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Spring Fashion Show
New Orleans and Atlanta

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Photo: Trendy Photography

Karena James

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What You need to know...

ABOUT YOUR ROLE IN ECONOMY

SUCCESS COACHING

Your Publicist Knows success coaching peaks a gateway to growing your business. Understanding how to navigate your brand to the next level requires critical thinking and strategy. In a well thought out process, you'd be surprised as to how much you can accomplish in just a small amount of time. Simply by connecting with the right individuals, particularly those inducing proven results, your dreams will soon become your new reality. Seasoned professionals are the essential key to heightend success. Regardless of your level of experience in a specific field, you will learn that hiring help in unfamiliar areas, simply can not be avoided. The old fashioned myth of DIY remains an afterthought in this day and time. Take the time to seek out mentors, success coaches, industry leaders and motivational influencers. Don't be afraid to ask them to mentor you! In many instances, you'll find that they offer hands on services or even consultations to guide you and your brand in the right direction. Much like anything else, if you want something you never had, you've got to do something you never did. Consider bringing in the professionals to lead you through those areas where there might be a void in your team. Focus on your strengths and allow the experts to focus on theirs. Hire a success coach or a publicist. You can win!



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FROM THE Editor's Desk

Exxpose Magazine is an entertainment and lifestyle publication with emphasis based on the profound exploration of Music, Moguls, Models & Media. We have collectively established this publication as a dominant voice and a networking outlet for industry advocates to land extraordinary relationships and countless opportunities. Exxpose Magazine pays homage to phenomenal legendary and thriving music artists, actors, models and moguls — soaring to ensure that the entertainment industry explodes and far exceeds the nation's expectations. Exxpose Magazine subscribers and readers can expect cutting edge and surreal testimonials, real life stories as we highlight feature moguls abroad. In this publication you will find inspirational experiences, a wealth of knowledge, professional industry advice and trends

We are celebrating almost 9 years and are excited about where our profound journey and new platform will take us. through many productions, endeavors and by contributing tons of public relations advice, Exxpose Magazine and it's affiliates has served as a vehicle to success for many legendary and thriving entertainers as well. This issue of the publication highlights Exxpose Magazine and Exxpose Your Beauty Founder CoCo Wade. The multi-talented industry leader is a renowned media mogul, publicist and success coach. It all stems from her passion as a noted singer/songwriter destined to help others achieve their goals while conquering the ever-changing entertainment industry.

A very special, heartfelt tribute to our newest photographer Lionel Griffin of New Order Lens Art. Exxpose Magazine acknowledges our one year anniversary approaching within days. All of the Exxpose Your Beauty New Orleans model photos were captured by New Order Lens Art !

In closing we'd like to thank all of our sponsors, readers and participants for giving us the best years!

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Tayvia Brumfield





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Sky Rodriguez



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Exxpose Your Beauty defines a runway infused with fashion and beauty, motivated to inspire self love and individual growth while encouraging all to explore their natural talent. "When we work together in love and unity we can expect Heaven's help."

All Exxpose Your Beauty NOLA Model photos by @NewOrderLensArt



Kobe Price

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Tarik Patterson
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Aubrica Robins



What Artists Should Know

About Building Relationships with DJ's
and why you consider taking your music business elsewhere...

It doesn't take a rocket scientist to know that there are minimal facts and underlying actors with regards to building rewarding relationships with music DJ's. Much like any other aspect, if you desire a relationship to work you'll have to nurture it; give it your undivided attention when deemed necessary.

Honestly, there's no need to overwhelm oneself with extensive contact or communications with the DJ's but...do let them know that you exist. Make an impression by delivering "great music" in a "high quality" format. If your music is worthy, they'll surely give it a listen; maybe even a spin or two. If they love it...remember you're not the only artist whose music they love. It's your job to stay relevant. It is just as important to support them as much as they support you. DJ's have to make a living too. Remember that! Even more so, you just might have to take an entirely different approach in to get noticed.

You should consider taking your music business elsewhere. Much like any other business venture, it is important to know that you should not limit your audience or your reach. Perhaps travel some, step outside the box. Either go big or go home!





