

PR GURU/CEO

DOUBLEXXPOSURE MEDIA RELATIONS, INC.

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doublexxposure
media relations™

ANGELO ELLERBEE



Over 46 years of Excellence

As a humanitarian and activist, PR Specialist Angelo Ellerbee has brought more to the global community than just entertainment. He has cemented his dedication to empowering artists, youths, and those in need for over four decades. His position as a filmmaker, executive producer, manager, fashion designer, and media guru is often used as a platform for giving back to others. From an early age, he took his keen eye for style, sharp ear for hits, and media savvy to parlay his expertise into a full-service publicity/marketing/management company, DoubleXXposure Media Relations, Inc.

His client roster is deep and diverse, starting out with legends such as Roberta Flack on to icons like Michael Jackson, Dionne Warwick, Lionel Richie, and reggae stars like Patra and Shabba Ranks among many others over a 46-year span. With his artist development courses, hands-on counseling, and motivational guidance; Ellerbee was a great influence on the lives of young performers like Mary J. Blige and Alicia Keys in their early career.

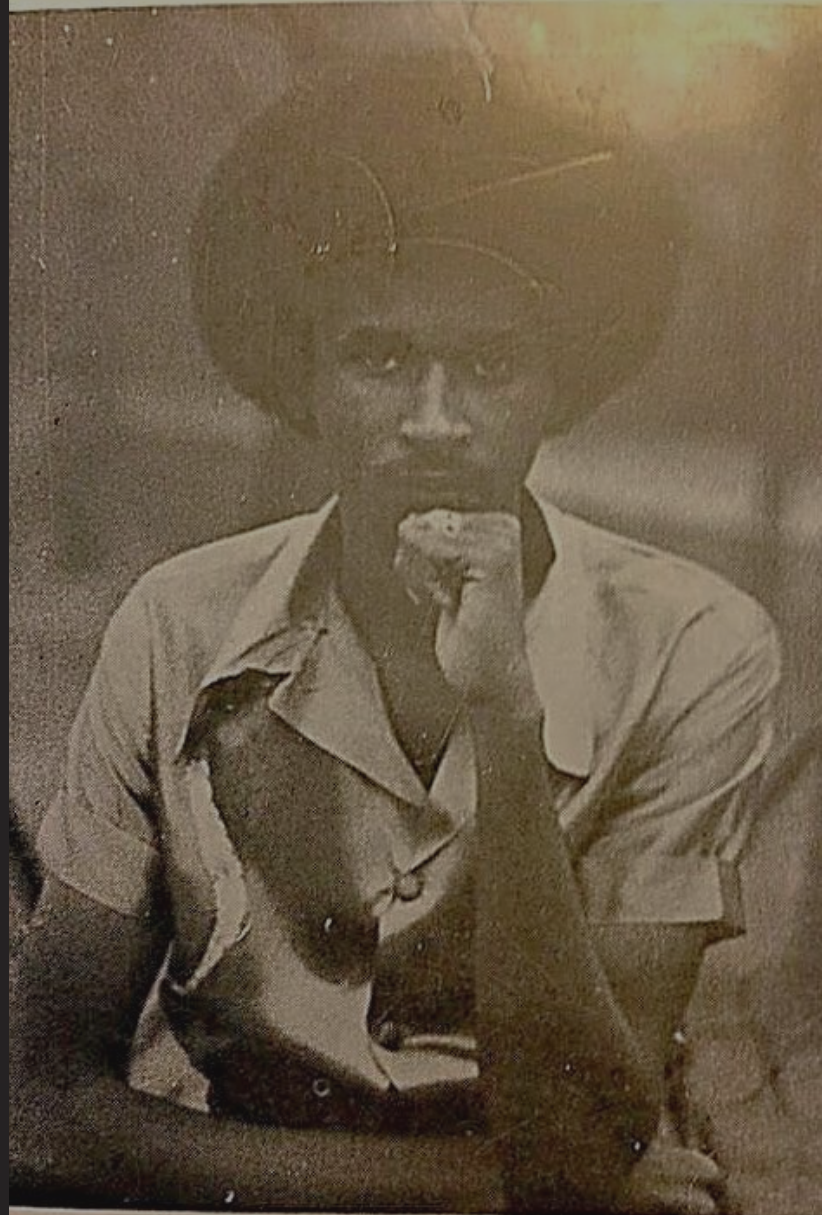
ANGELO ELLERBEE

E A R L Y B E G I N N I N G S

After graduating from New York's illustrious Fashion Institute of Technology, he threw his hat into the arenas of fashion, theater, and music before launching a career as a stylist for a variety of entertainers and magazines. He went on to style divas like Nina Simone while his work has been displayed in publications such as Vogue, Essence, Women's Wear Daily, and Ebony Man. As an actor and dancer, he appeared in the Off-Broadway hit, "Bubbling Brown Sugar."

