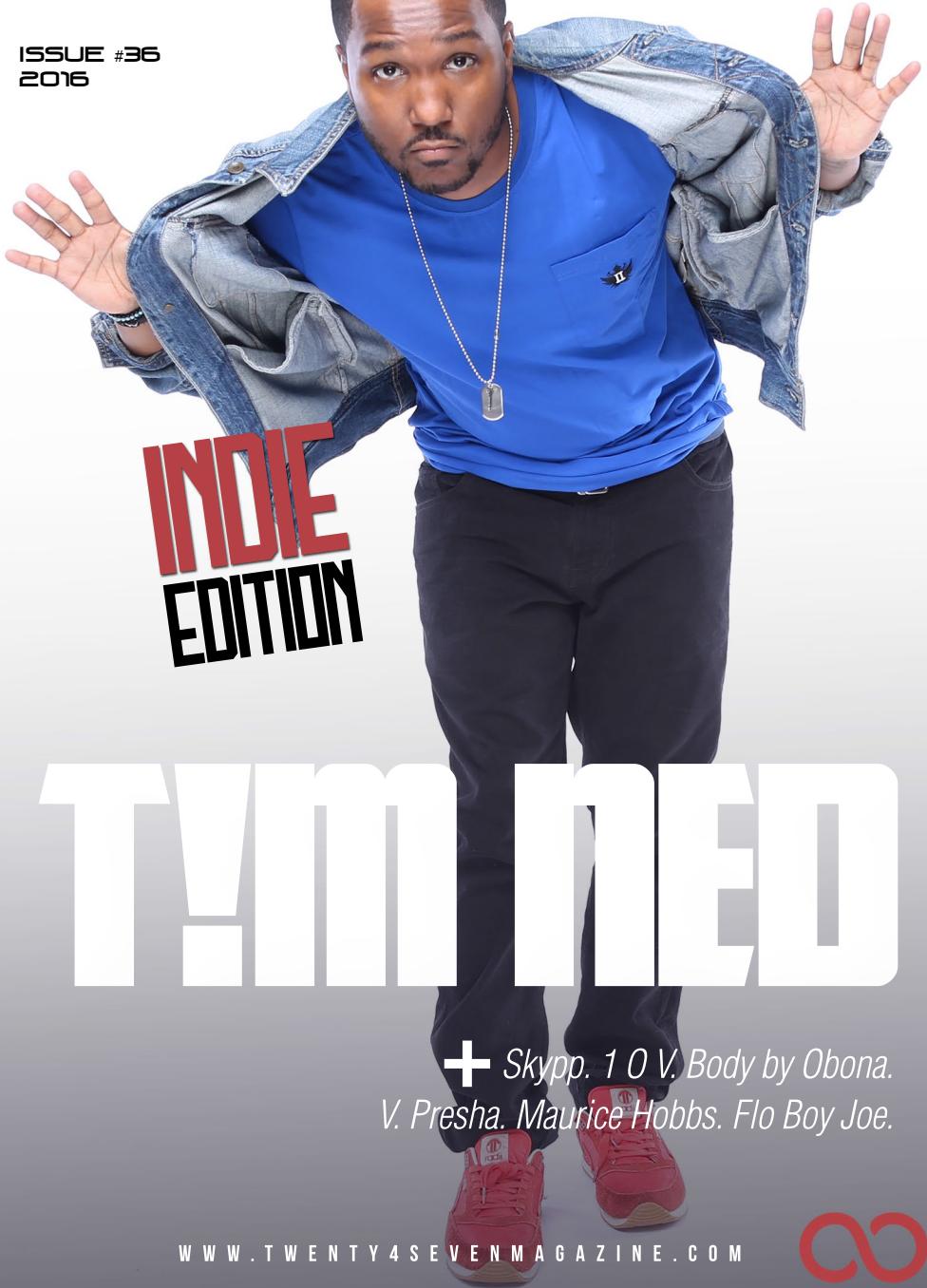


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ENTERTAINMENT MAGAZINE

ISSUE #36
2016



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V. Presha. Maurice Hobbs. Flo Boy Joe.*

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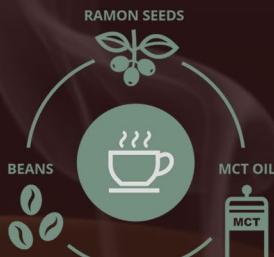
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What up world? I was in my 2nd year of college when I got involved in the entertainment business. I was an aspiring rapper and I had no clue as to how I was going to get ahead. This was around the time the general public's use of the internet started to grow at a rapid pace so, aside from posting "ASL" in the AOL chatrooms, I was researching everything I could about the music business, reading every article I could find. I really want to thank Wendy Day for that early help. Her articles where amazing. If you don't know who that is, google is your friend.

