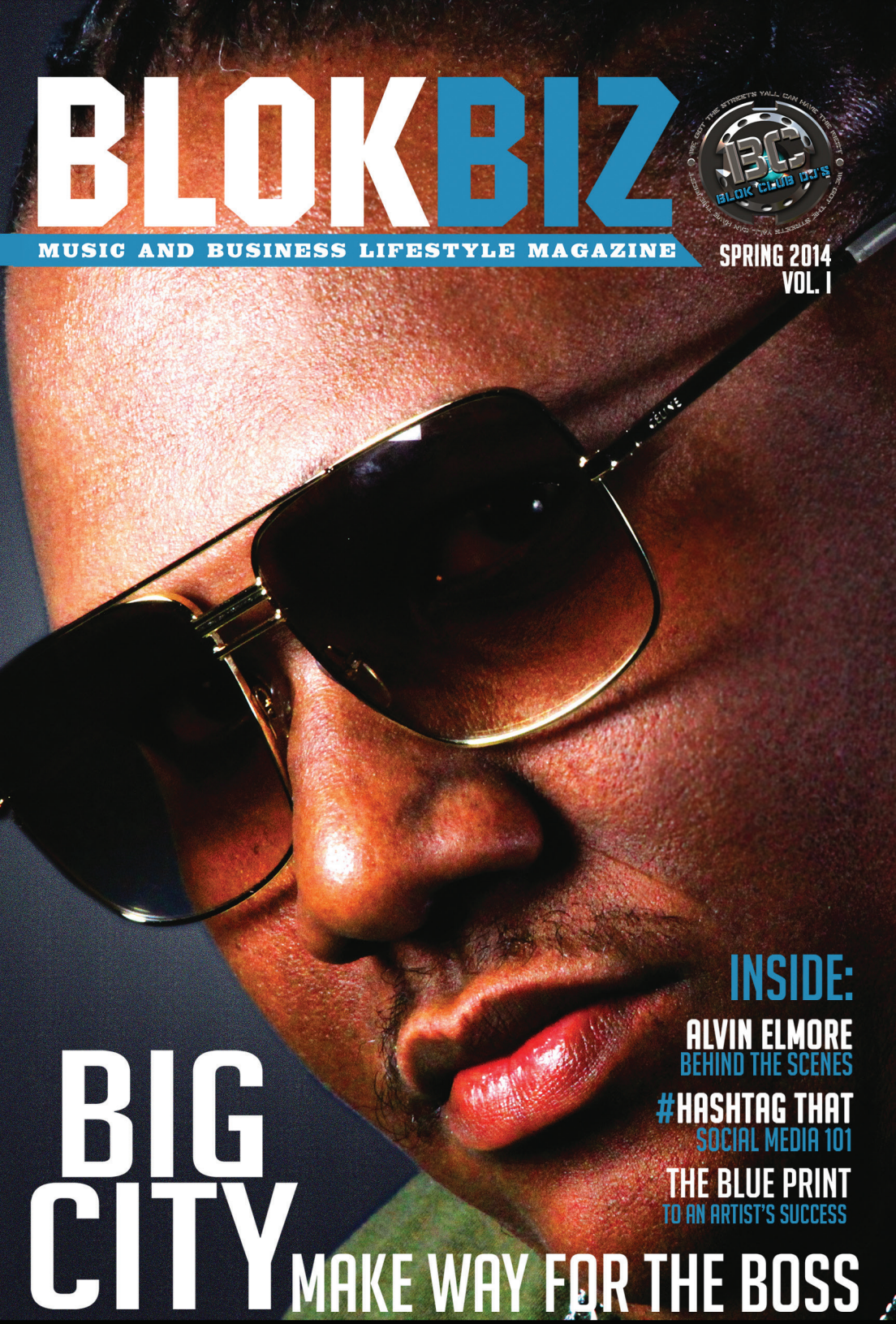
BLOKBIZ

MUSIC AND BUSINESS LIFESTYLE MAGAZINE

SPRING 2014
VOL. I



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BEHIND THE SCENES

#HASHTAG THAT
SOCIAL MEDIA 101

THE BLUE PRINT
TO AN ARTIST'S SUCCESS

BIG CITY MAKE WAY FOR THE BOSS

THE OFFICIAL MAGAZINE OF BLOK CLUB DJS: PREMIERE ISSUE

VILLA

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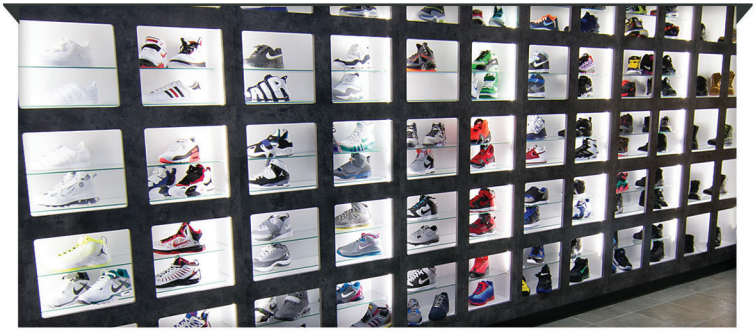