Ellerbee also studied with the Alvin Ailey Dance Theater, where he designed costumes for the company's 1979 season. Continuing in the world of design, he had a season on cable television hosting "Ellerbee's Eyes on Fashion" – a hit with viewers that received six Cable Ace Award nominations for excellence.

After joining R&B legend Mtume as an intern while still in his teens, he was eventually working alongside other such luminaries as James Baldwin in film, and styling the likes of Nina Simone and Roberta Flack.



Presents

We've Only Just Begun

ARTIST & MEDIA MANAGEMENT

By the early 80's, Ellerbee moved fully into the world of publicity and artist development. As head of Grammy Award-Winner James Mtume's entertainment company, he promoted and managed the stable of recording artists. With New Jersey as its birthing ground, he also handled all the current club music era artists such as Jocelyn Brown and Sybil.

Tapped by Chrysalis Records to serve as Director of Publicity and Artist Development in the late 80's, Ellerbee turned music industry heads with his unique positioning of artists like Gang Starr, Innocence, and Urban Soul. He went on to serve as Senior VP of Publicity for Island Def Jam Records where he brought Dru Hill, Mr. Biggs, and Karen Clark Sheard to prominence. By the time DoubleXXposure opened its doors in 1985, Ellerbee had developed an industry-wide reputation for excellence.

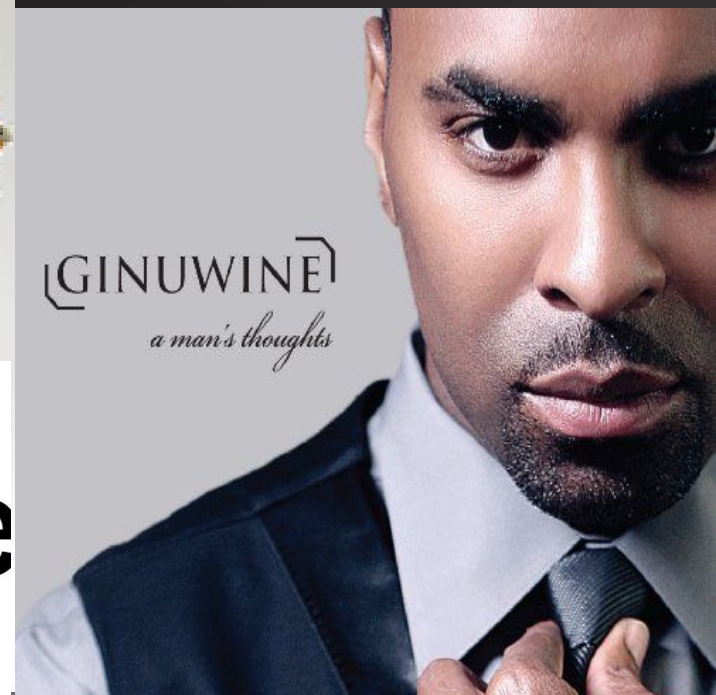
As CEO of such a multi-disciplined and diverse firm, his client's genre's range from Hip Hop, jazz, Reggae, R&B, gospel and even opera. Other clientele includes dancers, models, and political figures.