Using everything I've learned over the years, I aim to help independent entertainers as much as I can, especially being that I did not have the same outlets as they do today. With this issue, we're focusing on the independents to help give them the coverage they need. You never know who the stars of tomorrow may be and it's always good to be able see people start from the ground up and become successful. Good luck to everyone we've featured this issue. Grind hard.

Sidenote: We'd like to welcome our new rep Roscoe to the squad. Roscoe will be handling business on our behalf in the state of Michigan. Contact him on Facebook at Roscoe Kellum, IG @scomakinghits, his website www.mainstreetpromotions.biz or via email at scoaboutmoney@yahoo.com.

P.S. Lol No, we don't look alike.



TWENTY4SEVEN

ENTERTAINMENT EVERLASTING

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10V

MAKIN' NOISE

Q&A By T4S Staff

Introduce yourself for us. Also, explain the name, "1 O V".
My name is 1 O V and I'm from Detroit, Michigan. I'm a rapper/producer and I've been rapping since I was 9. 1 O V is short for "10VAKIND".

What is the name of your album and single?
The title of my debut album is, "As I Know It". The singles from the project are "HAMATORY" and "Self Esteem". Also, I'm currently finishing up "#TGME", a mixtape.

What artists would you like to work with if given the opportunity?
Jay Z, Jeezy, Kendrick Lamar, Andre 3000 and Eminem are at the top of my list.

What's the hardest part about the business for you?
The hardest part about the music business to me so far would be the lack of support, even in Detroit. People only support who they see others supporting. Too much of the monkey effect.

What's been your biggest achievement thus far?
My biggest achievement so far is producing, recording, funding and releasing my whole debut album from start to finish. I'm proud of myself for that because for years I've procrastinated with investing in my solo project.

What else do you feel you bring to the game?
Currently, most rappers are scared to be themselves. They all look, move and sound like someone from Atlanta. That's no disrespect to anyone in the A, but I believe I bring individuality to the game, definitely.

What's your contact info?
1ov.rocks, 1OV 10VAKIND on Youtube, @1_o_v on Instagram, @1OV313 on Twitter and 1OV on SoundCloud. I can be reached by phone at 586-765-6431.



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FAMILY BUSINESS

V. PRESHA MOAK ENT.

Q&A By T4S Staff

Where are you from and when did you get off into music?
V. Presha: I was born in Corpus Christi, Texas and raised in Jacksonville, Florida's Duval county. I got into music after going to a Fresh Festival with LL Cool J and Public Enemy.

Maurice Hobbs: I'm from Jacksonville, Florida and I got into to music by hearing my dad record a lot and watching the lifestyle of other famous rappers living the life I wanted.



What was it like when you started compared to now?
VP: I would say it was harder back when I first decided to get into music, but a lot easier to get the DJs to play your new records if the music was good.
MH: In the beginning, I didn't take it as serious. It wasn't until just a few months ago that I started promoting myself.

Have you transitioned your sound to fit in with the younger generation?

VP: I would believe so. I started off as a DJ so that gave me an advantage to know what was good and what people would like versus not.
MH: I am the younger generation.

Do you own your label and if so when did you start it?

VP: Yes, we started Moak Entertainment a few years back. It wasn't intended to be a record label, but it involved into one. Maurice is signed under me.

What has been your biggest hurdles in this industry?

VP: I would say my biggest hurdle was getting new people to open up to me about the music business and tell me the truth.

MH: One of the biggest hurdles I've came across in the music industry is not being able to collaborate with all the people I want, which will change very soon.

MAURICE HOBBS MOAK ENT.



So, what is it like being the boss and artist?

VP: I wouldn't call myself a boss. I just consider myself a songwriter that couldn't get his hit songs to the right people.
MH: The feeling of being an artist and having people show up to your performances is an amazing experience.

How many albums have put out and what is your newest record?

VP: I have enough material recorded for about two albums, but I just released singles with the hopes to get a major artist to pick up on so many songs.

MH: I've put out no albums and my newest record is, "Run Up A Check" featuring Bezz Believe from Kevin Gates' label "Bread Winners Association".

