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ATLANTA BEATZ Magazine

Featuring:

Julian "Capo" Marshall
DJ Kutthroat
Tequilla Josephine
GuttaQueen
Dame Smith
FraatHouse
Skip



The Real KeKe

RAW AND UNCUT



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ATLANTA BEATZ MAGAZINE

OUR MAIN GOAL IS TO APPEAL TO ALL GENERATIONS BY SEEKING OUT CREATIVES WHO ARE TALENTED, PASSIONATE AND DEDICATED TO THEIR CRAFT. WE WILL BRING A DIVERSE COLLECTION OF STORIES, BLOGS, IMPACTFUL EDITORIALS, INTERVIEWS, DOCUMENTARIES, BTS COVERAGE, AND MORE CONCEPTUAL AND CREATIVE PHOTOGRAPHY WITH THE ARTISTS WE WORK WITH VIA HIGH SOCIETY PHOTOGRAPHY.

ATLANTA BEATZ IS NOT JUST YOUR AVERAGE URBAN MAGAZINE: WE BELIEVE WE ARE THE VOICE OF THE COMMUNITY, AND WE ARE FOR THE CULTURE. WE DON'T TRY TO ATTEMPT TO FIT INTO ANY SPECIFIC BOX. WE JUST WANT TO GRAB THE ATTENTION OF EVERYONE NOT JUST ONE POPULATION. WE WANT TO AMPLIFY, ENLIGHTEN, EDUCATE, ENTERTAIN, AND ENGAGE OUR COMMUNITY AND CULTURE. SO, OUR AUDIENCE RANGE INCLUDES FASHION FANS; ENTERTAINMENT INDUSTRY GURUS; INDEPENDENT ARTISTS; TELEVISION PERSONALITIES AND MUCH MORE. IF IT'S WORTH COVERING, WE WILL MOST DEFINITELY COVER IT.

ABOUT S



More Information: Atlbeatz10@gmail.com

Editor in Chief Note

This magazine will cover a vast amount of individuals who encompass what it means to show strength and determination.



Creating an interesting informative and easy to read magazine is our main goal. With a lot of negative stuff going on around us, we wanted to give people something that is positive and powerful that will resonate with all Ethnicities, Nationalities, Races and Creeds. We want to give people a sense of belonging. Featuring stories of prominent individuals from all walks of life along with those who strive to reach the pinnacle of success in their field.

With so many fresh new artists, entrepreneurs to activists, aspiring to inspiring individuals, Atlanta Beatz will be exciting and fulfilling to read.

WE WOULD LIKE TO ALSO TAKE THIS TIME TO THANK OUR SPONSOR HOT 2100 ATL RADIO FOR SUPPORTING US.



Hip Hop is a Culture. It sets the stage for every young kid or adult that listens to rap to immerse themselves into something that is deeper than RAP. WHICH IS HIP HOP. It allows people to express themselves in ways they couldn't imagine. Gives people the ability to create something meaningful and powerful. The progression of this culture has been a force to be reckoned with, being something only a hand full have anticipated.

Hip Hop has actually done what the forefathers have set out to do from the beginning. That is to take a once maginalized unheard group or population and make the world hear them. Make the culture more accessible and relatable to the masses.

So, as the population continues to grow so to will the Culture called HIP HOP.



I am
HIP HOP



The pioneers of Hip Hop Djing are most definitely legendary for their creativity and innovation. These are the people who are known for the art of turntablism as we know it. Hip Hop DJ's such as Kool Herc, Grandmaster Flash, Grand Wizard Theodore and Afrika Bambaataa were inevitably the creative forces responsible for the Hip Hop Culture.

As Hip Hop became more popular in the 1980's, DJing started to spread beyond where it originated in New York City and found its way into the mainstream music culture. DJ's were no longer just spinning records in the underground club scenes or mix tapes, they were taking center stage and adding their unique touches to other genres.

As Hip Hop continues to evolve DJing will forever make a lasting impact on the crowd, genres and culture it comes in contact with.

**The DJ is the Key to the Hip Hop World-
Rick Rubin**





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BARBARA B.
NU-BEINGS SALON - MABLETON, GA

Barbara is originally from Westwood New Jersey, where she was born and raised, but now lives in Austel, Georgia. Barbara Brown is the proud owner of Nu-beings Salon, which is located in Mableton, Georgia. Her salon has been opened since 1997 and while knowing how to do a plethora of styles, she chooses a silk press as her favorite style. Barbara has employed many of employees over the years and also has used her platform to mentor young ladies. Barbara loves to attend comedy shows lounges, karaoke, and museums, but in her spare time she enjoys modeling, singing, dancing and enjoying family and friends. Barbara is the parent of two children a son who is twelve and a daughter who is four.

C-WILL

A RISING STAR REDEFINING ARTISTRY

WHERE ARE YOU FROM? HOW DID YOU GET STARTED?

IM ORIGINALLY FROM DAYTON OHIO AND I MOVED HERE IN 2014. I'VE ALWAYS BEEN INTERESTED IN MAKING MUSIC, BUT DIDNT DO IT UNTIL 2019. FROM THE PANDEMIC UNTIL NOW, I'VE BEEN TAKING IT ALOT MORE SERIOUS, AND PUTTING OUT ALOT MORE MUSIC. IT'S A BLESSING TO SEE ALL THE GROWTH AND MY FOLLOWING INCREASING.

HAVE YOU ALWAYS BEEN INTO THE MUSIC THING OR IS IT SOMETHING YOU STARTED ONCE YOU GOT TO ATL.? NOT IN THIS ASPECT, I DID BAND. I DID HAVE A HOMEBODY THAT WE DID USE TO FREESTYLE IN THE CAR AND MAYBE GET SESSIONS IN THE STUDIO, WHAT DO YOU ENJOY ABOUT BEING AN ENTERTAINER? I WOULD SAY THE PERFORMING ASPECT. I JUST LIKE BEING ON STAGE. WITH MUSIC YOU GET A DIFFERENT UNDERSTANDING OF ME.

WOULD YOU GO MAINSTREAM? IM NOT PRESSED TO GO MAINSTREAM. I WANT TO BUILD MY PLATFORM A DIFFERENT WAY. GET PEOPLE TO SEE THE VISION, LIKE A DISNEY MOVIE. YOU HEAR THE SONG AND YOU CAN VISUALIZE THE MOVIE.

IN THE LONG RUN WHERE DO YOU SEE YOURSELF? OVERSEAS PERFORMING, HAVING MY OWN FESTIVALS, BUILDING MY TEAM WERE IM MERGING CONTENT WITH MY MUSIC.

HOW DID THE WIN FEEL WITH MEET THE UNDERDOGS? IT FELT GREAT!! BECAUSE I HAD THE SUPPORT, I PUSHED THE PERFORMANCE HARD AND ALOT OF IT WAS MARKETING.

WHATS SOME SINGLES YOU WANT TO PUSH? I DROPPED 4 SINGLES FOCUS, WHAT IT TAKES TO BE A MAN, SUMMER ON ME AND BANDIT.