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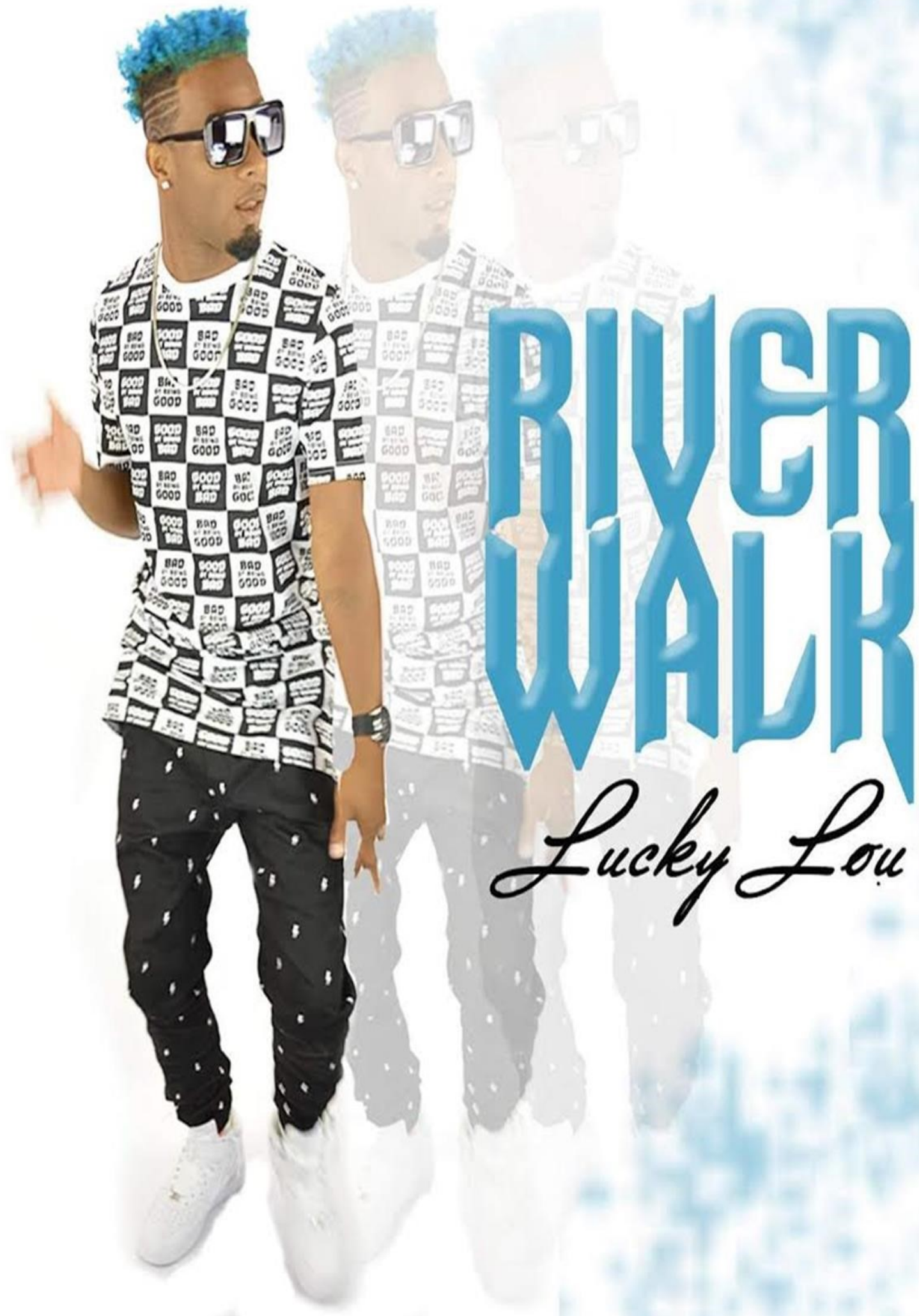


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Do'Jae Bush



Industry Exxposed

ENTERTAINMENT

Let's Talk **HOW TO GAIN EARNED MEDIA**

One of the biggest misconceptions regarding mainstream press and publicity is that earned media should be extended at will. There are so many aspects involved when it comes down to media outlets making decisions relating to what and who they will publicize including but not limited to the proper time or place to do so. Often times, talents as well as their manager teams and promoters assume that the news about their projects and events will make headlines simply because of who they are or better yet; what they are doing. Unfortunately, the truth of the matter is...as with anything else, media is operated with due process and protocol. Television networks, radio broadcasts, magazine publications and bloggers all have a limited amount of inventory such as air time and production.

For example, if you or your talent has an upcoming project releasing during a time when there is world catastrophe occurring, you will likely not be considered for media that particular week, regardless of what you have to say or what you are doing. Trending news will always take priority as opposed to self-infused publicity goals. That's what news is about; keeping the world, industry and community abreast of everyday happening. In a nutshell, get in line and wait your turn. Approach when the time is right. It's a mere fact.