V. Presha, how has the response been to "Pop Bottles"?

VP: I would say the response has been great because all the songs were written with intent to give to another artist. So, in order to give them something you have to be at the top quality of their own music for them to even consider it so "Pop Bottles", "She's on me", and "All the way" are songs that I've written for other artists.

MH: I think the response we got on his newest song, "She's on me" featuring Honorebal was better than the response so far to "Pop Bottles".

What was your response when your son said he wanted to be a rapper as well?
VP: What a blessing. I knew he was good at 12 and I'm going to publicly put some old stuff up from him. He recorded his very first song at 11.

How do people react when they realize you two are related?

VP: People have a positive look on it that I encourage him to do what he likes to do, but it's kind of hard to be in the house when you're recording every day and you hear music not to enjoy and want to do it.

Who is the better rapper between the two of you?

MH: There's times where we freestyle battle, but in my opinion we tell whose best by the numbers of the songs.

How can people contact you two?

Contact us at www.moakent.com or on IG @moakent and @mauricehobbs.



Lost sixty lbs and all medication!



BODY By OBONA
Interview by Tyrone Davis



"Always be stronger than your excuses"

If you're looking for an effective way to get healthy and in shape, look no further. "Body By Obona" is a rapidly growing program aimed at not only helping people physically, but mentally as well. We had a chance to speak with owner, Obona Moren to find out why his company has been taking the web by storm. Get hip. Get healthy.

Where did you grow up and how did you get into fitness?

I grew up in Washington D.C.. I played sports in school and was always very athletic and health conscious so I gravitated towards fitness. I studied Exercise Physiology in college.

When did you decide to create "Body by Obona"? In March of 2012, I began creating a buzz with the results from my clients. I officially created "Body By Obona" in December of 2015.

How important is it being an entrepreneur?

It's very important. Not everyone can do it and be successful at it. A person has to face failure and overcome the fear of failure and be able to persist through constant failures and learning curves. I've become that person.

Your company has been crowned "The Fastest Growing Fitness Company" in 2016. What was the turning point that took it to the next level. Was it a particular client?

It was my Client Forum. Once I established a place for my clients to congregate and connect, a strong line of retention and growth began.

How does your workout and meal plan differ from others that are out there?

My meal plan is personalized, where others aren't. I customize each plan around the individual. While there are similarities, no two plans are the same. My workout regiments are also case specific. They're based around the level of fitness of each client and are designed to make the client stronger and their body tighter, all while being mindful of their limitations.

Are your meal plans vegan or vegetarian based? If so, what is the difference between the two?

No, they're not. However, I have created several vegan and vegetarian plans. While Vegetarians avoid any type of meat, vegans are much stricter in their approach, consuming no animal products at all, including eggs and honey. I have a few clients that are vegetarian or vegan and I construct a plan around their current eating habits. But, my plan's aren't based on that. They're based on the individual.

What do you think is the biggest obstacle for people who want to lose weight?

The biggest obstacle is commitment. A person will start off good with enthusiasm and then after a couple of weeks they lose steam and slowly revert back to their old eating habits. If they keep that initial fire throughout the journey, success would be inevitable. My goal is to keep a constant reminder of WHY they joined my program and by doing this

it refuels that "first week" enthusiasm, ending in more success for my clients.

Losing too much weight too quickly can be unhealthy. What is a healthy amount of weight to lose on a monthly basis?

Depending on how much they need to lose, this can vary. 10lbs - 20lbs is ideal.

After a client has lost a lot of weight, what happens to the extra skin? Do you have any techniques to help your clients tighten back up?

Absolutely. The workout is what makes the skin tighten. After a client is down 25lbs, I do a complimentary meal plan adjustment. However, I don't wait until they reach their goal weight. I instill the values of exercise during the process so the skin gradually tightens as the weight comes off.

We're going to throw a few words out there. Say whatever comes to mind:

A. Metabolism

Furnace. Fire pit for body fat.

B. Nutrition

Fuel for your body to operate.

C. Motivation

Whatever makes you get up, go to work, pay bills, budget, exercise, sacrifice, etc. Whatever that is, from your past or existing family, friends, or even yourself. That's your source motivation. Embrace it.

What has been the craziest "excuse" you've heard for why someone is not pushing to get in shape?

I just loooooove sweets, fried food, and partying. I can't make time to get in shape. My response was "Do you also love hospital beds? Because that's where that will land you."

Being that you can consult your clients online, how important is it to actually meet them in person?

Detrimental. I traveled to 11 cities and states in 2016 and met over 1,000 clients. To be able to shake the hand of someone who has trust me with their life is priceless to me.