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WELCOME

Welcome everyone,

I am Thomas "DJ SLugo" Kendricks, CEO of Blok Club DJ. I would like to thank everyone that contributed and participated in the production of Blok Biz Magazine. We at Blok Club soley wanted to put together a magazine that highlights, music, business and fashion all in one, in hopes to bring unification in Chicago within these industries. Welcome to Blok Biz Magazine where unity is possible in Chicago.

We got the streets, ya'll can have the rest!
Thomas "DJ Slugo" Kendricks

Greetings!
I am extremely ecstatic to be announcing the launch of the newest edition to the Blok Club Family. Just one of the many things from the past, present and future of our company to solidify the meaning of "Blok Club Krazy." This is also one of the important steps in developing Chicago's music industry etiquette. I hope you all enjoy the contents within Blok Biz Magazine.

Yours Truly
Byron "Bang" Walker
#BLOKCLUBKRAZY

Salutations,
This first issue is dedicated to the artists, musicians, visionaries, and to those who seek to be a part of the entertainment industry and indulge in the lifestyle. We at Blok Biz Magazine aim to provide our readers with quality information, profound insight, and useful advice. The creators of Blok Biz Magazine embrace talent and nourish entrepreneurial spirit. I hope you enjoy our premier issue, we look forward to bringing you more.

Pamela Jones
Editor-In-Chief

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BLOK CLUB DJS
4TH ANNUAL MEET N GREET

Meet N Greet History
Radio Panelist
& Performance Lineup

Meet our Host!
D. Woods
Former member of Danity Kane



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Courtesy of D. Woods

THE BLUEPRINT TO AN ARTIST'S SUCCESS

WORDS BY FATBOI FRE$H

1 FAMILY & FRIENDS

Your Family and friends will be the first people that you introduce your music to. They will most likely tell you if you're hot or not, and be your musical genie pigs to try all of your sounds out on before you introduce yourself to the world. If you are fortunate enough to make it to the next level Family and friends will also serve as a quality entourage that will hopefully get you out of more trouble than they get you into.

2 LOCAL DJ

After your family and friends give you their stamp of approval you should seek out the most popular DJ from your neighborhood. Why you ask? The answer is simple; a local Dj will be more likely to break you as an artist to your neighborhood. Breaking as an artist in your own area first will establish your street credentials, and get the people that are geographically closest to you to support you.

3 BLOGGERS

Once you are buzzing locally, your next target is your local blog. Naturally as an artist you would like for a national blog to get a hold of your music and run with it, however it will not work that way for most. The idea is to start with a smaller blog and get your likes and comments up on a smaller site and eventually a bigger blog will pick up your music. The fact is that most bloggers don't care how dope or subpar your music is, they only care about numbers, so if you're doing real numbers they will pick you music up. Just make sure your content portfolio is vast because once your hot you're going to want to drop music at least once a week.

4 RADIO DJ OR PERSONALITY

In the new anatomy of the music industry, every artist does not need radio to be successful, however if you have goals and aspirations of becoming a national recording artist, or signing to a major label, then you will need to get some form of radio play, and lots of it. There is no right or wrong way to get a radio DJ on your side. My best advice is to take the by any means necessary approach.

5 LABEL REPS

Congratulations! You have successfully created a street, radio and internet buzz, people are loving you as an artist, and your making money independently. For a lot of artist this is as good as it gets, and for the smart ones it's as good as they want it to get. However should you chose to want to further your career even more; the only thing left to do is build relationships with record label representatives. There is no better way to meet a label rep than to have a credible industry insider like a blogger or Dj tell them about you. The worst way to introduce yourself to a label rep is to run up on him in person or via social media saying things like "I'm the hottest artist out" for if that was the case, the rep will most likely have heard about you one way or another.

5 Reasons you need a publicist

WORDS BY REGINA DANIELS/CEO
Daniels Entertainment Group Inc.

1. Publicist work to get their artist/clients featured or reviewed in newspapers and blogs, TV shows, and magazines, helping to attract attention and create buzz on a local, national, or even international level.

