

ISSUE #72
2022

BIG DADDIE THE DJ

+ *Trea Davenport. Sharoyce Antwan.*

Samora Smallwood. Nadine Whiteman Roden. JoiStaRR.



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What up, World?

It finally looks like there is some light at the end of this pandemic tunnel. I'm not sure how it all ended "just like that" but I'm going to leave that alone because that is a whole discussion in itself. I'm just glad it is almost over. Shout out all those lost during this time and also, everyone continue to be safe. We aren't out of the dark just yet.

Aside from that and the other problems going on in the world, 2022 is looking up. I want to shout out everyone making strides in their fields as well and as our guy big daddie THE DJ says, STAY THE COURSE!

P.S. As always, subscribe to our YouTube channel and check out www.twenty4sevenmagazine.com for news, interviews and other great content.

Tyrone Davis



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WHO AM I AND WHAT I STAND FOR

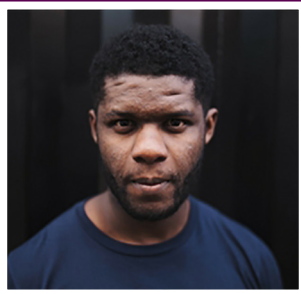


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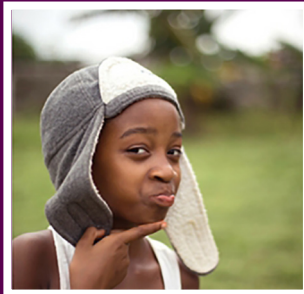
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SHAROYCE
ANTWAN

WORDS + INTERVIEW BY
LUCKY SMITH

PHOTO BY CYNTHIA R. OF SUNSET PHOTOGRAPHY

Some artists have it. Some artists don't. From the south to the Midwest, Sharoyce Antwan is one who definitely pushes the envelope and proves that making music is not just a passion but an art form. Turn Up On Me (Him), lol!

Please give our readers a look into who you are.

I'm Sharoyce Antwan, an artist who honed my craft in my hometown of Savannah, GA. I currently reside in the Richmond, IN area and I'm gearing up to release a mixtape hosted by DJ Punch out the 317 (Indianapolis) and we'll most likely have everything ready by the beginning of April 2022.

I've just been working on building relationships as of late because I want to align myself with the individuals who'll prove to be beneficial to my success. Though the pandemic recently changed the landscape of how business is conducted, grassroots networking isn't dead. I'm also looking to get out here and build a connection with the people with free tangible copies/digital downloads of my tape. *Turn Up On Me!*

So, you're originally from Savannah, GA? How was it?

Life down there was alright. Shout out to the city by the sea. Majority of these cities have similar infrastructures and are set up like any other town (downtown areas with cobblestone streets and an MLK Street dividing the hood from the businesses, colleges and gentrified areas). Shout out to Savannah for what it is. I love Mom-Dukes. She is still there. *Turn Up On Me!*

What was it that drew you to music?

Doing music is quite cathartic for me, fam. I'm a creative soul. If I'm not drawing, I'm probably writing or putting something together. I love being able to tell stories on wax from time to time. *Turn Up On Me!*

So, is Sharoyce Antwan your real name?

Naw, family. My birth name is Marquis Roberts. Shout out to Jasmin Sharoyce Bush. I love her so much and she is going to be one of the first to get a check in the future. *Turn Up On Me!*

We heard your single, "Money Hungry" and it is like a strip club song in story form. Break that down for us.

That is exactly what it is; A song detailing about how a woman uses what she got to get what she wants (word to Ebony from *Player's Club*). I appreciate looking at women so I tell the story from the perspective of a client in the club, an A*+ and T#\$%&@ Enthusiast but it isn't all sexual. A woman is the finest piece of art and I don't need to be talking any further because I don't want to be #metooed. Can someone *Turn Up On Me!*

You also have a song called, "Child Support" which I found interesting. What made you do that record?

Child Support is my lingo for "the bag". *Money Hungry* is basically *Child Support Pt. 2*. The session was actually named *Child Support Overdue*...big fun fact. Both produced by John Qwest. Reasonable Production at www.theqwest.com. *Turn Up On Me!*

Being that you're doing music that simulates life, how much of it relates to yours?

If I'm not able to speak my truth then I'm not going to put it on wax. I'm not trying to project some image of me being this omnipotent hood-figure with all the ho's and 5-star haters from GTA after him. I am not ducking nothing but *Child Support*. *Turn Up On Me!*

You seem to make music for women. Is that correct?

Because I like to f...I'm kidding..., no I'm not kidding but women rule the world and are avid consumers of everything. Men will follow whatever the ladies talk about. *Turn Up On Me!*

Follow Sharoyce Antwan: CH @sharoyce and IG @sharoyce_.



PHOTOS:
ROBERT OBUMSELU

SAMORA SMALLWOOD

TRUST IS THE ONLY THING

Words + Interview By Tyrone Davis

Samora Smallwood is an actress, writer, and creative who has appeared in "Star Trek", "American Gods", "Shadow Hunter", "Tormented" (where she did her own stunts!) and more. She and I discussed revenge, her love for action and action films, why trust is the "only" thing and the OWN's series, "The Kings of Napa".