What do you think has been most effective in increasing your clientele?

Without a doubt it's the results of existing clients.

Tell us about your client forum.

It's a place where everyone breathes positivity. Every post, comment, picture, or video is uplifting, motivating and encouraging. My client forum has grown to nearly 3,000 clients in 6 months. We do a weigh in event every other week and each weigh in we total up the grand amount of weight loss as a family. We're over 1,000 pounds at each weigh in and we reached nearly 2,000 pounds once as well. Together, we've lost a rough estimate of over 15,000 pounds this year. Those are astonishing numbers, but they're real. Every 2 or 3 pounds lost counts and goes into a pot. The clients love it and the energy is crazy! Clients have flown from

various parts of America to meet each other, have dinner, and hang out and Bonds are created worldwide. We have clients in Australia that are coming to Vegas next year and nearly 100 clients are all meeting there. It's amazing. Once you're in the forum, you're a part of a family.

Cardio vs. Weight Training: Which is most important or do they both go hand and hand?

They go hand in hand. Cardio is for your internal organs, your heart and lungs. The more cardio you do, the more endurance you have, meaning the stronger your insides are. Weight Training is for your exterior. It shapes, sculpts, and defines your body into what you want it to be.

You seem to be an advocate for women in particular. Break down your following quotes:

A. "Single mothers don't get enough credit."

Being raised without my biological father, I saw first hand the hardships a single mother deals with. We often overlook the sacrifice women make for their children. I try not to. I've sat at the table and ate while my mother drank water because she said, "I ate already" and I knew she didn't. A single mother represents my own mother and that's the reason I stand behind them.

B. "Marriage makes you married, Loyalty makes you committed"

Women often get the two confused. So many are fighting for a wedding instead of fighting for a commitment by wishing for a man that will marry them instead of wishing for a man to be loyal to them. Married men cheat all the time. "Putting a ring on it" means nothing if she has to keep a "leash" on him.

C. "Fellas, you have to stop making women who have high self esteem feel like they're the problem when we know the odds were never in her favor. It was our fault from the beginning."

Men tend manipulate women into dropping their standards, instead of rising to meet them.

What is your definition of a "real man"?

A "real man" is a man that takes care of his responsibilities. He protects and provides for his family. He stands on his own two feet and doesn't ask for hand outs. He persists until he overcomes adversity. He uses his journey through life to teach his children, without them having to experience it. He never, ever quits....Ever.

Finish this sentence: For one to live a healthy and happy life overall....

They have to be happy with themselves, content with who they are and the person they've become.

Lastly, how can people contact you for your help?

Contact me via FB: Body By Obona, Email: BodyByObona@gmail.com, or call my Business Line: 725-MyObona. Website: www.bodybyobonallc.com.

Any last words?

Always be stronger than your excuses....

T!M NED FAITH

Words and interview by Moses Gates

Houston based Tim Ned is a producer, artist, songwriter and a force to be reckoned with. Originally from Ft. Worth, Tim grew up a military brat and traveled the world at a young age and was exposed to many different cultures, which influences his music. Check him out.

How did you get into music?

I instantly fell in love with music, waking up to my dad's wide selection from Otis Redding to Sade. I was always drawn to the sounds and feelings I would get from listening to those songs. I got introduced to Hip-Hop during the Dr. Dre and Snoop era with Death Row after listening to "The Chronic" and "Doggystyle" until the tapes popped. I then decided I wanted to do music. I was a pianist for churches for about 6 years, prior to producing, then becoming an artist.

Tell us about some of your past projects?

I produced my first mixtape titled, "Sky High" in 2010. It was a collection of records I had demoed for a lot of the artists I was working with at the time. They encouraged me to keep the records and branch out to become an artist. In 2014, I produced a "ReMixTape" titled, "My Canvas" which was a project featuring a collection of various genres of music & different artists. I created remixes to each song.

Being that you've just released a new single that is doing well, would you consider it your "break out single" or have you already had one?

I believe I did. The record is called, "Can't Stop Flexin" featuring Fat Pimp. It has been played several times at the Toyota Center during the Rockets games and several times on 97.9 The Box as well. It's has also been placed on a lot of DJ's mixtapes and is still making its way into clubs and radio stations.

What is the single you are pushing now and what was the motivation behind it?

The record I just dropped is called, "My Life" which is produced by myself. This is a more personal record for the listeners to have an up close and personal experience with my music and my transition from California to Texas.

We hear you've worked with a few notable names. Who are some of them?

