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# EXXPOSE

MAGAZINE

**Coco Wade**  
TALKS MUSIC & SOUL

**Industry Exposed**  
ON HOW TO GAIN EARNED MEDIA

**Learn How**  
SUCCESS COACHING CAN SAVE YOUR CAREER



# ERIC NOLAN

OF THE LEGENDARY O'JAYS  
RELEASES HIT SINGLE

**#OMW**  
ON INDEPENDENT LABEL



Photo by: Trendy Photography

*CoCo Wade*  
*Magazine Founder*

## ***Industry Exposed***

# **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!



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*Denisia*

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## **Success Coaching Can Save Your Career**

In an ever-changing industry inundated with competitive trends and cutting edge innovations peaking the interests of investors and executive decision makers; entrepreneurs, talents and brands alike are seeking higher learning. One of the most intriguing secrets to winning in such a crisis is simply understanding knowledge behind the business. Overtake the industry by learning "How Success Coaching Can Save Your Career." Your Publicist Knows is a success coaching entity evolving from Industry Exposed Public Relations. Implementing an expeditiously strategic approach to saving careers, Public Relations strategist CoCo Wade engages with renowned businesses and talents as they pioneer to gain control of their path to success. Mutual struggles amid economic shifts, financial curves and the demand for what is desirable in business structures is ultimately diminishing entrepreneurs ability to sustain. As talents and entrepreneurs, many of the obstacles faced are as a result of limited knowledge behind the business. Success coaching is an extremely useful tool as it provides one-on-one guidance and consulting as well as a step-by-step approach to achieving your goals and becoming financially independent. Gain control of your future by partnering with a success coach. Building your brand means building you team. Your network is your network, so start winning at everything you do....learn how success coaching can save your career. There are secrets to success that your competitors fear you knowing because inevitably, "Your Publicist Knows."

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Photo by: Exxpose Media

In 2004, Geil “Blowfish” Jacobs humored his way into the hearts of thousands with an impeccable raw talent and an endearing gift of connecting with fans from many walks of life. When the New Orleans native realized his gift had come to light—it was amidst a competitive experience in Louisiana where he placed finalist to a youth talent who overtook the stage; arguably by charm. A host of industry professionals encouraged Blowfish as to insist on his continued aspirations. Comedy became his main focus subsequently leading him to embark upon a professional career in entertainment. Inspirations evolve from industry greats such as Redd Foxx, Richard Pryor, Rodney Dangerfield, Rudy Ray Moore, Martin Lawrence, Eddie Murphy, and Bernie Mac. Comedian Blowfish, having had no idea that his comedic talents or he would become a phenomenon—thus taking him the distance; the Blind Sensation continued to pursue advancement and higher heights both locally and regionally. Now, with a winning concept, an esteemed platform and a polished insight—He insists “these jokes are by faith, not by sight.”

The Blind Sensation, recognizably referred to as Comedian Blowfish and often times Blowfish Jacobs—is indebted to evoking comedic talent in arenas of stand-up, gospel, raw, sketch, voice overs, acting, hosting and public speaking as well. He elates in that his craft is not just jokes, but rather a preferred avenue of employing laughter through hardships. A precise style of comedy further described as a mixture of real life stories either by first hand experience or often times through interpretations of others. Eagerly delivering an ensemble of laughable content, whether commercially, professionally or rather edgy, raw, rugged, rough, family oriented and even religious related material. Nevertheless, he attains his funny; all while staying true to his gift. Uniquely, embracing comedy stages in a lane of his own, Comedian Blowfish is strategically raising the bar—as he pioneers through notable performances with his striking entitlement as “The Blind Sensation of Comedy.” Devoted to his entertainment endeavors, he is literally reshaping the eyes of comedy by implementing his surreal concept “a blind vision.” Evoking his high-powered stand-up comedy, Blowfish has shared the stage with some of the worlds most renowned and legendary greats. Including but not limited to the likes of leading comedians Rickey Smiley, Jamie Foxx, DL Hughley, Steve Harvey and the morning show as well as Bruce Bruce, T. K. Kirkland, Eddie Griffin, Luenell, Damon Williams, Dean Cole, “Bro Man” from Martin, A.J. Johnson, Dirty South, Michael Blackson, Gary Owens, D C Curry, Shawty and Benji Brown. Along with a laundry list of world class entertainment industry moguls such as Sheba Turk, Rick Ross, August Elsin, Sommore, Mannie Fresh, Rip Michaels, Stephanie Mills, Deniece Williams, Music Soul Child, Big Freedia and a comedy skit featuring rap phenomenon Juvenile. As impressive as his comedic accomplishments are, they are only one part of Blowfish’s storied resume. The Blind Sensation embarks upon a journey as a blind comedian in a plight to induce a public stance against diabetes and kidney disease. Walking the path of a kidney hemodialysis and diabetic patient; diagnosed and determined that through his interest seeking efforts to bring awareness while fighting against it—realizing that with success comes responsibility. Blowfish has proven to be a strong force behind the wits of raw talent and insists on leading the entertainment industry into a new wave of possibilities. Blowfish hopes the world continues to fall in love with his movement but more importantly; he aims to captivate people’s hearts both nationally and internationally. Blowfish explains in a cover story interview with Exxpose Magazine “my conditions are my push points that remind me—I need to surpass what’s in my current view.” Further detailing, “I am a blind comedian with a vision; now you can “See what I’m saying.” In a recent launch of Blowfish’s comedy DVD, you too can indulge in side stitching laughs in addition to tidbits of his documented memoir. On a mission to capture the hearts, minds and souls of funny—worldwide...the comedic talent is stepping his way into America’s most valued entertainment industry platform as we know it; that’s comedy.