Let's talk about OWN's series, "The Kings of Napa" and your role as Maddi Brewer. What can you tell us about this series and your character?

The Kings of Napa is a primetime drama but also a great "whodunit" about a wealthy black family that owns a vineyard in California's famous Napa Valley. After a tragedy in the pilot episode, the family is pitted against each other as they vie for power and control of the vineyard. It's got family drama, secrets, suspicion, betrayal, beautiful diversity, stunning fashion, family secrets, lies and lots of hair and makeup inspo.

In your opinion, what makes this show unique from others that are out now?

It's very unique in how it approaches topics we can all relate to and often ones that are not talked about enough. Family secrets

that arouse suspicion about motives and cast doubt on relationships and long-held beliefs. I think we can all relate to how as we step into our own voices how we see a shift in how we feel about our family members and their life choices. The show talks about female fertility, female ambition, mental health and many other very relevant themes. I also adore the nuanced diversity on the show. Our creator Janine Sherman Barrois really sets the bar in terms of showcasing the full spectrum of blackness including being biracial like me. There's also body and LGBTQ+ representation as well. It's a very special show with a very special cast.

Revenge is one of the themes of the show. How do you feel about revenge overall?

Listen, I am a huge believer in forgiveness. I think forgiveness

is a gift you give yourself. That said, sometimes you have to let a person know, talk your talk and set some real boundaries. Other times, depending on how egregious that person's actions, you may need to put them out on front street for it. It depends. I am very good at forgiving but I never forget. And mess with my family and that's a whole other conversation!!

What did you enjoy most about working on this series?

Getting to know the cast, becoming real friends, and being a part of a powerful piece of black art.

What is the biggest lesson to be learned surrounding family in the series?

Lessons resonate differently for everyone and the great thing about *The Kings of Napa* is that there is such a diverse cast with their own set of intersecting problems, there are lessons to be learned from each character arc and storyline (if you're ready to learn 'em cause Lord knows you need to be ready to learn a lesson or God is gonna run a few more times). One of my favorite "lessons" or takeaways in the show is from the King family Matriarch, Vanessa (played by the fabulous Karen LeBlanc) and that it's never sacrifice your own dreams for a man, a partner, or your kids because it breeds resentment and that will fester and rear its ugly head down the road. I think it's a really powerful message for modern women: go after your dreams and don't ever settle. Sometimes the fear of failure will set the bar so low that only in the future you can tell the difference. A lot of people want to "be their own bosses" these days.

What do you think the biggest misconception is about being an entrepreneur, entertainer, etc.?

How much stamina, faith and hard work it takes! It is literally 24/7.

Let's talk about you for a bit. Where are you from originally and how did you grow up?

I was born in Newfoundland which is on the East Coast of Canada. Newfoundlanders are the best. I had a great childhood surrounded by nature and family. My Nan and Pop (Grandparents) showered me with love and affection and they were

the first people to see the pendant I had for performing and put me up on stage to sing and tell stories to our friends and family. I am certain I would not be a professional performer without those years with Gus and Gloria seeing little Samora's flair for creativity and being curious and excited to see it shine. Love you Nan and Pop!

Growing up, we were always shown the worst of Africa on television and only today (via social media), we are seeing how beautiful it is. What can you tell us about it and also, how were your visits?

I totally agree! The media loves to portray black tragedy and perpetuate a certain narrative of black people. That said, when you are black, you know the joy, the resilience, the humor, the food, the importance of family (I could go on and on!) in the community so there always seems to be a disconnect between what dominant culture defines us as and what we know to be true.

Of course there is a history of colonization and racism and tragedy and trauma and I am extremely passionate about the importance of breaking the cycle of generational trauma. But that's not all black people represent. I'm so glad I got to visit home and my experience was thrilling. I got to meet a whole other

side of my family, eat delicious (and sometimes scary new) food, and just see and experience the joy of the people and the culture. I also went home during Carnival so it was unbelievably energetic and celebratory.

What are the biggest differences between Canada and the U.S.?

Canada is smaller, we may be more polite, and nobody says "eh?" as much as they say we do.

At what point did you decide you wanted to act and why?

When I watch home videos of me as a toddler singing and performing I can already see it. When I have kids I plan on encouraging them to become whatever they want to be because I think our gifts come with us and in the right environment our gifts will bloom.



You're a very physical performer and enjoy action. Do you do your own stunts?

I love action!!! There are some movies like *Heat*, *The Bourne Identity*, and *Salé* that I will watch over and over again. I am a very physical performer and I was an athlete so I love to get in there and use my physicality for every role. I was recently nominated for a Canadian Screen Award and I did my own stunts in that film and in my own project as creator and actor *GONE* for which we just shot a teaser, I did my own stunts as well (coordinated by the amazingly talented stunt coordinator and talent Amy Szoke) so it's something I like to do when it makes sense and is safe. I feel more in character when I do.

One of my first meaty roles was in a film called *Tormented* and I played the villain and I did my own stunts which really helped me lock into that dark energy. That said, a week after we wrapped *GONE* I was still covered in bruises so I have the utmost respect for stunt professionals and what they do. Often the best stunt sequences you see are done by professionals and not the actors themselves. I would love to see more women in stunts, more women of color and more people of color in stunts in general because then actors of color will be able to play badass action roles too and do the stunt sequences that make us fall in love.