2. A publicist can assist the artist in strategies for promoting their latest release, mix tape, or tour, and take the lead on putting those strategies into action to enhance the clients brand.

3. Create an image for the client and teach them "how" to interview to better communicate with both the media and the public.

4. Assist client in career decisions long term. Often times a clients behavior overshadows there talent and the "good things" the client does in the community.

5. Take the heat to preserve the artists image. The publicist must protect the client and always strive to make the client look in the best light possible.



Photo courtesy of Regina Daniels

#HashtagThat_SocialMedia101

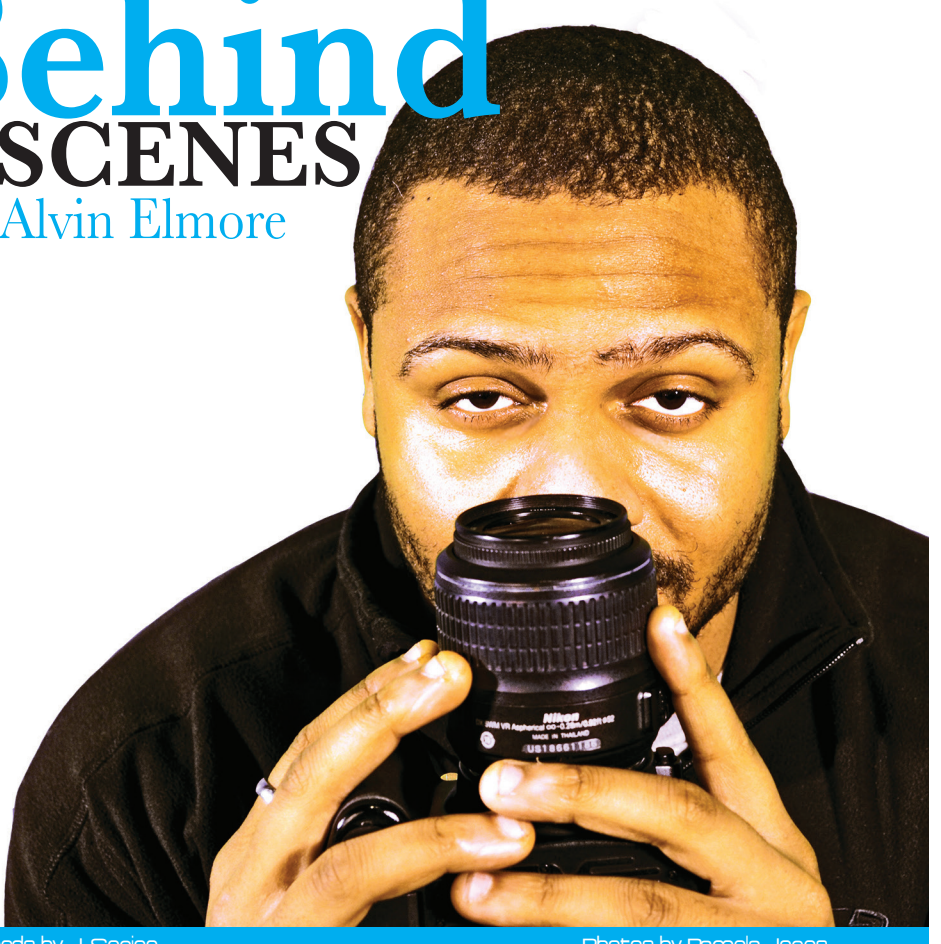
WORDS BY SHAWNA WHITE

Social media marketing is being done every day all the time by you and you may not even know it. The things you say or the pictures you post generate comments, likes, and re-posting thus building the brand of you. Everything you post is marketing your brand; you are showing people your style, therefore you are marketing the designer, when you sharing your personal opinions, you're actually blogging. Marketing is all about capturing a target audience to promote your product or information that you wish to share with others.

So, how can you make social media work for you? Well now that you've captured your audience it becomes simple. The thing is, people already care about what you say; now, use it to your advantage. If you are an artist your first goal is to produce a sound that your target audience likes. Post, but DO NOT flood your time-line with your material. By flooding your time-line people will get sick of seeing the same thing and potentially de-friend you. Inside tip: Facebook is more intimate than other social sites; meaning family and close friend, they want to know what's going on in your life and how you are; keep music, business, club, or personal promotion post to a minimal; everyone might not have the same taste. By creating a Facebook fan page you can find out who really rocks with your music and also gain more fans.