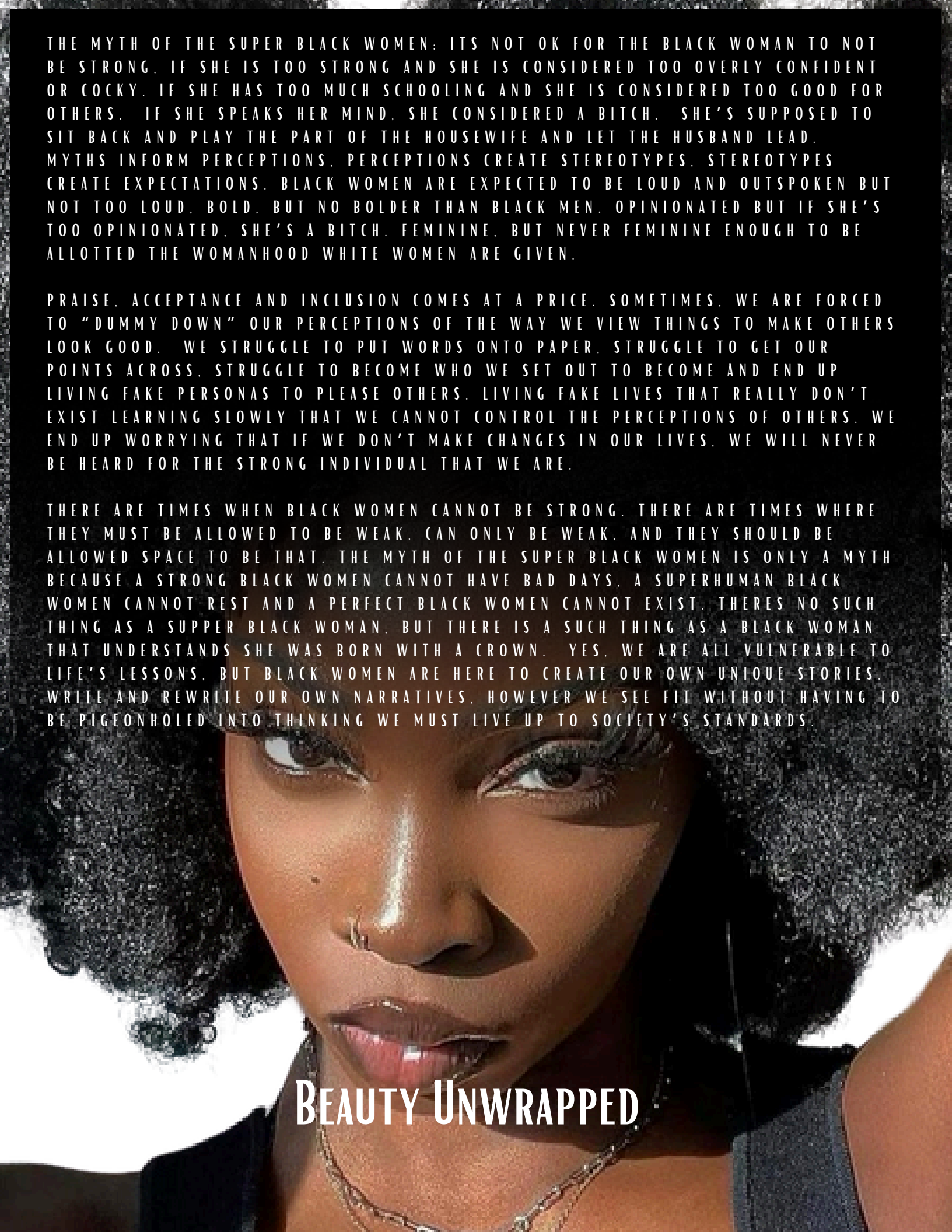
WHAT WOULD YOU TELL THE PEOPLE ABOUT YOUR SINGLES AND WHERE CAN THEY FIND YOU? ALL STREAMING PLATFORMS C.WILL @C.WILLOFFICIAL I HAVE ALOT OF MUSIC COMING OUT.



THE MYTH OF THE SUPER BLACK WOMEN: ITS NOT OK FOR THE BLACK WOMAN TO NOT BE STRONG. IF SHE IS TOO STRONG AND SHE IS CONSIDERED TOO OVERLY CONFIDENT OR COCKY. IF SHE HAS TOO MUCH SCHOOLING AND SHE IS CONSIDERED TOO GOOD FOR OTHERS. IF SHE SPEAKS HER MIND, SHE CONSIDERED A BITCH. SHE'S SUPPOSED TO SIT BACK AND PLAY THE PART OF THE HOUSEWIFE AND LET THE HUSBAND LEAD. MYTHS INFORM PERCEPTIONS. PERCEPTIONS CREATE STEREOTYPES. STEREOTYPES CREATE EXPECTATIONS. BLACK WOMEN ARE EXPECTED TO BE LOUD AND OUTSPOKEN BUT NOT TOO LOUD. BOLD, BUT NO BOLDER THAN BLACK MEN. OPINIONATED BUT IF SHE'S TOO OPINIONATED, SHE'S A BITCH. FEMININE, BUT NEVER FEMININE ENOUGH TO BE ALLOTTED THE WOMANHOOD WHITE WOMEN ARE GIVEN.

PRAISE, ACCEPTANCE AND INCLUSION COMES AT A PRICE. SOMETIMES, WE ARE FORCED TO "DUMMY DOWN" OUR PERCEPTIONS OF THE WAY WE VIEW THINGS TO MAKE OTHERS LOOK GOOD. WE STRUGGLE TO PUT WORDS ONTO PAPER, STRUGGLE TO GET OUR POINTS ACROSS, STRUGGLE TO BECOME WHO WE SET OUT TO BECOME AND END UP LIVING FAKE PERSONAS TO PLEASE OTHERS. LIVING FAKE LIVES THAT REALLY DON'T EXIST LEARNING SLOWLY THAT WE CANNOT CONTROL THE PERCEPTIONS OF OTHERS. WE END UP WORRYING THAT IF WE DON'T MAKE CHANGES IN OUR LIVES, WE WILL NEVER BE HEARD FOR THE STRONG INDIVIDUAL THAT WE ARE.

THERE ARE TIMES WHEN BLACK WOMEN CANNOT BE STRONG. THERE ARE TIMES WHERE THEY MUST BE ALLOWED TO BE WEAK. CAN ONLY BE WEAK. AND THEY SHOULD BE ALLOWED SPACE TO BE THAT. THE MYTH OF THE SUPER BLACK WOMEN IS ONLY A MYTH BECAUSE A STRONG BLACK WOMEN CANNOT HAVE BAD DAYS. A SUPERHUMAN BLACK WOMEN CANNOT REST AND A PERFECT BLACK WOMEN CANNOT EXIST. THERES NO SUCH THING AS A SUPPER BLACK WOMAN. BUT THERE IS A SUCH THING AS A BLACK WOMAN THAT UNDERSTANDS SHE WAS BORN WITH A CROWN. YES, WE ARE ALL VULNERABLE TO LIFE'S LESSONS. BUT BLACK WOMEN ARE HERE TO CREATE OUR OWN UNIQUE STORIES. WRITE AND REWRITE OUR OWN NARRATIVES. HOWEVER WE SEE FIT WITHOUT HAVING TO BE PIGEONHOLED INTO THINKING WE MUST LIVE UP TO SOCIETY'S STANDARDS.



BEAUTY UNWRAPPED



DJ K. Money is a celebrity DJ as well as a professional international radio perfect personality in host of The DJK money mix show, gospel show in friends' founder and chief of the network money time DJs in CEO of KJ money time records. He also has over 20 years of experience in the hip hop game as he started DJ at the age of 10.

By the age of 13 he had already started rapping and DJing by watching other experienced artist(s) and DJ's like run DMC, Whodini, the Fatboys, Brand Nubians, Kool Herc and GrandMaster Flash just to name a few. By the time he reached 15, he was partnering with DJ supreme and that's how his love for the hip hop game all started.

DJ K. Money has DJ'd all over the world, he has DJ'd at clubs and venues like the New York City Roxy, the Hard Rock Café, the Shake Rag, and numerous other clubs and venues that have been sold out shows all across the nation. In 2022, DJ K. Money started the new popular Internet station KJ Money time radio, distributed by Radio.co. where you can find him dishing out the latest and up to date music.

You can contact DJ K. Money at DJKMONEYONTHELAND?YAHOO.COM for booking information.

Salute to the Mastermind Rick Rubin

When it comes to making a beat everyone in the music industry wants to work with the wizard of music, Rick Rubin. Infact, Def Jam was co-founded by Rick Rubin in his dormitory in Weinstein Hall at New York University, and its first release was a single by his punk-rock group Hose.

When Rick met Russell Simmons, he recognized him then as "the face of hip hop", and he immediately wanted Russell to be his partner with him. At first Russell was hesitant, but Rick told him that he would make the records, do all the work and Russell would just be a partner. The more Russell got to know Rick, the more he realized he wanted to put more effort into a real partnership.

The second single released with the Def Jam Recordings logo was T La Rock & Jazzy Jay's "It's Yours". The first releases with Def Jam Recordings catalog numbers were LL Cool J's "I Need a Beat" and the Beastie Boys' "Rock Hard", both in 1984. Both singles combined were enough that Columbia records gave Def Jam a seven figure distribution deal.

In 1988, Rick Rubin left Def Jam and moved to California where he started Def American Recordings. Its major acts were Slayer, ZZ Top, Tom Petty and The Black Crowes. Rubin continued his association with hip-hop music as well by signing artists such as the Ghetto Boys and Sir Mix-a-Lot.