Trust.....Why is it the "only" thing?

Because when you learn to trust yourself, the timing of your life, God, the universe, spirit or whatever you believe in you call in abundance on a whole other level. Do your work and trust. It's been a spiritual journey for me to come home to trust and I am so grateful for the impact it has on my relationship with myself and with everyone else. I'm much more peaceful, hopeful, focused and my manifestation powers have never been stronger!

How does it feel being part of a huge franchise like "Star

Trek"?

Star Trek and the fans will always have a special place in my heart. They are the most passionate, loving, enthusiastic fans in the world.

What are your "Top 5" films centered around martial arts of all time?

The Matrix dojo scene is epic!! *Kill Bill: Vol. 1* has a great fight scene with The Bride (speaking of revenge!), and my father

made us watch tons of Bruce Lee movies when I was a kid. In terms of fight choreography the *Bourne* films and the TV series *Alias* are two of my other faves. There is a great fight sequence between Sydney Bristow (played by Jennifer Garner) and Anna Espinosa (played by Gina Torres) that I absolutely love!

We've interviewed a few voice actors over the years, particularly in the gaming industry. Break down your experience working on "Far Cry 6".

Oh, it was phenomenal!! The Ubisoft team is great, they make fantastic games. Kim Hurdon Casting is so wonderful and I worked with a dialect coach called Carlos Diaz who was so kind and helpful as well. I am actually working on

something else with them at the moment but I signed an NDA so I can't say anything about it yet! The world of *Far Cry 6* is so complex, layered and mesmerizing. My favorite games are always the ones in which you are engrossed in a world and your character has to go on a real journey over the course of it.

Name 3 facts about yourself that most people don't know.

I like being very silly and goofy. I speak French. I'm an excellent cook.

Lastly, how can people connect with you via social media?

Both Instagram and Twitter are @SamoraGloria where I love to share messages of positivity, faith and empowerment via my mantra "Manifest Yo Shit", snapshots of my life, and comedic skits and videos. Follow me and say hello! I love to connect xx.



DIGITAL DOPE

NADINE WHITEMAN RODEN | TAKE NOTE



INTERVIEW BY: TYRONE DAVIS
PHOTO: JOHN BREGAR

You're starring as Drea Richards in the upcoming comedy series, "Take Note". Tell us about this series and your role.

I'm so excited about this show! Take Note is a musical comedy series that is going to be airing on Peacock. I play Drea Richards, the mom to Jaxon Richards (played by Sebastian Spence) and Calvin Richards (played by Braelyn Rankins) who is one of the contestants in this fictionalized tween singing competition, Take Note. She is a fun loving, no-nonsense mama Bear. She and her husband Reggie (played by Aadin Church) would do anything for their family and lucky thing because they spend the summer supporting Calvin in his dreams to become a singer as he competes in this competition. The show is full of laughs and great music with performances.

Aside from your character in the film, what is your take on the support system of the average family when one is trying to pursue their dreams? Some say they receive plenty of support but a lot don't.

I think that having the support of your family is huge when pursuing a career like this but I also think the support of your chosen family is also just as important. I think you have to find your people to be your inner circle who can also be your support system. Not everyone in this industry has a family who are going to be in their corner. I've been very lucky. I have a mom that is awesome and supports me through everything but even she was not overjoyed when I told her when I said I wanted to be an actor. If you don't have family support, I think great friends can be just as great support.

To view Nadine Whiteman Roden's full interview, visit us at twenty4sevenmagazine.com. Also, check her out on IG @nadinewhiteman.

A collage of images promoting COFT (Connoisseur of Finer Things). It includes several photos of people wearing COFT branded clothing (hoodies, sweatshirts) in various settings. In the center is a circular logo with the text "CONNOISSEUR OF FINER THINGS", "COFT", and "EST. 1969". Below the logo is the tagline "Its Not A Brand...Its A Lifestyle".

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PHOTOS:
CHANELLE

big daddie THE DJ

VIRDIKO.COM IS THE SOLUTION

Words + Interview By Lucky Smith

The art form of the Disc Jockey (DJ) is one of the original elements of Hip-Hop and has manifested into something special. New Orleans native big daddie THE DJ created a special niche that has kept him active in the music business for quite some time. He takes pride in his company VirDiKO, a system created to make it easy for artists to get their music to a mass amount of DJs. Check out our conversation to see exactly why "VirDiKO is the solution".

Can you introduce yourself to our readers?

I'm "big daddie THE DJ", a professional Disc Jockey with 35+ years of music industry experience and the Founder and President of VirDiKO.com, a premium Global Music Service to professional DJs. #MoreThanARecordPool

What made you want to become a DJ?

I am a New Orleans, LA native and music runs through our souls from an early age as it is an integral part of our rich culture. I've always had a love for all types of music but while staying with family during my summer vacation of 1986, I was introduced to two Technic 1200 turntables, a realistic DJ mixer and a milk crate of 12-inch vinyl Hip-Hop/Rap records. It is safe to say that the rest has been a fun history.

What makes a great DJ and helps one stand the test of time?

