing a solo project vs. a group project?

No, actually it's a lot easier because you can do what you want to do. When you're working with two other people you have to incorporate their ideas. By being a solo artist I have the freedom to be me.

Do you ever feel the need to change anything in your music to fit what's "hot" in today's music?

Not at all, the industry loves originality and that's what I feel I need to stick with.

What's the name of your new single?

It's called "Sex Drive" and it's hot to def.

Does it have the same feel as the old Do or Die?

It's up to the standards of what's going on today and it still has some of our D.O.D. flavor with it.

Who are some of the artists you've worked with on this project?

I got Shay V, Johnny P, Twista, Cold Hard from Crucial Conflict, and The Synpaz. I did a whole Chi-town callabo.

When can we expect it to drop?

We are looking to drop it around May or June.

Are you signed with anyone now or will this be an independent release?

It's going to be released by my label, Round Table Records, which is an independent.

Do you have anyone signed that you want to mention?

Yeah, we have a young lady named Shay V and an artist named Genesis out of Milwaukee.

What else can we expect from you?

Expect a lot! I'm doing seven albums in one year where D.O.D. did seven albums in ten years. I'm going to be releasing mix tapes like crazy, and be on the lookout for my album "Picture That" coming in May or June.

What's your take on rappers today?

Rappers are evolving, music is evolving. People complain about how they don't like certain things but it's just music and the rap game so you have to respect it for what it is.

Is there anything you want to say to your fans?

Yea, just know that we will always keep our music original. We're going to continue to make what you love to hear and we got your back at all times.

Presented By:
NVY MODELS *Ny*

Chalita
36-29-41

Representing "NVY Models", Chalita is an up and coming model who enjoys traveling, shopping, cooking, and her specialty which is doing hair and make up.

Photo By: Elite Media

INDUSTRY NOTES

The Proper Way to Promote Yourselves

By: Judy Jones

Although there is no one set way to promote, you have to know your target audience. The people who buy rap music downloads are 12-18 years old and live at home with their parents. After that the R&B buyers are the parents themselves 35 and over, there really is no in-between.

If you are a rap artist that is making so called "Gangsta Rap", your sales are extinct. Simple, Clubby beats that any baby can dance to and chant is what will bring you the sales. The music game is now the music business. You need to have a marketing plan, a Viral marketing team, and most of all you need to target your audience with product they are sure to want to buy. Parents will buy "Stanky leg" for their kids because they are going around the house chanting "Do the Stanky Leg, Do the Stanky Leg", and some will buy it for themselves because they like the repetition of the song and it sticks in their heads.

Whether you are an R&B or a Rap artist you need to not only sing from your heart, you need to make it a movie that anyone can visualize. Don't just get a beat from your boy, invest in a good producer, good engineer and most of all a reputable mastering company. You want your sound to stand out above everybody else's and be proud to say, This is Me". Stay in the Clubs, get all the Dj's emails and be sociable with them. Get the feed back take a flip camera record the crowd reaction to your song while the dj is spinning it. This will let you know if you have the right single or not. Always test the market.

Once you have your materials in line, don't be afraid to get with a good PR Firm that can help to brand you and target the magazines, newspapers and television shows in your target markets. Remember, "Out of Sight, Is Out of Mind."

For more info contact jjonesent@gmail.com

TEEN TALK WITH PARIS BRUNER

In the city of Indianapolis, poverty, un-employment, murder and teenage pregnancy have become an uprising epidemic in the inner city and surrounding areas. Things just seem to get harder everyday and where there is no way, people fight to make one, even if it's illegal. So I feel as a young, inner city, african american women, I should express my opinion on todays youth. Not only for the youth of Indianapolis but for the youth of America as well.

I feel as if there is a way to do positive but in order to do so we must learn to think positive. These streets may offer fast money, but along with that fast cash comes a quick end to a short life. All money is not good money and I would much rather work for a slow nickle than face time for a quick dime. Not only is it not safe, the things that you do can only help to effectively destroy the community you live in, and even hurt the people closest to you.

I am not a mother yet but I do feel that I should discuss the importance of teen pregnancy. Amongst the african american population it is most common. As a young women that I've grown to be, I want to say if your going to have sex atleast protect yourself because it's wrong to bring a child in this world that you can't provide for. Even more wrong to risk infecting that child with STD's before it's even conceived. Everybody deserves a chance to do something effective. So speaking to the youth of america, you all need to make a impression on the world and show them that your worth something. Be active in your communities, go to school, protect yourself, young men pull your pants up and put on a tie to make your mother smile sometimes. Ladies have class, quit posting all these half naked pictures online.

If your trying to get a good job, with today's technology, they can see and know everything about you. Be strong young people, because to be respected you have to have self respect discipline because if you end up in the system then you mind as well change it to your last name because all the bad things will follow you forever. The pride you'll receive from doing something good will influence the people around you.



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THA TAKEOVER

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Where are you from?

I represent Naptown, 317 all day, everyday.

How long have you been DJ'ing?

I've been DJ'in for about 10 years strong and don't plan on stopping anytime soon.

What made you want to be a DJ?

I've just always loved music and wanted to get more involved. I remember watching DJ LP when I was younger. I would go home to practice and try to figure out how to do the tricks that I saw him do. That just gave me the drive to get better and better.

What sets you apart from other DJs?