A man with vibrant red dreadlocks is shown in profile, singing passionately into a silver, vintage-style microphone. The background is softly blurred, suggesting an indoor setting with warm lighting. The text 'LOSIE: I AM THE CULTURE!' is overlaid in large, bold, red capital letters on the right side of the image.

LOSIE: I AM THE CULTURE!

OK Losie can you tell us where you're from and what made you start rapping? I'm from zone 3 of Atlanta GA I actually started rapping as a young man we had a crew called WPN. Actually, my stepdad had a record label and actually that's how it really kicked off. I really wanted to be a CEO; I didn't want to be a rapper.

Where did you get your name from? Losie? My name is Carlos. My dad's name is Carlos and they used to call me little Losie.

Tell me about your creative process when you write a 16? I really like the beats speak to me. Me hearing the beat the beat talking to me and I create the lyrics and the verses just come to me naturally. I can just listen to a beat and the words just come to me I don't have to write anything down.

Do you have to be in the studio or be alone or does it matter? Some of my best music come from me being alone really. I can just zone out and listen to the beat, the beat tells me what to say but it really doesn't matter. I can be in a room full of people and the beat is going to tell me what to say and it's just gonna come out.



Coming up from the "A" who is your favorite rapper, or do you have a favorite rapper? I like Future, Future's been my favorite rapper for a long time. Future's is hard!! **Would he be someone you would say you would get in the studio and work with him?** Yes, I worked with him once before. Who else would you like to work with? Meek Mill. Meek Mill be spitting in that shit. I like Gotti. I like teachers. I like rappers that can teach you things. Gotti has the CEO roll going he doesn't try to do too much, and I like that.

Do you think on the independent side of things, the independent artist(s) are getting played? It's definitely not beneficial, I'd rather get in the lab and work and network more. I promote more, sometimes my face is bigger than my music. My face is the brand.

Speaking of brands, what do you tell new artist(s) who don't know about branding themselves? You have to bring yourselves. When you're coming up, let me tell you something about the rap game, what they don't understand is what goes up... must come down, regardless. It's best to bring yourself so you can get the best out of it, especially when you're at your peak. You can capitalize on merch, you got this... you got that... it's just a lot you can do. Make it big.... make it colossal. Sometimes it's bigger than music, you can get money in all types of ways when you brand yourself right. Will record label will brand that song instead of branding you.

Do you consider yourself a freestyle list or pen to paper? I never wrote before. That's my gift, I never wrote. It's like I have writers block, I can write a hard ass song but when I try to rap it, I can't do it.

What are some of the biggest challenges you face being an independent artist? Doing things I don't want to do, like doing some things because you're under the table and I want to keep my career going. So how do you avoid that from happening? My manager. Everything goes through my manager, and it takes all the heat off me.

What's the hardest thing being in this business? Being in it by yourself, you gotta put your own music out, you have to put your own budget up, you have to know who to give the money to, you have to hustle to try to get radio play and it's just a lot.



I like artists that can teach me something.

A portrait of Julian Marshall, a man with a goatee and a purple baseball cap with a 'CR' logo. He is wearing a dark jacket and has his hands clasped in front of him. The background is dark and out of focus.

Can you tell us how you got started?

I've been in the club since I was 15 years old. I'm not from Atlanta. I moved here when I was about 12 years old. I got started in the game off the strength and influence ohh my uncle, my first club was metro fusion it was on Peach tree across the street from the Publix. This is when vine was popular. I transcended when I did sledge ultra bar and in 2014, I started dealing with artists providing platforms celebrity events etc... I've been with several media platforms as well.

How do you feel about artists not treating themselves as their brand?

It's very frustrating we deal with celebrities' bookings so when independent artist haven't built their brands and they make demands or ask for money they shouldn't be asking for because marketing is of course what we help them with, it becomes very crazy. To me personally, it's an all-time high, as far as people not working on their brands so their brands have no credibility everyone is skipping the marketing development piece.

JULIAN MARSHALL

YOUR PROMOTER'S, PROMOTER

How do you feel when artist music isn't ready?

I'm not a rapper but once again it's frustrating because we provide platforms and artists don't take it seriously to go back and forth with adults it's really a love hate relationship. You have to want to be taught and want to develop it goes on a lot and generally only in hip hop.

How do you weed out the bad artist?

There's very few people still in Atlanta that provide platforms for artists but I do feel anything is an opportunity for an artist that they can't provide for themselves it's about artist development you have to be developed enough to push your craft right now it seems that people don't know their audience So they are not marketing well, they are not putting out good flyers.

What do you want people to know about what you do?

I do marketing branding promotions touring me in greets I have access to celebrity events artist development I've been in the game for over 10 years and I built solid relationships so I'm able to help any artist.





Laxx Network and More than Music Tour Presents: The Battle of the Queens

With so many reality based TV shows on air now, sometimes you really don't want to turn on the tv because thats all you're going to see. If its not females gossiping about another female, females fighting in general or males sleeping around, its all become to redundant.

With this show the vibe was just a tad bit different. Eventhough, it was a competition to see which female came with the hottest song, the spectator can tell there wasn't any bad vibes among the female competitors.

Some of the contestants came with that heat, in which they deserved to move to the next round. Yet others needed to work on artist development to enhance their talents. The judges were absolutely spot on with the critiques given and the crowd stayed lit all night, cheering for their homegirls. We salute Laxx Network for a Dope event



South by Southwest to Expand with SXSW London Edition in June 2025

South by Southwest which has been seeing a steady incline for well over 40 yrs. It will be switching things up just a little bit and going in an entirely different direction in 2025 With London having a population of well over 20 million people, being so culturally diverse and being one of the largest international music hubs. Its only seems right to expand SXSW to Europe.

Badges for the event will start to go on sale as early as October, 2024, like the original in August. The August SXSW will continue to take place March 7-15 2025 without any foreseeable changes.



THE REAL KEKE

QUEEN OF DA \$OUF
raw and uncut

Tell us a little bit about yourself? I am the Real Keke "I am the Rawest, period. I'm from Clayco, born in Texas but I've been in Georgia all my life. Music has always been a passion, I've been doing it since I was little, but as far as writing my husband was the first person I seen stream and I jumped of the porch right after that. So, I've been streaming on all platforms since 2019. I've been writing since I was a kind and did chorus up until I graduated. I had a traumatic childhood, I was adopted like around 4, that really caused me to start writing my feelings and stories. When I got older, life got serious and I had to start taking care of myself, so it wasn't music anymore.

Who inspired you? Who do you take some of your writing styles from? T.I. and Lil Wayne have been major influences on my lingo. Mary J. Blidge because she was real and gutta to her story and Lil Mo and Ja Rule they encouraged me to write because I like the way they wrote, their style of music.

Was it easy to get your name out there? Different folks different strokes, but when I took off, I dropped my 1st single "Feed Me the Money" I tapped in with Shay Starr, she was doing was free shows and I used to talk to everyone I met at the shows. I didnt have that problem with people not liking my music, so it was easy. People were supporting me and I was going to more shows.

What's your particular style? I don't always have to talk about money and sex. I can write to anything and come up with anything. I really have a story to tell and should change a younger person's life, to stop the suicide, depression, OD and killing people. I grew up with a lack of love and attention, I know a lot of people can't handle that so with the music I want to motivate and change their life. I am from the streets, but I am a "Jack of all Trades." I'm classy, ratchet, and professional. When I was younger, I was ashamed to say I was a foster kid, but as I got older, I don't care. Now it's about breaking generational curses.

Which one are you choosing rapper or producer? Rappers, because we create the sound and we write the lyrics. The producer just adds on to what you already have unless they just coming to you with a beat. I will say the producer will make the best beat, but there are a lot of people making beats.