In my opinion and regardless if one is a turntablist, remixer or party DJ, a great DJ must first love what they are doing and also practice on a consistent basis! In addition, great DJs are pure music lovers therefore they have the ability to adapt and evolve with new sounds, new music genres and new technology which are ultimately keys to longevity in this business.

For example, a large number of DJ's exited the business when technology transitioned from vinyl to CD's and then more exited the business when technology evolved from CD's to .mp3 and now computer DJ programs such as Serato. Staying committed through all of those changes requires passion and a love for the craft of DJing and the results it delivers.

What was your biggest moment as a DJ and why?

I get asked this question a lot and it is always tough for me to identify one moment. I really love the art of DJing and having provided my DJ services for thousands of events. I've had the pleasure of DJing small events for a few people, mid-size events with an audience of hundreds and festivals/concerts with thousands of attendees.

All of them were big moments for me but the simple fact that I have been able to provide the music soundtrack for so many

of my client's special occasions and most memorable moments is the best feeling. Guests will never forget the DJ that they shared an awesome music experience with. The bad news is they never forget a bad music experience either so DJ's must always bring their A-game. My belief is that every time I DJ an event, I am interviewing for the next opportunity.

How do you determine what "a hit" will be?

Picking hit songs is truly a sixth sense for DJ's. One must have a trained ear on which songs to select that will fit your DJ style and more importantly songs that will satisfy the ears of your audience. I consider myself a party DJ and the music I select must move the crowd. Important fact: A good DJ can make an audience like a bad song if he/she delivers it the right way.

Have you ever heard a record you felt would never catch and it blew? What about the opposite with a flop?

Great questions! Yes...I had an opportunity to hear *Old Town Road* by Lil Nas X shortly before it was released and I did not believe that song had any chance of success. For the Hip-Hop genre it was a shot from left field and I thought the song was extremely different from what was dominating my playlists.

I even had the opportunity for Lil Nas X to perform at a VirDiKO Mixer and declined because I did not feel it fit the format. Nonetheless, I was dead wrong and you know the rest of the story. For your second part of the question, I can't use the term "Flop" because I have the distinct pleasure of hearing plenty of songs daily that could be chart topping hits. Nothing is wrong with the song but the issue is non-existent or failed marketing and promotion plans for the music project.

So, what is VirDiKO and why the need for it?

VirDiKO the company started in 06' and the website launched in 07'. The company mission is to safely, effectively and efficiently provide a source of new music to our global database of DJ's. I was motivated to start the company based on my many years of DJing and not being able to gain access to new music in a proper manner. This was a major issue for many DJ's I met throughout the years. The solution is VirDiKO.com.

How was it getting people to buy into your vision?

It was extremely hard to gain the trust and support from the artists, DJs, labels, etc. and although it has gotten easier over the years, we never stop cultivating our business relationships. You have to realize that in 2006 I had a new start-up company with an unfamiliar name and was attempting to make an impression in this massive music business. I learned very quickly that I had to show and prove results. I was up for the challenge and had to stay true to my business strategy.

Approximately how many DJs do you have in the network?

Team VirDiKO is proud to have more than 5,000 registered DJs at VirDiKO.com who are located in 100+ countries around the globe. We too reach many more DJ's via our general database and through our strategic partner program. Good news...I welcome your readers to visit the VirDiKO DJ Directory on www.VirDiKO.com.

How does a DJ or artist get into your system?

Clients and DJ's can easily and quickly register for an account at www.VirDiKO.com/cp. For clients such as records labels and independent artists, they should register and login. Once logged in, they can select their preferred music promotion package, submit payment information and then upload the song (in .mp3 format), song artwork, contact information and social media information. As for DJ's, registration is not required as the main VirDiKO Music Library is available at all times and currently has more than 15,000 songs in it. The registered DJ's are offered an option to upgrade to VirDiKO PRO which offers valuable and additional benefits for a price of \$10 per month.

As an artist in the VirDiKO system, what is the best thing they can benefit from?

The overwhelming answer to the question by clients is the direct feedback and song rating of their music from DJ's around the world. VirDiKO.com has thousands of DJ's visiting daily and they are all listening, reviewing, rating and downloading new music uploaded by our VirDiKO clients and artists.

You also do an event right after SXSW. Tell us about that and how long have you been doing it?

I am proud to announce that this year will be our 10th VirDiKO Music & DJ Networking Mixer in Dallas, TX which is always scheduled on the Monday after SXSW. It is currently

the largest music networking event in the region that focuses on bringing all stakeholders of the music industry together for a night of recognition, creating new connections and reinforcing existing relationships.

Why did you decide to do it after SXSW?

Dallas, TX is the home for VirDiKO. The objective is to capitalize on having the large number of music industry professionals and DJ's in the region and who are traveling from or through Dallas from Austin (only a couple hours away) all under one roof for a very special evening.

What is your take on artists saying they don't need DJs anymore?

That is an unfortunate and very shortsighted mentality in my opinion. I firmly believe that DJ's have been since the birth of Hip-Hop and will forever be a cornerstone in the music industry.

With streaming being the popular thing, what advice would you give fellow DJs to stay relevant?

With streaming technology being here to stay, I suggest all of my fellow DJ's educate themselves on how to monetize and maximize the vast opportunities with these various platforms. Money is being made on Twitch, Soundcloud, Youtube, etc. This approach goes back to DJ's being able to evolve in an ever changing music industry.