Social media management is about being creative. Changing your wording and having creative pictures to draw people in. EVERYONE is taking hold of social media marketing so you have to stand out! Make sure you are different from the rest. My company @YesMovement does Social Media coaching where we teach you all this and more. Get connected! Stay Tuned! Www.YesTheMovement.com.

Behind THE SCENES with Alvin Elmore



Words by J. Senior

Photos by Pamela Jones

BBM: What motivated you to start directing videos?

AE: As a child my parents were strict, so all I use to do is sit in the crib and watch movies. After watching all of these movies I developed a idea of what looks good and what looked bad. I generally developed the concept of what makes good film work. So I always wanted to do it but I felt it was too far fetched. However I was forced into making videos. I was 27 when I shot my first video. I was late bloomer. So I was working at CarMax and had gotten fired. While looking for work I was thinking, "I got to make some money". I had a $200 camera that didn't even have iPhone footage quality. It wasn't even supposed to be used to shoot videos with. The videos were ok, however, I can't look at them now. *(lol)* I was working with a guy that was working with the artist, Phoenix Phenom. I was filming their concert footage. He really liked my work. At the same time I was doing web pages. He introduced me to DJ Boolu Master and Boolu needed a web page done. Boolu introduced me to Shorty Capone. Shorty saw my videos and he was impressed. To this day I am still puzzled how he saw the person who made these little cheap videos would somehow be good. If I would have shown myself those videos I would have called it garbage. He showed everyone my videos and

though people said that they were wack, he continued to work with me and believed in me. Eventually he gave me a job editing Raw TV.

BBM: Explain your first experience as a video director and how you felt about the finished product?

AE: My first video was for a guy and his wife in Kenosha Wisconsin. When I made it you couldn't tell me nothing. I cant watch them now but then, I was feeling myself. It was cool because I got to be creative.

BBM: How many videos have you shot and which is your favorite and why?

AE: I'm well over 200 videos. I have a top 3 in no particular order. I did a video with Leo Getz and the song was called "Run". That video I had complete control. The next video was Mush Millions and Twista's video, in which I had complete control over. My best work is the videos where I'm allowed to do me. My most professional video was for artists name Kam song was called Killa Kam, they recently played it on BET's 106 & Park. I like the artist and I like the song. So those are my top 3 in no particular order.

BBM: In these days it appears that everyone can be a video director as long as you have a camera.... What is your take on that?

AE: I love this question....the same thing kind of happened with producers, which is the reason why I'm looking for a exit strategy out of videos. Back in the 90's and the 80's it took a lot of money to make a beat. You'd have to buy beat machines you'd have to have people to believe in you, put you in the studio to make a beat. Nowadays you can get a $300 laptop and $99 software and make a beat that sounds professional. So since everybody has the access to make a decent sounding beat, the price of beats are going down. The same thing is happening with videos. Some of the videos I make would have cost me $50,000 to make. To actually get that film look you had to get a film camera. Now you can make those type of videos for a fraction of the price. Due to these DSLRs. These cameras are what motivates everybody to become a director. You can get that 7D that shoots 1080P even if you don't know what you're doing you're getting a clearer picture. I'll get hit on Facebook or Twitter about a video and I'll give them the price and in turn they'll email me a video saying that 'my man shot this video for $100'. Here's the scary part that hundred dollar video that they man shot for them doesn't look that bad. So of course, the dilemma becomes why do I pay you what you're asking for when my man can do the same thing. After a while it's not going to be anything special because everyone will be able to make a decent video. So now it's not about the video anymore it's about the name. They seek directors out now because of name, they want that name

Continued on page 26



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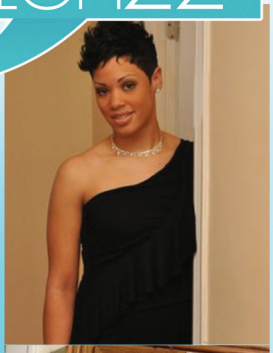



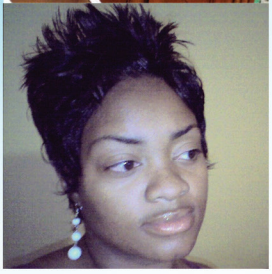

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Words by Lord Rakim

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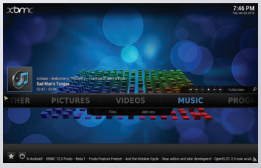

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MAKE WAY for the Big City BOSS



BBM: Who is Big City and how did you get the name?

City: Big City is a person that grew up in Chicago, who made a decision that the negative things I went through as a child wouldn't determine the outcome of who I was as a man. I got my name from one of my buddies in Minnesota. Being from Chicago, naturally, I stood out from most of the people in Minnesota. Like I was almost too big for the city, so that's how I got my name.