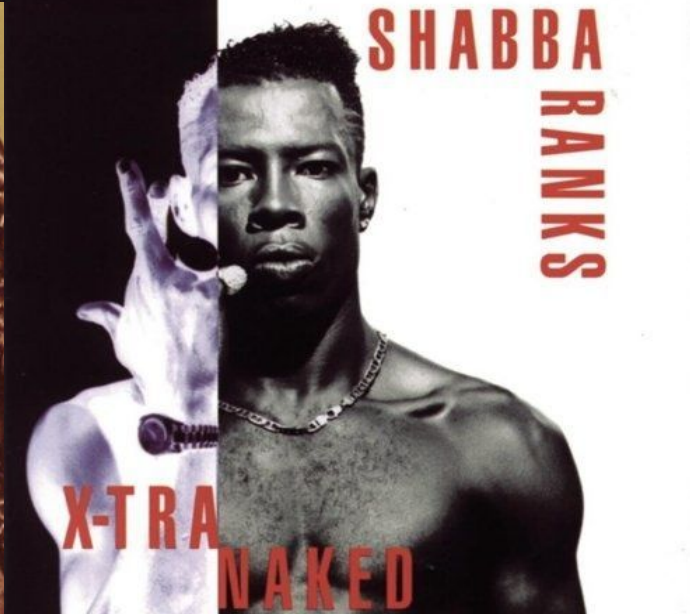
See his prolific roster of clients past and present at:
<http://www.dxxnyc.com/photo>



Not limited to publicity, he has managed major talents such as DMX, Ginuwine, and Pop artist Laura Branigan, as well as handling company branding—making DoubleXXposure a one-stop shop. Serving as President and General Manager of rap superstar DMX's Bloodline Records, under his administration, Ellerbee turned the Def Jam imprint into a full-fledged recording company.

In addition, he managed the multiplatinum recording artist himself, facilitating the rapper's global 22 million record sales tallies. He served as an Executive Producer of Fox Searchlight Pictures' "Never Die Alone" released in 2004 and oversaw several other DMX-related ventures including Dog Wear Inc. and Bloodline Films.





double exposure
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He has also been at the PR foundation of many careers that later gained media success such as film personalities like Terrance J and Ava Duvernay among others.

Ellerbe's ability to reinvent and bridge the careers of veteran talent with current and mainstream artists resulted in connecting luminaries such as Antonio Fargas and Rihanna when she revived his popular movie phrase "Bitch Better Have My Money" as a hit song.



In the early 90's, his company held the distinction of being the first, if not the only black-owned public relations firm on 7th Ave in Midtown Manhattan. A position that spoke volumes to the entertainment community and media because it was among the first to present urban artists with world-class professionalism.

During that time, a book on his life story, agented by the acclaimed Judith Reagan garnered enough interest by Paramount Pictures and 20th Century Fox for a seven-figure deal on movie rights alone.

This followed with offers from TV for reality shows to be based on his renowned charm school for rappers, with interest from international media in London and Australia.

His own exposure grew through featured articles in national magazines such as Inflight, as well as urban publications internationally.





The Newark, New Jersey native has been most focused on youth development and community improvement since his early teens. Growing up in the city facing racial discrimination, riots, and a national reputation for violence, Ellerbee set his goals on creating programs and events that would help alleviate the problems.

