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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 8 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 the trailblazing rap artist 7th Ward Shorty of PLU Entertainment. The lyrical pioneer is sweeping the nation while making quite an impression on those impacted by his journey, the movement, the evolution!

A very special, heartfelt tribute to longtime photographer Wardell Hunter of Huwa Photography. king of the camera, as we know it, he has paved the way for many professionals and freelance photographers to join our team as we develop greatness within our network. Exxpose Magazine acknowledges nearly a 10 year stint with Hunter. We are forever grateful!

In closing we'd like to thank all of our sponsors, readers and loyal participants for giving us the best 8 years yet!

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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](http://www.YourPublicistKnows.com)

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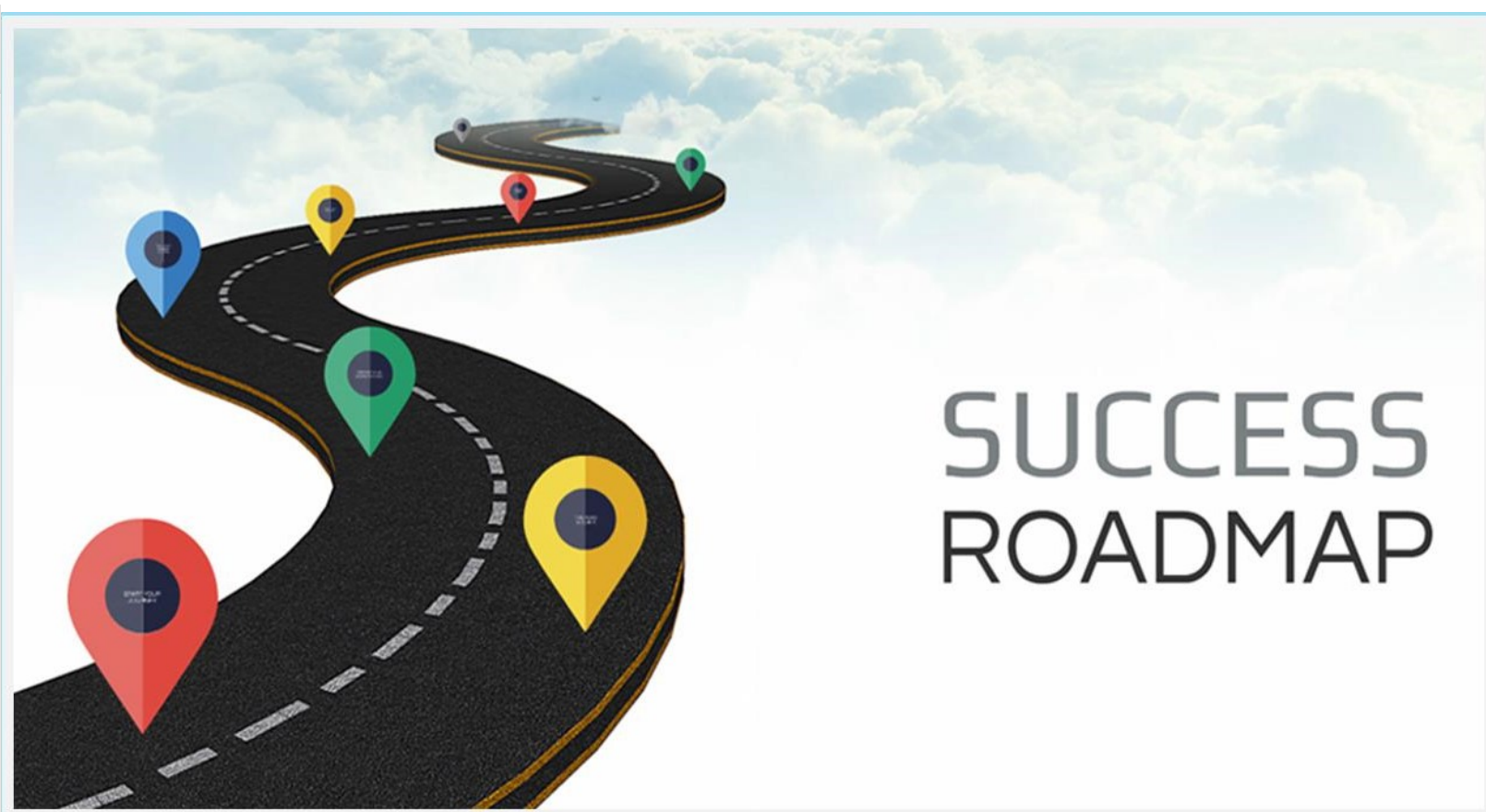
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## SUCCESS ROADMAP

### **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!

# 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 factors 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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*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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## 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!