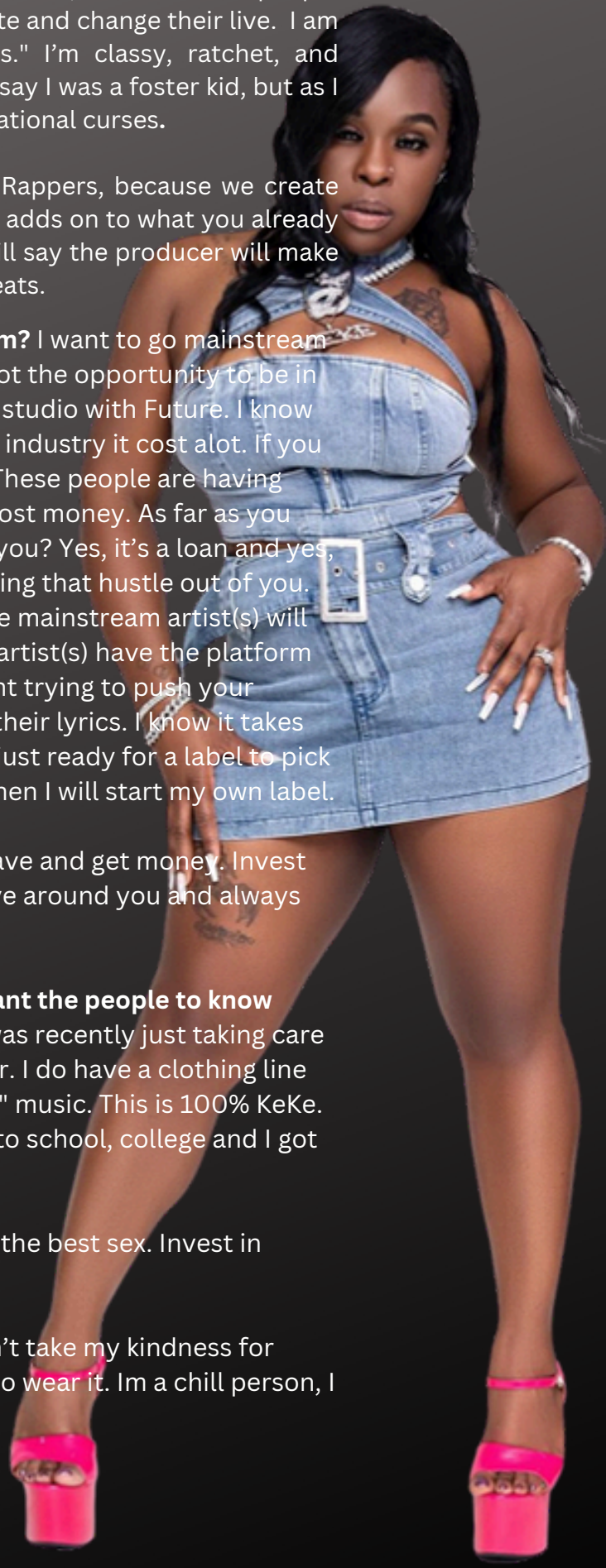
Do you want to stay Independent or go Mainstream? I want to go mainstream and sign to a label. Definitely not independent. I got the opportunity to be in the road with Boosie Badazz in Texas and be in the studio with Future. I know for a fact that you need a push and with this music industry it cost a lot. If you don't invest in yourself you will not get anywhere. These people are having agents, that help them get noticed and that stuff cost money. As far as you being with a label, who will provide the money for you? Yes, it's a loan and yes, they will tax you but hey you're going to have to bring that hustle out of you. To distribute your music is easy, not to mention the mainstream artist(s) will steal the independent artist(s) music. Mainstream artist(s) have the platform to steal from you and here you are still independent trying to push your record, so people are looking at you like you stole their lyrics. I know it takes money to make money, I don't have time to play. I just ready for a label to pick me up and carry me and when my contract is up, then I will start my own label.

What did you learn from Boosie Badazz? How to save and get money. Invest your "bread" in other stuff. Be careful who you have around you and always promote yourself.

What other stuff do you have going on that you want the people to know about? Other than the music this is my passion. I was recently just taking care of my mom, but now she's in a rehabilitation center. I do have a clothing line coming out and besides that I do "eat, sleep, drink" music. This is 100% KeKe. Before I tapped into music, I got to live life. I went to school, college and I got degrees. I'm straight. This music thing it for me.

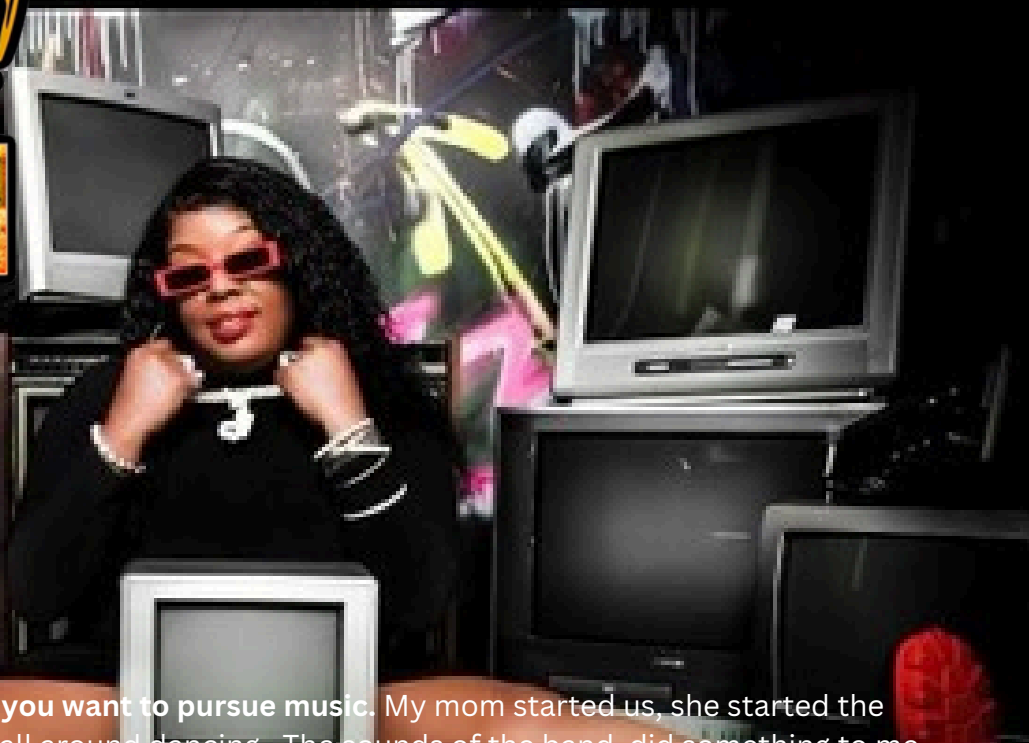
What would you tell your 15yr old self? Safe sex is the best sex. Invest in yourself and ask these people who are you?

What do you want people to know about you? Don't take my kindness for weakness. This smile is to endure all this pain and to wear it. I'm a chill person, I love to have fun, but don't mistake it





KEEPING IT GUTTA



Take us back to what made you want to pursue music. My mom started us, she started the Majorettes and we used to go all around dancing. The sounds of the band, did something to me and I just wanted to dance. My brother/cousin had a Dj set and I used to do the mic check and we had one of the 1st female rappers come out of Broward County. We I saw her do it, I knew i could do it too, she was most definately my inspiration. I'm a regular person who goes to work everyday, I have children but when I get that mic in my hand, "It is what it is. Bring it." The mic puts a power in me, I just cant explain.

What makes you different from other female rappers coming out of Florida? My sound and what I rap about. I make music for grown folks.

Who are some of the Artist(s) that inspire you? James Reese, he keeps me right. Trick Daddy, he was about that street music. He made music that I could relate too. Too Short talks that shit you want to hear, he is a storyteller. You have to listen to him to get the story he is trying to say. For the females, Queen Latifah, because she was all about rapping and Missy Elliot because she is so creative.

Are you a freestylist or pen to paper artist? I'm a pen to paper, I can't say I'm not a freestylist but I have to think about what I want to say because I have too much other stuff going on in my head. It might come out in a rage and I don't want ya'll to see that part, but if I could freestyle folks would be in trouble.

If you listen to the beat, sometimes it will tell you what to say. When I go to the studio, I know all my stuff and about 2 hrs I can lay about 4 tracks. I know all my stuff, but time is money and I do what I have to do.

Do you consider yourself an Artist or MC? I'm both of them, because an artist can go along way. I do consider myself a brand, I have lipgloss and clothing line. Its bigger than just me, I have a legacy I'm trying to leave for my grandkids.

Where do you see yourself in 5 yrs? I want to have my empire, sit back and work with artist(s) and build my own label GuttaQueen Records. I want the music that I make to be fun, there's too much sex in music now.