If you could give some advice for those trying to be in the music industry, what would it be?

It is very important to understand and accept that you will need a BUDGET. Whether an artist, producer, DJ, etc., financial investments will need to be made. Other important keys are #2: SIMPLE - Never complicate systems, processes and/or your product. #3: EFFECTIVE - Make sure your product delivers what is advertised and generates positive results/returns. #4: CONSISTENCY - The journey will not be easy and the success rarely comes overnight but just STAY THE COURSE!

How can you be contacted for more info? Any last words?

Thank you for this opportunity to be featured in one of the dopest music industry publications. If any of your readers would like more information they can visit www.VirDiKO.com, message @VirDiKO on all social media platforms or email: info@VirDiKO.com.

KEA MICHELLE **BEAUTY OF THE MONTH**



HOMETOWN/LOCATION:
N. CHICAGO, IL/ATLANTA, GA

BRINGING HER SMILE, GREAT ATTITUDE AND PASSION FOR MODELING TO EVERY PROJECT, KEA MICHELLE IS A GREAT CANDIDATE FOR PRINT, COMMERCIAL AND BEAUTY SHOTS.

SHE ENJOYS WORKING WITH CREATIVE PHOTOGRAPHERS AND AGENCIES AND ALSO HAS AN INTEREST IN WORKING WITH HAIR COMPANIES AS HER SHORT HAIRSTYLE HAS A GREAT TEXTURE, COMPLIMENTS HER FACIAL STRUCTURE AND TRULY SHOWS HER BEAUTY WITHOUT HIDING HER FACE.

IN HER SPARE TIME, SHE LOVES TO TRAVEL, TRY DIFFERENT FOODS, VLOG, TAKE PHOTOS, CREATE WITH HER HANDS, INTERIOR DECORATE AND STYLE.

KEA'S CONTACT:
INSTAGRAM: @_KEAMICHELLE

PHOTO:
@DR8NN



TREA DAVENPORT

PUSHING PR

Words + Interview By Lucky Smith

In the entertainment industry, most have someone who operates as a buffer for all they do (or don't do). The person in that buffer position must be thorough, have tough skin and be willing to take the hits for those they represent. Having a resume full of accolades and high profile clients, entrepreneur Trea Davenport has seen it all and done it all. Take heed.

PHOTOS: AJ PHOTOGRAPHY

Let's start with a quick breakdown of what you do.

For the past 2 decades, I have ideated and orchestrated the messaging for PR clients ranging from authors, philanthropists, and creatives to business leaders and hip hop artists including Gucci Mane, Charli Baltimore, Bre Z, Trae Tha Truth, Kurupt, and Kash Doll.

Communicating to the world, the attributes, uniqueness, and nuances of a brand and/or talent requires a mastery of language and storytelling. My innate gifts in this area have afforded me a lucrative and long-standing career. It also made for a natural transition into writing books and film production.

How did you get your start in entertainment? Also, what was your first job?

I was cast as an extra on a Bobby Brown music video in Hollywood, California at the age of 19. As I sat among the other extras waiting on instructions, I noticed a woman with a phone and a planner moving about the set, talking among the key players and the talent. I was so fascinated by the way she worked the room, calmed the artists, and made things happen. The extras were supposed to just look pretty and be quiet, but I couldn't resist asking around to find out who she was. That was the first time I heard the term "publicist".

I did some digging and gained a better understanding of what PR is and what a publicist does and I knew from that moment on what my major definite purpose in life was. I had always been the unofficial spokesperson for my talented friends, was very outgoing, and had majored in journalism at Michigan State University until I took a chance and moved to Hollywood, but from that day on I'd been shot by the PR cupid. I then began working with my high school friend.

What is the most interesting thing about the industry?

Being a "celebrity" publicist is like being an agent, spokesperson, cheerleader, therapist, and fixer at all times. There are days when I have to jump into action like Olivia Pope and help clients navigate crises, and others when I have to stroke their egos and others when I have to be brutally honest about setting realistic expectations about how the public perceives them. None of these functions are easy and not everyone is cut out for celebrity handling.

What is the importance of having a publicist and when should someone acquire a publicist?

When someone truly understands what their awareness goals are and can establish a general timeline, expectations, and BUDGET!

You've had some major clients. Who has been your favorite and why?

I've always maintained a highly diverse roster ranging from

Tupac's protégé's The Outlawz to Cincinnati Bengals stand-out Defensive End Michael Johnson to teen TikTok royalty Brooklyn Queen. I can't really pick a "favorite" per se, but if I have to choose one of the most exciting and memorable, I'd have to choose Brian Maurice Brown. He is one of the most intuitive and interesting men of our time. He is a former drug kingpin-turned Grammy-nominated music exec and the complex subject of this American Gangsta meets The Secret-style masterpiece.

He was bred on the same Detroit streets that took the lives of his parents while he languished in the shadows during a 5-year stint as a fugitive profiled on *America's Most Wanted* as a suspect of a vicious murder and narcotics empire that extended across the country and outside U.S. borders. After serving nearly 10 years in the Federal Correction System, he has risen to success in the entertainment industry, yet his proudest accomplishment is being a loving father to his children, loyal husband to multiple wives, and protector, provider, and stabilizer of many. His mere existence despite the traumatic and astonishing lives he's lived is unfathomable.