In an effort to reach heightened success when it comes to landing earned media; things to consider are (1) understanding the format of the network for which you are pursuing, (2) develop a winning strategy for gaining their attention, (3) make certain you are doing something that is in keeping with current trends and last but not least, (4) check your timing. Ultimately, this could help to get the results you want. Moreover, first things first...give the media outlets a note worthy story line. In other words, make sure you have something of value to talk about. Ask yourself whether your story is big news and whether it will relate to the rest of the world in some way.

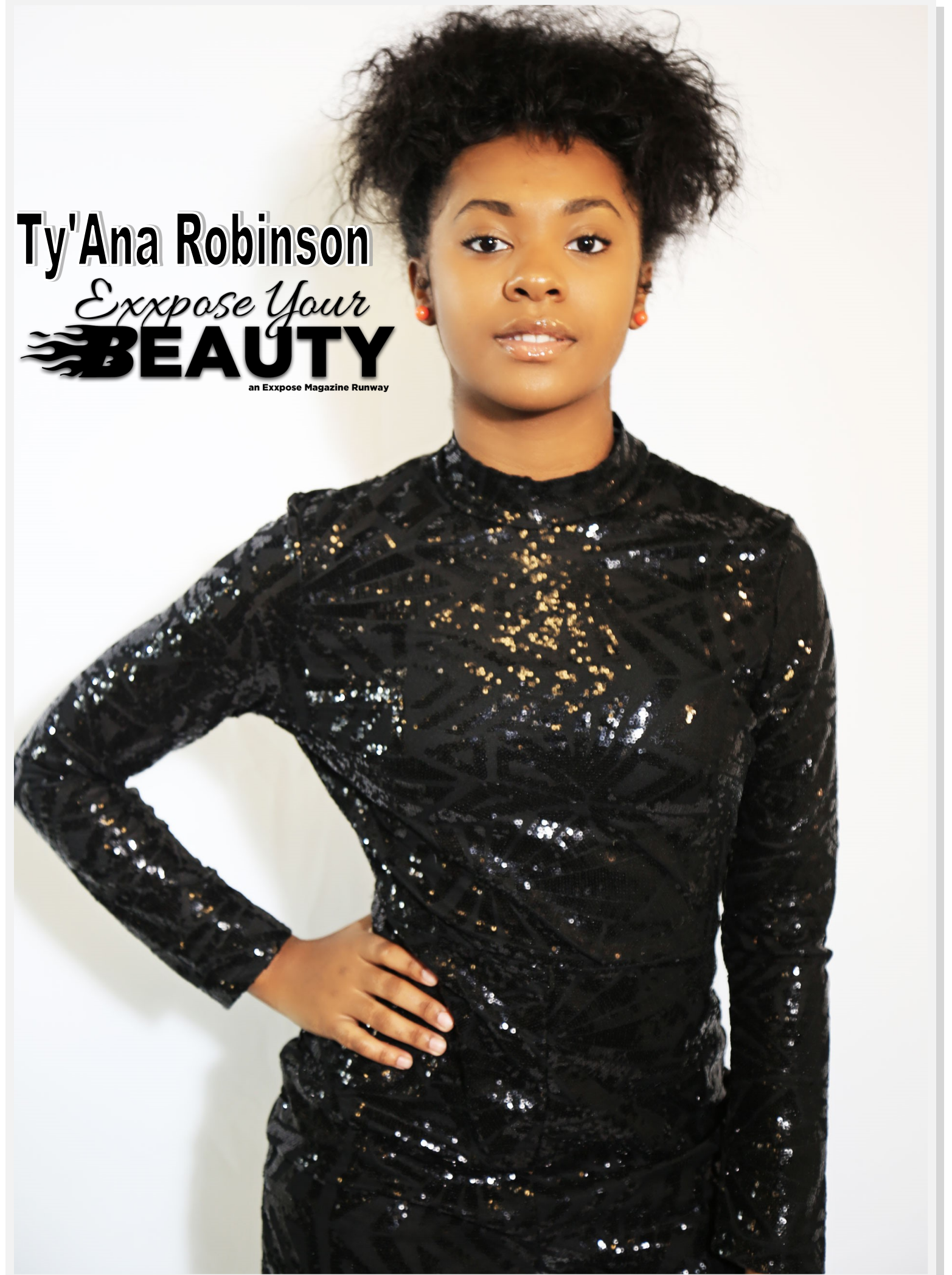
It's always best to discuss with your team, an ideal approach to these things. Most of all, make sure your plans and strategies are well thought out. Major networks want to know that they are dealing with professionals. Thus, they will expect a level of professionalism that will meet their standards. A great example of that is for example, upon making contact with media; your team will be required to provide what they need to publish a story or schedule an interview. Sometimes that means having full knowledge of specs as it relates to your material. If you are clueless as to what industry standards require upon submitting yourself or your talent for media—then your cover is blown. Be professional, educate yourself and your teams before approaching the mover and shakers. After all, they have big fish to fry; not a whole lot of time to school you on what is needed. Stories are developing every minute of the day and time is money!