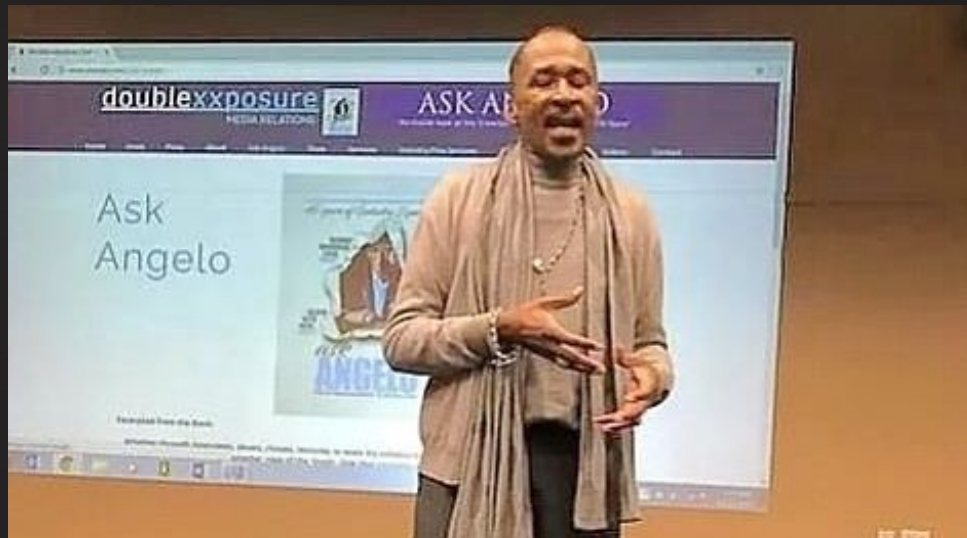
Even at the age of 14, he was staging fashion shows throughout the region, eventually bringing in celebrities from Vogue models to entertainers and community leaders—all to raise funds and awareness of relevant issues. His advocacy for the victims of AIDS and HIV has reached millions worldwide, such as his fundraiser for hospital-based, The Peter Ho Foundation, expressly for victims of the epidemic.

By aligning artists such as Heavy D, Cybil, Susan L. Taylor, Carmen de Lavallade, Geoffrey Holder, and Antoni Fargas with a fashion show, they raised several thousands of dollars along with increased support for the organization.

Further assistance for those in need includes more publicized events such as refinement classes featured on CNN as well as a makeover for homeless women on The Maury Povich Show.

AUTHOR & LECTURER

His first top-selling book is Ask Angelo: An Inside Look at the Entertainment Industry From a PR Guru. His next book, The Sense of Success is due for release summer 2018. Both offer motivational guidance and inspirational real talk from the media master. He continues to engage global audiences with his wit, real-life advice, and PR genius, such as the recent appearance at Morgan State University.



Angelo Ellerbee is available for speaking engagements. For inquiries, call (201) 224-6570 or email, Theellerbeegroup@aol.com.

46 years of Industry Experience



Angelo Ellerbee

With 46 years of media experience, PR Guru Angelo Ellerbee brings sage advice to both industry climbers and veterans alike.

Through USA and intimate war stories on his colorful clients and adventures, he delivers a humorous but honest glimpse inside the entertainment industry... then and now.

The book shows why so many... like Mary J Blige asked Angelo... DMX asked Angelo... Dionne Warwick asked Angelo... and what his competing answers deliver.

"A Inside Look at the Entertainment Industry from a PR Guru"

46 years of Industry Experience



ask ANGELO

Written by Angelo Antonio Ellerbee - as told to Gia'na Gavel

THE SENSE of SUCCESS

Breakthrough Life Coaching For Artists, Entrepreneurs & Dreamers Ready To Reach For The Moon.

The 6th Sense is the Sense of Success

Goals you can see, strength you can feel, newness you can smell, and faith so powerful you can taste it. These modes describe the sensations of a life awaking with purpose. The Sense of Success points you to a subtly hidden sixth sense - that inner perception of purpose. Not measured in bank account numbers, headlines, Employee of the Year Awards, YouTube views, or social media likes, but rather with the completeness that comes from a well-rounded journey. Here, lives that include struggle and overcoming are offered choices from lessons learned and redirection with the knowledge gained.

This book guides the reader on an inner journey that works its way out into decision making in business affairs, in getting back up after repeated falls, and finding the road to faith no matter how lost you get.