I grew up homeless at times, in situations that I wouldn't wish upon any child. Ultimately I feel like that molded me into the person that I m today. I told myself that I would never be homeless again. So I made it a point to hustle everyday. I've been doing that every since. I've become my own boss so nobody else can ever determine what I can and can't have. So that's the type of music I make. Boss music.

BBM: When did you decide you wanted to be a rapper and what inspired you?

City: I grew up around music so it's always been in my blood, but it wasn't until I started my own label and had other artists that I decide to rap. I saw that the people I was trying to push wasn't hungry to put in the work and do what needed to be done. So I really started to prove a point, but then I realize how good it felt to be in the studio. Knowing that the time I spend turns into a song that people actually love is a blessed feeling.

> "I've become my own **BOSS** so nobody else can ever determine what I can and can't have."

BBM: How has the journey been and what challenges have you encountered since you started your rap career?

City: One of my biggest challenges has probably been getting people around me with a mindset like mine. In order to really be able to make it and stay encouraged you have to have a team. It's not easy weeding through the people that you can really trust and say "this is my team".

BBM: Not belonging to a label can be very challenging, how do you maintain and still continue to move forward?

City: Again, I'm a hustler. Challenges are my motivation. I believe in myself and if I set my mind to do it, I'm not letting anything stop me.

BBM: What are the pros and cons of being an independent artist?

City: Of course the pros are being my own boss. I don't have to answer to anyone, or follow anyone else vision. I can be me to the fullest. One of the biggest cons is funding myself. I can't say that I've wasted money, because I consider myself my greatest investment, but I can say a whole lot of money could have not been spent.

BBM: What should we expect from Big City in 2014?

City: "Perfect Timing" will be dropping early spring. I'm in the process of setting up some collaborations right now that I know my fans will love. I'm just ready to take over. 2014 is my year. It's Star Status' year. You gonna see us everywhere.

BBM: What advice can you give to artist entering into the music business?

City: Be true to you and keep your eyes open.



GODDESS BOSS

Singing "I Believe I Can Fly", by R. Kelly, at her kindergartner graduation was the day Goddess Boss realized the stage is where she belong. Born and raised on the south side of Chicago Illinois, "Wild 100's to the Burbs," is where life began. She began singing in Bellgrove Church choir and soon realized her gift was writing music, poetry, dance, and art. Her third grade teacher Mrs. Haley pushed her to over exceed academically. She encouraged her to believe and understand that she was a born leader and she had never seen a child as gifted as herself. Remembering those words, motivated her to continue to do well in school and excel in any challenges that lied before her.

In spite of her mother's hard work and effort, her father was never physically around due to jail and moving from state to state, therefore, her grandfather was all she knew and all she loved. After the passing of her grandfather, she stopped going to church and no longer believed. Following behind her grandfather were the deaths of other family members who she look towards for inspiration and were instrumental to her life. At that point, Goddess Boss knew she had to leave Chicago to appreciate its life lessons and prepare for the music world that she would soon take over!

As a graduate of Thornton Township High School and a college attendee of Chicago State University and Tuskegee University, she explained that her college experience was like no other. Going away she believed her goal was to graduate, but later on she realized it was God's way of rebirthing her, and giving her energy and support to become what she's always known she was suppose to be.....Legendary!

Goddess Boss has always been inspired by other artist such as Lil Wayne, Beyonce, and Trina and dream to one day work beside her idols. She expressed that rap is and always will be a competition. Goddess was always taught in school to strive for the best and aim for excellence, and she plans to bring that same energy, dedication, and love to the game. "In order to be the best, you have to beat the best!" It's nothing personal, she just refuse to lose at something God's prepared her for her whole life.







@GODDESS__BOSS



LP DA ASSASSIN

BBM-In the past year, what has been some of the achievements for Lp Da Assassin with Bread Life Entertainment?

LP - "For me, the most important thing about 2013 is that I've gotten smarter as an artist, musically and in business. I truly understand our company and the role it plays to paint a bigger-picture for listeners and my fans. Content and consistency are the rules of the game, in order for us to score, win, and bring home a championship, like Michael Jordan!"

BBM- Tell us about a project or accomplishment that you consider to be the most significant in your career for the year of 2013.

LP – Good Times Cigars I believe would be the top of my list. The company has endorsed my brand and my music as outlet to cross-promote LP Da Assassin with their company. I also would say that landing my song, "Throw Your Hands", in ABC's new TV Drama, "Motive". As an artist it's important to solidify a consistent revenue stream and this will provide a nice residual income or "Bread" for my family.