Do want to stay Independent? or go Independent Mainstream or Mainstream? Independent mainstream, because I don't want to be tied to a label. With a label they can tell you what to do and what not to do and I don't want no one telling me what to do, especially about changing my image. I want to stay as authentic as possible, just give me a distribution deal thats it.



What's your next move from here? Im working with my publicist to get into movies, clothing line is about to drop, my lipgloss line, I have a grandson about to be born, I will be having a sneakerball and album + mixtape. I have been pushing singles so the people can know who I am.

What producer would you want to work with? Zaytoven and MetroBoomin. Zaytoven can bring that oldschool back. I'm looking for that BBQ song, that won't never gets old.

What do you want people to know about you? That I kept it real and I was always authentic. I will tell anyone dont give up on your dreams, I have grandkids things happened and I had to pushback from the music. Eventhough things happen, God gave me this gift to show the world. Good music doesn't never get old, so I'll stop when God tells me to stop. It's my year, it feels more promising then anytime before.



The Art of PHOTOGRAPHY



Photographer: Storm of High Society Media
Model: Barbara B. of Nu- Beings Salon

I am **DAMIE SMITH**

Tell us about yourself? I'm from Milwaukee, Wisconsin and all the "Black People" are in Milwaukee. We are about 90 min from Chicago. I'm from the era of the original roots of Hip Hop. I went to a HS of the Arts, that was similar to Fame. I found my niche when I found out it was better to just be ME.

I like to tell stories when I rap, and I don't cuss. I decided I don't have to cuss, and it helped with becoming a better word smith. Being the age that I am, I have to be age appropriate. To me there's no age cap on this artistry, you do what you do until you don't want to do it anymore but has to be age appropriate. So, that's what I try to do...I try to make it make sense.

Who were your influences growing up? Slick Rick for the storytelling aspect, Ghostface, Run DMC, LL Cool J, he became a superstar, and he can rap. Rakim, he changed rhyme patterns.

What's your thought process when writing a song? I try to think of what I want to say and how I want to say it.



Do you freestyle or use pen to paper? I can freestyle, but I'm primarily pen and paper. I'm a writer, depending on what the music is dictating, how the music makes me feel, it may take me a couple of days to write something, or I can be just driving around listening to instruments and write a whole song that day.

What producer and artist would you like to work with? Roc Marciano, he's your favorite rapper's rapper. Roc is the guy, and he produces. His music is atmospheric, it puts you in the mood.

If you're putting together a rap Mortal Kombat team, who would you pick? BlackThought, Biggie, Rhapsody, Roc Marciano and Jay Z.

What do you think about females not getting their credit? They will never get their proper credit because it's a male ran industry. Last year was the woman's year in Hip Hop, but a lot of times the imagery overshadows the talent. Dudes want to see them but not hear them, but the females have been super dope from the beginning. Last year, you couldn't deny them. You had to give them props.

What's next in line for you? I have been in GA since 2021, my plan was to hit the scene hard and I'm doing that now. I'm building my name and my brand up making sure my music is accessible to people. Working on more original music and getting visuals out there.

In 2yrs what are your goals? I see going out of town a lot, performing for people and opening up for other artist(s). A self-sustained ticket with the FAM.

What would you like to tell the people about DAME the person? I'm a real dude and I don't pretend. When you see me, this is me all the time. When you hear me once and walk away, you're going to walk away knowing more about me than you came with.



YOU ARE NOW ENTERING THE FRAATHOUSE



Can you introduce yourselves? I'm Tony the millionaire, I'm Idobeatz and I'm Curtis Cain.

Curtis: We really started on December 2019, we started out doing lives just having fun and someone said y'all act like y'all are at a "fraathouse" or something. At first it was a joke, but then it just stuck. We talked about it, and I came up with the acronym for it later which is "factual random artist(s) adult topics."

Are all of you from Atlanta? **Tony:** the original podcast members are from Detroit. Curtis has been here for about 20 years, and I have been here for almost 20 years. Beatz and Curtis have been making music for like ever and when beatz found out we were doing the podcast it was a natural fit.

Is everyone an artist?

Curtis: It's Fraathouse entertainment LLC, the podcast is just part of what we do. We also do media music and events.

Tony: I'm the only one that's not an artist. I'm more so put the stuff together and run it by them, like a manager.

Curtis is a writer, artist and does podcasts. Beats, (All That Productions) produces, edits, and mixes.

What do you think about the artist coming out now and they all sound the same?

Curtis: not everyone sounds the same, but there's a lot of cookie cutter artists out there if you think about it music has always been this way, especially in hip hop and rap. I would encourage people to keep their ear to the streets into the independent artists, because you always have some talent out there that's different.

What makes your podcast different from others?

Tony: it's real it's not rehearsed it's natural off the top of the Dome and it's really not edited. Our podcast makes you feel like you're at home.



How do you feel about going to these shows and all you smell is weed? **Tony:** I don't care for it; I go to support certain people, but I think some of the artists be too high to perform.

Curtis: In any establishment, if it's smoking no matter what it is it should be done outside.

What do you think about artist development? **Beatz:** Me personally I like to be entertained. If you're just another Negro on the mic, then that's all you are, and anyone can do that.

Curtis: When you're performing and rapping with the track don't let the crowd know that's what you're doing. If you have words playing, you're supposed to be mouthing that out like you're really saying those words. We tell artists to network all the time and they don't do it you would think in the age of social media they would be social most can't be social in "real life"

Beatz: That's because they are fake. When they have to talk to someone real, they are like who should I be, "Tyrone a Lil Ryone"?

How do you feel about independent artists wanting to get paid for interviews? **Curtis:** you have to bring something to get something once you raise your stock up to that value then cool

What inspires you and what makes you happy?

Tony: music, I'm a bass head that inspires me and my kids make me happy and music.

Beatz: sounds, it can take you many places and making music makes me happy.

Curtis: true talent and creativity inspires me and fun especially seeing children having fun makes me happy.

What would you tell your 10-year-old self?