PR Guru to the stars Angelo Ellerbee returns with another honest, inspirational collection of mentoring support. Open the pages into Ellerbee's ideas of elegance that emanate up from the soul to shine throughout your daily life.



Angelo Ellerbee is the founder and CEO of DoubleXXposure Media Relations, has worked with some of the top artists in the industry including the likes of Mary J. Blige, Alicia Keys, Michael Jackson, Ginine, Robert Flack, Dionne Warwick, and Nina Simone. His first book, Ask Angelo: An Inside Look at the Entertainment Industry from a PR Guru, is available worldwide.



DXXNYC.COM

COVER PHOTO: Stephen Chosen

THE SENSE of SUCCESS

ELLERBEE

THE SENSE of SUCCESS

by ANGELO ELLERBEE

your new life is coming

THE FIRM

INSIDE PR FIRM TO THE STARS DOUBLEXXPOSURE MEDIA



STAR ATTRACTION

Ellerbee's professional direction is rooted in the old-school principle of ensuring the all-around preparedness of the artist.

His tenacity and adaptability has enabled him to attract superstar clients such as Michael Jackson, Lionel Richie, and Mary J. Blige as well as reggae stars like Patra and Shabba Ranks.

Ellerbee's unwavering commitment to the complete development of artists has positioned Double XXposure among the leading entertainment industry public relations and marketing companies.



Say it, don't spray it.

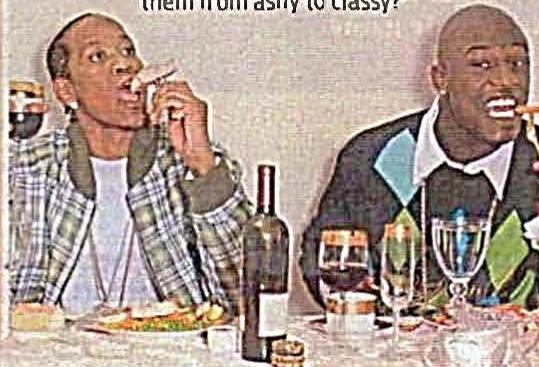


Over my head.

> Clean Up Your Act: "It's important that you always come out looking fresh," Ellerbee says while eyeing the six hairs sprouting from Shawn's chin. The boys apply beauty products aggressively. Shawn soaks his braids with a can of hair sheen, and the aerosol suffocates everyone in the room. Next, he tries on a new scent, but he's more liberal with the cologne than the city of Amsterdam is with weed. "I'm spraying it all over myself before I go to the club," Shawn says. Ellerbee coughs for a minute and then opts to move on.

A TOUCH OF CLASS

The FIELD MOB boys are just a pair of Georgia rappers with bad table manners and rough edges. Can a day at etiquette school transform them from ashy to classy?



Can I keep the props?" Shawn Jay shouts to no one in particular while swinging around an unopened bottle of cabernet. "What are we leamin' about anyway? Table manners? We're hungry!" Although he's eager to quiet his rumbling stomach, today's about more than breaking bread. Shawn and his partner Smoke are preparing for the release of their third CD, *Light Poles and Pine Trees*, so VIBE is lending a hand to their press campaign by pairing the duo with an etiquette coach. Angelo Ellerbee is a modern-day Emily Post. He's played Henry Higgins to everyone from Mary J. Blige to Big Daddy Kane. After a quick meet-and-greet at Ellerbee's Double XXposure office in New York City, Field Mob is put on its best behavior.

> The Food

Ellerbee sits the boys down in front of fancy place settings and begins explaining the utensils. "There's the salad fork, dinner fork, and then the butter knife," he says. The boys couldn't care less. Smoke's salad ends up all over the tablecloth. Meanwhile, Shawn sticks his knife through a piece of fish and bangs it against his plate. "I just want to eat," Shawn whines. "We don't do the formal, 12-course dinner thing," Ellerbee excuses the starving pair from the table before they can break his fine china.



Mic check.