# 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.

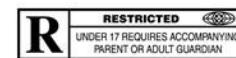
It is seemingly impossible to do it all by yourself. Moreover, it is even more unlikely that a talent who specializes in a specific entertainment skill—would be readily prepared to embark upon a fully knowledgeable level of experience to adequately secure sufficient press and media. Additionally, it 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 bus-ing in a great way. It will be one of the best investments you'll ever make.

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### 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!

*Singer reaches  
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**CoCo Wade sings...** It's simple. I am an artist, I didn't reinvent the wheel, I jumped on it. I'm a military brat, so I don't understand the word "no." During my upbringing... I wasn't allowed to use the phrase "I can't." I was taught to do what I needed to in order to get what I needed done, all while staying true to who I am, keeping morals and family values. I work hard in the studio along with my producer husband, Felton Langlois of Smallworld Studio Productions and our music friends like Michael Webb and Kipori Woods to name a few. We created a sound and we're sticking with it. I'm the brains behind our magnificent creative. I can't do it without them and they can't do it without me...we understand that, period. Or at least, that's our mindset. Nevertheless, artists I'm here to tell you; there is money is publishing royalties and it's yours for the taking. Learn about how you can start seeing revenues such as passive income by putting brains behind your music business. It'll be the best decision you'll ever make!

# "Let the People Perform"



Creative Dezsigs Photography

Mr. CLJ, obviously working as a promoter, publishing and producer, all while charting artists and djing as well; there is certainly a plethora of things he does in terms of your contribution to the music and entertainment industry.

The movement itself, as it related to the purpose behind his work as a promoter, much like his media platform and internet station, BluesandOldSchoolRadio.com; Mr. CLJ has established a goal of trying to provide a stage and a light for artists to get known. According to the industry pioneer, some folks don't have the capabilities or connections. He believes it has a lot to do with the fact that Atlanta is more of a hip hop city.

But, like many other benefits we've gained as a direct result of the evolution of technology is experiencing, he acknowledges; thanks to the internet people can be heard all over the world if they have the resources or a team. Some of the major artists get some recognition while the smaller guys don't receive any recognition whatsoever. He advises that he gives everybody an outlet. Further detailing that "if you have good music, he doesn't discriminate." Mr. CLJ is proud to say, "there's no click thing with me." Artists don't pay him to chart their music, he doesn't charge for his service of doing so. He is serious about that fact that, if it's good music, it's going to get played and it's going to get charted.

The culture and music community in conjunction with soul and blues is interesting enough. Often times, the most difficult thing to talk about is the down side of the music industry. We tapped into a few aspects needing to be address majorly, and that is the lack of support. Mr. CLJ explains his theory in saying, I'm not begging, I'm buying." He refers to this as his individuality when it comes to being a self-producing promoter, etc. His view point is, if he can't afford it, he doesn't do it. On the other hand, the topic has come up, about whether or not Christopher Lamar Johnson interviews artists. It seems as though he's gotten some heat about his responses to such inquiries. He shares, "I don't interview." "I don't take the time to interview because I'm putting the artists' music out there." He always says, "Let the music play." Another theory in keeping with his platform as a promoter is "Let the artists perform." He feels as though, one can interview artists all day long, but the interview doesn't mean anything.

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**"Let the Music Play"**



*The Music Man Mr. CLJ*  
Interviews with **Exxpose Magazine**

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**PRODUCTIONS**



Legendary producer Felton Langlois is back like never before. Now, bi-coastal and reaching higher heights...the national music creator recently announced his collaboration with longtime music partners of Take Fo Records to produce multiple platinum hit type beats to soon be heard on mainstream radio and festival stages worldwide. The producer, along with his wife Shantrell (known to most by CoCo Wade) have launched a larger platform with Smallworld Studio Productions and have already signed three consecutive production deals as publishing partners with the well noted record label who was mentioned in Rolling Stone just months ago.

What's next to come is much bigger than what we ever anticipated. It's rewarding and of course, invigorating to know that long lasting relationships in the entertainment industry still exists. Stay tuned by logging on to [www.SmallworldStudioProductions.com](http://www.SmallworldStudioProductions.com) for the latest music developments!

# CoCo Wade interviews Mr. CLJ

In the distinct words of Exxpose Magazine's editor-in-chief, CoCo Wade, a guru in his own right, "Christopher Lamar Johnson is creating a legacy orbiting the existence of" blues and old school for you. The Music Man, Mr. CLJ comes hailing from Atlanta by way of his hometown Five Points, Alabama. He's no stranger to the music industry. Undoubtedly pioneering as a producer, publisher and promoter, Mr. CLJ leads with his internet radio station BluesandOldSchoolRadio.com, among several other entertainment platforms.