# EXXPOSE Magazine

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.

Over the years, 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. In this issue we pay homage to Exxpose Magazine’s music and soul cover story legendary Eric Nolan of the mighty O’Jays. Elated about the launch of his independent record label Boy Wonder Records the music mogul reclaims the cover of Exxpose. After a four year interval since his September 2013 story released, Eric opens up about his take on the music and entertainment industry at its current state.

Exxpose Magazine pays tribute 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 and universal events abroad. In this publication you will find inspirational experiences, a wealth of knowledge, professional industry advice and industry updates.

In closing, we’d like to thank everyone for the continued support of Exxpose Magazine.  
See you in the spot light!

**Founder/Editor-in-Chief**  
Shantrell “CoCo” Wade

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Photography: Kylie Lyesight  
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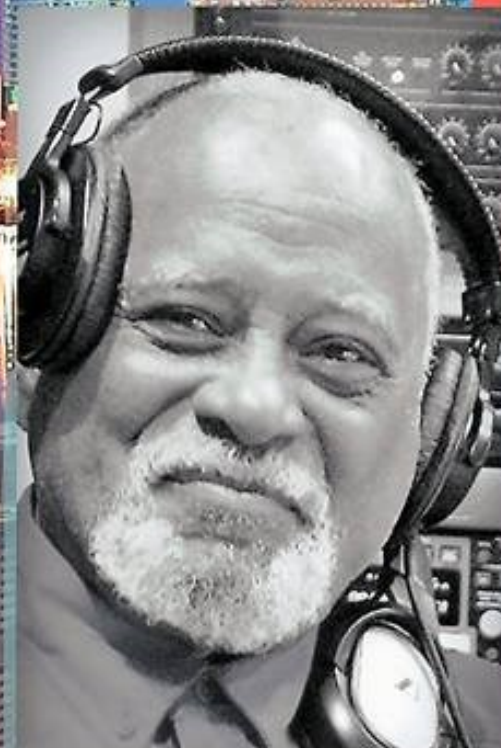
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## CoCo Wade talks... Music & Soul



In her favorite place to record, amid the renowned New Orleans staple "Small World Studio," soul singer **CoCo Wade** opens up about her plight to stardom in the music industry. As an advocate for talents much like herself, CoCo understands all too well, the intensity of composing and delivering trending sounds. As a musician dating back nearly two decades, CoCo was recognizably a young glorified percussionist. She attributes her talent as a drummer to having an ear for music. In her own words, when it comes to creating great music, "It's all about the vibe." "Regardless of what you have in mind when you set out to compose music; the vibe absolutely has to be right, period." The studio sets the tone for that. The music is created in the studio, from her co-produced tracks to the live instruments recorded on them. Everything she does—she does it with soul. In a recent sit down with the talents husband and co-producer Felton Langlois, along with longtime friend and co-producer Michael Webb; the trio initiated the start of what would become a testament to whether CoCo was versatile enough to pull off a Southern Soul follow up single similar to her preceding hit entitled "Get Loose." Quickly taking position with DJ's in the Southern Soul Top 20 countdown only two months after it's release and securing mainstream airplay on cumulus radio Old School 102.9FM as well as KAZI 88.7FM. CoCo Wade jumped at the opportunity to develop another hit single. In a matter of three days she composed the new song. Released in June '2017, Step Slide Rodeo is topping charts, spinning on radio stations and with DJ's in Tennessee, Austin, Mississippi, Alabama as well as New Orleans and currently ranks #17 on the Southern Soul network [www.RealMuzic.net](http://www.RealMuzic.net).

Photo by: Exxpose Media

**ERIC NOLAN**

*of the Legendary O'Jays*

**RELEASES HIT SINGLE**

**#OMW**

*on Independent Label*

*"Carving out a niche"*



Eric Nolan is all about the smooth sounds of sultry music. Whether it's composing, recording, singing or simply discussing his passion for soulful music; he elates in a surreal moment in every instance. A member of the legendary O'Jays for over 22 years, having traveled the world—Eric is pleased to say that he hasn't left the O'Jays; nor will he be leaving the O'Jays. He's simply carving out a niche for himself. The legendary mogul, immersed with a couple of lifetime achievement awards in association with the mighty O'Jays; in addition to several R&B awards as well as Grammy's and other nominations. Eric Nolan has been featured in television productions such as 'Unsung,' 'The Apprentice' and 'The Fighting Temptations,' alongside Beyonce' as well as Cuba Gooding Jr., Steve Harvey and countless other industry greats. It's no secret, Eric Nolan is authentic—ideally surrounding himself with greatness. Often engaging with people who are devoted to their craft. Keen on nurturing endearing relationships, Eric speaks in depth about maintaining the history and lifetime of music as well as its longevity.