I've produced records for R. Kelly, Lil KeKe, Nipsey Hussle, Snootie Wild and more.

What has been your biggest highlight in your career

thus far?

My biggest highlight thus far is having a solid team that is truly supportive and hardworking in pursuit of ultimate success. We recently had an event called, "Loud Live" which was our first sold out event.

When can we expect an album from you?

The EP will be coming out Jan. 2017

Being from Ft. Worth, do you get musical respect from artist in Houston?

Yes, but not just in Houston. I believe I get respect in every city I have the pleasure of encountering.

Most artist hate being compared to other artist, but if you had to compare yourself with anyone who would it be?

A lot of people compare me to Pharrell. I love the ability to explore different genres and styles of music and blend them together to create a new sound and feel.

What is one lesson about the entertainment game that you have learned so far?

The art of patience is very key. Also to remain loyal to those who are and have been loyal to you.

We understand you're signed to an indie label but are about to make a major move with Microsoft. Can you give us any details?

My team, L.O.U.D. Muzik had a successful event at the Microsoft store in the Galleria in Houston. Microsoft and ourselves exchanged different ideas and the idea of a Microsoft store tour was put into action to support the EP and Microsoft music's platform titled Groove Music.

We met you a few years ago at a music conference and you have continued to strive since then. What has been your secret to success?

The secret is FAITH, the ability to have a vision and belief in the process, and most importantly believe in myself and the people around me that bring out the best in me.

What else can we expect from you soon?

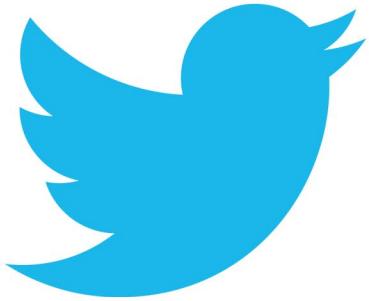
The EP, the Microsoft Store Tour, producing more records for other artists, and landing placements for more TV, films, and video games.

Contact Tim Ned:

@officialtimned (IG), Tim Ned (Facebook) @timned (Twitter), T!M NED (Pandora, Spotify, Apple Music, Google Play, Tidal and SoundCloud). Also, check out www.loudmuzik.com for new updates.



PHOTOS BY
RON J PHOTOGRAPHY



THE BARBERSHOP



KANYE

@macktology101: Kanye a weirdo but his fans swear he a genius

@mykectown: Real talk. All jokes aside. I'm starting to think this might be a mental illness issue. I hope someone really checks on Kanye.

@HaroldBingo: "please get help, Kanye, but if you could keep doing shows in the meantime, that'd be great"

@andrewschulz : Yo when Kanye abruptly ended the concert, how long did it take for the stage to slowly move back to a place where he could get off?

@JaiWolfx: it becomes increasingly more difficult to defend Kanye with each passing year :(

@_BluRay_: Well well well.....Kanye talked all that shit about Beyoncé and less than 24 hours the remaining of his tour is CANCELLED. You won't win!

@GUNSandcrayons: I'm calling it right now Kanye gonna expose the illuminati soon lol

BUCKETS!

OBAMA OUT



D NECHELLE BEAUTY OF THE MONTH



HOMETOWN: CLEVELAND, OH
MEASUREMENTS: 34-26-36

D HAS BEEN MODELING SINCE THE AGE OF 14 AND IS A HIP-HOP DANCER/CHOREOGRAPHER. SHE ALSO TEACHES CPR TO HEALTH PROFESSIONALS.

PHOTO: SYLVEN LAMAR OF SNYPERSHOTS

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PHOTOS BY
LUCKY SMITH

Words and interview by: Moses Gates

Indianapolis native, Skyp has been working the Indiana scene and surrounding areas for quite awhile now. Here we discuss his passion for music, friendship, his latest project, "Jaffe" and bottled water.

When did you get into music?

I got into music when I was a Freshman in high school and by Sophomore year I had majority of the school supporting me. That's when I realized that I had something.

What type of impact has music made on your life?

Music has been a whole new life for me. I was one of the kids who knew college wasn't an option. I felt like I was too creative and smart and I could do it on my own. That may not have been the smartest mindset, but it hasn't turned out so bad.

What is one of the most important things you learned about the business?

I learned that emotions have to be non-existent! Business is business and emotion is emotion. They're not meant to be mixed.

You built a nice buzz on Soundcloud. Explain "#SkypSaturdays" and how it came about?

I started #SkypSaturdays in 2011. It was one of the many ideas that go through my head but I actually executed this one. It is an online weekly freestyle series that recently reached 112 editions.

