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are Transitioning...
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EXPECTED TO TOUCH DOWN IN ATLANTA
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LEARN HOW

**BLUES AND
SOUTHERN SOUL**

MUSIC IS TRANSITIONING THROUGH
ONLINE STREAMING

**YOUR PUBLICIST
KNOWS**

SUCCESS COACHING PEAKS
GATEWAY TO GROWING
YOUR BUSINESS



SOUTHERN SOUL MIX
GROWN FOLKS MUSIC

DJ Whaltbanieluv

ATTRACTS MILLIONS WORLDWIDE

MUSIC INDUSTRY Exclusives *On Festival Gigs*

There is actually a science to the madness. Musicians, recording artists and record label execs are often trying to uncover ways to get on festival stages. As with anything else, there is protocol to follow. Keeping in mind, that you or your artist are not the only talents who desire to perform on the big stage. The problem is...festival promoters receive upwards of 2,000 artist submissions annually. In most cases there are only 75 to 100 performance spots available. So, it like a needle in a hay stack.

My advice would be to properly package yourself or your artist with an awesome presentation. Materials and content such as an EPK, Bio, Press Release, etc. These are the things that can help an artist stand out amongst competition. The leading tool would be great talent and stellar music. Think about the 30 second rule. If your music doesn't capture their attention within the first 30 seconds—you may want to start over or pick another song. Ultimately, with the right team of professionals by your side, a great talent/artist, proper package and a hot image...you're sure to get results sooner than you think. Don't be afraid to invest in obtaining the materials you need to get the look you want. Because before you compare yourselves to other leading artists in the industry...don't forget to look at everything they are doing. Particularly their presentation. They probably got where they are because they did what they did...if you catch my drift. Even though artists are making moves, that doesn't mean they started the race when you did. They might have several years of a head start, which might have also included head aches and upsets for them as well. Stay focused on what YOU need to be doing in order to gain success! Because if you are great at what you do...and if you do it well. You are destined to win!

Festival promoters also establish time sensitive deadlines. If you are planning to participate in a stage performance at a festival you will need to submit by their deadline in order to be considered amongst many other applicants. It's quite simple really. The biggest thing is having the materials and content necessary to fit the standard. But, once you do—submit yourself or your artists and await a follow-up from the promoters. Generally, if you don't hear back—that means you weren't accepted. But keep trying, they just might be keeping your information and submission on file. In the past, we have gotten last minute call from promoters indicating that a spot has opened up within days or weeks of the event. There are times when other talents might cancel. This may be your gate way in...the good thing is if you do well the first time, you'll more than likely be invited back again. Because seemingly, once you're in...you're in!

CoCo Wade,
Industry Exposed/Your Publicist Knows

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 heightened 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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EXXPOSE

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. As we embark upon our nearly 100th issue, our vision continues to supersede industry expectations. Amid the publications fast approaching 8th anniversary, we have every intention to reach well over 300,000 readers collectively. A recent expansion to Atlanta opens up an entire new lane for Exxpose Magazine!

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. In this issue we celebrate the renowned, grown folks DJ WhatBabieLuv. He has made a tremendous impact on the entertainment industry, particularly through streaming worldwide. Millions are enlightened by his ability to evoke feel good music pouring into the hearts, and especially souls, of those he encounter whether virtually or personally. He takes pride in what music he will play...and respectfully, he doesn't play around with the music in which he takes pride in spinning. Its all fun, but no games, in his world of music. That what we love about him, he takes the music business seriously.

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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Blues and Southern Soul

Music is transitioning through...
Online Streaming

Blues and Southern Soul music, arguably considered an intricate part of the chitlin' circuit, is trending rapidly. Now, with technology ultimately spearheading the transition of feel good music across the globe; there is certainly a lot to be said about the elevated direction of such tunes! It will be interesting to see exactly what the future holds for this soulful genre.

It's no secret that blues and soul music has been celebrated by music lovers, both nationally and internationally for decades on end. Southern Soul has opened up a platform, in which creativity has surely expanded. Recognizably gaining a great deal of attention amidst places like in the UK, Canada, Montreal, Quebec and more.

From the Editor's Desk

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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!

music speaks

what can not be...
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DJ WhatBabieLuv Talks

Behind the Scenes with Exxpose Magazine

He further eludes the fact that it's transpiring online in the public eye and people are in fact watching. This could ultimately affect whether or not the southern soul genre will be respected or even taken seriously for that matter. Mutually agreeing that we as a culture, can pull it together and act as one unit with one goal, to go mainstream; this mentality could take us to the top.