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BOY WONDER RECORDS

#burngraphics216

Eric Nolan, the man behind the music—reimagines exactly what timeless music attributes to the entertainment industry. In a society where the descriptive sound of music breeds far too many similarities; Eric finds pleasure in developing the art of smooth and easily listening tunes. The release of his song entitled “Mood Swings,” speaks to real life situations that men go through with females. In his own words, Eric further details that “women like to be acknowledged.” In an extraordinary admission, the gentleman vocalist out pours genuinely heart felt truths by explaining in his own words “a woman taught me how to love.” Insinuating that a woman taught him everything he knows about how to love a woman. “Everything I learned...I learned from a woman.” It’s smooth, yet thought provoking conversations like these—this is what keeps Eric Nolan in a great position to please endearing fans and music lovers. His confidence, yet vulnerability; transparency and authenticity; humble spirit and intellect continues to snatch souls across the world.. These are all contributors to his character and speaks volumes as it relates to how he masters the art of his craft. Fans and supporters worldwide are ecstatic and zealous about his recent single release entitled #OMW. The trendy composition quickly grabbed the attention of radio stations, internet streaming networks, press and media on a national level. The launch of #OMW included a music video. The full on music video production aroused choreographed moves evoking line dance steppers and was infused with jam packed high spirited excitement. The city skyline, the street scenes and the coupled dance floor scenes were everything.

# ERIC NOLAN *Explains...*

## *“Without the fans we can not survive”*

In a sought after interview, Exxpose Magazine founder CoCo Wade engages in an in-depth conversation with veteran vocalist and songwriter Eric Nolan of the mighty O’Jays. Reclaiming the publications cover after a four year interval since his September 2013 story released; The legendary mogul opens up about his perception of the music industry at its current state. Eric Nolan is hardly a stranger to the ever-changing entertainment industry and has accumulated a plethora of knowledge behind the business. Although trends are inclined to evoke eclectic sounds that could compromise timeless music, Eric Nolan has conquered the art of captivating feel good music that remains everlasting.

According to the smooth tone composer, “We have not invented anything.” “There’s a generation that was before us, and a generation before them.” Humility like this is why Eric Nolan remains remarkable.

Expressing deep compassion and heartfelt amalgams about his longtime relationships and rewarding encounters throughout his extended music career, Eric explains what it meant to evolve at such a time when he embarked upon becoming an entertainer. “Even though I came up around the temptations, The Coasters, The Cadillac, The Platters, The Drifters, The Delfonics, and other people who have been there. There was a time when you knew the musician simply by listening to the music.”

Allowing himself to be completely transparent, Eric further enlightens us about the importance of appreciating his fans in detailing that “without the fans we can not survive.” We can’t buy our own records, we can’t buy our own concert tickets, without them we can not buy houses and cars. Nor can we eat in restaurants or buy fancy clothes. We owe the fans everything. “Eric speaks in great detail about his reaction upon seeing a artists

behave a certain way towards fans. Sharing that it weighs on him—and is both-ersome. The music mogul says that he is forever humble and grateful and often reminds myself that there are at least one million singers better than he is. He feels that he has been lucky enough to pay his bills and feed his family off of entertaining. Modest in admitting that his success is because of the fans supporting the music and the concerts they do. Eric exclaims “if the fans want pictures or an autograph, it’s done. I will do it until everybody is gone. To me, its just a small price to pay because when people stop asking for your autograph and pictures; it’s time to go home. The way I see it, I owe them—they don’t owe me.”

Eric talks about instances he has witnessed of seeing artists come and go. Many of which having been called superstars. He also took notice of having been around people that were not so nice.

## *Exxpose Magazine interviews Eric Nolan...*



Fueled with a brilliant strategy, Eric Nolan and his partner Jayshawn Champion started the record label, Boy Wonder Records. Embodied by three acts in addition to himself. Comprising of Nehemie & Billy Rich, G-Men and Dapper—BWR is one of the most heavily anticipated brands to evolve at a time when progression of music is at its breaking point. Ecstatic by the level of excellence these groups are infused with and knowing there will come a time when music industry competitors will some day intend to compete as BWR is inevitably in a position to toss a vocal challenge in the workings of what it will present amidst their timely launch.

Intrigued by a precise vision, Eric Nolan and his partner are focused on preserving BWR acts for the right time. Eric, a bit of a perfectionist, in his own right, the longtime vocalist remains keen on strategizing which moves to make and holds firm to the notion for what he recognizes as elite talent. Make no mistake about it, Eric Nolan and his camp are hard working and devoted to their craft. These groups are definitely aligning with greatness.

Fascinated by endless opportunities to create unique sounds, BWR is always keeping an eye open for the finest art of music. Its been said, there’s a new female act joining the roster. While things are still in the development phase—this too brings excitement and vigor to one Eric Nolan.

Eric Nolan’s Social Media Handles:  
@EricNolan  
@EricNolanToo  
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