You have branched off into other ventures as well. Please tell us what all you have going on.

I've really gotten into the sharing and selling consumable products. Recently, I opened a new online boutique called Lounge. Leisure. Layover. Our brand offers what I and my co-owner Charisse Coleman call, "Quintessential Essentials for Maxin', Relaxing and Travel"! Our women's traditional and plus-sized apparel such as capes, jumpers, joggers, and travel accessories, such as luggage covers, document holders, lightweight scarves are carefully curated to offer our customers easily transitional options that are not only comfortable but stylish and high quality.

I've also dropped another book in my PR University store called *Be a Red Carpet PRO*. It is a one-of-a-kind, comprehensive DIY guide to planning and coordinating the red carpet component of any event based on 20 years of mastering the art of red carpet production and personally escorting celebrities down the carpets for the Emmys, Grammys, BET, Soul Train Music, Stellar, and American Music Awards as well as New York Fashion Week, Sundance Film Festival, private events, and countless others.

Be a Red Carpet PRO highlights my passion for planning and executing a smooth and successful red carpet in the midst of the lights, camera, action, and even chaos. This clever how-to book breaks down every aspect of red carpet facilitation from credentials and barricades to media placement, lighting, ordering step and repeats (backdrops), and much more. It is loaded with advice for newbies and savvy resources for established PR pros.

Break down what your book was about.

Living for the Sacrifice is the fascinating outline of engagement of one of the most intuitive and interesting men of our time; Brian Maurice Brown aka Peanut. A former drug kingpin-turned Grammy-nominated music exec, Brown is the complex subject of this American Gangsta meets The Secret-style masterpiece. Peanut was bred on the same Detroit streets that took the lives of his parents while he languished in the shadows during a 5-year stint as a fugitive profiled on America's Most Wanted as a suspect of a vicious murder and narcotics empire that extended across the country and outside U.S. borders. After serving nearly 10 years in the Federal Correction System, he has risen to success in the entertainment industry, yet his proudest accomplishment is being a loving father to his children, loyal husband to multiple wives, and protector, provider, and stabilizer of many. His mere existence despite the traumatic and astonishing lives he's lived is unfathomable. Brown's philosophies on love, life, leadership, and self-assessment; lay the groundwork for a new approach to personal, spiritual, and professional fulfillment.

On the production side, what are some of the films you have under your belt and what's upcoming?

Well, I'm earning the moniker "The Storyteller", that's for sure - currently producing a feature-length film that focuses on the formative years of Brian Brown's life, up until the time he became America's Most Wanted fugitive. The movie is based on the documentary I directed and produced called *Living for the Sacrifice: A Hood Hero's Guide to Success* inspires others to consider that an individual from a sorted background with a tainted past and questionable perception in the eyes of the law and the average person can very well be a vulnerable, misunderstood, generous genius longing to be loved and accepted.

I'm also producing and directing a hilarious docu-series reality show about the antics, hustle, and unbelievable drama of the tax preparation industry called *Better Days*. I'm in post-production of a reality series, *Love Against All Odds*, that follows unique couples as they navigate insurmountable circumstances. I'm working on completing the follow-up to my and co-author Lalanii Wilson-Jones' racy urban novel *Sugar Mama*, the memoir of highly lauded humanitarian, activist, and recording artist Trae Tha Truth and my very own memoir and self-help

book series.

I remain at the helm of my PR, Publishing, Production, and Planning agency Trea Day, LLC ideating and executing strategies for clients ranging from innovative African American woman-led electric vehicle charging and energy efficiency company CEO Natalie King to beauty brand boss Damienne Flagler.

What can we expect from you next?

I eat, breathe and sleep TREA DAY; my PR, Planning, Production, and Publishing Services Agency - and I love it - but I am most definitely branching into more consumable products that make money while I sleep. I'm also becoming moew and more versed in the metaverse space, launching NFTs and specifically the merging and integration of music in Web 3.0.

Being in this industry and working with the names you have, what is some good advice you can give to someone trying to get off into this industry?

Trust your instinct. Don't give in to the industry's template for operating in the PR space, directing a film, or for its expectations of you for that matter. Create a new DNA, a new mix for your projects that's unique to who you are and the authentic way you tell stories.

Detroit has quite a bit of talent that has come from there. Why do you feel that

is the case?

Are you kidding me?! My beloved hometown is the mecca of talent from Motown greats like Stevie Wonder and Smokey Robinson to Eminem, Big Sean, Kidd Rock, and Anita Baker. This is what we do!

If people wanted to contact you, how can they reach you?

My PR University store www.pruniversitylife.com offers templates, resources, and books like *Be A Red Carpet Pro*, *20 Laws of PR Power*, *Turning Prospects Into Paid Clients*, webinars, clothing, PR lifestyle products, and free tools. Check out my site www.loungeleisurelayover.com.

Any last words for the readers?

I hope to inspire by being a shining example of one who is intentional in her actions, movements, and mindset to manifest the life I desire to live. Your mindset is your greatest asset.