Zi'Iriel Jones



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Ty'Ana Robinson
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Model: Jamirah Benn

Exxpose Magazine **RUNWAY**

WHAT ACTORS SHOULD KNOW ABOUT Louisiana's Film Industry versus Georgia's Film Industry

It's quite interesting, the fact that Louisiana and Georgia actors are valued and paid slightly different in many aspects. Seemingly in Louisiana, the new Hollywood south, the pay rate is actually a little bit more. You can see earnings better than you would in Georgia in most cases. It appears that the difference is either due to the high volume of productions filming in the peach state, the casting company and production companies are calling the shots. You would think that because there's more work available, that'd mean there's more money. Perhaps, that the problem in an of itself.

In fact, whenever an industry is over saturated, it has an opposite effect on how much you are expected to gain from the situation. The good news is that if you take more work, since it's readily available, you will surely see more compensation,. The work is there and so is the money. It might be chalked up as a number game or a play on number. Nevertheless, it's something to thing about. All things considered, actors may still be better off in Georgia versus Louisiana as it stands today.

There's been some new developments within the state of Louisiana. It's quite possible that things are getting ready to take a positive turn as it relates to the film industry. It will surely take some time to see exactly what the outcome will be, but its always interesting to learn about what brewing on all ends of the spectrum.

The film industry is much like an ever-growing enterprise and requires constant updates. Get in on the action. Learn more about how to get involved by becoming an actor or even a background extras. You just might love working behind the scenes in Hollywood south. Break-a-leg!

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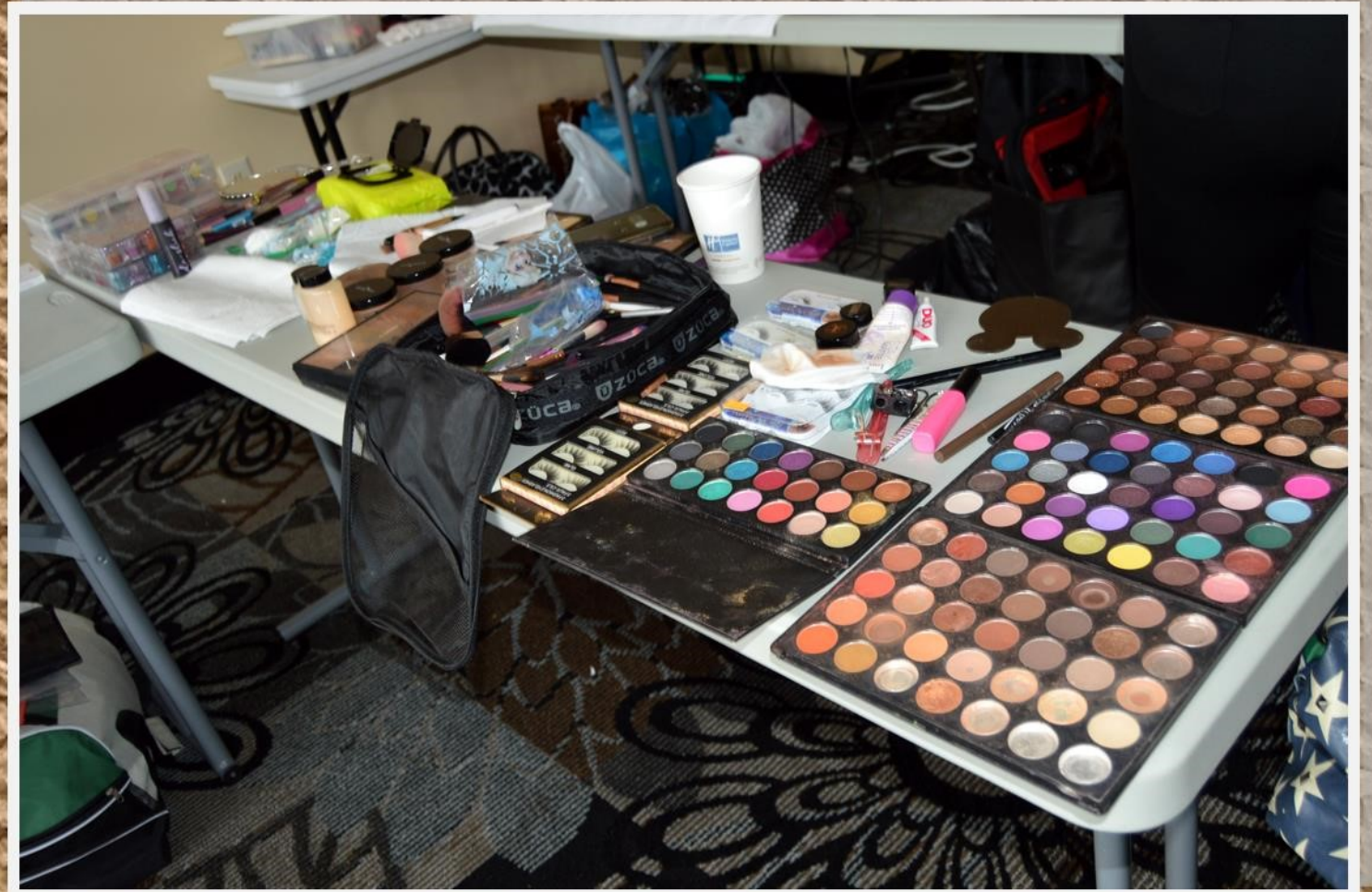
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Model: Isiah Thomas
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ENTERTAINMENT