Curtis: don't hold back and live your dreams

Tony: do all the stuff you can do and don't doubt nothing

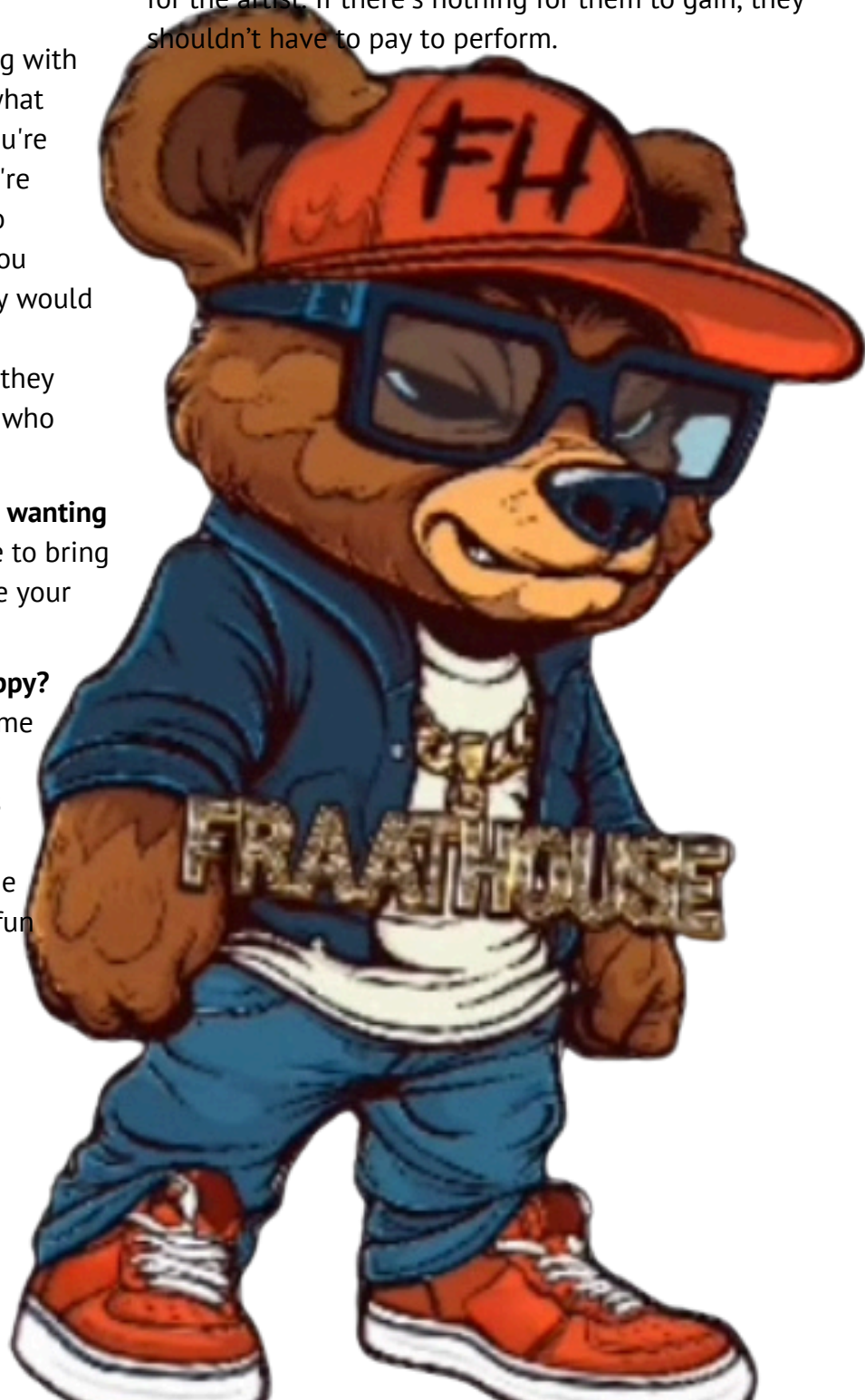
Beatz: go for what you know

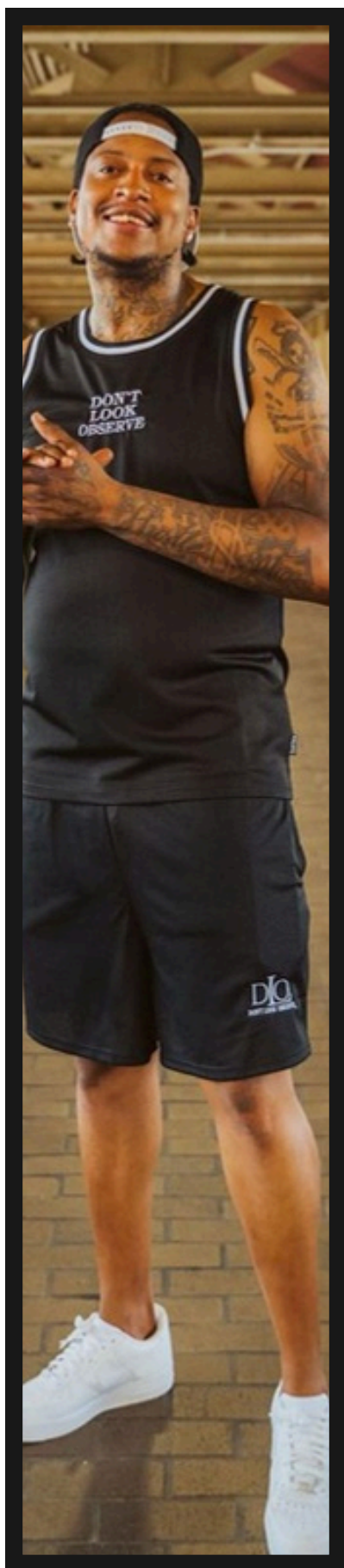
What makes your podcast different from others? **Tony:** it's real it's not rehearsed it's natural off the top of the Dome and it's really not edited. Our podcast makes you feel like you're at home.

Do you think the showcases are really beneficial to artists if there's no incentives for them?

Tony: I think it's all a money grab.

Curtis: the key is to make it worth it for the artist. It's OK to charge the artist something if there's an incentive for the artist. If there's nothing for them to gain, they shouldn't have to pay to perform.





DJ KUTTTHROAT

I am “The Plug” 

“I’ve been in the game 20 yrs and have become one of the premier Hip Hop DJs not just in the US, but on a global scale.

Can you tell us how you got started and where you're from?

I am the co-founder and Co-CEO of I love my plug, one of the biggest urban brands in Atlanta. I was born and raised in Atlanta and started deejaying in high school. I started DJ and teen parties and team clubs and from there artists started reaching out to me. I work with Yola, Jeezy, J. money, Future, Roscoe Dash, Rich Homie Quan and more recently Wallo and the list goes on.

How do you feel about this artist and DJ’s not treating themselves like a brand? You’re going to get out the game what you put into it. You have to give your all to what you’re trying to make your career, because you have to recognize you’re not the only one trying to make it to #1.

How do you deal with artists who don’t have their music ready?

Hip hop is the only genre where the artist can say they don’t need any guidance. You will never hear a basketball player say they don’t need a coach. Everyone needs guidance it’s a real lack of education, I used to get mad and frustrated but as I’ve gotten older, I realized the artists really just don’t know. I have a responsibility of educating the artist at the end of the day. This is the music business and just because you have talent doesn’t mean you will make it no one owes you anything.

Do you believe DJ’s are moving the crowd like they used to?

It’s definitely an evolution of the DJ industry. I’ve been in the game 20 years, you had to buy certain hardware purchase music and the CD’s were expensive. Just to call yourself a DJ you had to make a sacrifice now it’s not like that. But at the end of the day cream will rise to the top.





A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.” – Jeff Bezos

“If you want to understand how a lion hunts, don’t go to the zoo. Go to the jungle.” – Jim Stengel



“Your brand is a story unfolding across all customer touch points.” – Jonah Sachs

Look no further and advertise your brand in Atlanta Beatz Magazine.

Contact Atlbeatz10@gmail.com or 678-663-4136

If you're not making some sort of profit in business get out the way you're just
bullshitting and taking up space.

The artist(s) should give the audience just enough to intrigue them, to draw them in to want more of what they have, once the consumer wants more of what the artist(s) has they will begin to see their monetary value rise, if they play their cards right. It's a simple rule to economics, production, distribution, and consumption of goods and services.

The musicians in today's industry need to be more entrepreneurial minded, not just musically gifted. They need to learn to think of themselves as a BRAND that could be leveraging all the tools and strategies when dealing with these record labels or companies to increase their revenue, inturn increasing your audience and your pockets.

Innovative Business:

Hip-hop artists have always been innovative in their approach to business. From selling mixtapes out of car trunks to creating lifestyle-defining products, they've found unique ways to connect with audiences and generate revenue.

**You will go broke
and become a
Puppet to the
label**



Marketing Power:

Rappers often weave brand shout-outs and product placements into their lyrics and videos. This powerful marketing tool helps businesses reach audiences and put "butts in seats" by leveraging the emotional connection fans have with their favorite artists.

**if you have no
financial business
sense. - Future**



TEQUILLA JOSEPHINE

Your Network, is your Network

Can you tell us about yourself? I'm from Marietta, GA by way of Florida. Some people know me for a shot of tequila podcast, outside of that I have a company called 22 goats. I'm also trying to bring back artist development, I do business consulting, brand consulting, and hosting.

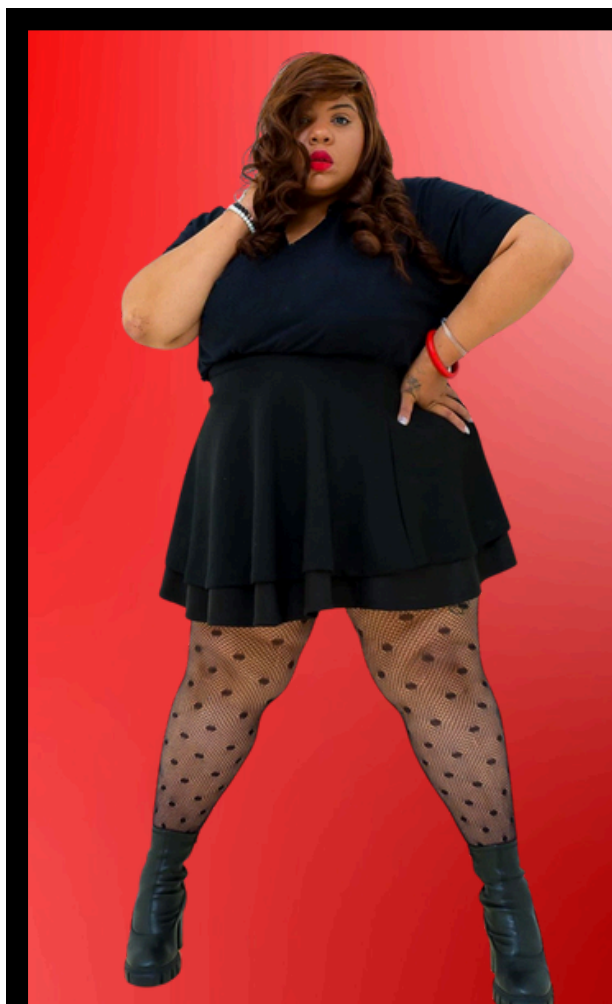
How did you get started? About 10 years ago I started my own YouTube channel called Josie speaks. I always wanted to be this inspirational motivational speaker, but I felt like I wanted to do something more I have tried a lot of things, but all brought me back to dealing with people I can talk to the CEO, the janitor, the homeless person, it doesn't matter. People just gravitate to me; it's really a passion and I can do it all day long. As far as the podcast I never did anything with it, but my circle was like you need to do this now so that's when a shot of tequila Josephine came about.