Now trending with millions of streams, grown folk mixes by DJ WhatBabieLuv complies ordinarily consists of the genres in which he plays. In addition to Southern Soul, you'll find him playing music like Old School R&B, Old School Hip Hop, Smooth Jazz and of course Chicago Style Steppers Music. The ideal age range in which he focuses on is between 40 and up. As did back in the day, when he was growing up, the renowned DJ loves catering to older crowds. This remains the wave for those who can appreciate music that feels good to the soul.

Exclaiming that southern soul is catching on fire and spreading rapidly, the music mogul has affiliated with at least four online radio networks in the past. Often asked to join online platforms in an effort to aid in bringing southern soul music to the forefront, he has had the pleasure of pioneering to do just that. Recently nominated for an award, the message is clean and concise, the fact that DJ WhatBabieLuv, much like his DJ colleagues such as DJ Bubba Yae, DJ Mr. Melvin and a slew of others southern soul music pioneers are putting in the work!

Networks in which DJ WhatBabieLuv is streaming on at this time includes platforms such as Hot365Radio.com, iHeart Radio, YouTube, Spotify, Google Play and more. Many of which his podcast streams on. Be sure to log on and search iHeart Radio for "DJ WhatBabieLuv," as well as the other online outlets aforementioned.

EXXPOSE MAGAZINE
EXCLUSIVELY INTERVIEW
Behind the Scenes with
**GROWN FOLKS
MUSIC**

Surprisingly DJ WhaltBabieLuv's YouTube channel launched as a result of his interest in finding something to do as a hobby. Although, he never expected it to grow in the way that it did. Focusing on quality versus quantity, he truly understands what it feels like to groove to soulful music. Using analytics available to him via YouTube proves to be an intricate part of his strategy to ensure he gives the listeners what they want. Even more so, by acknowledging honest feedback from his fans and listeners who rave about when and where they enjoy indulging in his countless playlists. Places like backyard cookouts, card parties and even around the house while cleaning, elude to the setting of a grown folks mix by DJ WhaltBabieLuv.

He describes the passion for music as it relates to artists today versus in the past, in that it's different. Much of it seems to sound like R&B, in his opinion. It just doesn't have that southern soul flavor, according to DJ WhaltBabieLuv. While he realizes that not everyone can be a Johnny Taylor, his advice for artists is this; "if you label it Southern Soul, then it needs to be Southern Soul." We totally agree in that, this is merely an old fashioned rule of thumb.

Exxpose Magazine posed the question as to the view point of the music mogul with regards to the southern soul community and the direction in which the culture is going collectively. In his own words, he explains that "there is too much bickering amongst southern soul artists and here lately, it is starting to affect the DJ's as well.



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EXXPOSE MAGAZINE

EXCLUSIVE INTERVIEW

Behind the Scenes with

DJ WHALTBABIELUV GROWN FOLKS MUSIC

Walter Hough Jr., a music mogul by nature, retired the active working life of a truck driver due to medical issues and returned to his first love of entertaining folks. Opening up about the intricacy of Grown Folks Music and its value to music lovers; during an exclusive interview with DJ WhaltBabieLuv, Exxpose Magazine Founder CoCo Wade is intrigued by the journey set forth amid the renowned DJ's plights to stardom. Undoubtedly, his ambition to create feel good music vibes, runs deep. His ability to make time and space for the things he loves most, like music and family happens to come naturally. Available time, as a result of DJ WhaltBabieLuv's boredom has allowed him to evolve. He was humble in sharing that, unlike some, he was simply looking for something to do when he opted to channel his energy into music once again. The heavily admired DJ explains, he has a history with music prior to now, which stemmed from a stint as a hole in the wall club DJ dating as far back as the early 90's. Although his passion for spinning music developed as a direct result of playing music throughout his adolescence, when he was given the task of entertaining guests with songs during card parties hosted by his parents. This imitated at the age of around nine. A military brat, ultimately joining the military himself, DJ WhaltBabieLuv knows a thing or two about order and structure. Speaking of which, much like others who pioneered towards greatness in the entertainment industry; the renowned DJ speaks on matters concerning the authenticity of blues and southern soul music at its finest. It is certainly evident that things are changing.

Referencing the late Johnny Taylor and Mel Waiters as some of the world's legendary artists recognizably known for evoking true sounds of southern soul. DJ WhaltBabieLuv explains in his opinion, that it is quite possible, many of the "southern soul" songs spinning today, particularly featuring younger talents; seem to exhibit more R&B than that of traditional southern soul music compositions.