PRACTICAL WORDS, PROMISES, AND BODY LANGUAGE – WHAT THEY MEAN

By Tanisha Woods, MSHRM

Are we winning? I mean, are we truly winning in this life when we look at the counterproductive antidotes passed around like peppermint church mints. A perpetual motion of these small doses will have all of humanity on a never-ending hamster wheel. The first State of the Union address from our United States President, Joe Biden took place this week. This was a good attempt for the sitting president to showcase his accomplishments, elaborate on his intentions, and promulgate a sense of a strong nation. Many folks would have us believe that President Biden has failed in his promises to the American people and there are others who are very much proud of the diligent efforts of this administration to build up the people. Arguably, the sitting president could soothe the hurt of a nation. The title alone cites the impudent power, but the title alone does not possess the true power as the congressional leaders indemnify a clause for balance of this power.

While it is sometimes hard to visualize, the President's power is only as strong as the people that support the person in the seat. Watching the State of the Union, I felt compelled to observe the body language of those in attendance as well as Vice President Kamala Harris and Speaker of the House Nancy Pelosi. From my perspective, both were attentive, supportive, and quite proud of the address made to the American people. On several occasions, I literally vocalized how visually excited Speaker Pelosi seemed to react when standing to clap for the sentiments shared by President Biden.

Remembering a time not to long ago, when the United States had the glory of a President who demonstrated poise and presidential aptitude, former President Barack Obama. The people sitting behind him on the dais were then Vice President Joe Biden and Speaker of the House John Boehner. Whew, what a time! Do you remember, at all? The clear audacity of hope from President Obama within every word he stated, with every optimistic phrase he shared with the nation, there was clear disinterest, disappointment, and disdain in the body language and facial expressions of the former Speaker of the House. However, then Vice President Joe Biden, was attentive and visibly supportive and proud of the address made to the American people. Now, I know it was a while ago, so I hope that you remember those happy feelings that resonated during the first term of the first Black President of this free nation.

Comparison is often time not the healthiest act; however, in this case, very necessary. In 2008, the democratic win was exciting on a great many levels. It was a breath of fresh air for many different groups of people, I must mention it was absolute elation from some ethnic groups, and for Black people – well, we were on top of the world, if you will. The democratic win in 2020, was not equally exciting but exciting for a completely different reason. The American people had grown tired of the trauma brought by the previous president, and a great many were happy to no longer have a president who used social media to create an unstable environment. The people sought a traditionally presidential leader, one who understood the processes and upheld the centuries of the American standard, which encases the idea that the United States is the

free nation that affords everyone opportunities to realize their American dream. It is almost laughable to think that twitter was such a significant upset during those times.

Often taken for granted is the ability to overcome. This United States has overcome centuries of tragedy. Now, a new Presidential administration is poised and ready to bring some sense of normalcy back into the lives of the people. What a tremendous shoulder bearing responsibility, right? President Biden addressed this nation with a commitment to speak on important principal issues. The prevailing issue of the Russia invading Ukraine is heartbreaking – he addressed this situation with a full plan that had already been put into place. The ever-present John Lewis Voting Rights Act – he addressed this with pause for effect and emphasis toward congress. He addressed getting Americans back to work and the "Build Back Better Plan", which provides a great deal funding to our states, into the hands of the people. He characterized this nation as a citadel of democracy – with the overarching abilities to reach your God-given potential. This portion of the address was positive and filled with belief in the nation and the people to pull together to get stuff done. His constant, "while you're at it" statement to congress to get these pieces of important legislation to his desk for him to sign, was significant.

Ultimately, throughout every Presidential administration the American people are served a great amount of those church peppermints. We accept and eat them with the fuzz from the napkin and the wrapper stuck. The point here is that we accept these good intentions and swallow our disappointment work hard at removing the fuzz and the wrapper and do our best to work with the old peppermint candy we were just given. I am not saying that President Biden served us some old peppermint candy, but I am saying, it is perfectly all right to recognize when lip service has been served with a promise that has not fully been recognized. Additionally, recognize what efforts are made to bring that promise to fruition. Our nation is in a situation, and we need everyone who has an opinion to actively involve themselves in the process. What I observed from the congressional members at the State of the Union address – they were standing and clapping, both democrats and republicans.

We can win! Former President Obama told us to have "HOPE" and in his second term he said, "YES WE CAN". There was a breakdown in communication between his presidency and the next. Now, we support and listen to our current President Biden and "Build Back Better"! We can win with a collective upswing in our willful participation of the process. We have an opportunity to participate in the election of those we have in congress – we will win when we vote to elect a person who cares about people and not just a political party popularity contest. As always, use your voice, VOTE!

"Provoking thought to action messages – that's the goal"

Contact Tanisha Woods, MSHRM at breesru@gmail.com.



Is Monogamy Natural or an Economical Construct?

By Brittany B.

Have you watched the drama series SEX/LIFE on Netflix?!

Living the suburban life with the perfect husband and two adoring children in a beautiful dream home, a woman runs into the bad-boy ex she can't stop fantasizing about in this steamy drama.

The premise of the show questions everything we think we know about what marriage and monogamy should look like, but could there be some insight here into our own theories about the subject?