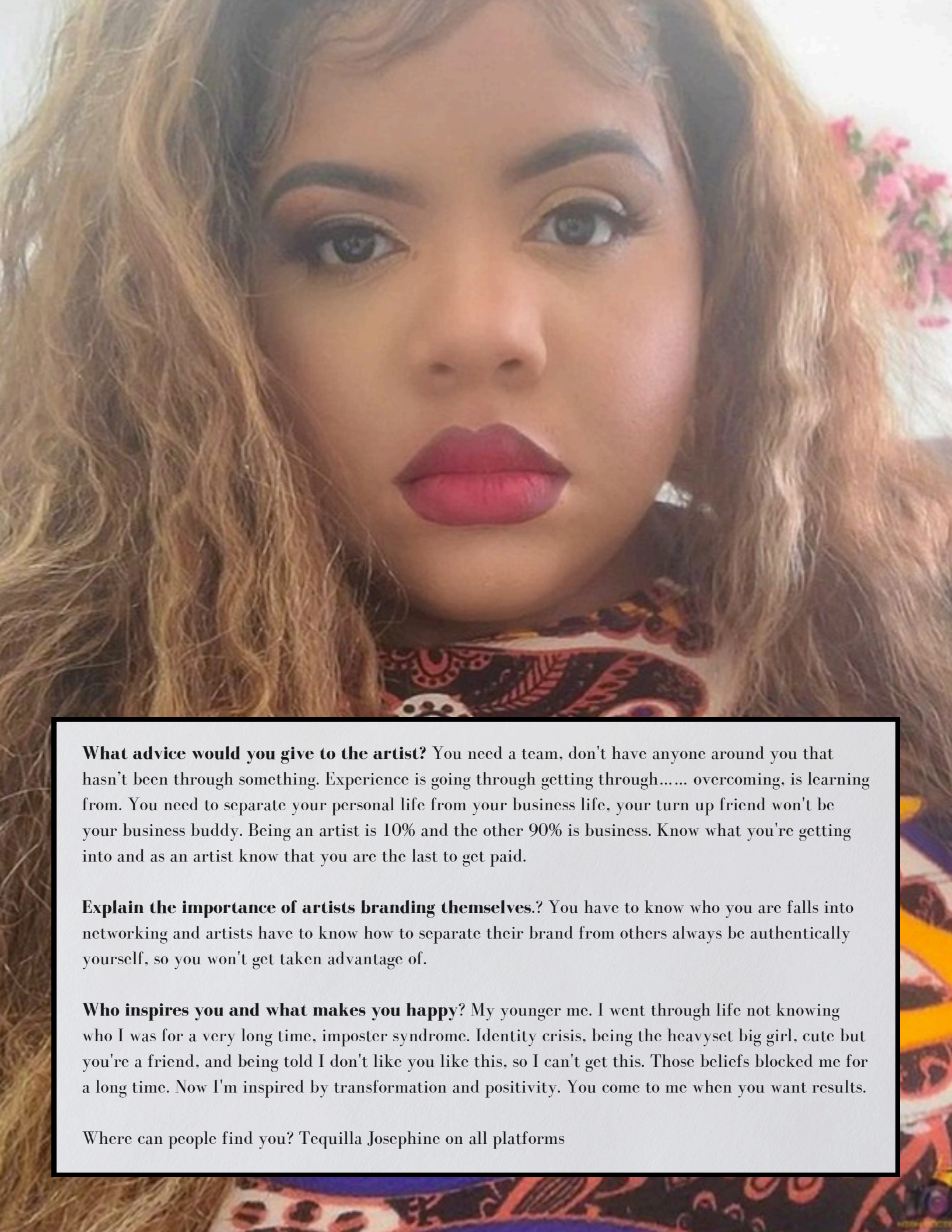
What's some of the things internally you had to let go? Personally, I had to let go of my appearance insecurities. I've always been a big "fluffy" Girl, but I had to get rid of those self-limiting beliefs. The belief that, "you need to look like this to make it in this."

Did you go to school for what you're doing? I did not go to school for none of it. YouTube university. I did go to school for business administration though. I have experience in the field, but I like to pick up a book and be around people that know more than me because that's how you gain your knowledge.

Do you think networking for the artist is beneficial? Networking is imperative what's a product without someone knowing about it. Showcases are part of the music business. The artist needs to perform and no matter who is in the room.

What are some of the challenges you face being an entrepreneur? The biggest challenge is the extra spending money. I'm a mother of two, so I'm not just doing this for myself. Also finding exactly what I want and getting it done. The money part I had to start where I was at and use what I could afford at that time. I had to learn to adapt to what's already being done and bring myself through that. In business you have to learn not to put your personal stuff out there on social media because you don't want to tarnish your brand





What advice would you give to the artist? You need a team, don't have anyone around you that hasn't been through something. Experience is going through getting through..... overcoming, is learning from. You need to separate your personal life from your business life, your turn up friend won't be your business buddy. Being an artist is 10% and the other 90% is business. Know what you're getting into and as an artist know that you are the last to get paid.

Explain the importance of artists branding themselves.? You have to know who you are falls into networking and artists have to know how to separate their brand from others always be authentically yourself, so you won't get taken advantage of.

Who inspires you and what makes you happy? My younger me. I went through life not knowing who I was for a very long time, imposter syndrome. Identity crisis, being the heavyset big girl, cute but you're a friend, and being told I don't like you like this, so I can't get this. Those beliefs blocked me for a long time. Now I'm inspired by transformation and positivity. You come to me when you want results.

Where can people find you? Tequilla Josephine on all platforms

YRE BYE BEEZY

WESTSIDE CERTIFIED



Tell us about yourself? As a born And raised on the West side the best side of Atlanta I started rapping in the early 80s, when I was about 12 or 13. When I was young I never took it serious, once i got older that's when i began to take everything serious I was just in the studio with a lot of my family members, and they are singers and rappers so I always was around the music.

Who influenced you to want to become a rapper or an artist? The big influence in my life, that pretty much influenced everyone was my cousin two time. We would always freestyle, I was the shy type, and he was the one to bring the good out of me. Cause used to always say, "hey Beezy let those folks hear you," Because I was shy.

Do you feel you really mastered your craft? There's never too much to learn. I'm learning everyday just a few of performing with the audience, I'm still getting better at it I always have good mentors around me too, and that helps.

What's hard being an independent artist? The support or the lack of support. Everyone has lives with work and things and sometimes the support system isn't there the way I would like it to be. My manager, miss zone 3 is definitely a big help she supports everything I do. We do have a team, but when you see other artists and their people of like 20 or more are there to support them, and I don't have that all the time. It gets you down sometimes, but it can only make you better.

Do you think going to the artist showcases makes you better? Yes, a lot of these artists believe they should get paid especially when they didn't put any work in. These showcases get you out there. I've been working hard the last four years going out of state, and I'm just doing me working hard on my craft so people can know who I am.

Where is the place you want to take your artistry? I want to go worldwide who is it. I'm not in this for games, I'm in this to better myself and my family. Music is everything to me. I rap about the real world, what's right and what's wrong. I feel I'm the artist the industry has been missing.

Are you a freestylist or a pin and paper type person? Yeah, a freestylist. If someone said spit something, would you freestyle? Or go off memory? It depends, because you have to be ready at all times. I pay attention to a lot of rappers, and they are ready at all times. I can hear a rapper freestyle and its one of the hardest verses of their songs

Rappers versus producers who do you think makes the best beats? I know a lot of rappers turned into producers, but I'm going to have to say producers. Salute to all the producers.