BBM- Endorsed by a national cigar company, now that is phenomenal! So what other projects are you currently working on?

LP - I just released my sophomore mixtape, "Bread & Water" hosted by DJ Slugo/Blok Club DJs that is real heavy in the streets, which features my single, "Comin' Wit It" feat. Yoson Tala and filmed by Will Gates that launched on World Star TV, that is doing numbers on the internet. Also expect to hear a few of my songs in movies, as well as commercials, my team is working hard to ensure success.

BBM- What advice can you give to an up and coming artist or entrepreneur?

LP – Rule #1, 'No' is not a bad word, push forward to you get a Yes. Rule #2, Proper planning prevents a poor performance. Rule #3, Have patience. Rule #4 Accept constructive criticism & look past the hate. Rule #5 Get a marketing manager to help build your business and brand, because you're only one person.

BBM - Based from your knowledge and experience in the game, what turns an artist into a star?

I believe a star artist takes on a life of its own, becoming more of a musical conversation that likes to be shared between fans and peers compared to the terrestrial way of listening on the radio. Today it's all about what listener's Like, ReTweet, & Share with their audience.

@LPDAASSASSIN

WWW.LPDAASSASSIN.COM

A SIT DOWN WITH A STANDUP EMCEE

Words by J. Senior



BBM: How long have you been recording?
Elementz: I've been recording music since '01-'02, but I really took it seriously as far as starting an actual project around 2008.

BBM: Who and what is your biggest inspiration?
Elementz: Personally, I'd have to say my mom. I draw from her youthful spirit and just never wanting to give up on your dreams no matter what the circumstances are. Musically, I'd have to go with Eminem. He wasn't necessarily the reason why I started rapping, but his skill level is completely off the Richter scale! Even at this stage of his career, he hasn't compromised on be a lyricist.

BBM: How would you describe your sound?
Elementz: Hard drums, heavy bass, dope lyrics. Anything less and I'm not involved with, period!

BBM: What artist signed and unsigned would you like to work with?
Elementz: Signed, there's quite a few but if I could narrow it to three artists: Eminem, Nas, Snoop Dogg. As far as unsigned, whatever that means nowadays, I'd have to go with Joey Bada$$ and The Alchemist.

BBM: If you weren't rapping what would you be doing?
Elementz: It would definitely be as an artist manager. If I can't do it myself then at least let me get someone else on.

BBM: What is your definition of a hot/wack song?
Elementz: A hot song has to be something that has catchy parts to it. I was always taught that it's not what you say, but how you say it. So whether or not how the hook sounds, your voice sounds, the beat may have parts to it that stand out, but the lyrics are just as important. A wack song is anything where the artist is off beat, the beat itself sounds lazy, the lyrics are predictable and basically the song won't last 6 months throughout the year.

BBM: What is your take on the drill movement in Chicago?
Elementz: I have a love/hate reaction to it. I admire the fact that it was invented here in Chicago and it has its originality. But, like most movements that pick up steam, I don't like the over saturation of it. Plus, I don't like anything that promotes violence outright. And not to say that the drill movement is strictly about that, but with everybody feeling they can become stars overnight with it or music period, they just run with it and don't even know what it truly is or where it came from.

BBM: If a person never heard of you how would you introduce yourself?
Elementz: "I'm Jahbari, and I'm an emcee. Whenever you get some free time, take a listen to my album "Open Bar" and if you like it, share it with your peers and let em know, 'This dude right here is the truth!'"

M3 InterActions

MOGULMUSIC+MEDIA



7Pm is a well known hustler from his neighborhood that survived those streets to be the man he is today. He is the voice of those very streets, expressed at its highest level of artistry & charisma, with an edge that can only be supplied by his environment. He created his own destiny to become the leader of "The Net-Works", Ruler of Rhythms, and The President of Primetime. Thus you have 7Pm.



7Pm's single entitled "*Get Fresh*" produced by M3 INTerActions' producer, TriggBeats, is being played in England, Houston, Philly, Memphis, and on a host of Chicago and online radio stations. "*Get Fresh*" is digitally distributed through Def Jam Recordings and is available on Amazon and Itunes.