> 21 Questions

When it comes to interview techniques, "Showing up is the first rule," Ellerbee says firmly. His other media rules include: Find something in common with your interviewer, be complimentary, and kill haters with kindness. "Never let anyone break down what you've said," he says. "Don't give them anything negative." A mock Q&A pits Field Mob against Ellerbee, who impersonates an antagonistic reporter. Even when he compares a Field Mob concert to a high school talent show, they respond with clichéd compliments. The duo wins this showdown, proving that, sometimes, good etiquette is just good acting.



Training day.



Get your weight up.

> The Workout Plan:

"Usually we have artists do some type of physical training," Ellerbee says. This lesson doesn't last very long. "I bet you I can do 100 push-ups!" Smoke blurts out before ripping off his sweater and button-down. Ellerbee calls his bluff. After only 23 reps, Smoke collapses on the floor. After a handful of sit-ups, Shawn meets the same fate. "Close enough," Ellerbee says. Tired, hungry, and slightly better behaved, Field Mob graduates with a passing grade. Barely. Chris Yuscavage

6: NUMBER OF PEOPLE WHO HAVE HOSTED BET'S RAP CITY (THE MAYOR, CHRIS THOMAS, JOE CLAIR, BIG LEZ, TIGGER, MAD LINX, AND J-NICKS). 15: YEARS RAP CITY HAS BEEN ON THE AIR. 100: REPORTED LENGTH (IN FEET) OF PRODUCER SCOTT STORCH'S MULTIMILLION-DOLLAR YACHT, DOCKED AT HIS MIAMI HOME.



ARTIST DEVELOPMENT

Having taken his cue from Motown Records impresario Berry Gordy, Ellerbee adapted that winning strategy to serve contemporary artists. The Artists Development division of DoubleXXposure is in many ways a youth advocacy platform in how it offers at risk and disadvantaged urban kids an opportunity to promote themselves into the corporate and mainstream world.

By taking the classes into youth centers and special workshops; lessons on etiquette, diction, poise, and interview techniques provide an edge young people would never get. This effort has earned him the moniker The Henry Higgins of Hip Hop. Notable clients include Mary J. Blige and Alicia Keys among many others. His classes have been used in college curriculum and featured on national television.

CNN Feature story on Artist Development
<http://edition.cnn.com/2001/WorldBeat/04/30/rappers.manners/>

PUBLICITY PERFECTION

In today's competitive business environment, media plays a vital role in ensuring the economic viability of any business, and YOU ARE A BUSINESS. An effective publicity campaign translates into increased sales and public awareness for you, your company, your cause, your event, or your product.

Double XXposure Media Relations' publicity team is comprised of leading experts from the communications field who cover all aspects of print, electronic and new media. Clients are able to secure appearances and placements on major television networks, local, regional, and national video outlets, syndicated and commercial radio, mainstream, alternative, urban hip-hop and music trade publications, and all forms of new media and online outlets.

The team develops and executes a comprehensive campaign that is tailored for the client with precision, focus and high visibility in mind. Further, it is Double XXposure's direction to deal not only with established and highly visible clients, but to shape and mold the beginning and emerging client for winning press results.

Exposure is not only assured...
Double XXposure is guaranteed!



PRESS

Across The Fader
Billboard
Black Enterprise
Black Star News
Blastro
Carib news
CNN
Columbia News Service
Entertainer
EURWEB
GQ
GridBX
Jet
New Pittsburgh Courier
OUT
PRWEB
P.O.W
Soul Train
SPIN
The Times
The New work Times
VIBE
WN



See full list with links at <http://www.dxxnyc.com/press>







ELLERBEE

ELEGANCE

SCENT *of* SUCCESS



As of 2018, he is launching, as an accompaniment to the visually stunning and motivational book, an accompanying scented candle line from his Ellerbee Elegance signature collection.



Social Media

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FACEBOOK.COM/ANGELOELLERBEE1

INSTAGRAM.COM/DOUBLEXXPOSURENYC

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