The main character is a psych professor at NYU and believes that the Disney fairytale version of Happily Ever After does exist and that monogamy should be pursued in marriage. But her mentor argues that monogamy is not natural and all humans struggle with the commitment of having sex with only one person forever.

We've got a lot to unpack Luvs!

Let's dive in...
What if I told you that both things are true?!

Anthropologists say that our species is innately socially monogamous forming a primary partnership with another, one at a time, but from a pure evolutionary perspective it doesn't make sense. The primary relationship suggests marriage, a societal construct bonding finances and producing offspring for satisfaction of sexual gratification, status and companionship. The anatomy, however, suggests a multitude of sperm meant to be spread among multiple partners producing a wide range of genetic varieties.

Throughout history it wasn't uncommon that men would take a wife but with the expectation that they also have a mistress or concubine (polygamy). In early European cultures it was even aspirational to be the Royal Mistress. The Catholic church didn't like the idea and criminalized extramarital sex through the Justinian Code.

How did we get to the Disney Version of LOVE, if marriage does NOT equate to monogamy?!

Theories suggest that the influence of money and titles passed down through lines of legacy ensuring a "pure bloodline" to

stabilize a society, or the idea of co-parenting being another factor, or even the simple question of "are there enough mates to go around".

Or could it be that monogamy is romantically appealing and makes us feel good about having someone to share our lives with?

I prefer the Disney idea of spending a lifetime with a man that sweeps me off my feet but can't help but to wonder if monogamy will sustain us through eternity, or at least until death parts us.

In the drama series SEX/LIFE, the main character wonders the same as she tries to fight her conflicting desires to stay faithful to her husband or indulge in a sexual relationship with her ex-boyfriend.

We see this conflict all the time, don't we?

The show Sister Wives, or couples who become a Thurple, or the illicit one-night Threesome, or even the swinger parties that you hear about where couples switch partners with other couples (granted all parties agree).

Throughout the show her husband tries to be adventurous sexually to quench his wife's thirst for exciting and rough sex. But his efforts aren't successful. He even enlists the advice of a close friend and takes her to a swinger house party, but again he fails.

They leave the party deciding that what's important is being together and living in the beautiful life that they had built. In the end of season one, they both still find themselves knocking at the door of another.

I was married to a man with an insatiable sexual appetite. When we had sex, it was as erotic as a Fifty Shades of Grey book (minus the whole submissive part). He knew just how to please me and taught me exactly how to please him. But I was never enough. He needed more.

At first, I didn't catch the wandering eyes and subtle flirtations with other women.

The way he would touch the dancer at the strip club, gliding his fingers over her nipples as if an accident to adjust himself or something. Taking me home to fuck me like he really wanted it to be her. Then it was the threesome with the girl he had magically found out of nowhere. When we would attend swingers' clubs, I couldn't bring myself to switch with another couple. The dissatisfaction in his eyes would always make me feel so unaccepted because it was never about our needs.

Eventually, he started having affairs when he was out of town on business trips.

What's so weird to me though, I was never as upset about the sex with the other women as much as it pissed me off that he did it behind my back. The lying is what broke my trust.

It's in this revelation that I can see how monogamy doesn't equate to marriage. In my marriage I wanted to know that we were solid. That no matter how the landscape of the view changed, we would explore it together.

I have found that there is much more sexually that I'm open to at least a conversation about and try with a partner that I trust completely. Trusting that my partner's interest is to satisfy both mine & his pleasure by adding another partner because we both agree, would be quite the discussion, I must admit. But communicating our needs instead of cheating is what partnership should be, right?

In life, things are rarely what they appear to be. To box yourself and your partner into rules that are meant to control instead of giving options, seems so Last Century... But is it?

What if the rules for Marriage & Monogamy were optional? Would you still choose to remain in the same construct of societal boundaries, or would you choose to set the boundaries?

Follow Brittany B. on Instagram @baeinreallife.



CHECK ME OUT

JOISTARR

LOVE STORY



"LOVE STORY" was written by Joi "JoiStaRR" Campbell, Kenny Bereal, Charlie Bereal and produced by Warryn Campbell and co-produced by Charlie Bereal, Kenny Bereal. "Love Story" is a song about love and loyalty, coupled with a ride-or-die mentality. The inspiration comes from movies like Queen & Slim that display a lifetime of love normally only seen in movies," mentions JoiStaRR.

The "LOVE STORY" music video was directed by James Earl and just made its world premiere on BET SOUL.

ABOUT JOISTARR

JoiStaRR, also known as Joi Campbell, can descriptively be summed up as an "it girl". She was handpicked to tour with one of hip-hop's creative geniuses, Kanye West, and has since become a Grammy-nominated songwriter and actress. She has written songs with artists such as Chris Brown, Mary J. Blige, Kelly Price, Estelle, Musiq Soulchild, Mary Mary and Brandy, just to name a few.

You can also hear her distinct vocals gracing records with artists such as fun., The Game, Rick Ross, Dr. Dre and Ghostface Killah. Now she is focusing solely on her own music and her passion as an actress. She starred in the Harlem drama, Strive, alongside the legendary Danny Glover, and was one of the cast members on TV One's docuseries, We're The Campbells. Focused on taking her artistry to the next level, JoiStaRR is definitely one to watch. Her single "Love Story" is available at all digital retailers and streaming outlets now.

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