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PAYING ATTENTION TO YOUR
ROYALTIES

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IN MEDIA

WHAT WE LOVE ABOUT
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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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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 80th cover story DJ Mr. Melvin. The Atlanta native is a pioneering turn table guru. Passionate about southern soul music—he elates in the opportunity to define what makes music blend in this lane.

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!

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Hollywood Actress
whenda woolley



Photo by: Kurt T. Jones

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What We Love **ABOUT HOLLYWOOD ACTRESS** **whenda woolley**

Actor and Comedian Whenda Woolley, was born on December 7, 1983 in Port-au-Prince, Haiti. Although political duress in 1986 caused her family to move to Miami, Florida, they returned home to Haiti in 1992.

Woolley attended Quisqueya Christian School from grades 3 to 10, where her love for performing and making people laugh was cultivated. Woolley officially left Haiti at the tender age of sixteen in June of 2000; heading solo to Manhattan, New York, to complete her High School education.

After a brief but tumultuous ten months, she vacated the cold of New York for sunny Miami, Florida. This emancipated minor graduated from Florida International University with a Bachelor of Business Administration in June 2007.

With an extensive background in business administration, management and marketing; this audacious entrepreneur decided to pursue her dream of entertainment in 2015 by moving to Los Angeles, California, by way of Hollywood, Florida. Her motto "If God blesses it, I won't have to stress it."

A current resident of downtown Los Angeles, Woolley has several projects in both pre and post production, including one with Emmy award winner Kurt T. Jones as well as the acclaimed mother daughter duo "The Ladies Dewald." She has worked alongside Kevin Hart on the set of "Ride Along 2," exchanged hilarious banter with Judge Ross on his hit show "America's Court With Judge Ross," shared the screen with actress Sufe Bradshaw (VEEP), LeJon Stewart (Pirates of the Caribbean) and the late Sulu Williams, (Convincing Clooney) in "Federal" as well as Zoë Kravitz in "Too Legit" directed by Frankie Shaw. Woolley also enjoyed her time behind the scenes as the production coordinator for Disney's new media show: "Exchange" created and directed by Daheli Hall.

Her current projects include a social media show "Free Broderick" where she plays the incomparable Coleen "CoCo." Woolley is also working as a featured extra on a Netflix movie (name unreleased) as well as CBS' "SWAT." The talent is avidly pursuing stand-up comedy. In her own words, "I'm heading straight to the tippy top. My blessings steady fall. They don't drippy drop".

Soul Singer

CoCo Wade Releasing... Unpredictable Single

In her favorite place to record, amid a renowned New Orleans staple "Small World Studio," **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. A turning point in her career stemmed from a decision to relinquish her position as a singer featuring at the House of Blues in New Orleans as well as her departure from WBOK 1230am where she produced several on-air broadcasts and recorded commercial voice overs for the network. As a musician dating back nearly two decades, **CoCo** was once 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." Small World Studio sets the tone for that. The music is created in the studio, from her co-produced tracks to the live instruments featured on them. Everything she does—she does it with soul. In a recent sit down with the talents husband and producer Felton Langlois, along with longtime friend and co-producer Michael Webb; the trio initiated the start of what would serve as 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 and the Boogie Report's 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 #3 on the Southern Soul network www.RealMuzic.net.



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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!



ExCo By CoCo FASHION CORNER

Let's Talk Hot Topics

New York Fashion

What are Fashion Trends

By definition fashion is a popular trend especially in style of dress. However, fashion is so much more than that. Ideally we mirror fashion savvy looks evolving from places like New York; much like Los Angeles and even Paris, France!

Quoting CoCo Chanel "Fashion is not something that exists in clothes alone; fashion is something in the air. It's the wind that blows in the new direction, you feel it coming, you smell it. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live..."

Fashion is a form of art and expression. It is like a beautiful painting transformed into fabric. In many ways we express ourselves through clothing. Unknowingly we literally wear our personalities on our sleeves. There is so much that can be told about a person simply by their style of dress.

Fashion has always been and always will be an important aspect in our world's culture. Fashion is more than a popular trend; it is a way of life.

Diamond Beckley-Jones, New Jersey



DJ MR. MELVIN

What Defines SOUTHERN SOUL MUSIC

"I often take chances on playing new artists or new music from existing artists; where as other DJ's may not". He likes to consider that once he has completed thorough research, he tends to find some really unique songs as with CoCo Wade's southern soul track entitled "Get Loose." It remains one of DJ Mr. Melvin's favorites. According to the DJ, when he first heard the song he immediately knew it was a good one and thought to himself—is anybody playing it? Recalling that he may have downloaded it on Amazon; therefore adding it to his YouTube mix entitled "Down South Soul Volume 2" released in November 2015 just weeks after CoCo Wade's single dropping. It's occasions like this, thus keeping the turn table guru DJ Mr. Melvin afloat of finding unique music while assuring nothing slips through the cracks. In our opinion, this allows for great detail in executing stellar work as a music DJ.