I am unpredictable and my style is like no other DJ. I'm not one of those DJ's that's scared to stick their necks on the line to break an artist or get them hot. I'm also not a programmable DJ. I'll be damned if you try to tell me what I can and can't play. It's not really DJ'ing if you're scared to play what you think should be broken and want to follow other DJ's. As a true DJ, we control the market and that needs to be known, recognized, and rectified!

What do you look for in a song that makes you want to play it?

I just know from having so much experience. I get a feeling and I know what's hot. Sometimes you have to take chances and I'm one of those DJ's who love to do that, that's how you break records.

Who are some of the artists you have broken?

I was one of the first DJ's to help break T- Pain, Plies, G Mack (Kentucky) and Twista (Chicago) into this market. As of now, there are a lot of people I'm working with to break such as Montana Da Mac (Atlanta, Ga), Mouse (Louisiana), Sirverse (Ohio), John Blu (Chicago, Il), Johnny B. (Cincinnati, Ohio), Tyrone (Indianapolis, In), and B.O.E (Indianapolis, In)...

What is the meaning of being a DJ in today's music, with so many people trying to do it now?

Being a real DJ means you put your reputation on the line to break a new artist that hasn't been broken in your market, taking a stand behind your project, and pushing it. Nowadays there are so many posers who call themselves DJ's. Just because you go out and buy a computer and a DJ program does not make you a DJ. Not saying that can't happen, but it makes it hard for me to respect you if you have never had to carry records to a party to DJ. If you can't blend two songs together, you're not a DJ. It's more than playing one song at a time, that's not DJ'ing. You have to know how to control and rock a crowd to keep them interested.

Are you a radio, club or mixtape DJ?

I'm a club and mixtape DJ but I have my own radio station, "Heat Spinner Radio". It's heard worldwide and detects artist spins (plays). If you want to be heard, get at us.

Do you do anything else other than DJ?

I am the Vice President of HeatSpinner DJs, a DJ coalition in the Midwest. I run the record pool mixer with artists that we are currently breaking in our market. You can reach us at heatspinnerdjs@gmail.com if you would like us to break you. Every month we are looking for new artists to perform at the mixer.

What are some upcoming events you are part of?

The "Midwest Music Convention" (August), Monthly Mixers, & Derby 2010.

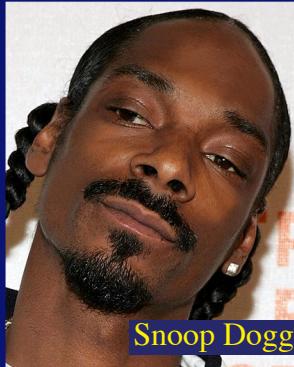
If someone wanted to contact you how can they reach you?

www.myspace.com/djtorcher, jtorcher@gmail.com, or Facebook, Username: DJ Jtorcher

Is there anything else you would like to say to our readers?

I just have to say one thing. If it weren't for three people, I would not be were I am today. Thanks to Toke, DJ LP, and Lucky The Promo King. They have helped me throughout my entire career. I also want to thank anyone who has ever helped, supported, and believed in me. A word of advice to you is don't ever forget where you came from or bite the hand that feeds you, always stay loyal.

Shout outs to: Toke, DJ LP, Lucky The Promo King, DJ Kaos, and all the Heat Spinner DJs , 2Hard DJs, HitBreaker DJs, City Music, B.O.E, Tyrone (Brightwood Ent.), K Rizz , Yung Tre, G Mack, Jim E. Mac, Judy Jones. Uncle Scrap, Sirverse, Hotel, RuffChild Ent. To my fam and anybody im affiliated with that has supported me from day 1, sorry if I forgot you.....I still got you!!!



Snoop Dogg

WATCHA TALKIN?
BY: BRANDON FOX

With the release of his 10th solo album, the Doggfather is back at it again and Twenty-4seven Magazine caught up with him for an exclusive interview.

How are you feeling man?
I'm good, what's up with you lil homie?

Great, is this your first time in Indy?
Naw, I've been here before but this is my first time rocking in this club right here. The Vogue, and I'm happy to be here. I brought Redman, Method Man, Devin the Dude, The Dogg Pound, Lady of Rage and we just came to do what we do.

And yall rocked it, everybody did their thing and the crowd was loving it.

I appreciate that man, that's what it's all about.

What are some of the things you're working on now?

I just finished up my new record Malice in Wonderland and I have a movie coming out as well. I'm pushing and promoting Doggystyle Records and Priority Records at the same time. I'm just trying to elevate, educate; you know, keep the music going as well as being a positive role model to the youth out there.

Now where did the concept for your latest record "Malice in Wonderland" come from? The concept came from the great Lalo Schifrin (ya know what I'm saying) who composed Mission Impossible. Me and him was in the studio one day. He produced a track for me, and he gave me the idea for the title of the record and I liked it. It's been on my heart for a long time to put out a record that felt completely different than what I could normally come up with so I took his concept and idea and ran with it.

Outside of Snoop the entertainer, we all got a chance to see the man behind the music on your show Snoop Dogg's Fatherhood, how is everyone doing?

Aw, everyone's doing real smooth. I want to shoot a shout out to the family right now and everybody at home. I know yall reading this right now.

We know you're a busy man so I want to thank you for your time, do you have any last words?

It was a pleasure man. Make sure yall go cop my new album "Malice and Wonderland" which is in stores right now.

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