Editorial acknowledgements of contributions and work ethics surrounding Mr. CLJ's journey stems from first hand experience. Embarking upon industry highlights in conjunction with soul, blues and southern soul music, Exxpose Magazine has implemented new genres into its media outlet as of 2019. The relevance of Christopher Lamar Johnson's career path in music is one that speaks to the direction of where music is heading nowadays.

Let's get up close and personal with the man himself, as CoCo Wade goes on record with Mr. CLJ in hopes of exploring surreal truths behind the music. Soul, blues and southern soul that is...Presented with the questions of who's the man behind it all, how did the journey for BluesandOldSchoolRadio.com get started; and what should people know about Christopher Lamar Johnson, you'd be surprised at just how much commitment and passion that presumably surrounds a producer, publisher and promoter, even in this day and time.

Mr. CLJ opens up during the interview, while sharing his truths. "I'm a servant leader, I believe in servant leadership. If I can't help you at all, then I certainly won't hurt you. I believe I've been put here to coach other people or to be a navigating source for people to get where they need to be." He goes on to explain his theory in saying, "it's not about me." "I'm not trying to be a star. I like to be a background type of guy. I'm more of a place holder. I'd rather my people to shine, much like the people I work with. Namely DJ Mr. Melvin and Jarvis Green. I've got to let the guys know we're doing great. I like to bring the best out of people by making them better than they were when they encountered to me. I don't want to come into a situation, if I can help you."

In a heartfelt grasp of the outpouring, CoCo Wade shares that Mr. CLJ's passion is clearly depicted in that response alone. He expresses a genuine interest to lift people up while aiding in their ability to actually level up. Ambitions like this can only reciprocate the same energy. It always comes back to you. There's something to be said about a man walking in his purpose and exploring a selfless journey, especially as an entertainment industry pioneer. The moment we talked about his ever-growing journey, Music Man, Mr. CLJ describes his lane indicating "I'm kind of like an A through Z person, when it comes to music. I'm a publisher, producer and promoter depending on which order it falls in. My journey started years ago. I grew up in a family that loves music. Music was embedded in me as a child. My family, as much as they were lovers of music, they weren't professional singers or anything. They just loved music and it stayed with me." No matter what I did, whether professionally or in the entertainment business, music has always been a priority.

Christopher Lamar Johnson prides himself in remaining consistent, in more ways than one. He speaks of his consistency as it relates to his sincere passion for music in saying, "one thing people always knew about me is that I'm usually somewhere involved with music in one way or another." Whether putting my plans together or playing music. Even through corporate America, which ultimately led me out of that career path, I never let my love of music falter. "I never let anything get in the way of music, and when it did, I had to make some changes."

"I've just kind of put is first. Now, music is my job; music is first. Other than God, my creator, music is first. Somebody always told me, if you love it, then it's not a job." I've been fortunate in that, by not being selfish and not trying to get anything out of it; that is really where my blessings come from. Mr. CLJ wholeheartedly feels as though God is guiding his steps. Simply, because doors have been opening up for him and he proudly gives God all the credit in doing so.

It's no secret that the pioneering guru remains a true lover of music, undeniably. Let's break down the many aspects of what The Music Man, Mr. CLJ does as it relates to his contributions to the music industry abroad. In his own words, "I started a radio station, Blues and Old School For You, which is now BluesandOldSchoolRadio.com. I'd been helping other folks with theirs. I said, well dang man, I'm helping them with theirs, I can do it for myself. So, I took my collection of music I'd gained over the years, loaded it onto a server and started an internet radio station; as a result of dealings I had with a few other people I know. A friend of mine, T. J. Hooker Taylor (Johnny Taylor's son) mentioned to me, you ought to start doing the charts." Inevitably, once people learned Mr. CLJ was doing a chart, they started sending him music and he was charting artists, just like that. This led to associations with a lot of artists. Prior to doing the charts, he was also promoting his own shows at the VFW in Conyers, GA. He's also promoted shows in Decatur, GA and Dekalb county as well as in Alabama. He shares the fact that he promoted shows independently. By this time, he had begun to do a combination of several things.

Of course, being a DJ himself, he covered that part. His concerns were, he didn't feel as though anyone else could DJ like he could. At that time, he was playing "soul/ blues" as he refers to it. He exclaims, he was playing it at a time when folks took the attitude of, I don't want to hear "that" music. He apparently goes way back to an earlier time in the soul/blues era.

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# "I'm Not Begging I'm Buying"

*The Music Man Mr. CLJ*

Interviews with Exxpose Magazine



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