Let's Talk PUBLIC RELATIONS

What Is Public Relations

Let's start by distinguishing who needs PR. Simply put, if you are a talent or business looking to expand or succeed at what you do. It will require standing out in your genre, industry or business area. Standing up to the competition will never be an easy thing to do. But, what makes is more likely to happen is you're approach to overcoming competitors. A sure way to accomplish that task is by hiring a qualified PR specialist or PR firm to assist in spearheading your public relations needs.

Your first step would be to find the best possible fit for a PR specialist or firm that is not only qualified, but also has the resources to properly align you with your audience as well as winning media outlets. By using this strategy, talents can expect a level of growth that is sure to set them apart from others. Although hiring a publicist is not an easy thing, nor is it a cheap expense. However, many will agree that it is a note worthy step that has to be taken

"If you fail to plan, that means you perhaps plan to fail." Hire a publicist, create a stellar plan of action and start winning today as you reach success. Choose to win!



How Does PR Work

PR is often viewed as a team of professionals that handles a business or talent's branding. It is essential to every business entity and/or brand to develop a strategic source of promotions, marketing, advertising and branding. In order to do so, in a productive manner, it is important to factor in the fact that it takes a team to build a business or a brand.

It is seemingly impossible to do it all by yourself. Moreover, it is even more unlikely that a talent who specializes in a specific entertainment skill—would be readily prepared to embark upon a fully knowledgeable level of experience to adequately secure sufficient press and media. Additionally, it is also unlikely that a business mogul will be well informed about every single aspect of proper branding, marketing and advertising. Therefore, the best move is to secure a qualified professional who has a produced proven, results-oriented tactics which can attribute to the growth and success of your company.

The way PR works is this...you simply hire the professionals, step aside, and so what you do best. Focus on your talent or business and use your strengths to stand out in that way. Let your publicist do what they do best—and that's getting your name or your brand out there bussing in a great way. It will be one of the best investments you'll ever make.



YOUR PUBLICIST KNOWS

What artists should know about



Building relationships in media can be a daunting, yet rewarding task. Music artists should know—when it comes to securing press; content is everything. Television, radio, newspapers and internet media platforms all have one thing in common. The content for which they cover must fit their platform. In an instance where you are looking to land yourself an interview, make certain you position yourself within a media outlet that finds a mutual interest between you and their audience. Learn more online at www.YourPublicistKnows.com