Other than being consistant, what are other factors that have contributed to your success?

Remaining true to myself and my craft. I could've went commercial a long time ago but I stayed true to what I believe. I've been working hard, too. Hard work has always been second nature to me.

You have featured on quite a few records. Which is your favorite and why?

I did a feature for an artist named Chuck Mason back in 2011. FYI, Chuck also happens to be my blood cousin. We found that out a year or two before we did the record. This song is what put me on the map and for that reason alone, it is my favorite feature. The song is called, "See Me Now" and it also features Maxie aka Yung Tone.

A lot of people believe if you come from the streets you have to be a "trap rapper". You seem to have chosen a different route. Why is that?

Every decision I've made was a natural decision. Maybe it was the music I listened to growing up. I'm not sure. But, I just gravitated towards what I call, "Sophisticated Street Music" which is soulful music with street stories.

How many projects have you put out so far?

I've put out 4 solo projects and 2 collaboration projects. Only 2 of these projects have been properly distributed. Those two are, "Humility (2015)"

and my latest, "Jaffe (2016)". The other four are "Written and Directed (2011)" and "Sophisticated Street Music (2012)". The two collaboration projects were "Great", and "Another Rapper 1 & 2" with Lil Billy of HFBT.

Tell us about your latest project, "Jaffe". What can people expect from it?

"Jaffe" is a very flexible album. It covers just about all bases from my personal life, to the club, to relationships and more.

What is the meaning behind, "Jaffe"?

"Jaffe" is the last name of my best friend Dakarai, who was killed in 2011. The word "Jaffe" basically means loyal and humbled, which where two of Dakarai's many characteristics.

Tell us about your single, "Bottled Water"?

I wrote the song when I saw a bottle of water sitting on the desk. I needed inspiration and I've always been the type to turn objects into songs. So, I thought about what a bottle of water meant to me and "Bottled Water" was born.

What has been the biggest highlight of your career thus far?

The biggest highlight of my career was performing at the KFC Yum Center. The feeling of being on stage at an arena is unreal. It doesn't get much bigger than that!

Who are some of the bigger names you have opened up for?

I've opened for Floetry, Mystikal, Babyface, Yo Gotti, Anthony Hamilton, Toni Braxton among others.

Do you have any other accolades worth mentioning?

I won "Music Video of the Year" at the Midwest Leak Awards for my song, "Do" featuring Lil Billy and Love LeAmber. I was also nominated for "Male Rapper of the Year". Recently, I won "Most Promising New Artist" at the West Coast Hip-Hop Awards.

What do you want to leave the people with that they may not know?

A lot of people may not know of me. I'm hoping that after reading this article that you are interested in listening to JAFFE or any of my music. I'm always traveling so I hope to see some of you soon!

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

www.officialskyp.com
Twitter and Instagram: @skyp317
Facebook: Skyp
SoundCloud: Skyp

My music is available anywhere music is sold online. For any and all business, contact sidviciousjamz@gmail.com

CHECK ME OUT

FLO BOY JOE

DETROIT, MI



Q&A By T4S Staff

Introduce yourself for us. Where are you from and how did you get into music?

I'm Flo Boy Joe from East Detroit, MI. I started rapping because I enjoyed music and entertainers at a young age. I felt compelled to try it myself and really enjoyed it.

Who was your biggest music influence growing up and why?

Michael Jackson, because he took entertaining to another level, in my eyes.

When did you realize that music was going to be your profession?

When I saw that people really liked the music I was making.

How many projects have you released thus far?

I've released 2. The first album is on iTunes under Yung Joe called, "Face 2 Face". My most recent is called "Came Up From Nothing".

What is your latest single from "Came Up From Nothing"?

My latest single is called, "I Know" and the video is on YouTube. Also, be sure to check the video I have with Neisha Neshae called, "Know About It". The project is available on Apple Music, Shopify etc.

What do you think people will get from listening to your music?

They'll get music to ride, chill out, get money, have sex, and dance to. Pretty much everyday things that we all go through that they can relate to, no matter where they're from.

Other than being an artist, what else do you do?

I went to school for audio engineering. I record, mix, and master my own songs.

How can people reach out and contact you?

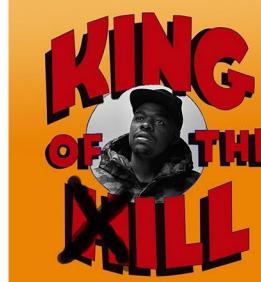
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