CoCo Wade asked DJ Mr. Melvin what does it feel like knowing that fans are relying on you for greatness? He explains "it's rewarding to me knowing that I'm actually contributing to people's happiness through my music." He refers to an instance where a truck driver enlightened him that his entire route on a long stretch was made easy due to the enjoyment of a YouTube mix DJ Mr. Melvin created. Additionally, another listener shared that his mixes help to get them through cleaning and chores around the house.

He takes pride in the fact that his style of playing music as a DJ included mixing. DJ Mr. Melvin elates in that he's able to add to people's lives by spinning music and creating mixes such as blues and southern soul play lists. These are the rewards of being a great DJ.

As a professional DJ his ultimate goal is for RealMuzic.net to grow simultaneous to his very own independent projects motivates him to excel in more ways than one. DJ Mr. Melvin attributes much of his success to the networks that provided the strongest support to him and his vision. Much like the well respected founder of RealMuzic.net, DJ G-Boogie as well as Kay Blue and the entire team. DJ G-Boogie is said to be one the hardest working engineers, producers and DJ's in the business.

Upcoming projects are developing with DJ Mr. Melvin's interests to launch a DJ tour perhaps kicking off in Mississippi as well as his home town Atlanta.

Be sure to tune in to www.RealMuzic.net every Tuesday and Thursday as well as his YouTube page!

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Come Dance w/Me



DJ Mr. Melvin

What you ought to know

Photo by R P Photography

DJ Mr. Melvin is a noted pioneer within the music and entertainment industry. The Atlanta native is undoubtedly a turn table guru. Known for his endearing mixes and southern soul playlists on YouTube and internet radio. Currently elevating as assistant program director of RealMuzic.net, DJ Mr. Melvin has grabbed the attention of fans of blues and southern soul. Evoking a strong listenership on YouTube with mixes reaching as many as 75,000 views—he is certainly capturing the hearts of music lovers everywhere. Passionate about southern soul music—he elates in the opportunity to define what makes feel good music blend in a lane of its own. Arguably, the southern soul genre is a close knit circle of music industry leaders, talents and music lovers. It's culture is warm and groovy.. It invites great relation-

DJ Mr. Melvin...

It's rewarding **TO KNOW THAT I'M**
Contributing to people's happiness through my music

While he's no stranger to the turn table, he has a new found love for a different style of music. Evolving as a DJ back in the 90's, the R&B and hip hop scene was his devoted genre prior to taking a hiatus. Anticipating a strong come back, DJ Mr. Melvin reintroduced himself to the DJ scenes again in 2010. This time in the southern soul genre. Influences such as Johnny Taylor and Marvin Cease sparked an interest which inspired him to listen a bit deeper into the groovy genre. DJ Mr. Melvin, with his now matured ear for music—desired to do something different. He wanted to change his taste in music. According to the DJ, everybody was playing old school and hip hop. Southern soul music sounded good. This made it a fairly easy transition. Southern soul music feels good he explained.

Exxpose magazine stumbled upon DJ Mr. Melvin in late 2015 and have been following him ever since. Intrigued by his humility and his warm reception to indie artists and legends alike; we admire his interests to extend opportunities to talents in lieu of the challenges the music industry may often present. Much like him, we recognize that indie artists tend to find it difficult to land opportunities for radio spins along their plight to stardom.

Determining factors when DJ's like DJ Mr. Melvin are considering placing music in rotation or on playlists is this—he first give the track a listen. Particularly picking apart vocals, the neat and most importantly quality as it relates to a good mix and master of the song. He couldn't stress it enough. This is very important.

According to DJ Mr. Melvin, first they have to make sure the songs are compatible to each other. Its starts with doing the research, making sure it's a good song, making sure it blends and is compatible and most of all making sure it can go into the playlist. "We kind of patch it together making sure it fits the song proceeding it." He say artists often ask, "how did my song end up at the end of your playlist." The answer is simple, "because it fits the song that came before it. According to the flow, that's where it fits. Not that its any worse than the previous song, it's just that they are in the same key and perhaps the tempo is the same." One key component in DJ Mr. Melvin considering artists' music for making the playlist is the quality of the track. Proper mix and master of the song is crucial and is much appreciated by DJ's alike.