What do you expect from yourself in the next three years? Just to follow my dreams. Live in a big house. hopefully be mainstream or independent mainstream whatever God leads me, I'm with it.

Where can people find you? I'm on every platform I'm doing mixtapes also so I won't get rusty so just look out for me.





Tell us about yourself? My name is Michael Harper, I am the CEO of avant-garde entertainment. It's an entertainment company here in Atlanta GA. I've started a singing competition similar to the voice called American Soul Star. This competition is specifically tailored towards R&B and soul singers. We plan to have a casting call for all the singers to come out and the winner will get a contract with my record label.

How long have you been doing or searching for artists? I've been in the industry for about 15 years on and off. I'm also a lawyer by trade, so I have to balance my law career and trying to start my entertainment company. This idea came to me because I want something specifically for R&B and soul singers.

What's going to make this show different from the other shows that are out there now? Once again, it's going to be only for R&B and soul singers, and I feel a lot of these shows don't focus on that.

How can a person contact you if they want to be on your show? They can go to IG; American soul star, we are on all platforms. DM us on IG or go to americansoulstar.com. Auditions are free, they are open right now so send in a video for review. We also partnered with V103 to have the top 25 people audition at the V103 studios. October of this year will be the live finale at the Westside Cultural Center.

What does the artist win? \$50,000 record contract with avant-garde entertainment. We have a whole team of producers, writers and a marketing team to help the winner.

What is your goal with your entertainment company? The goal is to take the company national seek sponsors and to package it for a TV deal.

What would you want people to know about you? I have a genuine passion to find artists and to help make their dreams come true.

What type of lawyer are you? I handle jail neglect cases in medical malpractice.

Have you always wanted to be a lawyer? Yes, I've always wanted to be a lawyer and I've always wanted to have my own entertainment company

THE EVOLUTION OF THE ATL. CAR CLUB SCENE

AN INTERVIEW WITH SKIP

How did you get started in the car game? Im from Florida. I got started when I was about 8. My grandfather was mechanic and he used to race and build cars. So me not wanting to be a grease monkey all my life. I wanted to build the cars verses fixing them. When I came here in 1992. there were no car clubs. There were just guys with fixed up cars that hung out in parks. I left in 1996 and came back in 2001. thats when everyone that had like minded vehicles would hang together. At that time. there was only one major carclub in Atlanta. I had my car fixed up and I started hanging with those guys. then everyone started sectioning off. Now we have what we have.

Do you think there's a big difference from back then to now? Yes. most definately. The biggest difference is anyone can get a fast car now. Back then ou had to build it. have the money to build it. or pay someone to build it. Now you can just go to the carlot an get one.



People think 800 HP is normal. It's not!! The average Mustang is only 350 HP. So to purchase a Hellcat the double the HP of a Mustang for an inexperienced driver. thats dangerous. Now it's about showing out. than showing up.

How were you growing up? Were you always into cars? I was a super athlete. I played Baseball. Basketball ang Football. I was a better Baseball player. but Football was my favorite sport. I played semi-pro basketball in Atlanta for 5 yrs. but I tore my knee up 3x. Football took me to the University of Miami and Metro Atlanta Flag Football Ass. then you fall back on what you originally like which is cars.

What is your goal in the car scene? What do you want your legacy to be in the car game? My goal is to keep the car game simple. build cars. hang in groups. have fun. be safe and go home. My legacy is. the person to have the knowledge of how to build the cars. how to get people together to have fun. and passing the knowledge down to the next person that has the same outlook that I have for the carscene.

How did you come about starting th Shut it Down Boys and Girls. It wasn't my idea. Zach Pope and David Cook both had loud vehicles in 2009. I was apart of a lowrider club. they said they were going to start a music carclub. they came up with the concept and they came to me with it. It's just the love of music. the love of loud music. They have Bass. Bass & Chill and Loudpack competitions.

HOW DID YOU GET INTO JUDGING? I DIDNT FALL INTO IT. I WAS FORCED INTO IT. EVERYONE THINKS THEIR CAR IS THE BEST CAR. I WAS AT A NOPI COMPETITION AND I WAS UP AGAINST A CAR THAT HAD RUST. AND HE BEAT ME. I TOLD THE OWNER, MARK MYERS. HE ENDED UP GIVING ME A TROPHY. FOR THE JUDGING BEING BIASED. I STARTED SEEING THE JUDGING BEING BAISED, SO I STARTED JUDGING SHOWS FOR FREE. IN THE BEGINNING THERE WAS NOT A CARSHOW THAT I DIDNT JUDGE FOR 3YRS. BC THEY KNEW I WAS GOING TO BE FAIR AND IMPARTIAL. IF YOU DONT COME PREPARED TO WIN, YOU CAN LOSE. NOW 90% OF THE CARSHOWS IN ATL. ARE BEING JUDGED BY THE SYSTEM THAT I HAVE CREATED.

DO YOU THINK PEOPLE APPRECIATE WHAT YOU DO? FOR THE MOST PART YES. YOU WILL ALWAYS HAVE HATERS.

HOW DO YOU FEEL ABOUT FACTORY RIMS: IF YOU PAINT THEM: IT DONT MATTER WHAT THEY ARE. IT MATTERS WHAT THEY ARE IN THE OVERALL SCHEME OF THINGS. WILL THE AFTERMARKET RIM GET MORE POINTS THEN THE FACTORY. MORE THAN LIKELY. BUT YOU CAN DRESS UP THE FACTORY TO LOOK AFTERMARKET.

HOW DID YOU START DOING ACC? MARK AND TIA WHO USED TO BE APART OF CAMARO NATION. THEY CAME TO ME AND STATED THEY WANTED TO DO A PODCAST ABOUT CARS. IN THE BEGINNING WE DID LIVE FILMINGS. AND NOW WE ARE VIRTUAL AND WE HAVE A PRETTY BIG FOLLOWING. WHAT WE DID FOR THE FIRST 2 YRS WAS ASK BASIC QUESTIONS. IT GOT TO THE POINT WHERE EVERY CC WAS LINING UP TO BE INTERVIEWED BY ME THEN COVID HIT.

WE WERE ASKED AT THE SUPERBOWL TO INTERVIEW THE PLAYERS 2 YRS AGO IN CALIFORNIA. THE GM IN SOUTH AFRICA AND WE ARE IN YR 5.

WHATS THE CAR YOU WOULD LOVE TO HAVE? I HAVE A BUCKET LIST. A LAMBO. BUT I DROVE ONE AT NOPI. MY UNICORN IS THE PAGANI HUAYRA.

WHAT DO YOU LIKE TO DO FOR FUN? VIDEO GAMES? IT CALMS ME. VIDEO GAMES ARE MY PEACE.

WHY DONT THE "BLACK"CARSCENE INTERMINGLE WITH OTHER CARSCENES? WE DO!! NOT ON A BIG SCALE. MY CAR CLUB HAS BEEN DOING TOYS FOR TOTS FOR 15YRS. NOPI. WAS A BIG MELTING POT. ON A LOCAL LEVEL. EVERYONE JUST STAYS IN THEIR LANE. YOU STAY WHERE YOU'RE COMFORTABLE & WHAT YOU KNOW.

WHAT DO YOU THINK ABOUT THE FLY-BY-NIGHT CARCLUBS? THE ACC I HELPED CREATE THAT GROUP. ME AND A COUPLE OTHER PEOPLE GOT TOGETHER TO GET PEOPLE ON THE SAME PAGE. THE NEW PEOPLE DONT WANT TO LISTEN TO WHAT WORKS. 2 THINGS ARE GOING TO HAPPEN THE CC IS GOING TO SUCCEED OR FAIL. EVERYONE THINKS THEY ARE THE CHIEF. UNTIL ITS TIME TO BE THE CHIEF. WHEN YOU FAIL, YOU WILL JUST GET IN LINE AND FOLLOW SOMEONE'S BLUEPRINT.

IN CLOSING WHAT WOULD YOU WANT THE CAR WORLD'S FUTURE TO BE? I WOULD LIKE IT TO BE A COMMUNITY FOR EVERYONE TO SHOW UP AND SUPPORT EACHOTHER. WITH UNITY.





ATLANTA REATZ
MAGAZINE