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Serenity Jackson



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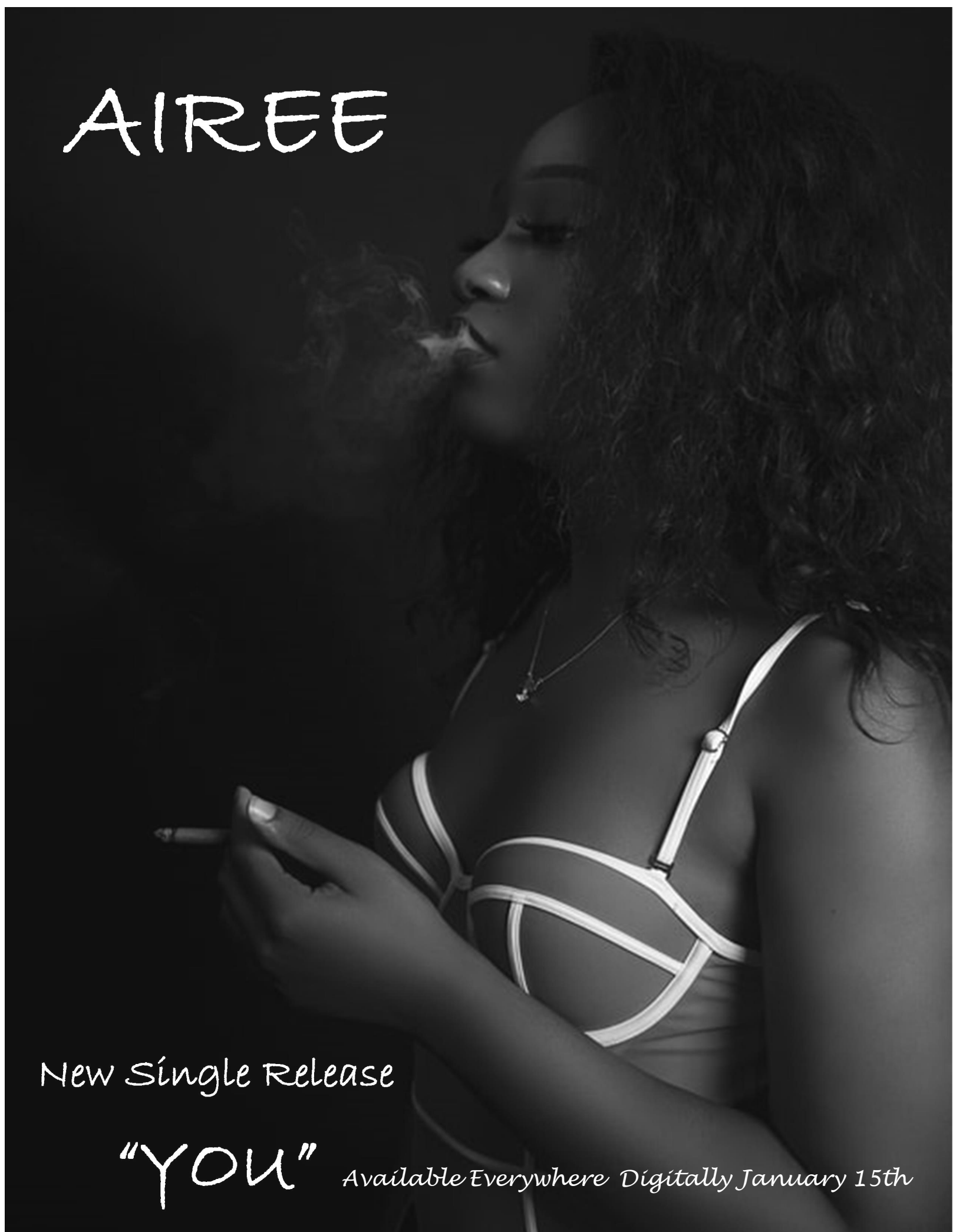


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Reginald James

A photograph of two music artists performing on stage. A man on the left is singing into a microphone, and a woman on the right is singing into a vintage-style microphone. There are large speakers and a large vintage microphone in the background.

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Q'Princess Scott



**SUCCESS
ROADMAP**

Why aspiring actors should Stand-in to Stand-out

Have you ever considering the idea of accepting a role as a qualified stand-in... Standing in might lead to your ability to be seasoned and versatile in the film industry. It inadvertently places talents in a position to work up close and personal with film directors, producers, writers and camera crew. Thus allowing one to gain a better knowledge and understanding of how your role as an actor relates to each individual production role. It is extremely important to educate oneself in these areas in order to take direction and polish up on acting skills.

This type of entry level work has it benefits. It pays substantially more and role could extend over a lengthy period of time ranging from days to weeks or even months. More so, it separates you from the background cast stigma and positions you as an official crew member. That in an of itself has a few perks associated with it. It literally pays to stand-in. Talk with your booking and casting agents about the opportunity to learn more about stand-in work as an aspiring actor. You'd be surprised!