He's been featured on Urban Grind TV and is popular among the DJ's in this business. In 2012, 7Pm released his debut solo mixtape, *Grand Events* & *Great Nights,* hosted by DJ 1Hunnit. *Grand Events* & *Great Nights* Vol. 2, is set to release April 2014 months prior to the release of MPowerM3INT LP, that's slated for July 2014. 7PM has graced many other mix tapes such as *The Chicago Trafficking Authority* (Block Club DJ's), *Guerrilla Island Vol. 3* & 4 and on his very own independent label's compilation mix tapes, *CHItunes Vol. 1* & *2.*

With other joints like,"*What U finna Do?*", and music videos, "*The INTroduction*" and "*Seven*", 7PM has swept everyone in his path off their feet. It's caught the attention of countless blog sites including WorldstarHipHop.com, MyCity-MyDream.com, ItsPrettyDope.com, EliteMusik.com, Headliner.Fm and many more globally.

Those who have seen him perform deemed him "Mr. Primetime", to compliment how he seems to rise to the occasion no matter how big or small the venue. 7Pm has shared the stage with the Midwest legend Twista and has rocked some of the biggest venues in Chicago and Indiana such as the Congress Theatre, The Double Door, The Cubby Bear North, Shrine, Adrianna's, and a plethora of other clubs. From headlining concerts at local colleges to opening for Def Jam artist at the Foxx Theatre in Atlanta, 7PM is a force to be reckoned with in the Hip Hop and entertainment industry.



@7pm3



D·JONES

R&B artist Darrius Jones (D Jones) is ready to make listeners fall in love through his music. This Southside Chicago native is offering a new perspective on growing up in an urban area and making something beautiful out of it. Raised in a home with two supportive parents whom encourage his dreams, D Jones began to release his creative energy through poetry. Influenced by artists like Usher and D'Angelo, his alluring poems soon turned into sensual songs. D Jones soulful voice offers an old school R&B feel that's sure to have the ladies screaming, "That's one response I think every male R&B singer loves. If you have one female screaming in the crowd that you don't know, that's real". Not afraid to show his sensitive side, D Jones pulls back his layers and exposes the vulnerability of a man. He wants his music to resonate feel good emotions by spreading positive messages that really engages his fans. A down earth personality paired with colorful style, D Jones is an artist who's destine to leave a lasting impression.

Known around Chicago for performing at popular venues like Red Kiva and Bobby McGee's, D Jones has been working in the studio perfecting his craft. His new mixtape, *Just the Beginning*, will give listeners an intimate look into not only the man but the soulful music of D Jones.



@therealdjones

@Dee_originalLoveJones

www.therealdjones.com

PROBLEM OTC

"I don't feel like I can change the world but If I can help a couple of people listen to my music and really feel it, and relate to it then I'm cool".

Chicago native Mike Jackson is an up and coming rapper ready to take listeners on a lyrical journey into the life of Problem OTC (Of The Chi). Growing up on the low end of Chicago, the product of a single parent home after being abandon by his father at a young age, Mike Jackson's alter ego Problem OTC was created. Don't let the name fool you, though his music was an outlet to deal with his anger and disappointment from watching his mother struggle, Problem OTC is actually more of a "Problem-Solver". He shares positive lyrics geared towards inspiring today's youth. "I don't feel like I can change the world but If I can help a couple of people listen to my music and really feel it, and relate to it then I'm cool". A real man who loves music, his raps give listeners an authentic view into his life. Problem OTC stays away from rapping about violence, drugs, and degrading women he instead is just "telling his story". He raps about everything from relationship struggles to the respect and love he has for his mother. Influenced by artist like Kanye West he is thinks outside of the box writing lyrics that take listeners through emotional highs and lows.

Currently performing at local venues in Chicago, Problem OTC is ready to share his talents. Working on his new mixtape. ***The Coolest Lame***, Problem OTC is ready to drop some positive knowledge paired with high energy club bangers and mellow hip hop rhymes to the world.



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JUKE RELATED
ENTERTAINMENT

DIZZLE



Devonn Bailey better known as Dizzle is a rapper from the south side of Chicago wild wild 100s. He's been making music since the age of thirteen teaching himself everything he knows about the industry. He has done opening performances for Lil Boosie, Shawnna, and featuring songs with Arab 2059 and Baby C. He is currently Signed with Better Life Ent. Who is at preset working with Urban Grind TV to promote his upcoming single Skittles, Music videos and opening performances. Devonn aka Dizzle can be found on IG @Betterlife_Dizzle, on Facebook at Devonn Don D Bailey HE MAKES TRAP SWAGG MUSIC

BETTERLIFE_DIZZLE

/DEVONN DON D BAILEY

BLOK CLUB DJS 4TH ANNUAL MEET N GREET 2014

NETWORK TO BUILD YOUR NETWORTH

Glad you're here to join us, as we present our signature event. THE BLOK CLUB DJs 4th Annual MEET N GREET – This is an event where the industry professionals come to indulge in a relaxed, knowledge-based atmosphere. If you were here last year, there were 900+ industry contacts present e.g. managers, producers, engineers, entertainment lawyers, graphic designers, PR agents, A&R's, record labels, the hottest djs, rappers, singers, poets, distributors, promoters, and many more.

Blok Club DJs is constantly looking for ways to take our company to a higher position. We have made many strides in order to do so. Our largest project has been facilitating this annual event, which brings like-minded individuals under one roof at one time, with one agenda. We are constantly upgrading and revamping the company and this annual event (Blok Club Meet N Greet). We are raising you and ourselves to a higher standard by positioning and strengthening our network to build our net worth.

Moving forward we would like to invite you and your company/brand to join us in our quest of empowerment. As we have some sort of business connection(s) with one other, it would be our pleasure to promote your services as we strive to continue uplifting each other in our endeavors.

As presently we have ten (10) artists who will be showcased today February 23, 2014 at our annual Meet N Greet. We also have ten (10) panelists on our business of radio Q & A session. You will be given the opportunity to address question and concerns as to your compatibility with "radio". We have a number of DJ's who will be competing in the Blok Club DJ's 3 Style Challenge. This challenge is judged based upon DJ's skill, originality, crowd control and creativity demonstrated through a fifteen (15) minute set with a mandatory three (3) genre selection. Last year's winner was Blok Club DJ's own DJ Steaks. There will also be one on one media interviews throughout the venue during the entire evening.

The event is filled with several raffles and gift giveaways from our sponsors and vendors. In order to allow yourself a chance to win one of these prizes you must complete the Blok Club DJs 4th Annual Meet N Greet "Contact Information Card", ask any Blok Club representative about the location of these cards, and win your free gift today.

Once again WELCOME and please enjoy what we have laid out for you.






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BLOK CLUB DJS 4TH ANNUAL MEET N GREET 2014

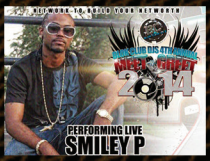
PERFORMERS





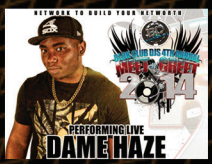




















EVENT ACTIVITIES

- DJ 3 STYLE BATTLE
- 10 LIVE PERFORMANCES
- RADIO PANEL DISCUSSION

Radio professionals discuss the DO's and DONT's of breaking a record in today's music industry.

RADIO PANEL

















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D.Woods

Wanita Denise Woodgett, better known by her nickname D. Woods, has become one of the most notable R&B singer, dancer, and actress. She is a former member of the girl group Danity Kane. Before joining Danity Kane, Woods toured with several major recording artists such as Bow Wow, Lloyd, Avant, Snoop Dogg and Letoya Luckett as a background dancer, performed in theater festivals such as the National Black Theater Festival and Windybrow Festival in Johannesburg South Africa off-Broadway theater productions and interned with Spike Lee's 40 Acres and a Mule Production Company. She was hand picked by director Chris Robinson to appeared in the video "Change Clothes" by Jay-Z, where she was one of the models. D. Woods auditioned in 2005 on the second season of the MTV reality television program Making the Band 3 Sean "Diddy" Combs. Danity Kane's first album debuted August 22, 2006 at #1.


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Edward Ark

Edward Ark is a Chicago born clothing designer. He has been in fashion for 10 years. Under the guidance of Anthony Mason and J-Boggie he honed his craft over the years. He ran industrial fabric machinery as he worked to become his own brand in the future. He has noted that he is influenced by Tom Ford, Fashion Geek, and Pink Dolphin among others. Edward Ark Tees is Ark's current venture. He is focusing on t-shirts as oppose to his previous focus on denim jeans. He ran into challenges along the way in the form of not being able to control the printing of his t-shirts. Which ment that he would have to order a dozen or more just to distribute three or four shirts. Yo-Gotti and Rick Ross are just a few celebs that have been seen wearing Ark's merchandise. You can visit ARK' online at EAjeans.com. His shop is located at 118556 S. Western. Edward Ark is a motvated man with a eye and talent for fashion, so grab a few pieces if you wanna stay ahead of the curve.

Behind the Scenes
WITH ALVIN ELMORE

continued from pg. 9

little name recognition. I never thought that I'd be sitting here being interviewed about being a video director. To have people know your work. You actually have videos celebrity directors. DGainz and Azae everybody know them boys. Will Gates another celebrity video director. Now we're the topic of discussion there's actually debates on I think this guy is better, I think this guys better, that shows that people are now interested in the director now. So we're just now getting recognition for what we're doing.

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